

The Billboard

DECEMBER 21, 1946
25 CENTS

THE WORLD'S FOREMOST AMUSEMENT WEEKLY

NEW YEAR'S EVE

WILL IT BE THE OPS
FOR WHOM THE BELLS TOLL?

—Page 3

RISK IN DISK TALENT'S SWITCH

—Music

ANDREWS SISTERS
"No. 1 for Nine Years"

(See Music) ⇨



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**don't know why; we've been that way for years.*

Mutual

OPS HOPE HARD FOR N. Y. E.

Michigan Indie Houses In Bank Night Deal With CKLW; May Be Tip to Future Policy

Are Dishes Coming Back?

DETROIT, Dec. 14.—American listeners will get what is believed to be their first crack at bank night in radio when CKLW, across the river in Windsor, Ont., starts a cash giveaway show in about three weeks. Program represents a tie-up with the Michigan independent theater owners. Starting date has been set tentatively for the second week in January.

Program is viewed here as being pretty much in the nature of a lottery. While lotteries are banned in the U. S. by the communications act, CKLW is not affected, coming under Canadian regulations.

"Consideration" element which has led to the lottery interpretation is that entrants must buy admission into one of the participating theaters, of which 35 have signed so far. Total of 60 or thereabouts is expected to be set before the program preems.

Gimmick will work like this: At 8 o'clock on the night of the airings, all the houses involved will stop their shows, regardless of what is playing, and tune in the station whence the drawings will be made. Prizes will be \$500, \$250 and \$125, with charity awards if no winners are selected. Houses are kicking in on the basis

AGVA Tags Adams, Newark, Unfair in Pay-Off Dispute

NEW YORK, Dec. 14. — Adams Theater, Newark, has been declared unfair by AGVA, with ruling to apply December 26. All agents and acts have been notified accordingly. Decision was based on a refusal of the theater to pay the Burns Twins and Evelyn for five extra shows when claim was made for it. Theater said that it had bought an entire package with the Buddy Rich band, and that the band leader, responsible for their salaries, should pay them. Talent union took the position that an employment contract is made with the theater and theater is responsible for dough. Act was in week starting October 3.

Contract under which extra money is asked for went into effect about four months ago and provided for the following: All acts getting up to \$750 cannot work more than 30 shows. If extra shows are given, acts must get one-thirtieth of a week's salary for each additional show. Contract, says AGVA, is nationwide and was agreed to by all chains and indies. "The Adams," said Matt Shelvey, AGVA head, "is a part of Paramount, thru a stock interest, and as such should be aware of the agreement."

The Adams disclaimed any knowledge of action to be taken against it.

of 5 cents per seat, same fund to defray program costs, including fine.

Pic houses dropped bank nights some years ago when business started improving. Cash giveaway was one of many schemes devised to combat the badly battered b. o. and the present return of the free dough routine may be a tip-off for the future.

Mpls. Showbiz Would Pay for More Cops In New Tax Plan

MINNEAPOLIS, Dec. 14. — Local showbiz would be taxed \$75,000 to pay part of the cost of additional needed police on the force in a proposal made this week to the city council, health and hospital committees by William H. Joyce, biz rep of the Minneapolis Police Officers' Federation.

Broken down, the Joyce plan is thus: (1) Increasing the annual juke box license fees from \$10 to \$15. There are 700 boxes in Minneapolis. (2) Raise theater licenses for 58 houses to a minimum of \$100 a year, instead of the present scale of from \$38 to \$500. (3) Hike the 200 license fees of on-sale liquor establishments (bistros, bars, etc.) from \$1,110 annually to \$1,500. (4) Up food licenses in niteries, restaurants and hotel rooms from \$8 to \$15 annually. There are 5,047 such licenses here. (5) Raise 1,887 off-sale beer licenses from \$5 to \$10 and increasing 207 parking lot permits from \$10 to \$15.

Legit Tix Brokers Tune Up for Their Annual Yule Yowl

NEW YORK, Dec. 14.—Tix brokerage houses are in the annual pre-Christmas slump. Reports from three major legit brokerage slots have current week's biz 25 per cent below average for recent similar periods.

William McBride admits that tix have been available during the past stanza, except for a half dozen top hits, and that the slough-off likely will continue thru next week. Agency, however, has a substantial call for post-Christmas-Night ducats. McBride thinks the slump is due to the fact that this year's shows are not over-all as strong as the crop this time last year, when 15 attractions were doing land-office biz. Also, he points out, new entrants are leaning heavily toward theater parties, which are a bad break for holiday brokerage biz.

George Slater, manager of Tyson Operating Company, is of a similar opinion. Last week, says Slater, such socks as *Call Me Mister*, *Annie Get Your Gun*, *State of the Union*, *Joan of Lorraine* and *Born Yesterday* were sellouts, as usual, but the rest of the list needed help all the way down the line. Tyson's advance for next (See *Brokers' Yule Yowl* on page 4)

Henie Revue Okay 206G in 11 at Detroit

DETROIT, Dec. 14.—New Sonja Henie *Ice Revue* drew \$134,000 in seven performances at Olympia Stadium up to Wednesday night (11). Added to previous total, this shoots the gross for the first 11 shows of the engagement, which runs thru December 21, to \$206,000 with total attendance at 93,000.

House is practically sold out for this week-end, but early week business was somewhat off.

Outlook NSH; Prices Same As Last Year

Clubs See Few Big Spenders

NEW YORK, Dec. 14.—New Year's Eve, vintage 1946, has local ops hoping for big things, but few expectations that the hopes will materialize. What the reasons for the crossed



finger philosophy, no one nitery op will say. Instead there is the usual flock of excuses being prepared to flock out in case the night's biz lays an egg. As far as prices are concerned they're about on par with the ones charged

last year. No club expects to put on anything special for the night, if for no other reason, than that it costs a lot more to do so. Where the bands will stay on until the wee hours, the bite will increase proportionately. Of course, a couple of wine buyers can take a late spot off the hook, but nobody knows if the wine buyers will come in.

The majority of New Year's Eve customers will come from the minimum buyers, as it has in the past. But unlike the past, where the money (See *Ops Hope Hard* on page 35)

Attempt To Clear Equity Anti-Commie League Voted Down

NEW YORK, Dec. 14.—Clarification of the anti-Communist issue which has been fomenting for several months came at Equity council meeting Tuesday (10) with defeat of a resolution offered by Paul Dullzell, exec secretary. Back in July, petitions were circulated within the org in the name of the Actors' Equity Anti-Communist League and were signed by over 100 Equity members. At the meeting of September 17, council passed a resolution calling upon signees to resign from the league on grounds of dual-unionism within the organization. Signatories replied with the claim that AEACL was not a formal organization, but merely a title under which they issued their manifesto. As such, they contended, Equity had no jurisdiction, since no org existed from which to resign.

Dullzell's motion Tuesday (10) was to the effect that since AEACL is legally a non-existent body, the council had no right to demand resignations from it by signees of the petition. The resolution was defeated nine to five, with three council members not voting. So council's original resolution still stands.

Also on the agenda of this week's meeting was a request for permission to lay off *Three To Make Ready* for three weeks next month, pending (See *Anti-Commie Vote* on page 4)

AN IMPORTANT ANNOUNCEMENT!
To Conserve Our Limited Paper Supply
THE JANUARY 4 ISSUE OF
The Billboard
WILL NOT CARRY ADVERTISING
All Regular News, Reviews and Service Features Will Be Published as Usual

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Showcase Review

SAVE THE PIECES

(Opened Saturday, December 14, 1946)

CONCERT HALL, BARBIZON PLAZA HOTEL, NEW YORK

A comedy by Leon Morse. Staged by Cy Schonfeld. Sets, Murray Schaefer. Stage manager, Harry Greenberg. Presented by the Playwright's Stage.

Louise Pappas Laura Pope
 Nick Pappas Sam Pardos
 Snedeker Ralph Wilson
 Wille, the Serene Lou Seiler
 Adolph (Beat the System Kid) Sam Sillman
 Don Louis Reina
 Mrs. Pappas Mary Daniel
 Mrs. Schnackenberg Elizabeth Jones
 Henry, Her Son Don Christy
 Dapper Ford Johnson
 Joshua, the Penitent Lyon Keans
 Patrolman Ryan Tom Healy
 Harold Richard Posner
 Mr. Miller M. T. Robbins
 Fire Inspector Cy Schonfeld
 Sanitation Inspector Don Christy

By Robert Francis

Playwright's Stage is an organization dedicated to showcasing scripts which either have been optioned or have won an award. Object, naturally, is to interest Broadway producers in legit futures and give a budding playwright a peek at his own efforts. Saturday (14) week-end, *PS* unveiled something called *Save the Pieces*, by Leon Morse. Since Morse is a confrere in the drama department of *The Billboard*, and a likable guy withal, this report would like to contain a lot of flattering comments. But palship ends when the curtain goes up, and it must be honestly stated that *Save the Pieces*, as is, will have scant appeal for any commercial producer who has regard for his backers' money. At any rate, Morse has had a chance to see his piece come to life, and can be guided accordingly. Perhaps a thoroughgoing juggling job at the typewriter can turn it into an acceptable farce. Some of the pieces are definitely worth saving.

Basically, *Pieces* stems from an amusing idea—three hoboes get to run amok in a wholesale fur shop, set an unpleasant Greek proprietor in his place and presumably iron out matters to the ultimate happiness of all concerned. However, proceedings begin with what looks like a social message, leap nimbly into farce with a touch of melo and finally into arrant burlesque. Situations are introduced like a series of Smith and Dale vaude turns, and, unfortunately, the cast of *Pieces* features no Smith and Dale. It all has something to do with a trio who are campaigning for what they call the Hobocratic Party which is to bring sweetness and light to our troubled post-war times. This aim gets sidetracked by such items as the growth of a hair-restorer biz and the introduction of a variety of amazingly unbelievable characters into a dizzy spin of entrances and exits. Some individual bits show a flair for good comedy scripting, but the overall is a patchwork with plenty of stitches missing.

For purposes of showcasing, Playwright's Stage has assembled a combined pro and semi-pro cast on the little Barbizon Plaza stage. Some of them are very good and some are very bad. Lou Seiler, currently entertaining in the Plantation Room of the Hotel Dixie, does moderately well by a little guy who wants to become the first hobo U. S. president. Ford Thompson, who was last concerned Broadway-wise in *The Tempest*, adds a frequently amusing job as a hobo Shakespearean ham. Sam Pardos, also recently tied up in Stem character matters, has a tough time screaming his head off as the Greek furrier. Louis Reina and Laura Pope are pleasantly concerned with the scant love interest, and an outstanding character fragment is contributed by Richard Posner as a hypochondriac suitor. Sets, of course, are of the simplest, making use of drapes and properties, but offer a serviceable background.

In sum, if Morse figures on an ulti-

L. A. Gets Phone Radio Log Service

HOLLYWOOD, Dec. 14.—*Information, If You Please*, a free telephone service answering radio listener queries, made its bow here this week. Persons calling Hollywood 6196 between 9 a.m. and 9 p.m. daily can ask virtually any question concerning radio shows, time certain programs are aired, stations carrying various types of programs, music, drama, news, etc. Starting today, all stations in this area (16) are giving *Information* free plugs.

Project is the development of Ruth Arnold, Coast rep for C. E. Hooper, Inc. Latter is not involved. Once *Information's* radio department is perfected, Miss Arnold hopes to branch into other showbiz fields, giving dope on pix, niteries, theaters and eateries. Service is free to local stations, but there will be a charge for other fields. Arrangements are already under way for a San Francisco branch and once Coast operation runs smoothly, service may invade Eastern towns.

Radio row has welcomed *Information* with outstretched arms. Stations have long felt and fought Metropolitan papers' squeeze on radio logs. In many cases, program listings have been incorrect and incomplete. Since none of the downtown sheets carry local radio columnists, many listeners have had to keep to themselves queries concerning radio.

ANTI-COMMIE VOTE

(Continued from page 3)

opening of the road trek. Council denied the request, and agreed to the closing here and allowance for reopening within eight weeks on application in the usual manner. *Ready* is skedded to shutter either the first or second week of January and follow with a three-week lay-off to allow Ray Bolger a vacation. Show will then head for its Chi run, with perhaps a short break-in at Cleveland on the way.

Council also received reports from committees investigating matters of race segregation, television, group health insurance and experimental theater. In most cases, reports were held over for submission to the general membership at quarterly meeting January 3.

BROKERS' YULE YOWL

(Continued from page 3)

week is better than fair, "with a terrific post-Christmas Night advance sale."

Mackey's theater tix agency is more conservative in its view. According to Manager Lou Schonzeit, except for major hits, this week's biz has been decidedly on the red slant, and he does not expect much of an upswing next week. Advance for week of December 23 looks okay and he previews a decided pick-up from January 2 on, with bad returns on December 30 and January 1.

While Schonzeit is in agreement with McBride that current theater party skeds are tough on brokerage biz, he holds producers blameless in the matter. Says Mackey's manager, "It's tough on us, but it's likewise tough on the guy who is putting on the show. A show budgeted at \$60,000 frequently runs to 100G these days before it makes a Stem unveiling. With four or more theater parties a week, it can exist for a 10-week span, and with smart salesmanship to the right kind of audiences, it can be built into a success. That's good for all of us in the business. Why should we kick?"

mate Stem unveiling for his opus, he'll have to toss a lot of the jig-saw pieces out of the window and rearrange the rest into something that less resembles a pinwheel. Now this reporter hopes that the author and he are still on speaking terms.

The Fight Against Intolerance

THE editorial by Leonard Traube in the December 7 issue, *Where Does Show Business Stand on Intolerance?*, has brought many letters to *The Billboard*. For space reasons, only a few can be published in each issue. The first letters appeared in the last issue, December 14. Others will be printed in successive issues until the file is exhausted. A limited number of reprints of the editorial are available and a copy will be sent upon request. Address such requests to the Editor, *The Billboard*, 1565 Broadway, New York 19, N. Y.

Dowling Raps Talent No Respector Of Creed or Color

To the Editor:

We only want talent in the theater. And we don't care whether the artist is black or white, Jew or Gentile. I pray it will ever be this way.

EDDIE DOWLING,
 Broadway Producer-Actor,
 New York.

No Bigotry in True Americanism

To the Editor:

You are right in your editorial on "Where Does Show Business Stand on Intolerance?" in stating that the heart of America's best traditions is the idea of "live and let live." Unfortunately, this fine tradition is betrayed by a great many Americans who have absorbed from the Ku Klux Klan or other bigots the idea that a 100 per cent American must be intolerant and bigoted.

We are a people from everywhere and the enlightened ones among us have learned to respect other people because of merit, character and achievement and not because of race, creed or national origin. As I see it, a real 100 per cent American doesn't look at the color of a man's skin or at his religion but looks behind these at his character and achievements. *The Billboard* has done a service in calling our attention, in forcible language, to one of the best of America's traditions.

L. M. BIRKHEAD,
 National Director,
 Friends of Democracy, Inc.,
 New York.

Congratulations

To the Editor:

My heartiest congratulations to you for "Where Does Show Business Stand on Intolerance?"

Please don't stop!

BEN BEZOFF,
 Assistant Manager Station
 KMYR, Denver,
 Representative-Elect of
 Colorado Legislature.

'Superman' Segs Attack Bigotry

To the Editor:

I think your editorial, "Where Does Show Business Stand on Intolerance?" bears out our *Superman* thesis.

As you know, since last April we have been attacking bigotry and intolerance on our *Superman* series. It has been a tough job and the results, altho satisfactory, have not completely pleased all of us at Kenyon & Eckhardt. We think more shows should be doing this type of work.

We hereby welcome all juvenile shows who have been or are going to follow our lead.

HAL DAVIS,
 Radio Publicity Director
 Kenyon & Eckhardt, Inc.,
 New York.

To the Editor:

Talent knows no special color, race or creed. Talent is found in the slums as well as the Gold Coast.

I was especially interested in Georgia, as I have written a radio play centering around the hospital in Rome.

Race, religion, etc., are matters of circumstance. The bigotry that some people express are the aftermaths of their own ignorance.

I believe show people are the most liberal and understanding in this matter because they fully realize that talent is a God-given asset. No true artist discriminates. Neither does a true Christian.

VIOLETTE DINKELMAN,
 Writer,
 Chicago.

'Tremendous Debt'

To the Editor:

A great big bravo for your recent editorial, "Where Does Show Business Stand on Intolerance?" It is, of course, a shame and a pity that editorials like these have to be written, but since they do, all of us owe you a tremendous debt for writing them.

More power to you!

EDWARD LANE,
 Director of Advertising and
 Sales Promotion,
 Muzak Corp.,
 New York.

U. S. Radio Open to All Races, Creeds, Colors

To the Editor:

We at WBIG in Greensboro, N. C., believe that old and young, rich and poor, black and white, have the right to be heard as well as the right to listen, and no one is barred from the facilities of this station because of race or creed. WBIG gives time for excellent programs that are produced by the Negro colleges and schools in this area. . . . We use Negro talent and present special programs for their attention. Also presented weekly are programs for Protestants, Catholics and Jews. No breath of intolerance has ever gone into the microphones of this station or ever will under the present management. There is no racial or religious prejudice at WBIG and it is our endeavor to fight intolerance at all times.

EDNEY RIDGE,
 Station WBIG,
 Greensboro, N. C.

Music, Art Know No Hates

To the Editor:

Somebody said that music and art knows no boundaries or creeds, no hates or intolerance. I think that the same thing goes for show business. Racial intolerance, intolerance of creeds have no part in (any) business.

ROY J. BOWMAN,
 Station KGFF,
 Shawnee, Okla.

TELE MONOPOLY HEADACHE

Issue Held Most Vital in CBS Vs. RCA

Future Fortune at Stake?

By Our Washington Bureau

WASHINGTON, Dec. 14.—Top-notch legalists here see the Federal Communications Commission faced with judging the question of possible monopoly in deciding for or against upstairs color television, despite the fact that this week's unfinished hearing on upstairs standards was limited to engineering factors. Economic issue is now regarded by informed insiders as almost certain to become a central theme of cross-questioning when the hearing is resumed after January 6.

Tip-off emerged in the course of this week's hearing, punctuated by veiled challenges and counter-challenges of monopoly from antagonists and protagonists of upstairs color video. Question whether Radio Corporation of America and DuMont would gain a black-and-white monopoly if FCC decided against the Columbia Broadcasting System petition for upstairs video standards or whether CBS would gain virtual control of web color video if FCC decided in favor of the Columbia bid is seen as inescapable in any consideration of the video standards proposition.

Complicating the situation is possible interest by Congress in this issue after the hearing is resumed, with the resumption of the color video hearing skedded to get under way when the lawmakers will be organizing their legislative programs for the winter-spring session.

Most dramatic moment on the
(See *ISSUE HELD* on page 10)

Skelton Defends Air Commercials

NEW YORK, Dec. 14.—Unusual spectacle of an air headliner taking over a commercial period to defend plugs and sponsors occurred Tuesday night (10) on the Red Skelton Raleigh show (NBC) when the comic offered a defense of radio commercials.

Skelton, labeling plugs as "the cheapest box office in the world," claimed that commercials are not really offensive, basing his appeal on the fact that while sponsors pay out healthy hunks of dough for free entertainment for listeners, the only return they can get is in the commercial.

"It stands to reason that without you folks who do the buying, there wouldn't be any product," Skelton said. "But have you ever thought of the time, effort and money spent to hold your approval? Believe me, with general costs and competition so high, it amounts to plenty. For example, hundreds of thousands are spent yearly on radio entertainment, and in return for their efforts to please you, they (sponsors) are permitted to use three minutes of every
(See *Skelton Airs Views* on page 12)

Public Service Twist Pays Off For MBS in Lieu of Name Shows

NEW YORK, Dec. 14.—Mutual Broadcasting System, tho not yet on a par with the major webs in the matter of lavishly produced top shows, has managed to get a public service twist into an increasing number of its commercial programs. This is an outgrowth of the policies of MBS Prexy Ed Kobak and Program Chief Phillips Carlin, who see no serious impediments to the marriage of public service and sponsors' bankrolls. In line with this thought, a gander at the MBS log now shows some 15 commercial segs with a public service slant—juvenile delinquency, tolerance, etc.

Latest in the sponsored pubserv category on MBS is *Crimes of Carelessness*, produced by James Sheldon for the National Board of Fire Underwriters. Series, airing Sundays at 3:30-4 p.m., deals with fire prevention.

Line Hard To Draw

Of course, there's no line of demarcation between what is and what is not public service, but here are a batch which the trade regards as having the pubserv mark in more or less degree:

It's Up to You, bankrolled by *Seventeen* mag (Triangle Publications) in the Wednesday, 8:30-9 p.m. slot. Seg aims at giving youngsters an opportunity to settle their own problems.

Juvenile Jury, General Food's show in the Sunday, 1:30-2 p.m. slot, taking up the problems of kids between the ages of six and 12.

Special Investigator (cited by Ohio State Institute), sponsored by the Commercial Credit Company, Sundays, 8:30-9 p.m., and exposing modern forms of racketeering.

Superman, Kellogg, Inc., Monday thru Friday show at 5:15-30 p.m., hitting racial intolerance and juvenile delinquency. Since taking its strong, pubserv slant, *Superman* has been cited on many occasions.

Warden's Crime Cases, the Warden Lawes's opus, sponsored by Trimount Clothes, Sunday, 1-1:15 p.m., combatting juvenile delinquency, etc.

Judy 'N' Jill 'N' Johnny, bankrolled by Horwitz & Duberman Clothing, Saturday, 12-12:30 p.m., aimed at urging jitterbug and bobby sox crowd to make a more positive contribution to society.

Captain Midnight, Wander Company's Monday thru Friday seg, 5:30-45 p.m. Script has been dealing with tracking down criminals threatening world peace, democracy, etc.

Ralston-Purina's *Tom Mix* show, Monday thru Friday, 5:45-6 p.m. In addition to stressing clean living, this is the only commercial seg which cancels its commercials for a two-week period each year to promote a safety campaign.

Gabriel Heatter's *A Brighter Tomorrow*, in which the master of corn points up heroic deeds and careers of Americans from all walks of life.
(See *Public Service Twist*, page 13)

Kellogg To Test New 'Hollywood Story' Soaper

CHICAGO, Dec. 14. — Beginning December 30, Kellogg Company, Battle Creek, Mich., will test Galen Drake and a daily seg called *Hollywood Story* as a possible replacement for its ABC ailer *Kellogg Home Edition*, with Marvin Miller and Gilbert Martyn.

Story will be heard in the Western part of the web, while *Edition*, on the air since August, 1943, will be on the web's Eastern division. Test will be skedded indefinitely.

New AFM School Ban a Second 'Interlochen'?

DETROIT, Dec. 14.—Barring of proposed WJBK Christmas broadcast by Mackenzie High School music students here Thursday (12) by the Detroit Federation of Musicians has apparently touched off a new battle over school shows on the air. Situations is "another interlochen on a smaller scale," according to Jack Ferentz, union president. Union's ban was on the ground that paid admission was to be charged, and that such a show, in competition with musicians earning their livings, could not be aired. Ferentz declared, "All we would have to do would be to let all the high schools rehearse for a few months, and we wouldn't have musicians at any stations."

Issue of school talent on the air may be threshed out as the result of a decision by James F. Hopkins, owner of WJBK, to carry this particular fight to a conclusion. He initially reserved space for a 30-inch advertisement in local newspapers presenting his side of the case, but canceled to avoid the impression that it was a case of a feud between the station and the board of education.

Matter is to be presented by the station to Dr. Joseph E. Maddy, of Ann Arbor, Mich., veteran of the Interlochen fight and one of the most vocal critics of James C. Petrillo, AFM president.

Station decided not to fight the matter because if the union decided to picket, it would involve the school in difficulties. A spokesman for Hopkins said that the request of the high school principal, Joseph Pinnock, for the broadcast was relayed by Fowler Smith, director of music in the public school system, to Ar—
(See *NEW AFM BAN* on page 12)

Leslie Joy Lams KYW, Philly, Job

PHILADELPHIA, Dec. 14.—Leslie W. Joy, general manager of KYW, Westinghouse NBC station since 1936, has resigned effective January 4. Future plans will be announced after he returns from a short vacation.

A vet of 23 years in broadcasting, starting as a singer on WJZ, New York, Joy came to Philadelphia in 1935 as liaison officer for NBC to handle KYW programming. J. B. Connley, manager of Westinghouse radio stations, declared Joy's sudden resignation was a surprise and no successor is in mind at present.

FCC's Video Decish Due Next Spring

Hearings Resume in January

By Our Washington Bureau

WASHINGTON, Dec. 14.—Battle of downstairs black-and-white video versus upstairs color television will be resumed here before the Federal Communications Commission sometime after January 6 as a decisive follow-up to this week's hearing on standards, with signs pointing to an answer by the FCC within three or four months.

Commission is believed to be convinced that no further field testing or propagation studies will be needed for an early decish on the issue. This became apparent during this week's hearing in which Commissioner E. K. Jett voiced the personal view that ample material was on the record to obviate any possibility that FCC might ask for further studies after the completion of testimony next month.

Jett's statement is being hailed by upstairs color video stalwarts as knocking the props from the downstairs video wing's claim that more study is needed before FCC can consider moving video standards to upper frequencies. Nevertheless, Dr. Allen B. DuMont, head of DuMont Labs, will renew a plea for further study when he takes the stand on resumption of proceedings which Chairman Charles Denny of FCC has set for "sometime after January 6." DuMont will add fuel to testimony tossed into the record this week by his downstairs black-and-white partisans from Radio Corporation of America, National Broadcasting Company and Farnsworth.

When the hearing resumes, Dr. Peter C. Goldmark and Prexy Frank Stanton, of Columbia Broadcasting System, who were CBS's major witnesses at this week's hearing, will be subjected to lengthy cross-examination which is expected to reach
(See *FCC'S VIDEO* on page 10)

Ace Davis

NEW YORK, Dec. 14.—Alert flacks are now flying their releases to make deadlines. Hal Davis, Kenyon & Eckhardt publicity chief, prepared a Jean Sablon story last Friday (6) morning and flew it to Washington to make *The Pathfinder's* deadline that evening. Pilot was Dick Gans, of Richmond Flying Service, Staten Island, N. Y.

When Gans landed in Washington, *Pathfinder* did a story on him too—which was all gravy for Davis, since Richmond Flying Service is a publicity account handled by Davis and his adjutant, Herb Landon.

The payoff: On the way home Gans gave Davis his first flying lesson and Davis followed the wrong river and landed in Bethlehem, Pa.

Train ride home wasn't too bad, but it sure was cold swimming that river.

UNIONS IN RADIO CHALLENGED

Detroit Group Fights CIO's License Right

Tax-Free Element Involved

DETROIT, Dec. 14.—Issue of union operation of radio stations is due for an airing before the FCC as the result of the challenge hurled by the Grosse Pointe Broadcasting Corporation at the United Automobile Workers, long a leader in union radio activities. Corporation seeks the AM wavelength available now in the Detroit area. Union, thru its affiliated UAW-CIO Broadcasting Corporation, seeks this same wavelength. CIO union already has been granted a construction permit for a new FM station in Detroit, but this project is not involved in the present test.

Grosse Pointe group's challenge is based on the position, stated by Larry Gentile, its president, that "a union has no right to go into a competitive business on a commercial basis. We claim that they are not a legal entity which may sue and be sued." Gentile has been in local radio for some time as conductor of the *Dawn Patrol* on CKLW.

Private Corporation

Gentile said that "the unfortunate thing about this is that the UCBC is made up of the officers of the UAW-CIO, but that those same officers can be voted out of their union office by the will of the membership. However, in that case they would still be officers of the UCBC—and we contend that that makes it a private corporation.

"We feel that they cannot enter a competitive business field on the basis that they are a union not paying taxes, and not subject to the usual conditions of a business.

"It was proven that they would show a profit of \$20,000 per month with the sale of 50 per cent of their time."

Gentile's position is that the available allocation is for a community station, and that such a station could not meet the conditions if it were designed and programed chiefly for the city of Detroit, as the UAW apparently intends. He said his own (See *Tax-Free Element on page 9*)

Last Chi Soap Opera Will Move to N. Y.

CHICAGO, Dec. 14.—*Ma Perkins*, last of Chi's once vaunted soap operas, is finally following the pattern of the others and will originate from New York beginning January 13, it was learned this week. Deal was made by a Dancer-Fitzgerald-Sample agency exec in Chi this week. However, both web outlets here (NBC-CBS) carrying the seg disclaimed any knowledge of the move, as did local D.-F.-S. execs. CBS carries the show at 12:15 p.m. (CST), Monday thru Friday; NBC airs it at 21:5 p.m. on the same days. P. & G. sponsors show on both nets.

About a month ago spokesman for Procter & Gamble, sponsors, denied that the show would make any immediate change. It's understood the reason for the shift is the same old story of agency wanting to handle show from its main headquarters.

Kilroy on Air

NEW YORK, Dec. 14.—*Kilroy Was Here!* is finally hitting the radio business via transcribed spots made by Harry S. Goodman. Disks are take-offs on historical figures as Paul Revere, Mark Antony, etc. Paul Revere, for instance, knocks on a colonial door to tell 'em the British are coming, but he finds that Kilroy beat him to it. HSG has already made 30, with 30 more to follow.

Tony Martin Nixes 25G FCB Settlement

HOLLYWOOD, Dec. 14. — Singer Tony Martin, miffed at Foote, Cone & Belding and Bourgeois Perfumes for cancelling his airtel last October at the end of 26 weeks, thereby losing \$52,000 for him—26 weeks at \$2,000 per—is reported to have nixed a cash settlement of \$25,000 from the agency.

Martin previously alleged that F. C. & B. had assured him verbally that his option would be picked up at the close of the second cycle, and that he had turned down other lucrative air bids in view of this.

Agency execs, while making the settlement offer, deny having made any verbal commitments regarding options, adding that the contract gave the sponsor the right to terminate series at the end of 26 weeks.

WNEW in Day-Long Drive For Sydenham Hospital

NEW YORK, Dec. 14.—WNEW, Friday (20), will sponsor a day-long co-operative promotion with the New York daily *PM* to raise funds for Sydenham Hospital in Harlem. Station will devote from 75 to 100 spots to plead the cause of the hospital which may go under because of straitened finances. Station time to be contributed during 24-hour period is estimated as \$3,000 worth.

General format of the Sydenham campaign will follow special service type instituted by station about a year ago in a cancer fund drive, when WNEW collected \$40,000. Later, a similar plan was blue-printed and furnished to other U. S. stations.

Other campaigns carried out on station along these lines include those for National Girl Scout Week, Boys' and Girls' Days, Mother's Day and Father's Day. Campaign idea is brainchild of station manager Bernice Judis and was carried out by Ted Cott, program director.

WPEN Faces ACA Strike

PHILADELPHIA, Dec. 14.—WPEN, indie outlet, is the latest of the local radio stations facing union woes, which in the past months have resulted in strikes at WIP and KYW. American Communications Association (CIO) is asking WPEN for a salary scale of \$97 a week for engineers and \$85 for announcers, threatening to pull a strike Monday (16) if the demands are not met.

Radio Finance Co. Organized

NEW YORK, Dec. 14.—Howard E. Stark, formerly with Lehman Bros.' bankery, has organized Stark & Company to "assist stations in carrying out their expansion programs." Moneybags outfit will work in general radio financing and station sales.

Phila. Radio In Campaigns Vs. Prejudice

Webs, Indies Plenty Active

PHILADELPHIA, Dec. 14.—Philadelphia radio has built up an effective beachhead against inroads of dime-store Hitlers and tin-hat Mussolinis who would feather their own financial or political nests with the poison of anti-Semitism, anti-Catholicism, anti-Negroism, anti-Protestantism, anti-laborism, anti-foreignism and all the other anti-democratic "isms." Co-operating closely with agencies and organizations in the community working so that the traditional "brotherly love" tag will mean more than a Sunday-school phrase, local radio has gone all out in the fight. Outstanding is the vision displayed by Roger W. Clipp, WFIL general manager, in blazing the way with a series of dramatizations based on man's contribution to all mankind to show that men and women of every race, religion and national background help to make life healthier, more comfortable and freer for everybody. Series, recommended for "out of school" by the board of education, starts its third continuous year of broadcasting with the new year.

WIP Show

WIP also has been working closely with the fellowship commission in making important contributions to the efforts to improve human relations here. To counteract Nazi propaganda before the war, station staged a *Valor Knows No Creed* series, during the war an *Under Fire* series, and making a direct frontal attack against the hate mongers, recently concluded a *Hate, Incorporated* series exposing rabble-rousers.

KYW, while not presenting a show of its own, showed plenty of evidence of good faith last year when it moved out commercial sponsors from long-standing Sunday morning periods to carry NBC's *The Eternal Light*. When the network switched time several months ago, KYW kept the programs on by cutting platters and (See *PHILLY'S RADIO on page 12*)

Keystone Adds Outlets

NEW YORK, Dec. 14.—Total of 11 new stations have been added to the Keystone Broadcasting System, bringing the number of affiliates to 233. They include WRHP, Tallahassee, Fla.; WSGC, Elberton, Ga.; WFOM, Marietta, Ga.; WRQN, Vidalia, Ga.; KWHK, Hutchinson, Kan.; WATZ, Alpena, Mich.; WWSC, Glens Falls, N. Y.; WICY, Malone, N. Y.; WMOA, Marietta, O.; WKDK, Newberry, S. C., and WKRM, Columbia, Tenn.

Newark AM Station Granted

WASHINGTON, Dec. 14.—Newark Broadcasting Corporation got the green light to start a new 5,000-watt standard broadcast station in Newark, N. J., on 620 kc. as a result of proposed decision by the FCC late Friday. Commission rejected bids by Donald Flamm and Metropolitan Broadcasting Service to start similar powered stations on 620 kc. in New York.

Mars Bankrolls I.Q. 'Down Mejico Way'

CHICAGO, Dec. 14.—Mars, Inc., is beginning sponsorship of *Dr. I. Q.* over the Mexican "W" web soon after the first of the year, it was learned this week. Move is an attempt by the candy company to invade the below-the-border market in the candy field. Soft drinks now are one of few low-priced American items exploited by radio in Mexico.

According to Grant Advertising agency exec, Ralph Ellis, Mars selected *I. Q.* because show already has been successfully tried out in Mexico under a different sponsor, Elaguila Cigarettes. Jorge Marron has played the intellectual quiz master for the show during the past five years and will be retained under the Mars sponsorship.

Move is significant in that it shows an increasing trend on the part of U. S. manufacturers to capitalize on popular U. S. radio shows for foreign consumption. Identical format is used, only difference being one of language.

Autolite Sets Haymes On New 2-Year Deal

NEW YORK, Dec. 14. — Despite ad agency and sponsor jitters over possibilities of a future business nose dive, Autolite this week signed Dick Haymes to a straight two-year contract, carrying the crooner thru 1948. New deal supersedes the contract under which Haymes had been operating, with the option on this ticket not coming up until next year. Sponsor anticipated.

At the same time, Autolite, thru Ruthrauff & Ryan, pacted Helen Forrest, his singing partner, to a 13-week deal. Both singers are managed by Billy Burton.

Haymes started for the auto accessory account as a 1944 summer replacement. Show airs on CBS Thursdays.

General Mills Hunts For Baseball Outlets

CHICAGO, Dec. 14. — General Mills, Minneapolis, will continue to sponsor major and minor league baseball next spring and summer provided it can line up enough stations with time to carry the segs, it was learned this week. Mills will follow last season's format, that of lining up with local stations to carry local games. Talk of network hook-ups was nixed by company spokesmen.

Big hitch which agency, Knox Reeves, is encountering is finding enough stations with three or four hours spare time. Many stations that company had previously, such as in Pittsburgh and Atlanta, are tied up with web commitments, so baseball deal on the major scale the company wants may be just wishful thinking.

K. & E. Mulls Reynolds Show

NEW YORK, Dec. 14.—Kenyon & Eckhardt ad agency is giving Quentin Reynolds' new program a close going over as a possible air candidate for one of its accounts, not specified. Program, handled by Mark Hanna, is a topical crime stanza.

Chicago Sales Exec Sees New Competition

Others Gunning for Ad \$

CHICAGO, Dec. 14.—A strong plea that radio begin to analyze more factually the material it has enabling it to successfully compete with other advertising media and then use this material was made this week by William McGuineas, sales director for WGN, local MBS station, at the station's annual sales meeting. Warning that radio faces a period of ever increasing competition from other media, McGuineas said it could win out if it used the right tools.

"The cost of all advertising media has been and still is increasing, as is the case in radio," said McGuineas, "and radio advertising has grown so rapidly and with such great strides because advertisers and advertising agencies have appreciated the low cost of reaching the people thru radio. As costs increase it will be necessary—and we have but to look beyond our noses to see plenty of evidence—for magazines, newspapers, outdoor, and radio to sell more and more on a competitive basis with all other media. The elimination of the paper shortage will permit other media to carry all the advertising they can get. These other media will obviously use every sales idea they can think up to take advertising from radio and to prevent advertisers' appropriations entering radio."

Then pointing out what radio has to do to face this competition, McGuineas said, "the other media are experienced in that kind of selling, while radio is not. Broadcasters have not found it necessary to do a strong, sound, creative selling job. It is time we started. Broadcasters will be competing more and more with other media. Even tho we cannot add more hours to the day, radio broadcasters should work consistently and constantly toward the goal of 'standing room only' with a back-order list of advertisers waiting to get time on the air. I believe we have grown up and with that growth our sales problems naturally become more difficult. Radio has matured to the stature when we must devote a large part of our selling effort toward the creation of new radio advertisers and new radio appropriations. That type of creative selling cannot help but increase radio advertising and also keep present radio advertisers completely satisfied.

"The greatest sales tools for any advertising medium are facts. There are plenty of facts which prove that radio is the cheapest medium for advertisers if we will but dig deeply enough to uncover these facts and use them intelligently."

Kent Taylor, Film Player, To Do "Knight" Whodunit

CHICAGO, Dec. 14.—Reversing the usual procedure of taking a show to the West Coast in order to use a movie name lead, the Kuttner & Kuttner agency here will import Kent Taylor, film thesp, to cut a series of 13 half-hour transcribed shows for the Crest Specialty Company, Chicago, starting January 6. Show Taylor will be featured on will be a whodunit titled *Steven Knight, Criminologist*. Program is to be aired in about 35 markets by fall of 1947. This winter it will be heard in about 15 major markets from Coast to Coast. Show involves real dough. Talent cost for the 13-week series will be about \$20,000. Total cost, including

WOKO Wavelength Scramble Looms

WASHINGTON, Dec. 14.—Federal Communications Commission is readying to dispose of the WOKO, Albany, N. Y., license in the wake of the U. S. Supreme Court decision this week (9) upholding the commission's refusal to grant a renewal of the present licensee because of misrepresentations made to FCC as to ownership of capital stock. Wide-open fight for license to the lucrative AM outlet is foreseen, and FCC is taking a "go-easy" attitude.

Commissioners and legal staff are jubilant over the high court decision, regarded by some as having far broader implications than merely defending FCC's power to rule on renewals on grounds of an applicant's character. Some see the decision as a boost for FCC's Blue Book, since Associate Justice Robert H. Jackson, in writing the unanimous opinion, declared that it is the FCC and not the high courts which must be satisfied that the public interest will be served by renewing a station's license. Justice Jackson stated that "Congress has given the right to an administrative agency and the case does not warrant a substitution of judicial or administrative discretion."

Previously a Federal Court of Appeals had reversed the original FCC order refusing to renew. Lower court's decision was based on the ground that the commission does not have power to refuse a renewal license for misstatements of licensee "unless these statements are of such moment as to outweigh all competing considerations." The appeals court had held that FCC denial was not based upon "compelling reasons," since the commission had failed to consider the quality of WOKO's service to the public in the past.

With the nation's highest tribunal basing its opinion on the public interest issue, some legalists have implied here a defense of FCC's power to weigh its decision not only in the light of the character of a licensee, but also of "promised performance" and "actual quality of program performance."

"Ignorant" Renewed In Reversal; Biow Options Berle Show

NEW YORK, Dec. 14.—*It Pays To Be Ignorant*, which is developing to the point where it has more lives than a litter of kittens, is being renewed by Philip Morris cigarettes and will retain its CBS spot until spring. Show, which has been on the verge of being dropped by the account a half dozen times, was slated to fold at the end of December, to be replaced by the new Milton Berle show.

Instead, the Biow agency, which handles the smoke account, has taken an option on the Berle stanza, and present plans call for the Berle opus to replace one of the three web airers now maintained by Philip Morris. Other ciggie shows, besides *Ignorant*, are Rudy Vallee and *Crime Doctor*. *Ignorant* renewal just effected pacts the gag program for 17 weeks, starting January 3.

Biow office stated that the present Morris program ratings were regarded as satisfactory and hence none was canceled.

time purchases, will be about \$200,000. According to Larry Kurtze, radio director for the agency and producer of the Taylor series, this will be the first in a line of shows using Hollywood names.

Major WNEW Sked Revamp Has Flock of New Shows To Tee Off After January

New York Indie Also Returns Remotes To Sked With 16 Set

NEW YORK, Dec. 14.—WNEW, New York indie, will break out with a rash of new shows within the next three or four weeks, with almost a dozen new programs lined up already and more due to come. Wholesale program revamp, in line with the station's policy of giving its schedule a good, periodic face lift, is also extending to its platterized music programs, many of which are being given new gimmicks and added production motives. Some of the new shows are live, others are phono disks. In the former category, WNEW has set a deal with the Child Study Association

for a program to preem January 23, tabbed *For Parents Only*. Educational feature will deal with children and the arts, with the association setting the program line. Another live show has a tie-in with Broadcast Music, Inc., and is basically a hunt for new songs. Program will be called *Compose Yourself*, and will have professional songwriters giving counsel to amateurs and telling them, on the air, how to improve their compositions. Starts the first week in January.

BBC Show

Station has also tied in with the BBC for a special showbiz feature called *Pleasure Parade*. BBC is hand-tailoring the show for the New York outlet, program to consist of a weekly report on new theatrical developments in England, covering legit, pix, music and personalities. Program will quote critics' reviews on West End openings and regional tryouts, among other features.

Another new live stanza, called *Personal Appearance*, will feature Dick Willis, station's make-up specialist. Format calls for a jury of men and women giving analyses of people's attire, with Willis as the judge in handing out prizes. Show also tees off in January.

Station, which launched the radio careers of Dinah Shore and Frank Sinatra, thinks it has another winner in a newly signed warbler, Adele Clark, once with ABC. Program, with a Red Cross tie-up, will have a studio audience of ambulatory soldier-patients, some of whom will be interviewed, with Miss Clark singing the interviewee's favorite tunes. Soldiers will get recordings of their spots on the show. Program airs December 22 for the first time. Another live stanza, a hook-up with *Stamps* magazine, will discuss philately, program to be a mid-week 9 p.m. airtel. Station slant is that this is the time when network competition is stiffest and one of the best ways to corral an audience is to appeal to specialized audiences. Stamp sesh will be handled by Jerry Marshall.

Recorded sessions include *Show Business*, covering the life stories of top entertainment personalities, with appropriate platters; *Night Life* (sponsored by Parmalee), show being a mythical tour of top New York niteries, with disks of the entertainers there and due to start January 5; and *Juke Box Jury*, a kid program to pick out future recorded best sellers, with the juve audience and participants slated to get prizes. Show gets going in January.

Brown's Gimmick

Station is also giving Dick Brown, its 9:45 a.m. across-the-board warbler, a production gimmick with a Tin Pan Alley background. Instead (See WNEW Has Flock on page 8)

Detroit Diocese Criticizes Radio

DETROIT, Dec. 14.—That radio may get some attention shortly from local Catholic groups, which long have been concerned with morals as presented in motion pictures, is indicated from an editorial in the current issue of *The Michigan Catholic*, official organ of the Detroit archdiocese. "Too much advertising tends to make the listener turn the dial," the editorial states, but "unfortunately the same cannot be said of offensive features on some programs, especially comedy skits. Vulgar, coarse, suggestive remarks are becoming more frequent."

Insofar as actions to make objections to such shows felt, the editorial goes on, "one can save himself annoyance by turning off such a program, but that does not improve the situation. A phone call or a brief note of protest to the offending station will help to curb such programs."

John Boler Granted St. Paul AM Outlet

ST. PAUL, Dec. 14.—John W. Boler, head of the bankrupt North Central Broadcasting System here, is president of the Middlewest Broadcasting Company, St. Paul, which this week was awarded a standard grant of 700-kc. and one kilowatt by FCC. Whether Boler plans to use this as the nucleus for a new web is not known. He still is in the East, where he went after NCBS was declared bankrupt by a federal referee in bankruptcy here two weeks ago.

Secretary of Middlewest is Howard S. Johnson, St. Paul business man, who refused to comment on the grant or discuss details of the operation.

Des Moines Full-Timer Due for Mutual in January

DES MOINES, Dec. 14.—Network situation in Des Moines has been clarified somewhat with KCBC, new Capital City Broadcasting Company station, joining Mutual as a basic station, effective February 1. New station is expected to take the air around January 15, with 1,000 watts at 1,390 kilocycles.

By joining the Mutual, the set-up will give Des Moines four exclusive networks basic stations. Both KRNT and KSO, ABC and Columbia stations, have been splitting up Mutual shows in the past.

George O'Dea is president of the new company; Sidney Pearlman, station manager; Glen Law, news editor and promotion manager. Burn Smith Company is national representative.

ACTS WANTED

Hillbilly and Western Complete Units and Individuals for Production Acts. Address:

BOX D-390

The Billboard

Cincinnati 1, O.

White Collarites Persist in World Strike Possibility

NEW YORK, Dec. 14.—The World Broadcasting System late this week told *The Billboard* that negotiations with the United Office and Professional Workers of America were in good shape, one of the top reps of the CIO union, in an exclusive statement to *The Billboard*, reiterated that a strike on the part of the white collarites was still very much a possibility in the event "World doesn't make a "reasonable" offer to the negotiators. UOPWOA official added: "We are still at odds on wages. We are demanding increases of \$9 to \$12, whereas they are offering from \$2 to \$5. The offer is ridiculous and, of course, unacceptable in view of other wage increases around town." Next negotiation session is slated for Tuesday (17).

World has been undergoing a personnel revamp and has dropped many staffers in past weeks, not only white collarites but also script writers. (See *The Billboard*, December 7.) White-collar union first demanded a salary hike of 35 per cent or \$15, whichever was greater, and World's first offer was an increase of \$2.

While these negotiations are under way, the wax company, according to Jack Meyerson, World general manager, is not quitting the open end transcription field as one trade report had it. Rumor that World would exit from the open end field circulated when it became known that Larry Finley had been trying to sell his two transcribed shows, *Myrt and Marge* and *Flight With Music* to one of the top indie transcription companies. World has been handling these shows and Meyerson denied World had lost them. Finley, however, tried to unload 130 cuts of *Marge* and 39 of *Flight*.

CBS To Probe Economic Trends in New Series

NEW YORK, Dec. 14.—To provide a comprehensive weekly report on the nation's thinking on economic problems, CBS January 4 begins a 39-week Saturday afternoon series entitled *Cross-Section—U. S. A.* Co-operating organizations in the series include National Association of Manufacturers, U. S. Chamber of Commerce, New Council of American Business, American Federation of Labor, Congress of Industrial Organizations, Brotherhood of Railroad Trainmen, the National Grange, American Farm Bureau Federation and the National Farmers' Union.

Format will consist of on-the-spot interviewers throught the country questioning individuals at various economic and social levels in their homes, farms, factories and offices. Dwight Cooke will narrate and serve as associate producer of the series. Chief interviewer will be Bill Down, CBS news correspondent.

Flower Day

NEW YORK, Dec. 14.—Staffers at CBS wore flowers yesterday, the occasion being the granting of wage increases and retroactive pay in accordance with the contract signed by the web and the United Office and Professional Workers of America (CIO). CIO Union provided the greenery.

WNEW Has Flock Of New Shows To Start After January

(Continued from page 7)

of introducing each song straight, continuity will be based on visits to music publishers and contact with various showbiz personalities, cued to introduce new songs. Music publishers and songwriters will be given air credits.

In line with its revamp, station is hyping numerous platter programs. Daily 1:35 p.m. spot, heretofore devoted to Sinatra pressings, now combines tunes sung by Sinatra, Dick Haymes and Perry Como, idea being to give the half hour stanza more pace and variety. A Sunday morning kidisk show has been expanded to an hour, listening reaction having been unusually favorable. Program has been helped also by the increase in juve record releases.

Standby for Rhythm, 10 to 11 p.m. across-the-board waxer, is also being dropped, to be replaced by *Music, U.S.A.* Platters each night will feature a different phase of American music, with Monday devoted to the history of jazz; Tuesday to vaudeville music and records; Wednesday to folk music, Thursday to American composers, etc. Another recently inaugurated nighttime wax show has collected considerable publicity for the outlet, this being Wayne Nelson's *Music Until Midnight* period, spot featuring dulcet music with philosophical side talk. Program has clicked well.

WNEW, which made its original splash in New York radio thru its extensive *Dance Parade*, featuring name band remotes, is restoring many out-of-studio pick-ups to its schedule, after having dropped them some time ago. Station now has 16 remotes compared to three a month or so ago. Newest additions are Don Bestor's small outfit from the Dixie Hotel; Bud Taylor and Robert Crum, organ and piano, from the Sheraton, and the Russian Skazka Balalaika. Because of the musicians' union remote fees, station, rather than trying to get name bands, is going after smaller units.

Program reshuffle, handled by Bernice Judis and Ted Cott, general manager and program director respectively, is due for an extensive air ballyhoo thru cross plugs and special one-minute blurbs.

P&G Drops 'Queen for Day'; Alka Seltzer Takes the Time

HOLLYWOOD, Dec. 14.—Dissatisfied with its low rating and plagued with shortages, Procter & Gamble has canceled out as participating sponsor of Mutual's *Queen for a Day*, effective December 27. Soap producer has been co-sponsor of the giveaway seg since first of the year, and was said to have objected to time competish from ABC's aud participatior, *Bride and Groom*.

Understood that Alka Seltzer, currently sharing show with P. & G., will take the vacated 15 minutes, altho final decision is held up pending developments in coal crisis.

Comparative Territorial Index

Based on "FIRST TWENTY-ONE" Evening "Program Hoop-eratings" as compared with Pacific Coast ratings, rank order and competition for these same programs. Both are for period November, 1946. Network figures are average of two ratings.



Vol. II No. 4E

December, 1946

Network Opposition	Net	National Hoop-erating	National Rank	Program	Pacific Coast Rank	Pacific Hoop-erating	Pacific Coast Opposition	Net
Drew Pearson Monday Morning Headlines	ABC	27.6*	1	JACK BENNY	1	37.9	D. Pearson Mon. Morning Headlines	ABC
Gene Autry No Sponsored Show	CBS						Gene Autry No Sponsored Show	CBS
No Sponsored Show	ABC						No Sponsored Show	DLBS
Crime Doctor	CBS	27.3	2	FRED ALLEN	6	25.4	No Sponsored Show	ABC
Parker Pen News	CBS						No Sponsored Show	CBS
Special Investigator	MBS						Special Investigator	DLBS
No Sponsored Show	ABC						No Sponsored Show	ABC
Upton Close—MA	MBS						No Sponsored Show	CBS
No Sponsored Show	ABC						No Sponsored Show	DLBS
Hollywood Players	CBS	25.6	4	FIBBER MCGEE AND MOLLY	5	26.5	No Sponsored Show	ABC
No Sponsored Show	MBS						Hollywood Players	CBS
No Sponsored Show	ABC						No Sponsored Show	DLBS
Adv. of Sam Spade	ABC	25.2	5	CHARLIE MCCARTHY SHOW	8	22.2	No Sponsored Show	ABC
No Sponsored Show	CBS						No Sponsored Show	CBS
No Sponsored Show	MBS						No Sponsored Show	DLBS
No Sponsored Show	ABC						No Sponsored Show	ABC
Gabriel Heatter	MBS	22.6	6	RADIO THEATER	14	18.2	No Sponsored Show	ABC
Spotlight Bands	NBC						Gabriel Heatter	DLBS
Telephone Hour	NBC						Spotlight Bands	DLBS
Borge-Goodman Show	NBC						Mobil Touch-down Tips	NBC
No Sponsored Show	ABC						Borge-Goodman Show	NBC
No Sponsored Show	CBS						No Sponsored Show	ABC
No Sponsored Show	MBS						No Sponsored Show	CBS
No Sponsored Show	ABC						No Sponsored Show	DLBS
Vox Pop	CBS	20.9	10	AMOS 'N' ANDY	15	18.0	Alvin Wilder	ABC
Gabriel Heatter	MBS						No Sponsored Show	CBS
No Sponsored Show	ABC						Red Ryder	DLBS
Pot o' Gold	ABC	20.2	11	MR. DISTRICT ATTORNEY	32	13.2	Hildegard	CBS
Dinah Shore	CBS						Exploring the Unknown	DLBS
Spotlight Bands	MBS						Man. Merry-Go-Round	NBC
No Sponsored Show	ABC						No Sponsored Show	ABC
No Sponsored Show	CBS						No Sponsored Show	CBS
No Sponsored Show	MBS						No Sponsored Show	DLBS
No Sponsored Show	ABC						No Sponsored Show	ABC
Vox Pop	CBS	20.9	10	AMOS 'N' ANDY	15	18.0	No Sponsored Show	CBS
Gabriel Heatter	MBS						Vox Pop	DLBS
Pot o' Gold	ABC	20.2	11	MR. DISTRICT ATTORNEY	32	13.2	Henry Morgan	ABC
Dinah Shore	CBS						Adv. Ellery Queen	CBS
Spotlight Bands	MBS						Inside Sports	DLBS
No Sponsored Show	ABC						No Sponsored Show	ABC
No Sponsored Show	CBS						No Sponsored Show	CBS
No Sponsored Show	MBS						No Sponsored Show	DLBS
No Sponsored Show	ABC						No Sponsored Show	ABC
FBI in Peace and War	CBS	17.1	13	BURNS AND ALLEN	25	14.7	No Sponsored Show	ABC
Johns-Manville News	CBS						Suspense	CBS
No Sponsored Show	MBS						News	DLBS
No Sponsored Show	ABC						Wash. Man	DLBS
Affairs of Ann	ABC	16.9	14	DUFFY'S TAVERN	52	10.7	Affairs of Ann	ABC
Scotland	CBS						Scotland	ABC
Frank Sinatra	MBS						F. Sinatra	CBS
Gabriel Heatter	MBS						G. Heatter	DLBS
No Sponsored Show	ABC						No Sponsored Show	ABC
Sat. Night Serenade	CBS	16.4	15	JUDY CANOVA	12	18.6	Sat. Night Serenade	CBS
This Is Hollywood	CBS						This Is Hollywood	CBS
No Sponsored Show	MBS						Quiz of Two Cities	DLBS
Theater Guild	ABC	16.2	16	TAKE IT OR LEAVE IT	16	17.5	Theater Guild	ABC
Brighter Tomorrow	MBS						Brighter Tomorrow	DLBS
Don Ameche	NBC						Don Ameche	NBC
Fishing & Hunting Club	ABC	16.2	17	GREAT GILDERSLEEVE	11	19.8	Fishing-Hunting	ABC
Dr. Christian	CBS						Dr. Christian	CBS
Johns-Manville News	CBS						It's Up to Youth	DLBS
It's Up to Youth	MBS						No Sponsored Show	ABC
No Sponsored Show	ABC						Monitor News	ABC
That's Finnegan	CBS	15.1	18	EDDIE CANTOR	7	23.0	That's Finnegan	CBS
No Sponsored Show	MBS						Red Ryder	DLBS
I Deal in Crime	ABC	14.8	19	TRUTH OR CONSEQUENCES	13	18.4	Sherlock Holmes	ABC
Mayor of the Town	CBS						Hollywood	ABC
Parker Pen News	CBS						Star Time	CBS
No Sponsored Show	MBS						No Sponsored Show	DLBS
No Sponsored Show	ABC						No Sponsored Show	ABC
No Sponsored Show	MBS						No Sponsored Show	DLBS
No Sponsored Show	NBC						Aldrich Family	NBC
Lum & Abner	ABC	14.8	21	BIG TOWN	42	11.3	No Sponsored Show	ABC
Michael Shayne	MBS						News	DLBS
Rudy Vallee	NBC						Washington Man	DLBS
MA—Moving Average.							No Sponsored Show	NBC
*Includes second broadcast on Pacific Coast.								

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Comparative Territorial Index

Based on "FIRST FIFTEEN" Daytime "Program Hooperatings" as compared with Pacific Coast ratings, rank order and competition for these same programs. Both are for period November, 1946. National figures are average of two ratings.



Vol. 11 No. 4D December, 1946

Network Opposition	Net.	National Hooperating	National Rank	Program	Pacific Coast Rank	Pacific Hooperating	Pacific Coast Opposition	Net.
No Sponsored Show No Sponsored Show No Sponsored Show	ABC CBS MBS	7.4	1	RIGHT TO HAPPINESS	4	7.4	Dorothy Dix (MWF) No Sponsored Show No Sponsored Show	ABC CBS DLBS
Terry and the Pirates No Sponsored Show No Sponsored Show	ABC CBS MBS	7.3	2	WHEN A GIRL MARRIES	3	8.1	What's Doing Ladies? No Sponsored Show No Sponsored Show	ABC CBS DLBS
Glamor Manor Morton Downey No Sponsored Show	ABC MBS NBC	6.8	3	AUNT JENNY	6	6.8	Glamour Manor Morton Downey No Sponsored Show	ABC DLBS NBC
Dick Tracy Hollywood Jackpot Buck Rogers	ABC CBS MBS	6.8	4	YOUNG WIDDER BROWN	21	4.9	No Sponsored Show No Sponsored Show No Sponsored Show	ABC CBS DLBS
No Sponsored Show G.E. House Party No Sponsored Show	ABC CBS MBS	6.8	5	STELLA DALLAS	27	4.6	No Sponsored Show G.E. House Party No Sponsored Show	ABC CBS DLBS
No Sponsored Show No Sponsored Show No Sponsored Show	ABC MBS NBC	6.8	6	ROMANCE OF HELEN TRENT	15	5.1	Breakfast In Hollywood No Sponsored Show No Sponsored Show	ABC DLBS NBC
No Sponsored Show No Sponsored Show No Sponsored Show	ABC MBS NBC	6.7	7	MA PERKINS (CBS)	8	6.5	Ted Malone (MWF) Wm. Lang (TT) No Sponsored Show Standard School	ABC ABC DLBS NBC
No Sponsored Show No Sponsored Show Fred Waring	CBS MBS NBC	6.6	8	BREAKFAST IN HOLLYWOOD (Kellogg)	2	8.2	Our Gal, Sunday No Sponsored Show No Sponsored Show	CBS DLBS NBC
No Sponsored Show No Sponsored Show Fred Waring	CBS MBS NBC	6.6	9	BREAKFAST IN HOLLYWOOD (P & G)	1	8.9	Rom. Helen Trent No Sponsored Show No Sponsored Show	CBS DLBS NBC
Sky King No Sponsored Show Superman	ABC CBS MBS	6.5	10	PORTIA FACES LIFE	9	5.6	What's Doing, Ladies? No Sponsored Show John J. Anthony	ABC CBS DLBS
Try 'n' Find Me No Sponsored Show No Sponsored Show	ABC CBS MBS	6.5	11	PEPPER YOUNG'S FAMILY	11	5.6	Try 'n' Find Me No Sponsored Show No Sponsored Show	ABC CBS DLBS
No Sponsored Show G.E. House Party No Sponsored Show	ABC CBS NBC	6.5	12	BACKSTAGE WIFE	20	5.0	No Sponsored Show G.E. House Party No Sponsored Show	ABC CBS DLBS
Jack Armstrong No Sponsored Show Captain Midnight	ABC CBS MBS	6.4	13	JUST PLAIN BILL	31	4.4	Bride and Groom Meet the Missus No Sponsored Show	ABC CBS DLBS
No Sponsored Show Hollywood Jackpot No Sponsored Show	ABC CBS MBS	6.1	14	LORENZO JONES	18	5.0	Walter Kiernan Str. Rom. E. Winters No Sponsored Show	ABC CBS DLBS
Ted Malone (MWF) Wm. Lang (TT) Victor H. Lindlahr David Harum	ABC ABC MBS NBC	6.0	15	ROSEMARY	51	3.8	Breakfast Club Victor H. Landlahr David Harum	ABC DLBS NBC

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Tax-Free Element Involved As Detroit Group Fights CIO

(Continued from page 6)

group plans to serve primarily the suburban and outlying communities lying east of Detroit, where the station would be located.

Union Answer

Union answered the GPBC challenge with a detailed brief presenting its position. R. J. Thomas, WAW vice-president, said the Grosse Pointe claims contained "deliberate misrepresentations of facts," going on to say that "the UAW-CIO has engaged in a number of activities for the general public interest as well as the membership of the union."

The union took issue with a GPBC statement of union assets, stating these amount to \$700,000, rather than \$6,000, as alleged, and that other applicants, including GPBC itself, had included assets other than cash and bonds in their financial statements.

This issue was the basis of the allegation that GPBC had given a false impression of the financial condition of the union, with the union charging that GPBC was biased and had sought to gain public support from residents of the suburban community of Grosse Pointe by "misrepresentation" in a statement to the community newspaper there.

Charter

Union further contends that its own right to operate a radio station is not involved in this case, since the actual applicant is the UCBC, which was chartered under Michigan laws, among other purposes, to operate radio stations. It also contends that the right of the union to organize such a non-profit corporation and the right of the corporation to operate for such purposes may not be challenged in the proceedings before the FCC. Instead, it is claimed that the only legal recourse available would

be to institute proceedings thru the Michigan attorney general to revoke the UCBC charter.

Union also points out that, "we do not intend to suggest that the UAW-CIO would not have the right to own and operate a radio station in its own name. On the contrary, the testimony introduced in this case clearly indicates that the UAW-CIO has such right."

Issue of public policy, probably the most vital in the entire matter, once legal issues are resolved, is answered by the union's spokesman that "this argument assumes that labor unions, unlike other organizations and individuals, should not be given equal consideration by the FCC. The commission has long recognized that the public interest does not require that all such licenses be issued to business men, or corporations organized merely for profit, or to any other particular group."

Union finally maintains that its application should be granted in the public interest, because "the applicant does not intend to serve any narrow or selfish purpose. (Its) purpose is to operate a station solely in the public interest. The fact that it intends to do so on a non-profit basis, so that all the income derived from the sale of radio time may be used to develop and extend its radio facilities, should be an important factor in support of its application."

Tom Harmon's Sports Show

CHICAGO, Dec. 14.—New idea in sports shows has been sold to 16 stations by Criterion Radio Features, Chi. Series is called *All Americans of 1946* and features Tom Harmon, former all-American, and 11 of the year's top flight footballers. Seg was integrated in Hollywood.

BEGIN THE BIG GAIN with



CLEVELAND'S *Chief* STATION

Advertisers begin the big gain when they get in step with Cleveland's CHIEF Station — for long-term advertisers and large listener acceptance prove WJW's programming does a consistently solid job of selling and entertaining.

BASIC ABC Network WJW 850 KC 5000 Watts CLEVELAND, O. DAY AND NIGHT REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

TELE MONOPOLY HEADACHE

FCC's Video Decish Due Next Spring

Hearings Resume in January

(Continued from page 5)

furious proportions since DuMont, RCA and NBC bigwigs are determined on an all-out stand to induce FCC to keep commercial video in the lower band. Resumption of proceedings is expected to be relatively brief but fiery. Climaxing this week's sessions in which industry toppers, flanked by well-armed rear echelons, threw round after round of ammo into the battle. Visits by FCC members to DuMont Labs in Passaic, N. J., and the CBS in New York and Westchester County on Monday (16) is looked upon here as a comparatively minor incident preparatory to the main wind-up of the argument after the turn of the year. Opinion here is that FCC members have made their appraisals of the rival color systems of DuMont and CBS as a result of previous demonstrations.

At the same time, FCC members revealed themselves today as "gratified" by this week's hearing, which some described as having provided them with "a lot of new angles and information" on what is regarded as radio's most crucial engineering and commercial issue. At stake in the fight is the expansion of existing low-band black-and-white commercialization, in which RCA is viewed as topmost jumbo; or imminent commercialization of upper band, in which CBS leads.

With CBS conducting an all-out drive for immediate permission to commercialize the telehue field, Stanton challenged FCC to speedy approval of the CBS petition with the warning that television is now at the "critical turning point" and that "if the commission should fail to act quickly, it may find itself deprived . . . of the power to act."

Extended Efforts

Pointing out that the 100 members of the Columbia tele-lab staff have expended more than \$2,000,000 on the 200 color demonstrations conducted since V-J Day, Stanton said, "Columbia's time and effort in furthering color in the ultra-high frequencies will have been very well spent if the commission shall promptly grant our petition allowing operation of commercial stations for this new service. We will not only have saved ourselves further heavy operating losses, but the great number of (See FCC Tele Decish on page 12)

I'VE BEEN "BOOKED SOLID" FOR 11 YEARS!

But I'm better than ever now! Every day for 11 years I've been printing photos for the biggest stars in show business. Now I do 50,000 each day. Such "solid booking" must be deserved! See why.

8x10's . . . 50 for \$4.13
100 for \$6.60
Mounted Blow-Ups—
20x30, \$2.50; 30x40, \$3.85
Postcards, 2¢ in quantity

Write for Free Samples and Price List, B.



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N. Y. C. 19
BRyant 9-8482

Tele Hearing Sidelights

Heated tele wrangling frequently assumed humorous aspects in the course of the five-day verbal fray on color video in the Commerce Department Auditorium, Washington. Hearing got off to a mirthful start when T. A. M. Craven, vice-prexy of Cowles Broadcasting, revealed his abbreviations to stand for Tunis Aloysius McDonald. Chairman Denny laughingly quipped, "At last we have it on the record that the A does stand for Aloysius."

"Water-cooled" testimony was how the press table dubbed several of the long-winded statements which were read, page upon page, with an average of one cup of water to each seven pages. Included in this concentrated category were CBS's Dr. Peter Goldmark with a 74-page document which consumed one and one-half days' reading time.

Length and depth of the numerous statements, coupled with the warmth of the auditorium, resulted in uncontrollably heavy eyelids, even among the six commissioners. Especially gleeful over the commissioners' plight were those in the audience who were also plagued with the overpowering wand of Morpheus. More than one walk to the drinking fountain or stroll around the room was necessary to revive slumbersome participators.

When Ralph Harmon, of Westinghouse, recalled the success of demonstrations of telecasts of special events, such as football games, he gave special mention to the recent telecast of the Giants-Redskins game in which the Washington Redskins took a trouncing and lost their chance for the pro championship. Mention drew heavy laughter, topped off by Chairman Denny's kidding remark: "Off the record, you could well have left that one out of your testimony—I'd suggest that you have it stricken from the record. Lots of us are Redskin fans."

Army versus Navy was viewed with amusement as former army Colonel Roberts, head attorney for RCA, flew into retired navy Comm. T. A. M. Craven over some misunderstanding in the latter's testimony. The army training cadence was quite evident in the strong-voiced attorney, while the traditional dignity of the navy was displayed in the commander's almost inaudible replies.

The CBS gang emerged from the hearings with a new slogan, no matter whether the commission's decision on their petition is pro or con. In Ralph Harmon's statement was the phrase, "I think Columbia's sequential method gives a better picture per dollar spent than any other." Immediately CBS promotion exec Harry Barnhart scooped up the ". . . better picture per dollar spent . . ." for future advertising.

Hearing drew what FCC people said was the best trade turnout ever accorded this government agency. Reporters assigned, other than the usual trade slaves, included Lee Cullinane, *New York Herald-Tribune*; Bob Geiger, AP; Chris Mathison, *Washington Star*, and Bainbridge Crist, *Tide*. Tony Laviero, *New York Times* Washington staffer, covered the first day, but the paper didn't run a line, much to the discomfiture of Mike Foster, CBS trade press agent. Latter did a top-drawer job for the newsmen.

CBS, DuMont Work Unstintingly To Show FCC "Pretty Pictures"

By Our Washington Bureau

WASHINGTON, Dec. 14.—Allen B. DuMont Laboratories and Columbia Broadcasting System are ready to "throw the book" in rival showings of their video systems for the Federal Communications Commission today in an effort to sway FCC's decision on the crucial issue of low-band or high-band video. CBS, it was learned, will add a new pitch to its demonstration when FCC will be shown for the first time how Columbia's upper-band color television is received in a vicinity outside the main telecast studios in New York. CBS has selected Westchester County (probably Tarrytown), for this first-time viewing of its color video outside of Manhattan, with the performance to be telecast from New York.

Another major feature of the CBS color demonstration will be a pointing up of the importance of "contrast range," a feature which CBS claims is one of the main points at

issue. Dr. Peter C. Goldmark, who invented CBS's color system, said that when FCC members visit the New York studios, prior to going to Westchester, they will be shown color pictures in a room with little better than average illumination. Goldmark promised that the commissioners will find CBS's color images in such illumination "easy to view" because of the "excellent contrast range" within the image itself, needing no higher illumination.

Commissioners are skedded to visit the DuMont Labs in Passaic, N. J. They will be given a close-up view of the main features of apparatus used in the DuMont color system, which DuMont claims is superior to others but not practicable enough for another few years. Features of the DuMont demonstration will be a black-and-white showing and a display of production facilities, including receiver apparatus, research develop- (See CBS, DuMont Work, page 13)

Issue Held Most Vital in CBS Vs. RCA

Future Fortune at Stake?

(Continued from page 5)

monopoly issue developed in this week's hearing when T. A. M. Craven, vice-prexy of Cowles Broadcasting Company and an ex-FCC commissioner, in appealing for upstairs color video warned that "failure to 'standardize' these new bands might serve to entrench as a permanent monopoly those few broadcasters who have obtained broadcasting rights in the limited range of comparatively low frequencies now open for black-and-white television."

How Many Webs?

Monopoly issue arose first in the course of cross examination of Adrian Murphy, CBS vice-prexy, who was asked by FCC counsel Harry Plotkin how many webs could operate on upstairs color. Murphy's reply of "two—or maybe more," was followed by a query from Plotkin as to whether Murphy considered it more important to have "only two networks with color" or "four nationwide networks broadcasting black-and-white television." Murphy said that four webs might share in operating two color networks.

Line of questioning by FCC legalists, whose battery at the video hearing was headed by Plotkin, is now viewed as having plotted the way for even sharper examination of this issue when proceedings are resumed after January 6. According to one top-ranking legalist, the question is fast resolving into whether DuMont, Radio Corporation of America and NBC would gain a controlling hand over the future of video thru black-and-white domination or whether CBS would control color video.

With the future control of television possibly at stake, the next phase of the battle, as one economist explained, poses a most difficult question, perhaps the toughest in FCC's existence. With video certain to expand commercially into a multi-billion dollar industry, any control could almost be on a par with that exercised by American Telephone & Telegraph.

Increased attention is centering on Craven's testimony, recorded in the final hours of this week's session, that to those who have been "frozen out of the lower frequency bands" of television, "the only opportunity to compete is in the upper bands above 400 megacycles, which the commission hesitates to place in regular service." Craven warned that "unless these upper bands are open for commercial television in the near future, the commission may unnecessarily foster a situation in which television continues to be severely limited in opportunities to compete."

Craven's suggestion of existing inequalities in video competition was followed up by his even stronger assertion that "hesitation and delay may discourage rather than encourage needed development. Thus," he added pointedly, "it is entirely possible that the commission can easily foster permanently a virtual monopoly in television broadcasting."

Basketball

Reviewed Thursday (12), 9-9:30 p.m.
Style—Basketball remote. Sustaining over W6XYZ (Paramount), Hollywood.

To a fan, there could be no better sales pitch on why he should buy a tele set than this pick-up from Pan-Pacific. Home-viewers could follow the game with ease, seeing all shots and following all plays, and at times getting more out of his game via tele than if in the live audience. Thanks to the image orthicon tube, numbers on players' jerseys, baskets, foul lines, etc., could be easily distinguished.

Jack Latham's announcing capably filled the bill, weaving in background info on players while calling the shots. Camera work for the most part was to station's credit.

Viewers were annoyed, however, whenever cameras swung from the game to the scoreboard or from one extremity of the court to the other. When swift plays necessitated such violent camera sweeps, they were excusable. But in instances where the second camera could have been previously trained on desired spot (such as scoreboard) and then switched on, relying on one camera was hard to take. Viewers' eyes tire when they are dragged back and forth across the court. Shortcomings should be eliminated as the outlet gets more basketball under its belt.

Christmas Spirit of 1946

Reviewed Monday (9), 9-9:20 p.m.
Style—Dramatic, with film inserts. Sustaining over W6XAO (Don Lee), Hollywood.

This was one of the poorest Don Lee video offerings in some time, with sloppy production completely negating what might have otherwise been an acceptable pre-holiday show. Students of UCLA's tele class took over the live portion to dramatize the story of why Americans have much for which to be thankful this Yuletide, but didn't quite make the pitch.

Seg was swollen with boners of all kinds, from opening without switching on sound channel to closing without proper fadeout. In between, were inexcusable flaws, evident to the most inexperienced video viewers.

Errors were embarrassing and made the entire production rough and amateurish. Yet there was nothing wrong with the show that couldn't have been solved with more thought, planning and rehearsal. Such careless errors as running film inserts on the reverse side of the film with words photographed backwards, and shots of actors dashing from sets at end of sequences have no place in television at this stage of the game.

Music for You

Reviewed Tuesday (10), 8-8:15 p.m.
Sustaining on WBKB, Chicago.

This show represented an attempt to put on good video musical fare while still adhering to the dictates of the American Federation of Musicians. It was not successful.

Movies, recorded music, a singer and a commentator were used in an all-Gershwin program. Altho each component was okay in itself, the aggregate did not represent a smooth, interest-holding stimulating production.

Principal reason was that selection of movie and music played had no correlation at most times. Scenes of the movie, a Paris travelog, had little motion that accentuated or added to theme of the music, Gershwin's *An American in Paris*. At only one point (when the music was trying to depict movement of taxis and the travelog had a shot of cars moving down a Paris street) was the proper mood correlation attained.

Best of show was when Robert Spiro, top-notch baritone, sang some

Judge for Yourself

Reviewed Thursday (12), 9-9:30 p.m.
Style—Jury trial. Sustaining over WCBS-TV, New York.

Steve Marvin, CBS video director, can take a bow for producing a show that was tops from beginning to end. Format was simple. A court case was dramatized, with defendant, plaintiff, prosecuting attorney, defense counsel and jury all being realistically played. Following final pleading of case by lawyers at the end of the trial, the jury members, consisting of three persons selected from the studio audience, stated reasons for their verdict of guilty or not guilty. Then the judge in the program read the actual verdict handed down at the original trial. Member of the jury who came closest to the reasoning of the original verdict received a \$25 Victory Bond.

Story in tonight's show concerned a gal, a kleptomaniac, who worked in a department store where she stole bolts of cloth and sold them to a fence. Fence was arrested and tried for receiving stolen goods. Defendant, however, pleaded that altho he knew gal worked in the department store, he had no idea that the cloth he bought was stolen. Logically he was guilty, but technically he was found not guilty.

What made the whodunit tops was the professional quality of the actors, the variety of good camera shots—close-ups, long shots and panned shots. Marvin also worked in some interesting and novel shots which threw the show into high gear. Typical was scene of lawyers arguing. Instead of showing the lawyers together in the scene, Marvin shot each alone and looking into the camera—giving the effect that they were facing each other. Entire production was worked so well that it could have been a remote from the Court of Special Sessions.

Wolves Vs. Monarchs

Reviewed Wednesday (11), 8:30-11 p.m. Style—Ice hockey remote. Sustaining over W6XYZ (Paramount), Hollywood.

That sportsfare is ideal for tele, Paramount tonight proved without doubt. Bringing its image orthicon cameras (first on the Coast) to the Pan-Pacific Rink, station gave home-viewers an exciting video night.

In covering hockey, outlet tackles one of the more difficult games in the sports book. High speed blade work keeps viewers on edge, but makes it rough going for the lensers. Station's camera crew met the challenge and demonstrated fine lensing technique. Seldom was a shot missed. Lads kept up with the puck thruout and exhibited a thoro knowledge of the game by knowing what to shoot, when and where.

Fortifying the lenswork, Paramount's hockey announcer, Bill Welch, added considerably to the enjoyment of the scanning. He knows his game and tailors his commentary so that it supplements rather than duplicates what's on the screen.

Station will find what to do with its cameras between periods. Following the ice-scraper around the rink or shooting the scoreboard wastes time and falls flat.

Gershwin *Porgy and Bess* tunes, accompanied only by recordings. His vocalizing was in perfect synchronization with the recordings. Lesson here, especially since Spiro had to rehearse only one hour with the recordings, is that more and more video producers ought to use this gimmick as long as musicians aren't permitted to perform.

Short Scannings

ATLANTIC REFINING COMPANY thru N. W. Ayer Ad Agency will sponsor 13 basketball games of the University of Pennsylvania on WPTZ, Philadelphia, starting December 21 and running thru March. . . . New York's tragic tenement fire was covered by ABC via films which were edited, sold to U. S. Rubber and presented on WABD the same night. WNBT covered also for Esso News

* * *
Sportscaster Bill Slater and his wife Marion, prominent sportswoman, may do a Mr. and Mrs. series on sports for ABC. Program, to feature guest stars, is a package prepared by Bob Loewi productions. . . . NBC will take its remote equipment to Gimbel's department store Wednesday (18) for a video preview of Santa Claus distributing gifts.

* * *
AUTOMOBILE Manufacturers' Association will hold a press premiere of its new video film prepared by ABC, *Video Reports to America*, on December 19. . . . Borden has renewed *I Love To Eat*, with James Beard, over WNBT for 13 weeks thru Young & Rubicam. . . . A new antenna, increasing the power of Dumont's WABD in New York is under construction atop the Madison Avenue studios. Antenna will be completed in January and will be ready for operation February 1. . . . Walter Ware, video director of Duane Jones Ad Agency, preparing a series of four new programs to be presented once a week in February thru ABC

* * *
THREE Americans were appearing on the 13-day video demonstration being put on in Havana by Dumont Television Labs. They are Paige, Jewett and Kiki, novelty bike act. Kiki Paige also is doubling as singer. . . . WGN will be the call letters of WGN's tele outlet, due on the air next June. . . . Stewart Warner due to market a new receiver after the first of the year, selling for \$450, with AM, TV and FM reception.

* * *
ABC'S TOWN HALL will be televised simultaneously with its broadcast from Schenectady December 26. . . . Guest stars on CBS's *Variety Showcase* Saturday (21) include chirper Doris Grey and terper George Church. Garry Davis will emcee. . . . NBC's news and video departments will participate in the National Geographical Society-U. S. Army Air Forces expedition to Brazil

First Boston Video Station Due Via WBZ

BOSTON, Dec. 14.—Television began kicking again in the Hub as Westinghouse Station WBZ announced purchase of a 10-acre tract on Soldiers Field Road adjoining Harvard Stadium in Cambridge. Purpose of the purchase is to establish a television and FM center here, according to Manager W. C. Swartley.

Civilian Production Administration has okayed construction and FCC has already given the green light for the establishment of the first commercial television facility in Boston to be known tentatively as WBZ-TV. Site for the new center was purchased from the Massachusetts Broadcasting Company, operators of WCOP.

Plans are under way to affiliate the new station with NBC's nationwide television network. First local transmission is set for black and white. Color will be added later.

Building will house WBZ offices and studios as well as FM and television transmitters. Standard AM facilities and WBOX, the Westinghouse international short-wave station, will remain at Hull, Mass.

to observe the total eclipse of the sun on May 20, 1947. . . . Elsie the Cow featured in Borden's video show, *Let's Celebrate*, Sunday (15). Image orthicon cameras used for experimental purposes in the studio.

Chi Tele Meet Draws Big Ad Agency Group

CHICAGO, Dec. 14.—Agency tele symposium held here Wednesday (11) in the assembly hall of the Commonwealth Edison Company, sponsored by Chicago's Electric Association as part of the over-all effort engaged in by facets of the radio and television trades and the electrical industries to assure Chi a spot as a video center, was attended by more than 200 representatives of over 100 agencies.

Symposium (*The Billboard*, December 14) included video demonstrations, a question and answer period and speeches by Reinald Werrenrath, assistant manager of WBKB; Paul Mowery, head of ABC television; Dick Hooper, video promotion chief for RCA, and A. B. Rodner, supervisor of television for the Commonwealth Edison Company. Fran Harris, chairman of the advertising agency committee of the Electric Association, chaired.

Altho the speakers made many good points concerning potentiality of video and the ways in which it can be more potent than other media, of greater significance were the developments the days following the symposium. Members of the agency committee, execs at WBKB and Norm Lindquist, secretary of the association's video promotion committee, had many calls from ad execs who showed they were thinking of putting on commercial video programs.

Also significant were questions which indicated agency people here had, in the main, only hazy conceptions of television. Comment of some of the better-informed after the meeting was in the nature of amazement that agency people had obviously paid only perfunctory attention to video to date.

WTMJ Re-Applies For Video License

CHICAGO, Dec. 14.—WTMJ, Milwaukee *Journal* station and one of the key Midwest outlets, this week got back into the television picture by reapplying for a black and white commercial video CP. The station had received a permit for a black and white television station before the war but dropped it early this year when it appeared that color advocates would win out. WTMJ move, the trade here reasons, will be fore-runner of other stations expressing renewed confidence in black and white as a result of expected FCC action against CBS color group and also RCA's recent unveiling of an electronic color system that will not make black and white receivers obsolete.

In explaining why it was reinstating its black and white application, station said, "Chief among the factors which influenced the *Journal's* reapplication were developments which indicated that black and white television receiving sets will not be made obsolete by color, network advancement in programing and the stepped up production of transmission facilities."

FCC Tele Decish in Spring; Hearings Resume in January

(Continued from page 10)

other broadcasters who have not yet entered the television field will also be saved."

UHF telepictures, Stanton declared, provide better and clearer images, virtually free of "ghosts" thru employment of simple directional receiving antennas, and allow more than twice as many television channels, with more stations, than low frequencies.

CBS Vice-President Adrian Murphy amplified his chief's testimony by revealing that CBS telepix can be superior to any color motion picture process in use today because "the geometric definition of Columbia's color images approximates that of 16mm. film."

On the economic angle, of the newest tele trend, previously touched by Stanton in his contention that both advertisers and the public would prefer spectrum visions, CBS engineering director William B. Lodge declared: "Under average conditions, the cost of an UHF television station is expected to be higher than a black-and-white television station as follows: Master station—15 per cent or \$777,400 vs. \$677,240; standard size station—17 per cent or \$551,675 vs. \$476,640, and small station—22 per cent or \$369,150 vs. \$302,390."

Goldmark's Testimony

Dr. Peter C. Goldmark, inventor of the Columbia color television system, informed the FCC that the CBS proposed video standards permit "immediate" networking of color-casting. He disclosed also that he has built a dual-band combination receiver capable of receiving both the CBS brand of color tele and black-and-white video broadcasts, as well as a table model which can receive color broadcasts in the UHF bands.

Goldman further revealed that CBS is developing a special tube that will produce color electronically, but may be utilized on the present CBS sequential standards, and that "in the present stage of development, represents an extremely promising approach toward a simple, single, fully electronic receiving tube which can be utilized either for projection or for direct viewing."

Poppele Testifies

"Development of a new service and commercial utilization," said Jack Poppele, head of Television Broadcasters' Association and WOR's engineering chief, "are two separate undertakings. Color television is making rapid progress and there is high hope that when all suggested systems now in the laboratory are fully developed and thoroly field-tested, the engineers of the industry will find common ground for agreement and a service of color television can be integrated with the existing monochrome system."

Poppele suggested that "until that time" commercial color television

standards and channel allocations in the UHF bands between 480 and 920 megacycles be withheld. He added, however, that the TBA appeared before the FCC "neither to support nor to attack the detailed adequacy or inadequacy" of the CBS petition, but merely to contest the contention of Columbia witnesses that NHF channels should be allocated to commercial television.

Anti-Color

From the ranks of the opposition to color advocates came David B. Smith, chairman of the RMA television system, who asserted that the CBS sequential teletint would be more expensive than the simultaneous system of color television. He also declared, "From the point of view of the broadcaster, it was agreed that it would be relatively easy to derive a black-and-white signal in accordance with the low frequency standards from a simultaneous system, but that it would be difficult to obtain a similar signal from a sequential system."

Rabidly against "premature attempts to introduce color television on a commercial basis," was Dr. C. B. Jolliffe, executive vice-president of RCA, who said, "To adopt standards and authorize commercialization of any system of color television now will probably result in no television rather than in improved television. Much work remains to be done before a determination can be made as to the proper standards for a system of color television which ultimately should be adopted."

Completely opposing Stanton's testimony that to consign the future of television to the laboratory would be "disastrous for broadcasters and public alike," Jolliffe contended that television is "still in the laboratory stage and will continue to be for at least a few years to come." He attacked the CBS petition by stating that "publicizing work on color television, which misleads the public into believing that it is ready for commercialization, is the greatest disservice that can be done to television."

Craven Pro-CBS

A resounding series of blows was hurled at the RCA-DuMont combine, attempting to thwart the CBS petition, by T. A. M. Craven, vice-president of the Cowles Broadcasting Company and former FCC member, who charged them with trying to monopolize the television field by blocking the competitive UHF system.

"I recall," he declared, "that they, the RCA proponents of low-frequency television in the lower bands, had blamed the commission bitterly for delaying the development of television . . . prior to the war."

"Yet today they are pleaders for delay when a competitive system is just as ready as low-band monochrome television was before the war. . . . I think it would be a pity if the commission should retard color television further until today's proponents of delay develop a system of their own at their own leisure."

Carl Haverlin, vice-president of Thomas Color, Inc., and veepee of Mutual Broadcasting System, tossed in a rebuttal to some of the testimony offered by Goldmark and Stanton of CBS. Haverlin said that "despite the many improvements in the sequential system, brought about by Dr. Goldmark and his associates, it appears to us that the defects inherent in the sequential system still exist, minimized tho they may be. Our belief," Haverlin added, "was emphasized by Dr. Goldmark's devotion of a substantial portion of his testimony to an exposition of the great difficulties he has had in com-

Tragedy Coverage

NEW YORK, Dec. 14.—New York's tragic tenement explosion and fire in which 35 were killed was covered by video film cameras of NBC, CBS and ABC and shown on the air the same night. ABC, however, in record breaking speed, filmed the event, edited a five-minute film and lined up a sponsor, U. S. Rubber, all within the day.

Narration was supplied by George Hicks, ABC spieler, who was at the scene of the fire shortly after the explosion. Film was shot by ABC's Bud Pearse, director of special events for television, at 4 a.m.

promising the conflict between illumination and flicker. Other witnesses," said Haverlin, "have commented on the color fringing that occurs in the CBS system."

U. A. Cummings, vice-president of Farnsworth, strongly supported the DuMont-RCA contention that black-and-white video should be given a chance to get fully started commercially before consideration is given to upping standards for color. J. E. Brown, of Zenith Radio Corporation, countered with the declaration that "in the long-range public interest, color television must now be standardized and permitted to go ahead so that it will become a service available to the public." Brown asserted that CBS, Zenith and others have "demonstrated the practicability" of high-band color. R. D. Kell, speaking for RCA and NBC, struck back at the Zenith argument, insisting that the CBS system is subordinated by RCA "simultaneous" color video which, he said, needs less band width, is completely free from flicker and color fringing, has greater picture fidelity and brightness, affords "greater flexibility for network operation" and "is compatible with present commercial television to the extent of complete interchangeability and consequent avoidance of obsolescence of one by the other."

George L. Beers, assistant director of engineering of the RCA-Victor division, testified that TV home receivers valued at \$65,000,000 are skedded for manufacture by RCA and insisted that black-and-white be given a go-ahead. Ralph N. Harmon, manager, engineering department, electronics division, Westinghouse Electric Corporation, countered by saying that equipment for 10 studio color pick-up systems has been arranged for use of CBS by Westinghouse and that Westinghouse can begin delivery of commercial color TV equipment within 18 months after standards are fixed.

SKELTON AIRS VIEWS

(Continued from page 5)

half-hour radio network time to tell you of their product."

Skelton explained that nighttime plugs never exceeded 60 seconds, and the remainder of the time was devoted to quickies. All the rest of the 30 minutes went to the show.

He asked listeners when they hear a plug, to "pay that sponsor the courtesy of listening. They're only permitted a few seconds, and what they have to say is truly worth hearing."

NEW AFM BAN

(Continued from page 5)

thur H. J. Searle, who is supervisor of music in city high schools, and that Searle acted against it. He said that Searle had been an honorary member of the AFM since 1928. Ferentz indicated that the matter of Searle's membership was irrelevant. Controversy is over the specific issue of a paid admission show.

A similar concert was broadcast from the same school last year over WJBK after an earlier argument with the union. At that time, Ferentz

Philly's Radio Fights Prejudice

(Continued from page 6)

playing them back at the original time.

WCAU is at present huddling with the commission to present a *Fellowship Forum* for school youth built around the new *Songs of Friendship* composed by Irving Caesar. When Caesar came to the city last month to introduce his songs to the school youngsters, practically all the local stations spotted the tunesmith on various shows. Caesar did seven radio appearances in two days.

Indie stations, as well as the networks, have been generous in giving time for plugging tolerance. Notably in this direction is WHAT, which has been piling up an enviable public-service record. Also pitching are women's program directors, continually using men and women of good will as interview subjects. These include, among others, Rhona Lloyd on WCAU, Frances McGuire on WPEN, Ruth Welles on KYW and Zella Drake Harper on WIBG. Wayne Cody, who conducts the *Uncle Wip* kiddies' shows on WIP, and Skipper Dawes, who reaches the moppets via WFIL, also show up in the forefront. Even among the sports commentators, Tom Moorehead on WFIL never misses an opportunity to strike a blow against discrimination and prejudice.

Moreover, the mike guys and gals are ever ready to jump on the speaker's platform to show that their interests are not confined to the studios. Among those plugging the cause of unity and understanding when called upon by the Fellowship Commission and its constituent agencies are Miss Lloyd, of WCAU; Norma Gay, until recently on WIP; Moorehead, and John D. Scheuer Jr., production manager of WFIL, who also produces the *Within Our Gates* series.

Chi Group To Air

Tolerance Campaign

CHICAGO, Dec. 14.—Mayor's committee on human relations here has asked the Institute for Democratic Education for pressings of the tolerance spots the institute made recently in conjunction with WNEW, New York. Chi group hopes to get them aired on practically every local station. Martha Gleicher, of the committee, has been working for two months on a campaign to get tolerance announcements into the Chi area. Recent tension over racial problems and housing headaches has intensified the need for the drive.

Gerl Opposes CBS Color Plea

CHICAGO, Dec. 14.—Joseph Gerl, prexy of Sonora Radio & Television Corporation, altho not able to be present at the FCC tele hearings, wrote his condemnation of the CBS color petition. He said, "Color television, as an orderly development, must be of an electronic nature, and should be of a frequency to dovetail with black and white television. Already one large manufacturer has announced electronic color television, designed for integration with black and white television. That will prevent obsolescence of sets and permit television to grow in a fashion best calculated to preserve the public's investment in television receivers. Innovations of this sort are, to my mind, in the best tradition of American industry and to the best interest of the public. The CBS petition, I believe, is aimed in an opposite direction, and hence ought to be denied."

okayed the broadcast because of last-minute pressure, but indicated he would not grant such permission again.

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Town Meeting Went 'Round and 'Round--But Came Out Nowhere

By Jerry Franken

NEW YORK, Dec. 14.—That seemingly ageless question, "Is radio operating in the public interest?" was the subject of ABC's *America's Town Meeting of the Air* Thursday (12), 8:30 p.m., with FCC Commissioner Clifford J. Durr and ex-huckster Frederic L. Wakeman (*The Hucksters*) taking the negative, and Mark Woods, ABC president, and Sidney M. Kaye, general counsel for BMI, the affirmative. George V. Denny was moderator. After a full hour's debate, the program proved one point—there is no answer to the question.

More than that, the program—which in itself, as was commented upon over the air, showed that American radio is a democratic, vibrant creation—proved also that there can be no answer, not until a yardstick acceptable both to radio's critics and to the industry itself can be formulated. That's a job for Congress. Those who find fault with radio have their own standards; those who direct its affairs, notably as to program policies and content, have still others. But this reporter, if forced to pick a winner, would undoubtedly give the nod to the Woods-Kaye team. For the essence of comments made by both Durr and Wakeman seemed to be that radio should give preference to listeners with higher intellectual tastes, rather than those listeners whose tastes may run to soapies, whodunits and who may, by some freak of taste, even approve of commercial jingles. Apparently some do—if the pay-off achieved by jingles is an indication.

"Artistic Boondogling"

His criticisms of radio, Durr noted, were "directed more against what radio has not done rather than the things it has done. . . . The trouble . . . lies basically in the fact that the best creative forces within the industry are constantly suppressed or required to spend themselves in artistic boondogling. It lies in the fact that radio, instead of being an instrument of public service supported by advertising, has become predominantly an advertising medium, dominated by the thinking as well as the money of advertisers. The program . . . has become a mere by-product of advertising."

Acknowledging that radio has, on occasion, done heroic work, Durr tempered this praise with a strong attack on industry leaders. "Broadcasters," he said, "have let the industry pass into the control of a leadership which has sought not only to defend the shortcomings of the industry, but to parade them as virtues; which has made no effort to make or even encourage the . . . industry to face squarely up to public responsibilities; a leadership, the sum total of whose course of action has been calculated to pervert the public service concept of broadcasting embodied by Congress in the basic communications act and permit the dominant control to pass . . . from broadcasters . . . into advertisers and advertising agencies; a leadership which has been shameless in invoking the sacred principles of the Bill of Rights in defense of the industry's worst practices." He concluded by urging broadcasters to air programs that "cause men to think, to educate them. . . ."

Wakeman Decries Control

Wakeman also decried the control of radio by agencies and sponsors.

He said that radio was in the position of a mythical newspaper editor who sold his space to advertisers, saying, "Put whatever you like in this space, so long as you keep the advertising down to 10 or 15 per cent of the space. . . . I can see the space now . . . this is Walter Lippmann, your Irium reporter. . . ."

Newspapers, he continued, had learned that they could not allow advertisers to gain dominance, and "today, our magazines and newspapers are almost completely divorced from advertising's messy alliance." That's a direct quote, and from an ex-advertising man, at that. There are a lot of people who feel that there is more than a modicum of venality in the American press today.

Wakeman suggested that radio regain control of its schedules, do its own programing and sell commercials on a "dignified, properly controlled basis that will protect the program, not destroy it," so that talent need not go on a "manufacturer's pay roll to earn its bread." He saw a need for more specialized programs; more hometown, local ventures; a university network; more forums and more programs devoted to limited audiences, even "if it means new stations and specialized networks."

Kaye and Woods Reply

Woods, president of the web airing the discussion, declared that radio is a young industry and should not be judged by perfection standards, noting that listening habits seemed to indicate approval of radio programing policies today. "Advertising pays the freight, he declared, providing not only top names in all branches of the business, but paying for sustainers indirectly. Broadcasters cannot originate all radio, he declared, for they have no monopoly on good ideas.

Kaye's reply was more pointed and pungent. "Mr. Wakeman's chief suggestion," he said, "seems to be that broadcasters should exclude advertisers from building programs and that broadcasters should hire all the artists and writers themselves. I am here as a defender of broadcasters, but Mr. Wakeman's admiration (for them) exceeds mine. . . . I have no reason to believe (programs) would be better if networks and stations tried to do the whole job. . . . The impact of public taste is a certain and democratic method of improvement. . . ."

Kaye also traced the improvement in public tastes, musically and in literature, since radio's advent, and, most important, the fact that "the American public is the best informed in the history of the world. He said—and this, perhaps, is the distillation of all that is wrong in much of the anti-radio gab being spouted today—that "general or immoderate denunciation cannot effect any improvement. . . . Radio's critics need a democratic tolerance for the taste of their neighbors. . . ."

Q. & A.

Altho the question period following the prepared texts was not too productive, it turned up one or two interesting comments. One was Kaye's ad lib reply to Commissioner Durr, who, he said, had used the forum to pursue his personal feud with the industry's leadership, a feud which he charged had been sharpened with the release of the Blue Book.

The simple fact of the matter is, as this program showed once again, that most critics of radio—even those from within the industry ranks—base their findings on narrow, personal tastes, overlooking the multiplicity of tastes represented by millions of listeners.

Fred Robbins Gets Block's CBS Stanza

NEW YORK, Dec. 14.—Fred Robbins, WOV's disk jock, who's currently tabbed as the hottest pancake flipper in town, has snared his second web commersh. He'll replace Martin Block on CBS's Columbia record Saturday afternoon program January 11. He's currently heard as emcee on *Teentimers*, NBC Saturday a.m. kid show.

Robbins will continue his WOV across-the-board hoopla. Station has him on a five-year contract, with the ticket having four more years to run. He was selected for the CBS show, which previews new Columbia releases, following a favorite shellac spinner survey in Philadelphia high schools and colleges.

PUBLIC SERVICE TWIST

(Continued from page 5)

It's in the Sunday, 10-10:30 p.m. slot, bankrolled by the Mutual Benefit, Health & Accident Association of Omaha.

Exploring the Unknown, Revere Copper & Brass Sunday, 9-9:30 p.m. show, dealing with the romance of science.

General Foods' *Buck Rogers* seg, Monday thru Friday, 4:45-5 p.m. show, with a script slanted at scientific inventions, things to come, etc.

House of Mystery, General Foods' Sunday, 4-4:30 p.m. show, which reveals the scientific basis of supernatural stories. Seg has been cited by Ohio State Institute as an outstanding kid program.

In addition, web has a couple of commercials which, because of the nature of their music and the outstanding artists used, are given a good pubserv rating. These are the *Burl Ives* folk music show, sponsored by Philco, Friday, 8-8:15 p.m., and the *Treasure Hour of Song*, bankrolled by Conte Products, Thursday, 9:30-10 p.m.

MBS hasn't the budget to air lavish pubservs in the class of the major webs, but the different slants in the above commercial segs are nevertheless regarded as good window dressing for the FCC, particularly since the increasing industry sensitivity caused by the Blue Book. And it's salable stuff.

BBC To Produce Own Tele Films

LONDON, Dec. 14.—British Broadcasting Corporation has been given the right to make films for radio or television purposes only in a new five-year charter effective January 1, 1947.

Action was the first step toward ending a deadlock between the BBC and the film industry which at present does allow the corporation to televise news or feature films.

Boston Gets 2 New Forums

BOSTON, Dec. 14. — Two new forum discussion programs have been added to those already heard over Boston stations with the advent of *It's Your Move Next*, weekly half hour on WCOP, and the American Bar Association's weekly round table on legal subjects "vital to the layman" on WNAC. Four major web outlets and three smaller stations now average two hours weekly each on general information discussions.

CBS, DuMONT WORK

(Continued from page 10)

ments in color, photovision and latest color developments.

Among new DuMont color developments to be demonstrated will be direct-view color reproducing tools using all electronics principles, DuMont engineers explained here today. Telecasts in both black and white and electronic color will be made from New York. Showing will be an early morning one, with commissioners proceeding from Passaic to New York for a look-see at DuMont studios and thence to CBS.

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Risk in Disk Talent Switch; Does It Hamper or Tamper?

NEW YORK, Dec. 14.—Migration of disk artists from one label to another has started biz murmuring: "Is this trip really necessary?" Tongue wagging started with the newly reported moves of Count Basie and Tony Martin to Victor, Betty Hutton back to Capitol, Jimmy Dorsey out of Decca to MGM, mebbe, and has already brought on comparisons with similar moves made thruout the year. Biggest single conclusion drawn by unofficial surveyors is that switch-overs are always a gamble and that bookies are right—the guy with superior information always comes out a winner.



Examples dragged into the confabs with lessons learned, if any, take in Dinah Shore's hegira to Columbia from Victor, Duke Ellington's major-to-minor pact with Musi-craft—ditto Artie Shaw—Charlie Spivak's Vic-

tor to Columbia run and Woody Herman's Decca to Victor shift. Starting off with the Shore gal, trade pointers cite the fact that the Columbia deal became a great personal triumph for the thrush, with the Columbia pressings of *Shoo Fly Pie*, *You Always Hurt the One You Love*, *The Gypsy*, *Doin' What Comes Natur'ly* and others pulling her up to top sales position after a lull in the Victor stable. Some opine that credit here should go to Dinah's agency and handlers who swung the deal—cushy Columbia guarantees pre-sold a lot of her pressings—but mitigating argument about use of repertoire is advanced by others. Some major record execs claim that choice of tunes has largely been responsible for the Shore success—Victor big-wigs candidly concur—and that without the pretty ditties a mess-up might have come about.

Repertoire angle is only one small part of it, with much bigger pot-boilers being questions of how much artist, his p. m., his agency or his attorney really know about the record biz and how well any of them can appraise new wax opportunities. The cynics point to the Ellington-Musi-craft story and say that as much as the indie label may have done for Duke, in the last analysis "wouldn't he have been better off staying with the RCA record division." Superiority of the majors in distrib and production facilities, slicked-up promotion and tune-spotting techniques has rarely been matched by indies, altho some, like Mercury, have excelled in flack and ad activity. Whether the 10 percenter or his pet disk artist know all this when they start signing contracts is debatable, (See *Does Talent Switch on page 32*)

New Waxing Needle Claims Extra Plays

HOLLYWOOD, Dec. 14.—Development of a new recording needle which greatly increases platter life was claimed last week by Elary Hearn Jr., Hollywood indie disk company exec. Hearn, Globe Record Company topper, claims new needle, which he perfected in collaboration with Kenneth Long, of Associated Recording Studios, will double and sometimes triple playing life of the average platter.

Platters recorded with the new needle were tested by the waxery exec on special break-down equipment. Test proved that number of plays increased from a low of 30 per side to as high as 150, Hearn claims. Recorders used specially built lathes, very similar to Scully or Presto equipment in general trade use.

If Hearn's process is successful, new technique may find wide acceptance in the trade, especially by platteries pressing for juke box trade, where playing stamina is an important factor in operating cost.

MGM Deal for Eckstine and Oliver Rumored

NEW YORK, Dec. 14.—Tho no confirmation was coming from the diskery, trade reports had a handful of new names flitting into the MGM disk stable this week.

Leading story had it that Billy Eckstine, star vocalist for the National label, had been pacted by Frank Walker. Effective date is said to be in April, when the indie tie runs out. Meanwhile, the recently formed Sy Oliver ork got in on the bruitings with paper stage supposedly reached as well for the former TD arranging-ace. Word drifted out, too, that Maestro-Conductor Harry Horlick has been busily preparing albums for the pic-affiliated diskery, and MGM film star, Lena Horne, was also deemed as still in the mebbe realm. This last, despite current reports that she would go with Phil Moore's Black & White Chi label. Another could-be MGM rumor was circulating around the Buddy Weed trio.

Other reports concerning Charlie Spivak and Freddy Martin were scotched by RCA-Victor reps here, who confirmed that Spivak and Martin are on Victor's renewal list. Spivak option, picked up in November, runs for two more years.

Coast Pluggers Persist In Anti-Bierkamp Drive

HOLLYWOOD, Dec. 14.—Town's songpluggers are persisting in a "Can Kermit Bierkamp" drive claiming the Casino Gardens manager is giving them a rough time. Trouble first reported last week when Bierkamp revoked passes held by pluggers, has been made more difficult since, tune pushers say, with Bierkamp banning one pluggers, Herb Lutz, from tersery's premises.

Temperatures which rose originally when Avodon recently followed Casino's example and pulled all oakies, flared anew last week after Bierkamp addressed following wire to Avodon's manager, Barney McDevitt: "Welcome to Association for Annoyance and Abolition of Songpluggers Unlimited, Kermit Bierkamp, president." Pub contact men immediately interpreted wire as move by Bierkamp to spread what they think is anti-songpluggers gospel. Coast wing of Music Publishers' Contact Employees Union met to unofficially declare war.

TD Neutral

Three-man committee brought matter before Casino Gardens Owner Tommy Dorsey in effort to iron out difficulties. TD informed pluggers he turned managerial duties over to Bierkamp and will not enter into fracas. Dorsey further told the threesome (Eddie McHarg, Robbins Music; Artie Mehlinger, Miller, and

Rum and Coke Decish Pending

NEW YORK, Dec. 14.—One of the legal entanglements involving alleged infringement of the *Rum and Coca-Cola* tune was partially disposed of last week in Federal Court after a five-day trial before Judge Mortimer Byers. In the suit for alleged infringement of the lyrics of *Rum*, filed by Mohammed H. Khan, Trinidad, publisher against Leo Feist, Inc., music publisher, and writers Mory Amsterdam, Jerri Sullivan and Paul Baron, the court reserved decision. Khan, thru Attorney Emil K. Ellis, charged that lyrics of *Rum*, composed by one Rupert Grant, a Calypso singer, was copied by penner Amsterdam, who was visiting Trinidad in 1943. The Trinidad publisher had published *Rum* in a book of songs called *Victory Calypso of 1943*. During the week's trial, testimony was given by U. S. soldiers stationed in Trinidad in 1943 in order to show that the tune was popular in the islands before Amsterdam arrived. Amsterdam at that time was performing with a USO show. The publisher and writers were represented by Julian T. Abeles.

The other action against the publisher and writers of *Rum*, not yet set for trial, charges that music of the popular tune was pirated from a song called *L'Annee Pensee (Last Year)*, composed by Lionel Belasco and Masie Patterson. The action was instituted by Maurice Baron (no relation to Paul Baron), publisher of *Pensee*.

Ellington 9½G in Detroit

DETROIT, Dec. 14.—Duke Ellington drew a near-capacity house of 4,400 people at Masonic Temple Auditorium Saturday (7). Gross was \$9,546. Attendance was slightly under 4,600 hit by Ellington in the same hall a year ago, but gross was higher by about \$300 because of price scale changes.

Goldie Goldmark, Leeds) issue probably grew out of personal differences and suggested committee meet with Bierkamp.

Bierkamp told *The Billboard* wire to McDevitt was intended as a gag and not aimed as needle against pluggers. He further stated that anyone buying a ticket will be admitted to the ballroom and claimed he has done nothing to interfere with contractors' biz transactions while on Casino premises. Herb Lutz was only pluggers given stay-out notice. Bierkamp said, and he had never intended banning contact men as a whole.

Bierkamp "Not Funny"

This failed to cool pluggers' angers who claim tune pushing is their bread and butter and Bierkamp's sense of humor appears quite unfunny. Contactors say they'll do their best to see that Bierkamp gets the gate. Mack Green, head of Coast Pluggers' Union, told *The Billboard* he called on American Federation of Musicians in New York to come to org's aid. While not directly affiliated with AFM, pluggers feel ties are sufficiently strong to have musicians' headquarters force Dorsey's hand by threatening to pull bands from Casino tersery. While such a move appears unlikely, pluggers contend this is a pitched battle and either Bierkamp goes or they'll know why.

Travel Cost Dodge Behind Ork Folding?

Duck AFM's Fee

NEW YORK, Dec. 14.—Travel cost angle crept into trade explanation this week of growing "temporary" ork disbandments with insiders claiming maestri involved are saving transportation dough and at the same time avoiding payment of 10 per cent extra scale to sidemen for trips outside province of AFM locals.

They point to recent Tommy Dorsey breakup in New York after finishing cross country concert tour, and his reorganization for Capitol Theater date late this month with a Local 802 ork. In addition to saving loot Dorsey paid out to some of his former high-priced sidemen, shrewdsters say, leader will pocket about \$500 per week in savings on 10 per cent traveling bonus for sidemen on local theater scales.

Sherwood Example

Also point out that Bobby Sherwood's ork was disbanded in the East, with the leader heading out to the West Coast to prepare a new ork for a 10-week engagement at the Casino Gardens, which begins on January 11. Sherwood's ork for that date will be composed of all local 47 musickers, with leader saving traveling expenses cross-country for full ork, which would total several thousand bucks, in addition to the traveling musician bonus payment.

Other name leaders whom traders point to as using money saving gimmick are Benny Goodman and Les Brown. Tho Goodman has retained his Sextet, he will travel to Coast to reorganize an ork rather than carry band which just finished 400 Restaurant engagement. Brown sources claim that he will reorganize with practically the same sidemen he had before the fracture, but that they will be coming back at much lower salaries. At same time, Brown busted in East and went West to reorganize for Palladium date sometime in March.

Problem of keeping semi-name orks working regularly has broached another "temporary" disbandment and reorganization situation in which sidemen seem to be stuck on a hook. Orks of Sonny Dunham, Charlie Ventura and Herbie Fields stature can't hold up under band biz strain unless they work steadily. Each time ork of this category is faced with a lull period, leader conveniently disbands to save himself pay roll dough, at the same time throwing sidemen onto unemployment insurance lines.

Now that most aspects of band biz woes have been squeezed dry, more practical tradsters are beginning to realize the plight of the sidemen. They claim the guy who never has drawn better than scale is getting shoved around because of the sky-high priced musicker and that latter should realize gravy days are gone.

Ventura Ork Folds Until Location Set

NEW YORK, Dec. 14. — Charlie Ventura ork is going to disband temporarily in order to allow Ventura and some of his sidemen to do jazz concert dates during Christmas week.

Harry Moss Agency, which handles the band, says it is negotiating for location dates for the ork after first of the year. Only if negotiations are successful will Ventura bunch reorganize.

Text of MPCE Letter

One of the most important purposes sought to be served through the Fair Trade Agreement, now in effect between the undersigned and you and the other music publishers in the United States, is the elimination of the payola evil.

Paragraphs 8 and 9 of that agreement were specifically designed to accomplish that object.

Unfortunately, experience compels the conclusion that Paragraphs 8 and 9 have not proved completely effective. Constantly reports circulate that violations are being committed, and recently complaints on this score have mounted.

If these complaints were backed up by proof, you can rest assured that our union would take swift and speedy steps to punish the offender. Unfortunately, while complaints are numerous and increasing, proof remains elusive.

We are vitally concerned over this situation because we feel that payola practices and subterfuges threaten the livelihood of our members. Music publishers are equally vitally concerned because they appreciate that such practices threaten the music publishing industry through hindrance of fair competition.

Our executive council has therefore considered seriously other means of enforcement, and we submit for your consideration the following proposals:

1. To seek government aid in the enforcement of Paragraphs 8 and 9.
2. To designate a co-ordinator to police the industry.
3. If both of the foregoing proposals fail or are rejected, then to seriously consider elimination of Paragraphs 8 and 9, thus placing the problem squarely in the laps of the publishers.

Our executive council sees much merit in suggestion No. 2, namely, that there be designated a co-ordinator of the music publishing industry, clothed with full powers to act on all complaints, whose decision shall be binding, and who need not be bound by those ordinary rules of proof and evidence, which prevent us from acting, even when suspicion is rife.

Obviously, such a co-ordinator would have to be a man of the highest caliber, possessing complete courage and honesty, and be thoroughly familiar with the industry.

Other industries, such as moving picture and baseball, have solved their similar problem in like manner. The expenses involved in such a project would not bear too heavily on the publishers because, spread over the latter, each proportionate share would be modest indeed.

Our view is that this proposal is decidedly worth a trial before other more stringent suggestions are acted upon.

We would appreciate acknowledgement of this letter and an expression of opinion from you concerning its contents.

Very truly yours,
MUSIC PUBLISHERS' CONTACT EMPLOYEES
 of GREATER NEW YORK, LOCAL 22102
 Bob Miller, President.

WM Shuffles West Coasters; Archer for Flynn

HOLLYWOOD, Dec. 14.—William Morris Agency this week reshuffled its Hollywood band department following resignation of Jack Flynn, formerly in charge of office's location bookings. Jack Archer, recently shifted to Coast from agency's New York office, will head revamped department, with Ben Holzman continuing to specialize on theater dates.

Percentage house will bolster band set-up after January 15 when Morris Stoller, New York office manager for the agency, is moved to Hollywood in a similar capacity. It is expected that emphasis will shift to building smaller name band units. Agency may add several new men to department at that time.

Monroe-Marshard Club Loses Liquor Permit

NEW YORK, Dec. 14.—The Meadows, Framingham, Mass., spot in which Vaughn Monroe and Jack Marshard hold controlling interest, will lose its liquor license January 1 because the town in which the spot is located, 20 miles outside of Boston, voted to go dry in the recent election.

Spot has been playing local orks, with Monroe coming in from time to time. Present bandstand occupant is Jack Edwards, a Marshard property. Spot opened last June and has been doing very healthy biz.

Yipe!

NEW YORK, Dec. 14.—Editor of *Radio Best*, new fan mag here, approached local music pub this week asking for song copies. Wanted to use the lyrics, he said, since he thought it would be good publicity for the mag.

Det. Arcadia Starts One-Nighter Policy; Krupa, Gray Set

DETROIT, Dec. 14.—Arcadia Ballroom here which operated for several seasons as a roller rink under management of Orville Godfrey, will switch to a dance policy for special one-nighters, starting December 30, when Gene Krupa comes in. Op will run dances with name bands on Monday nights only, averaging every second week.

Krupa was bought from MCA for the date. Glen Gray ork is set for January 13, according to Godfrey.

Decca's British Wax Here

NEW YORK, Dec. 14.—First American release of British Decca pop wax since the beginning of war goes out this week, according to the firm's New York office. Release introduces war-born British pop artists Anne Shelton and the Squadronnaires ork to this country, as well as a new quintet of Hot Club of France sides. Decca is also re-issuing 10 of the old Ambrose ork's sides.

Sing a Song of Payola! MPCE Wants "Czar" or Gov't Enforcement Aid

Pluggers Trade Happily Bumps Its Gums

NEW YORK, Dec. 14.—Here we go again . . . payola! And the song-pluggers' union (Music Publishers' Contact Employees, Local 22102) picked a time when most music staffs were gathered in the East for new year huddles to drop a big blob of fat on the music biz Christmas grill. Grease spot which will undoubtedly cause intense sizzling took the form of a letter sent out by MPCE Prexy Bob Miller to all pub signers of the Fair Trade Agreement and calls for constructive action anew on "elimination of the payola evil." (Complete text of the MPCE letter is presented in box on this page.)

Minn. Promoter Nicked by AFM Stand-By Rule

MINNEAPOLIS, Dec. 14.—Stand-by rule of Minneapolis AFM local here is about to break out into a tug of war with federal government possibly coming into the picture.

Charles Milkes, of Minneapolis Greater Attractions, is threatening a federal suit to reclaim \$825 collected by the union before allowing him to present Billy Rose's *Carmen Jones* production in Minneapolis Auditorium (6-7).

Milkes, claiming he is being made the guinea pig in the deal, said the only way he could stage *Carmen Jones* was to shell out \$825 to Stanley Ballard, union secretary, for stand-bys not hired for four previous shows brought here by Greater Attractions.

According to Milkes he took no action on stand-bys for the Duke Ellington, Spike Jones and Eddie Condon orks nor for *Jazz at the Philharmonic* concerts played at the Auditorium in recent weeks. He said he had been notified by telephone that stand-bys were necessary.

On November 28, union voted him "not in good standing," after ruling by city attorney's office said the city did not recognize the demand of the musicians' union that stand-bys be required for all variety shows playing the Auditorium in which music is used. Union demand was for 15 extras.

Milkes was forced to pay up in order to get musikers for the *Carmen Jones* show. This is the second brush he has had with the union. Two months ago George Murk, union prexy, held up Bill Robinson show nearly an hour until Milkes paid out for stand-bys.

BMI-Porter Deal Stalled Pro Tem

NEW YORK, Dec. 14.—Naming of Paul Porter as head of a special government mission to Greece hasn't definitely killed the possibility of his ultimate appointment as BMI prexy, it was learned this week, but it will postpone consideration by licensing org's board of directors for several months or longer depending on extent of mission's duties.

Former OPA administrator takes his group to Greece next month and may complete his assignments by spring. Growing reports of his reluctance to leave government work could not be verified here, but BMI bigwigs are understood to be unperturbed by his latest move. His overseas job came as a surprise to most observers here, however, since word was strong last week that BMI deal was sure.

Raking up the old ashes that never did set a flame to payola, the MPCE leaders voice two flat proposals in their epistle: (1) Either seek government aid in the enforcement of paragraphs 8 and 9, say they, or (2) let us designate a co-ordinator to police the industry.

"If both of the foregoing proposals fail or are rejected, then to seriously consider elimination of paragraphs 8 and 9, thus placing the problem squarely in the laps of the publishers." That's the alternative, says the contact union.

Paragraphs 8 and 9 of the Fair Trade pact are the notoriously unenforced clauses covering restrictions on employee gratuities for the purpose of soliciting records, transcriptions or plugs as well as on the famous "cut-in" deals whereby pubs put orksters into biz, make special arrangements or engage in other dipsies.

Tho the letter has had barely a week within which to circulate, general professional managers of major pubberies here were already engaged in tearing apart the MPCE proposals, whipping up suggestions of their own, or running down to the Palace to see if vaude had come back. Eye rubbing was only a small part of discussion, tho, with most plug execs and staffers enjoying the chance to get all wound up about the return of one of their favorite subjects.

Breaking it down for each of the three proposals in the letter, pro and con comment along the Alley ran as follows:

(1) "To seek government aid in the enforcement of paragraphs 8 and 9."

PRO: Should have been done years ago. . . . Only way to get to root of evil is to drag in Internal Revenue Department aid in checking expense vouchers, band and disk exec tax reports and bank accounts. . . . A co-ordinator without this support would be powerless anyway, since 99 per cent of all payola tips are based on circumstantial evidence. Government caught up with the Lustigs and the Nickels. . . . If it put the finger on one or two facsimiles in music biz, fear motive would strangle the boys who bet a thousand bucks that a "plug" can't lift a glass of water off the table.

CON: Government can't do the job. . . . Look at OPA. . . . And past has proven that smaller cash transactions among the "up the road" trade (chronic payoff grabbers) are easily slipped into legit bank deposits, tax returns, etc. . . . Anyway, why call in outside support when the biz itself has not given evidence thru co-operation in the past that it wants to get rid of the menaces. First a powerful co-ordinator to clean house and then a police agency, maybe, to help carry out reform.

On proposal (2) "To designate a co-ordinator to police the industry."

PRO: Kenesaw Mountain Landis did it for baseball. . . . Will Hays kept the movies clean. . . . A strong "czar" vested with punitive powers might turn the tables. Dictatorial set-up should be the last extreme in any case, but plug-swapping, ork financing, disk currying deals have already passed most extremes. A strong gink with a strong salary could pass out a few stiff fines and all the years of dough-woe would be ended. . . . Payola is basically a money-inspired evil; the only way to cure it is to make it too costly.

CON: Music biz isn't the movies and it isn't a big baseball chain. . . . Amount of (See MPCE Wants "Czar" on page 32)

MERRY CHRISTMAS
AND A
HAPPY NEW YEAR
FROM
Jack McLean
AND HIS ORCHESTRA

"I WONDER WHO'S
KISSING HER NOW"
"MY ADOBE HACIENDA"
"WALKIN' WITH MY SHADOW"
"IT'S ALL OVER NOW"
"ON CHRISTMAS ISLAND"
"WHAT MORE CAN I ASK FOR"
"STARS FELL ON ALABAMA"
"THE BEST MAN"
"MI VIDA"
"I'LL CLOSE MY EYES"

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Pub-Scribe Liaison, "Free Lyric License" Cleared up In MPPA-SPA Contract Talk

Next Meeting January But Benefits Retroactive

NEW YORK, Dec. 14.—Blueprint for a liaison committee and agreement on the "free license of lyrics" were highlight developments of latest contract-negotiation meeting between Music Publishers' Protective Association (MPPA) and Songwriters' Protective Association (SPA) here Wednesday (11). Decision to set up a liaison committee to pass on future pub or writer gripes or other matters pertaining to industry welfare probably marks one of the biggest single accomplishments to come out of contract talks to date. Committee will be a two-man affair, one rep from each group, and the no definite appointments were made, mention was made of Walter Douglas, present MPPA board chairman, and Milton Drake, SPA negotiating committee chairman.

Important implications of the new liaison idea, from the writer's point of view, is that for the first time door has been opened to mutual action by pub and scribe officials. This reportedly afforded SPA much satisfaction since the scribe group has long endeavored to win equal recognition with the pubs. From MPPA standpoint new committee will rid pubs of time-consuming hassles which may develop next year on all matters not specifically covered by contract. Pub complaint in past frequently has been that needless time wasting has been forced by relatively unimportant differences.

Agree on License

Settlement of the "free license" question was reached, it was learned, thru an agreement that no license on the use of lyrics would be given without writer consent except for purposes of specific tune exploitation. Abrasive background leading to this agreement dates back to the time when writers scored pub execs for allowing Columbia wax works to use printed song lyrics in connection with album literature and promotion. At the time, pressure against the gratis giveaway stopped the practice, but until this week no formal settlement of the principle involved had been reached. New provision comes on top of an earlier concession which narrowed down publisher use of synchronization rights without previous consent of SPA.

Next Meeting January

Before adjourning the meeting, delegates for both groups agreed to postpone all future sessions until some time in January, spokesmen citing the holiday period as inconvenient for such talks. Both groups agreed, however, to extend present contract until end of January with a proviso that any songs sold before then would enjoy retroactive benefits provided in new contract.

Line-up at the conference table included same group as attended last week's session. For the pubs: Herman Starr, Bernard Goodwin, Louis Bernstein, Saul Bornstein, Jack Mills, Abe Olman, Jack Bregman, Walter Douglas and Attorney Sidney Watzenburg. For the writers: Milton Drake, Charlie Tobias, Fred Ahlert, Edgar Leslie, George Myer, Stanley Adams and Attorney John Schulman.

Al Russell to Sapphire Label

PHILADELPHIA, Dec. 14.—Frankie Adams, head of Sapphire Records, has pacted the Al Russell Trio for his label. Unit, currently at Ciro's cocktailery here, cut four sides for Sapphire, taking in Adams's own *Under the Stars*; a Russell original, *Shee-Ann*; *Down the Road A-Piece*, and *Say It Isn't So*. First platters skedded for release before the year runs out.

WM, Fred. Bros. Snarled Over Herbeck Pact

HOLLYWOOD, Dec. 14.—Booking snarl, with orkster Ray Herbeck at the core, developed this week when Frederick Bros. announced inking of the Herbeck ork to an exclusive contract. At the same time, William Morris's Chicago office also claimed the pacting of Herbeck to an exclusive deal. (*The Billboard*, December 14.)

Check-up revealed that William Morris still has a one-year contract in force, Morris's band booker Jack Archer saying agency has no plans for immediate release of crew, altho he hints that Herbeck might be let out of the deal if the agency did not turn up with bookings by mid-January.

Admitting inter-agency conflict, Herbeck told *The Billboard* that he had signed with Frederick Bros. in Chicago only after verbal release was given him by Pat Lombard, William Morris's Windy City booker, and that a deal to go into the Meadowbrook here was closed several days after the Frederick office took over.

Herbeck stated that the Morris contract was pacted on October 28 to become effective December 3 at expiration of previous deal with MCA. Under union rules, an agency has six weeks to find a spot for the ork or else give up exclusive booking rights. Herbeck accordingly argued that the Morris agency had from October 28 until this week to submit job offers, which it failed to do. Morris agency, however, contends the six-week period did not begin until December 3, when contract became active.

Squabble has been submitted to AFM for ruling. Validity of Frederick contract plus commissions for Meadowbrook booking are up in the air, pending union decision.

Victor's "Finian" New Wax Gamble

NEW YORK, Dec. 14.—Unusual RCA-Victor gamble in recording a legit-show wax album before the musical hits the boards still awaits results, with legit *Finian's Rainbow* due to hold over in Philly after its debut Tuesday (3).

Show, which features a "Yip" Harburg-Burton Lane score, is due for a Broadway opening in January, with RCA matching Producer Lee Sabinson's hopes that it will hit. Legit-disk packages have been done countless times before—Decca original-cast albums long have registered whopping sales—but *Finian* tie-up represents first time any major waxery has pressed sides prior to proven success of a production on the boards.

America's
Newest
Song
Stylist

Frankie Laine

Appearing on the
**CHESTERFIELD
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with
JO STAFFORD

FROM HOLLYWOOD
NBC — THURSDAY
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Latest and Newest
MERCURY RECORD

release

"THAT'S MY DESIRE"

AND

"BY THE RIVER
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MER. #5007



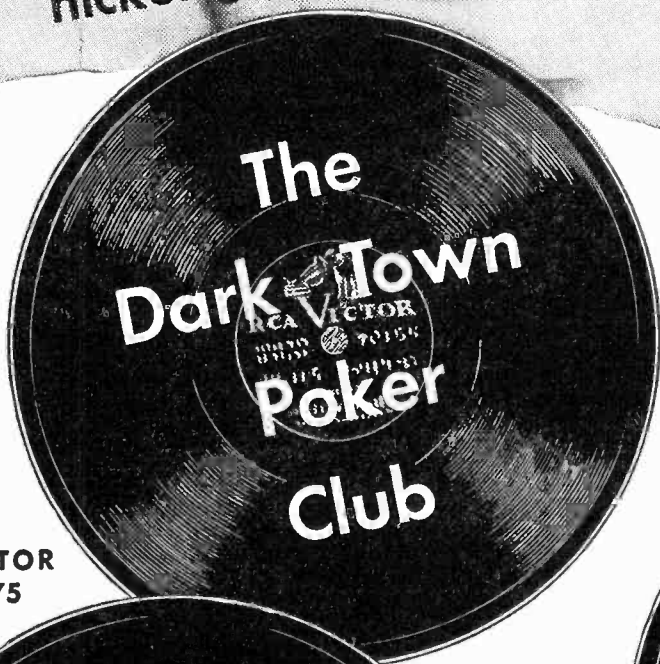
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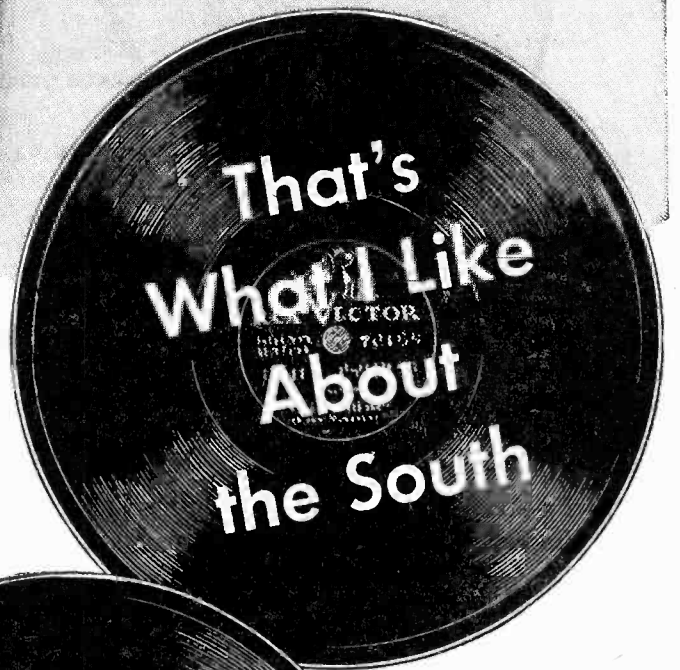
Phil Harris

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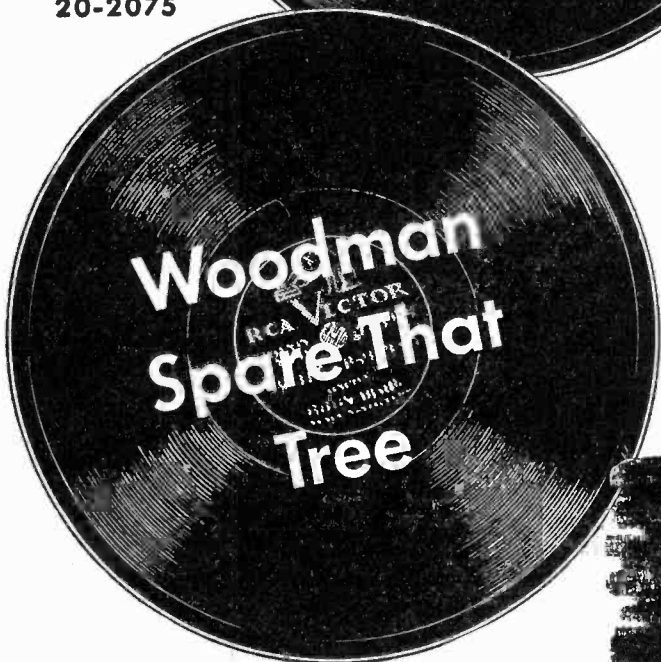
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RCA VICTOR
20-2075



RCA VICTOR
20-2089



THE STARS WHO MAKE THE HITS ARE ON
RCA VICTOR
RECORDS



Stu Davis

SINGS

"Rainbow at Midnight"

★

"The Bottom Fell
Out Of The Sky"

Sonora Record No. H7021

"I Tipped My Hat And
Slowly Rode Away"

★

"I Can Beat You Doin'
(What You're Doin' To Me)"

Sonora Record No. H7024



A fast-rising star in the ever-profitable field of Western singing is Stu Davis, Sonora's newest record find who appeals to every age group—every record fan. Packed with an easy-going personality, Stu's voice has the restful style so popular with Western fans. Be sure your juke boxes join the *Stu Davis* band wagon.

53c
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Net Remote Problem Break For B-Bands, Studio Orks?

NEW YORK, Dec. 14.—Drop in number and quality of remote dance ork shots here has radio program execs mulling plans to chop some remotes and substitute studio music. One angle stems out of the American Broadcasting Company's program office where director Bud Barry is known to be fooling with the idea of using his AFM pay-or-play musickers, during late hours whenever suitable Chicago, Hollywood or local pick-ups are not available. Plan has the extra advantage of costing nothing extra since the 65 house men on ABC's pay roll, who are known to be working only part-time, must get full-time pay in accordance with AFM rules. Similar situation exists at other networks even tho remote complaints there are less prevalent.

Semi-Name Break

Another plan, which calls for hiring semi-name orks to fill remote spots on a sustainer basis, has already been launched by ABC with the hiring of the Billy Butterfield ork this week for a series of Monday night sustainers. Ork may get more air time during week nights in the late-evening slot, depending on remote situations.

Nets' anxiety with regard to remotes evidently stems from weakening location biz in recent months and the folding of a number of name bands. Latter, mostly A bands, has forced remote listings to show a predominant number of B orks, giving rise frequently to inferior dance music. Nets feel a studio ork could turn out more appealing and listenable stuff than many of the present remotes can. Another reason for loss of remote names is that spots which consistently carry wires are dropping their big name band policy in favor of lesser known, cheaper orks.

Possibility of a drop in remote wire purchases is another net headache and may have spurred plans for replacement programing. Nets point out that remotes have not helped spot biz recently, and that cost of wires plus AFM tax in areas of the country today may represent the difference between profit and loss in spot operation. AFM tax on ops for use of ork musickers in remote air shots is \$3 per sideman per shot in New York and Detroit areas. In addition, nets point out that from the ork leader's point of view, remotes have lost a good deal of their original band-building value, since concentration in band build-up depends more on disk promotion than on late-hour air shots today. If the nets can't sell a sufficient number of remote wires, they may all try using B band sustainers.

Karzas Confirms 3-Ballroom Buy

CHICAGO, Dec. 14.—Definite confirmation of the purchase of three ballrooms from Carl Fox by William Karzas, owner-operator of the well-known Aragon and Trianon ballrooms here (first reported in *The Billboard's* December 14 issue), was given by Karzas this week. Karzas said he bought the three Fox ballrooms (the Prom in St. Paul; the Terp in Austin, Minn., and the Surf in Clear Lake, Ia.) for about \$1,500,000. Karzas takes over December 16.

Karzas also cleared up points of speculation about his policies at the ballrooms. He claimed he would operate the dancery in St. Paul on a six-night-a-week basis and the other two either four or five nights a week. Whereas under the Fox ownership the ballrooms had used territorial bands almost exclusively, Karzas stated he was going to bring in more name orks. He has not yet set a definite talent budget for the ballrooms.

Altho band bookers have expressed fear that MCA was going to be given an exclusive contract for his new holdings, Karzas said he would

Theater Splits May Be Band Booking Hypo

Agents Hopeful

NEW YORK, Dec. 14.—Growing bust-ups of theater pools thruout the country as a result of government order several months ago has booking agents here looking to a rich harvest of band theater bookings in the near future. Bookers recently have been having a particularly rough time in setting theater dates for their ork properties.

Agency reps feel that when theaters in smaller towns split in sufficient numbers, the shortage of top-grade flicks will force a revival of flesh entertainment as a customer hypo. Band men are hoping that opening of new theaters will alleviate, at least a little, the present strained booking picture caused by the biz drop in recent months.

Mills Primes New Pop Staff

NEW YORK, Dec. 14.—Mills music firm, which has dabbled with the idea of an active pop professional staff for years, will make its most serious attempt after first of the year, with a four-man department due to be added.

Pub has always mixed its pop tune-pushing with standard-song activities, but is understood now to be after *Hit Parade* ditties, not necessarily dug out of the catalog. Irving Deutch, former vocalist with Blue Flames group that sang with Woody Heyman ork, has been named professional manager, with three more staffers to be added in January. Songs to be worked on will be the Peter De Rose-Mitchel Parish tune, *Did the Moon Tap on Your Window Last Night?* and novelty ditty, titled *Oshkosh, Wis.* Staff change-over will be officially launched when Irving Mills arrives from the West Coast the 20th. Sidney Mills also due in from Chicago some time earlier.

Unique twist to Deutch appointment is that latter will have sure plug every Monday over ABC when he sings with his twin-brother's group on Johnny Olsen's *Rumpus Room* show. Brother Murray and group are heard, as well, on the Danny O'Neil show, a five-time-a-week CBS sustainer.

Tex Lands Radio Spot

NEW YORK, Dec. 14.—Tex Beneke ork, which started a 13-week stint today on the *Judy, Jill and Johnny* Mutual air show, reportedly getting \$1,300 per. /

definitely play the field, would sign no exclusive pacts and would buy bands from any office that offered him good material.

Local Rules Heard Return Cafe Society

NEW YORK, Dec. 14.—J. C. Heard ork was reinstated at Cafe Society Downtown here after a Local 802, AFM, hearing Tuesday (10) put an official nix on a cancellation notice Heard had received last week after a tiff with the management. Matter reached the union when Harold Johnson, spot's manager, handed the group a two-week notice, on instructions from Owner Barney Josephson. Latter reportedly was provoked by combo showing up 20 minutes late at a Saturday show. Ork had been playing a benefit at the Apollo Theater and couldn't get back in time.

Understood that local Prexy Dick McCann told Josephson and Johnson that they "picked an inopportune time" for the complaint, since the Heard group had been billed at the benefit as the Cafe Society Downtown ork and actually was doing the ops a service.

Whole of Heard retinue, including flack Buddy Basch and p.m. Waverly Ivy returned with the crew.

Josephson apparently was still unhappy over Heard hassle later in the week. On an early ayem disk-jockey show today, a letter from Josephson was read in which the Cafe Society op declared Heard's ork played too loud, library included too many vocal numbers and men frequently appeared dressed unpresentably, same charges he made at Tuesday's hearing, according to Buddy Basch, Heard's press rep.

Basch and Ivy were slated to appear on the show tomorrow morning to answer Josephson's charges.

Donahue Conn. Take Weak; Brooks Tops 2G Mark

BRIDGEPORT, Conn., Dec. 14.—Sam Donahue, playing here Sunday (1) at the Ritz Ballroom, drew only 957 persons, with admission at \$1.30 each. Gross totaled a weak \$1,244.10.

On his appearance here September 1, he drew 1,450 for gross of \$1,885. Randy Brooks, playing Thanksgiving Night, drew 1,343 persons at \$1.60 each, grossing \$2,148.80.

Mercury Inks Fowler

CHICAGO, Dec. 14.—Lee Penny, new folk tune recording chief for Mercury Records, on an extended tour of the South and West, inked Wally Fowler, prominent folk tune artist (NBC-WSM's *Grand Ole Opry*), to a contract and cut four sides this week.

THE ANDREWS SISTERS "No. 1 for Nine Years"

EVER since this chanting threesome on WNEW caught the public fancy with Lou (Leeds Music) Levy's tune find, *Bei Mir Bist Du Schoen*, they have led the field in fem chirp trios by lengths. That was nine years ago. Since then in pix, platters, radio and vaude they have scored heavily year after year.

No matter how pop tastes have switched from boogie to ballads, sagebrush to sambas, waltzes and calypso to be bop, the Andrews Sisters have continued to be faves. In disks they rank second only to Bing Crosby on the Decca lists, having sold in all some 15,000,000 records, of which 2,000,000 were racked up by a brace of platters—*Rum and Coca-Cola* and *Don't Fence Me In*. Present seller is their version of *South America, Take It Away*.

They are currently readying for New York Paramount's Christmas stageshow.

Trips Over 'Bucket'

DETROIT, Dec. 14.—Vogue Records' prexy, Tom Saffady, tried out as a quiz kid over WJR's *Quiz of Two Cities* show Monday night (2) with disastrous results. Saffady was asked three questions, one of them calling for the opening line of *The Old Oaken Bucket*. He missed all three and Detroit lost the evening's contest to Cleveland.

Reported Saffady may move soon—to Hohokus, N. J.

Maxwell Quits Band Promotion in Memphis

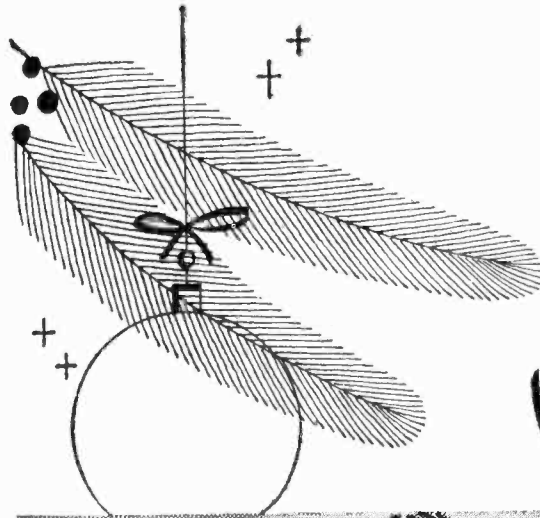
MEMPHIS, Dec. 14.—Local one-nighter promoter Early Maxwell this week said he was thru with dance band promotions. Promoter intends turning to athletic events where "the net is higher, altho the gross is lower."

Statement was made after Spike Jones had pulled the second largest gross of his current tour in this city's Municipal Auditorium Sunday (8), taking in \$9,129. Prior to Jones, Maxwell had presented Xavier Cugat and Jimmy Dorsey recently.

New Disk Firm Strictly BMI

NEW YORK, Dec. 14.—New record firm, Tune-Disk, will exclusively feature tunes cleared thru BMI on their disks. Firm is owned by Edward R. Wilson, affiliated with BMI, and R. Howard Mackissick, and has its headquarters in Collegeville, Pa.

First firm releases will be out next week, with sides by the Piccadilly Pipers with vocals by Bonnie Davis.



Merry Christmas Folks

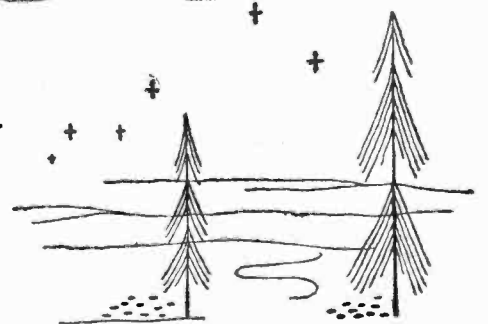
... and we'll do all we can to keep those coin machines "jingling" for a

Happy, Prosperous New Year



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Woody Herman



JUST RELEASED!

Woody and the gang go all out with

Uncle Remus Said

Backed with

A Mary Ann McCall vocal on

ROMANCE IN THE DARK

COLUMBIA 37162

Still Riding High —

IF IT'S LOVE YOU WANT (BABY, THAT'S ME)

Backed with

WRAP YOUR TROUBLES IN DREAMS (AND DREAM YOUR TROUBLES AWAY)

COLUMBIA 37160

BUY!
and You'll
SELL

JB 515
POISON
GARDNER

POISON'S BOOGIE
backed with
MY BABY'S GONE AWAY

Here's a great record that could be produced only by a famous artist!



SALES ARE CLIMBING ON

- JB 503 Milton's Boogie & Groovy Blues Roy Milton & His Solid Senders
- JB 504 R. M. Blues & Rhythm Blues Roy Milton & His Solid Senders
- JB 510 Take Your Big Hands Off & He's Got a Punch Like Joe Louis Vocal by Alberta Hunter
- JB 508 Fat Boogie Woogie & Loved and Lost By Ollie Jackson & His Band
- JB 509 Baby Got to Have It & You'll Miss Me When I'm Gone By Ollie Jackson & His Band
- JB 512 Tiddle De Winks Shanghai Stomp Vocal by Ed Harris
- JB 514 Left With The Blues & Blow Top Re Bop By Cal Lucas, Vocals by Mary Bryan
- JB 502 Voo-It Voo-It & Crying Blues The Blues Women with Buddy Banks Sextet

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The Billboard

MUSIC POPULARITY CHARTS

PART I

The Nation's Top Tunes

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

Week Ending December 13



HONOR ROLL OF HITS

(TRADEMARK)

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

- | Position This Week | Position Last Week | Title | By | Published by |
|--------------------|--------------------|--|----------------------------------|----------------------------|
| 1. | 2. | THE OLD LAMPLIGHTER | Charles Tobias and Nat Simon | Shapiro, Bernstein (ASCAP) |
| | | Records available: Hal Derwin, Capitol 288; Saxie Dowell Ork, Sonora 3028; Morton Downey, Majestic 1061; Anita Ellis, Mercury 3033; Sammy Kaye, Victor 20-1963; Kay Kyser, Columbia 37095; Hal McIntyre, Cosmo 502. Electrical transcription libraries: Vic Damone, Associated; Hal Derwin, Capitol; Sammy Kaye, NBC Thesaurus; Russ Morgan, World; The Music of Manhattan Ork, NBC Thesaurus. | | |
| 2. | 1. | OLE BUTTERMILK SKY | Hoagy Carmichael and Jack Brooks | Burke-Van Huesen (ASCAP) |
| | | From the Universal film "Canyon Passage," sung by Hoagy Carmichael. Records available: Connee Boswell, Decca 18913; Hoagy Carmichael Ork, ARA 155; Hoagy Carmichael-Lou Bring Ork, Decca 23769; Helen Carroll and The Satisfiers, Victor 20-1982; Marie Greene, Signature 15040; Kay Kyser, Columbia 37073; Danny O'Neil, Majestic 7199; Paul Weston Ork, Capitol 285. Electrical transcription libraries: Chuck Foster, Lang-Worth; Elliott Lawrence, Associated; Russ Morgan, World; Leighton Noble Ork, Standard; Novatime Trio, NBC Thesaurus. | | |
| 3. | 3. | RUMORS ARE FLYING | Bennie Benjamin and George Weiss | Oxford (ASCAP) |
| | | Records available: Andrews Sisters-Les Paul, Decca 23656; Hal Brooks Ork, BelTone BT-7012; The Brown Dots, Manor 1040; Billy Butterfield, Capitol 282; Frankie Carle, Columbia 37069; Harry Cool, Signature 15043; Saxie Dowell Ork, Sonora 3026; Tony Martin, Mercury 3032; Betty Rhodes, Victor 20-1944; The Three Suns, Majestic 7205; The Two Tones (Benny and George), Cosmo 504. Electrical transcription libraries: Les Brown, World; Billy Butterfield, Capitol; Norman Cloutier, NBC Thesaurus; Joe Reichman, Standard; George Towne, Associated. | | |
| 4. | 5. | (I LOVE YOU) FOR SENTIMENTAL REASONS | Deek Watson and William Best | Duchess (BMI) |
| | | Records available: The Brown Dots, Manor 1041; King Cole Trio, Capitol 304; Ella Fitzgerald-Delta Rhythm Boys, Decca 23670; Eddy Howard Ork, Majestic 7204; Art Kassel, Vogue R-781; Dinah Shore, Columbia 37188; Charlie Spivak, Victor 20-1981; Fran Warren, Cosmo 514. Electrical transcription libraries: Vic Damone, Associated; Eddie Le Mar Ork, Capitol; The Music of Manhattan Ork, NBC Thesaurus; Don Swan, MacGregor. | | |
| 5. | 7. | WHITE CHRISTMAS | Irvin Berlin | Berlin (ASCAP) |
| | | Records available: Bing Crosby, Decca 23778; Bobby Doyle, Signature 15058; Guy Lombardo, Decca 23738; The Mel-Tones, Jewel G-4000; Frank Sinatra, Columbia 37152; Jo Stafford, Capitol 319. Electrical transcription libraries: Randy Brooks, Lang-Worth; Norman Cloutier String Ork, NBC Thesaurus; Buddy Cole's Four-Of-A-Kind, Capitol; Cote Glee Club, Lang-Worth; Frank De Vol, Capitol; Hal Derwin, Capitol; Jan Garber, Capitol; Hollywood Serenaders, Capitol; Vincent Lopez, NBO Thesaurus; Vaughn Monroe, Lang-Worth. | | |
| 6. | 4. | THE WHOLE WORLD IS SINGING MY SONG | Mann Curtis and Vic Mizzy | Robbins (ASCAP) |
| | | Records available: Les Brown, Columbia 37066; Harry Cool, Signature 15043; Dennis Day, Victor 20-1978; Jimmy Dorsey, Decca 18917; Morton Downey, Majestic 1061; Jack Smith, Capitol 300. Electrical transcription libraries: Blue Barron, Lang-Worth; Norman Cloutier, NBO Thesaurus; Jimmy Dorsey, World; Chuck Foster, Lang-Worth; Leighton Noble Ork, Standard; Jack Smith, Capitol; George Towne, Associated. | | |
| 7. | | A GAL IN CALICO | Leo Robin and Arthur Schwartz | Remick (ASCAP) |
| | | From the Warner Bros. film "The Time, the Place and the Girl." Records available: Tex Beneke-Miller Ork, Victor 20-1991; Bing Crosby-The Calico Kids-John Scott Trotter Ork, Decca 23739; Benny Goodman, Columbia 37187; Tony Martin, Mercury 3035; Hal McIntyre, Cosmo 517; Johnny Mercer-The Pled Pipers, Capitol 316; Louis Prima, Majestic 1087. Electrical transcription libraries: Vic Damone, Associated; Music of Manhattan Ork, NBC Thesaurus. | | |
| 8. | 9. | ZIP-A-DEE DOO-DAH | Ray Gilbert and Allie Wrubel | Santly-Joy (ASCAP) |
| | | From the Walt Disney film "Song of the South." Records available: Connee Boswell-Bob Crosby, Decca 23748; Sammy Kaye, Victor 20-1976; Johnny Mercer, Capitol 323; The Modernaires-Paula Kelly, Columbia 37147; George Olsen Ork, Majestic 7204; Two-Ton Baker, Mercury 3047. Electrical transcription libraries: Sammy Kaye, NBC Thesaurus; Eddie Le Mar Ork, Capitol; Tony Pastor, Lang-Worth; Charlie Spivak, World; George Towne, Associated. | | |
| 9. | 6. | THE THINGS WE DID LAST SUMMER | Sammy Cahn and Jule Styne | E. H. Morris (ASCAP) |
| | | Records available: Bing Crosby-Jimmy Dorsey, Decca 23655; Georgia Gibbs, Majestic 12007; Hal McIntyre, Cosmo 509; Vaughn Monroe, Victor 20-1972; Frank Sinatra, Columbia 37089; Jo Stafford, Capitol 297. Electrical transcription libraries: Louise Carlyle, NBC Thesaurus; Hal Derwin, Capitol; Jan Garber, Capitol; Tony Russo, Lang-Worth; Don Swan, MacGregor; George Towne, Associated. | | |
| 10. | 10. | YOU KEEP COMING BACK LIKE A SONG | Irving Berlin | Berlin (ASCAP) |
| | | From the Paramount film "Blue Skies," sung by Bing Crosby. Records available: Jan August Rhythm Stylists, Diamond 2040; Bobby Byrne, Cosmo 503; Dennis Day, Victor 20-1947; Bobby Doyle, Signature 15039; Georgia Gibbs, Majestic 12000; Gordon MacRae, Musicraft 15089; Jeannie McKeon, Black & White BW-790; Dinah Shore, Columbia 37072; Jo Stafford, Capitol 297. Electrical transcription libraries: Blue Barron, Lang-Worth; The Coronettes, Standard; Chuck Foster, Lang-Worth; Dick Jurgens, Standard; Elliott Lawrence, Associated; Russ Morgan, World; Music of Manhattan Ork, NBO Thesaurus; Jo Stafford, Capitol; Don Swan, MacGregor. | | |



SPIVAK!

So They Tell Me

Vocal by Jimmy Saunders and smooth trumpet work by Charlie himself.

AND **Linda**

Hot beat, plus the singing of Tommy Mercer. Fans will beat a path to the "box" for this one!

RCA Victor 20-2047

GREEN!

Larry and his Orchestra in two swell songs . . . full of bouncing rhythm, Larry's tinkling piano and the soft persuasiveness of Gil Phelan in the refrains.

When You Left Me

AND

A Gay Little Melody

RCA Victor 20-2049

CASE!

I Get a Kick Out Of You

Strings, brass and a chorus of mixed voices give plenty of drive to a zippy musical cocktail by Russ and his Orchestra.

AND

In the Still of the Night

Another powerful Cole Porter favorite. Arrangement features a terrific swing harp and a lush clarinet solo.

(Both from the Warner Bros. film, "Night and Day").

RCA Victor 20-2074

BOYD!

Two new ditties with lots of solid appeal by Bill (Cowboy Rambler) Boyd.

Oklahoma Bound

(vocal by Bill Boyd)

AND

Jim's Polka

RCA Victor 20-2050

ALSO...

ROOSEVELT SYKES

Blues Singer and his Original Honeydrippers

Date Bait AND Tonight

RCA Victor 20-2051

HENRI RENÉ

and his Orchestra
Mexican Hat Dance
(Jarabe Tapatio)

AND

Adios, Pampa Mia! — Tango
(Farewell, My Prairie)
RCA Victor 25-0075

TRÍO VEGABAJEÑO

(Fernandito, de Jesús and Maduro)

The Farmer Boy's Love

Folk Song (El Amor Del Jibarito)

AND

Little Silver Star

Bolero (Lucerito de Plata)

RCA Victor 26-9004

BEDRICK SMEAGE

and his Orchestra

Ty Cesti Muzikanti Polka

(Those Bohemian Musicians)

AND

Zlate Casy

(Golden Time Waltz)

RCA Victor 25-2052

ALL THIS AND PHIL HARRIS TOO!

He's RCA Victor's now! Turn to page 17 for news of 4 fabulous Harris hits.

THE STARS WHO MAKE THE HITS ARE ON



RCA VICTOR RECORDS



... AND THE NICKELS ARE ROLLING

with

CECIL CAMPBELL'S
TENNESSEE
RAMBLERS



RCA VICTOR RECORDINGS

"I TRUSTED YOU"

backed by

"CAMPBELL'S STEEL
GUITAR SPECIAL"

Victor #20-2024

and still going
strong

"NORTH CAROLINA
SKIES"

backed by

"BEATY STEEL BLUES"

Victor #20-1874

LEEDS MUSIC CORPORATION

FOLK SONG DEPARTMENT

RKO BLDG.

RADIO CITY

NEW YORK, N. Y.

The Billboard
MUSIC POPULARITY CHARTS

PART
II

Sheet Music

Week Ending
December 13



BEST-SELLING SHEET MUSIC

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

Table with columns: POSITION, Weeks Last to date, Last Week, This Week, SONG, and artist names.

ENGLAND'S TOP TWENTY

Table with columns: POSITION, Weeks Last to date, Last Week, This Week, SONG, ENGLISH, and AMERICAN.

* Publisher not available as The Billboard goes to press.



Vogue
THE
PICTURE RECORD
#772

Irving Berlin's
ALL BY MYSELF

from the new picture
"BLUE SKIES"

VOCAL BY PHYLLIS MYLES AND QUARTET

and the

SNIFFLE SONG

(DID YOU EVER HEAR A MOTH BALL?)

A clever original by Frankie Masters
with vocal by Frankie and Ensemble-

FRANKIE MASTERS and his ORCH.

VOGUE DISTRIBUTORS

NEW YORK—MODERN MUSIC SALES CORP.,
10th Ave. at 45th St., New York 19, N. Y.
BOSTON—VOGUE PLASTIC DISTRIBUTORS, INC.,
1020 Commonwealth, Boston 15, Mass.
HOUSTON—VOGUE TEXAS CORP., 4607 Montrose
Blvd., Houston, Texas.
DETROIT—BRILLIANT MUSIC CO., 4606 Cass Ave.,
Detroit 1, Mich.

PLAY STATUS OF FILMS WITH LEADING SONGS

Tunes listed alphabetically are in films currently showing or to be shown soon. Only tunes which have won a position in one or more of the other features of the chart are listed, since many film-featured tunes never reach any degree of popularity, and many others are never even published.

A GAL IN CALICO (Remick), in Warner Brothers' "The Time, the Place and the Girl." National release date not set.

FIVE MINUTES MORE (Melrose), sung by Phil Brito in Monogram's "Sweetheart of Sigma Chi." National release date—November 16, 1946.

FOR YOU, FOR ME, FOREVERMORE (Chappell), sung by Dick Haymes in 20th Century-Fox's "The Shocking Miss Pilgrim." National release date—December, 1946.

MARGIE (Mills), in 20th Century-Fox's "Margie." National release date—November, 1946.

OH, BUT I DO (Wiltmark), in Warner Brothers' "The Time, the Place and the Girl." National release date not set.

OLE BUTTERMILK SKY (Burke-Van Heusen), sung by Hoagy Carmichael in Universal's "Canyon Passage." National release date—July 26, 1946.

SEPTEMBER SONG (Crawford), in United Artist's "Knickerbocker Holiday." Released in 1944.

ON THE BOARDWALK (in Atlantic City) (Bregman-Vocco-Conn), sung by Vivian Blaine in 20th Century-Fox's "Three Little Girls in Blue." National release date—October, 1946.

SOONER OR LATER (Santly-Joy), in Walt Disney's "Song of the South." National release date—November 20, 1946.

THIS IS ALWAYS (Bregman-Vocco-Conn), sung by Vivian Blaine in 20th Century-Fox's "Three Little Girls in Blue." National release date—October, 1946.

YOU KEEP COMING BACK LIKE A SONG (Berlin), in Paramount's "Blue Skies." National release date—September 27, 1946.

ZIP-A-DEE DOO-DAH (Santly-Joy), in Walt Disney's "Song of the South." National release date—November 20, 1946.

The Billboard
MUSIC POPULARITY CHARTS
Radio Popularity

PART III



Week Ending December 15

SONGS WITH GREATEST RADIO AUDIENCES

(Beginning Friday, December 6, 8 a.m., and ending Friday, 8 a.m., December 13)

Tunes listed have the greatest audiences on programs heard on network stations in New York, Chicago and Los Angeles. List is based upon John G. Peatman's Audience Coverage Index. The index is projected upon radio logs made available to Peatman's ACI by the Accurate Reporting Service in New York, Radio Checking Service in Chicago, Radio Checking Service in Los Angeles. Listed are the top, 30 (more in

the case of ties) tunes alphabetically. The music checked is preponderately (over 60 per cent) alive.

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

- | | | | |
|--------------|-----|---|--------------------------|
| Wks. to date | 4. | A Gal in Calico (F) (R) | Remick—ASCAP |
| | 1. | And So To Bed (R) | Famous—ASCAP |
| | 1. | Connecticut | Harry Warren—ASCAP |
| | 3. | Everybody Loves My Baby, My Baby (R) | Goode—BMI |
| | 17. | Five Minutes More (F) (R) | Melrose—ASCAP |
| | 4. | (I Love You) For Sentimental Reasons (R) | Duchess—BMI |
| | 11. | For You, For Me, Forevermore (F) (R) | Chappell—ASCAP |
| | 25. | I Got the Sun in the Morning (M) (R) | Berlin—ASCAP |
| | 22. | If You Were the Only Girl (R) | Mutual—ASCAP |
| | 1. | I'll Never Love Again (La Borrachita) (R) | Peer-International—BMI |
| | 11. | It's a Pity To Say Goodnight (R) | Leeds—ASCAP |
| | 3. | It's All Over Now (R) | BMI—BMI |
| | 1. | Margie (F) (R) | Mills—ASCAP |
| | 2. | Oh, But I Do (F) (R) | Whitmark—ASCAP |
| | 11. | Ole Buttermilk Sky (F) (R) | Burke-Van Heusen—ASCAP |
| | 8. | On the Boardwalk (In Atlantic City) (F) (R) | Bregman-Vocco-Conn—ASCAP |
| | 5. | Pretending (R) | Criterion—ASCAP |
| | 14. | Rumors Are Flying (R) | Oxford—ASCAP |
| | 4. | The Best Man (R) | Vanguard—BMI |
| | 11. | The Coffee Song (R) | Valiant—BMI |
| | 12. | The Girl That I Marry (R) | Berlin—ASCAP |
| | 10. | The Old Lamp-Lighter (R) | Shapiro-Bernstein—ASCAP |
| | 3. | The Rickety Rickshaw Man (R) | Peer—BMI |
| | 9. | The Things We Did Last Summer (R) | E. H. Morris—ASCAP |
| | 11. | The Whole World Is Singing My Song (R) | Robbins—ASCAP |
| | 17. | This Is Always (F) (R) | Bregman-Vocco-Conn—ASCAP |
| | 2. | This Time (R) | Dorsey—ASCAP |
| | 3. | White Christmas (R) | Berlin—ASCAP |
| | 1. | Winter Wonderland (R) | Bregman-Vocco-Conn—ASCAP |
| | 15. | You Keep Coming Back Like a Song (F) (R) | Berlin—ASCAP |
| | 2. | You'll Always Be the One I Love (R) | Sinatra Songs—ASCAP |
| | 6. | Zip-A-Dee Doo-Dah (F) (R) | Santly-Joy—ASCAP |

RECORDS MOST-PLAYED ON THE AIR

Records listed here in numerical order are those played over the greatest number of record shows. List is based on replies from weekly survey among 1,359 disk jockeys thruout the country. Unless shown in this chart, other available records of tunes listed here will be found in the Honor Roll of Hits, Music Popularity Chart, Part I. (F) Indicates tune is from a film; (M) indicates tune is from a legit musical.

POSITION	Wks. Last This	Going Strong	Loc. By
	to date Week Week		
13	1	1. RUMORS ARE FLYING (I LOVE YOU) FOR SENTIMENTAL REASONS	Frankie Carle (Marjorie Hughes)..... Columbia 37069—ASCAP
6	5	2. THE OLD LAMP-LIGHTER	King Cole Trio..... Capitol 304—BMI
4	8	3. THE OLD LAMP-LIGHTER	Kay Kyser (Michael Douglas-The Cam-pus Kids)..... Columbia 37095—ASCAP
8	3	3. THE OLD LAMP-LIGHTER	Sammy Kaye (Billy Williams-Choir)..... Victor 20-1963—ASCAP
5	4	4. (I LOVE YOU) FOR SENTIMENTAL REASONS	Eddy Howard..... Majestic 7204—BMI
8	5	5. OLE BUTTERMILK SKY (F)	Hoagy Carmichael..... ARA 155—ASCAP
1	—	6. IT'S ALL OVER NOW	Frankie Carle (Marjorie Hughes)..... Columbia 37146—BMI
4	12	6. THE CHRISTMAS SONG	King Cole Trio (King Cole-String Choir)..... Capitol 311—ASCAP
3	6	6. THE OLD LAMP-LIGHTER	Hal Derwin..... Capitol 288—ASCAP
10	2	7. OLE BUTTERMILK SKY (F)	Kay Kyser..... Columbia 37073—ASCAP
2	7	8. WHITE CHRISTMAS (F)	Bing Crosby..... Decca 23778—ASCAP
3	10	9. ZIP-A-DEE DOO-DAH	Johnny Mercer (The Pied Pipers-Paul Weston Ork)..... Capitol 323—ASCAP
1	—	10. (I LOVE YOU) FOR SENTIMENTAL REASONS	Ella Fitzgerald-Delta Rhythm Boys..... Decca 23670—BMI
4	12	10. IT'S ALL OVER NOW	Peggy Lee (Dave Barbour Ork)..... Capitol 292—BMI
2	11	10. HUGGIN' AND CHALKIN' (I LOVE YOU) FOR SENTIMENTAL REASONS	Hoagy Carmichael (The Chickadees-Vic Schoen Ork)..... Decca 23675—ASCAP
1	—	10. SEPTEMBER SONG	Charlie Spivak (Jimmy Saunders)..... Victor 20-1981—BMI
2	11	11. SEPTEMBER SONG	Dardanella Trio (Dardanella)..... Victor 20-1993—ASCAP
1	—	12. A GAL IN CALICO	Johnny Mercer-The Pied Pipers (Paul Weston Ork)..... Capitol 316—ASCAP
1	—	12. SEPTEMBER SONG	Frank Sinatra..... Columbia 37161—ASCAP
1	—	13. ZIP-A-DEE DOO-DAH	Sammy Kaye (The Kaydets-Chorus)..... Victor 20-1976—ASCAP
1	—	13. A GAL IN CALICO	Tex Beneke-Miller Ork (Tex Beneke-The Crew Chiefs)..... Victor 20-1991—ASCAP
11	8	14. FIVE MINUTES MORE	Frank Sinatra..... Columbia 37048—ASCAP
5	8	14. RUMORS ARE FLYING	Three Suns..... Majestic 7205—ASCAP
5	—	14. RUMORS ARE FLYING	Tony Martin..... Mercury 3032—ASCAP
8	—	14. RUMORS ARE FLYING	Betty Rhodes (Charles Dant Ork)..... Victor 20-1944—ASCAP
6	12	14. RUMORS ARE FLYING	Billy Butterfield (Pat O'Connor)..... Capitol 282—ASCAP
5	9	14. THE WHOLE WORLD IS SINGING MY SONG	Les Brown..... Columbia 37066—ASCAP
2	12	14. YOU KEEP COMING BACK LIKE A SONG (F)	Bing Crosby..... Decca 23647—ASCAP

The Most Thrilling Voice of the Year
TONY MARTIN
'Years and Years Ago'



AND
'Sonata'

MERCURY 'POP' SERIES 3045-60c

CHUCK FOSTER

And His Orchestra

'Someday'

VOCALS BY TOMMY RYAN

'Mm and a Little Bit More'

VOCALS BY TOMMY RYAN AND BETTY CLARK

MERCURY 'POP' SERIES 3044-60c



By Popular Demand Radio Star

"TWO TON" BAKER

A sparkling NEW version of

'Rickety Rickshaw Man'

'Zip-a-Dee Doo-Dah'

WITH LITTLE EMMY



MERCURY 'POP' SERIES 3047-60c

SPECIAL FOR THE HOLIDAYS

"TWO TON" BAKER WITH THE MAPLE CITY FOUR

'Auld Lange Syne'

'Happy Birthday'

MERCURY 3048-60c

Sensational! For Retail Stores Only

JERRY GRAY

And His All-American Orch.

'Russian Patrol'

MEADOWLAND

TWO SIDES
 INSTRUMENTAL

MERCURY CELEBRITY
 SERIES 5005-75c

The Record Everyone Wants

ROMY GOSZ

And His Orchestra

'Red Handkerchief'

'Cherry Pickers Polka'

MERCURY 6026-75c

DINAH WASHINGTON

'A Slick Chick'

(ON THE MELLOW SIDE)

'Postman Blues'

With the Great Tab Smith Band

MERCURY 8024-75c



MERCURY RECORDS

ORDER FROM YOUR NEAREST DISTRIBUTOR



PEER-LESS
DISCOS

Present
Latin American

PARADE OF HITS

- 1. CONFESION 2303
- 2. NOHECITA 2230
- 3. CONOZCO A LOS DOS 2235
- 4. NO VUELVO CONTIGO 2246
- 5. FIESTA MEXICANA 2392
- 6. TU FELICIDAD 2355
- 7. LA MANCHA DE LA POBREZA 2374
- 8. QUE LINDO ES MI AMOR 2419
- 9. HUMO EN LOS OJOS 2239
- 10. DEJAME EN PAZ 2318
- 11. 10 MINUTOS MAS 2196
- 12. NOCHE PLATEADA 2105
- 13. DE CORAZON A CORAZON 2213
- 14. AMOR DE LOS DOS 2171
- 15. PALABRAS DE MUJER 2153

COMING UP

- 1. VIVA MI DESGRACIA 2416
- 2. MI BUMBA NE 2276
- 3. POR LA CRUZ 2359
- 4. NADA ES VERDAD 2376

Coast RECORDS

2534 W. PICO BLVD. LOS ANGELES 15, CALIF.

The **Billboard** MUSIC POPULARITY CHARTS

PART
IV

Retail Record Sales

Week Ending
December 13



BEST-SELLING POPULAR RETAIL RECORDS

Records listed are those selling best in the nation's retail record stores (dealers). List is based on The Billboard's weekly survey among 4,020 dealers in all sections of the country. Records are listed numerically according to greatest sales. (F) indicates tune is in a film; (M) indicates tune is in a legit musical. The B side of each record is listed in italic.

Weeks to date	POSITION Last Week	POSITION This Week	Record Title	Artist	Label
8	1	1	OLE BUTTERMILK SKY (F)	Kay Kyser	Columbia 37073
6	2	2	THE OLD LAMPLIGHTER.. Touch-Me-Not	Sammy Kaye-Billy Williams-Choir	Victor 20-1963
4	4	3	THE OLD LAMPLIGHTER.. Huggin' and Chalkin'	Kay Kyser-Michael Douglas-Campus Kids	Columbia 37095
13	3	4	RUMORS ARE FLYING.. Without You	Frankie Carle (Marjorie Hughes)	Columbia 37069
2	5	5	(I LOVE YOU) FOR SENTIMENTAL REASONS.. The Best Man	King Cole Trio	Capitol 304
3	7	6	HUGGIN' AND CHALKIN'.. I May Be Wrong, But I Think You're Wonderful	Hoagy Carmichael	Decca 23675
1	—	7	WHITE CHRISTMAS (F).. Rest Ye, Merry Gentlemen	Bing Crosby	Decca 23778
1	—	8	OLE BUTTERMILK SKY (F).. Ginger and Spice	Hoagy Carmichael	ARA 155
6	—	9	RUMORS ARE FLYING.. How Could I?	Betty Rhodes	Victor 20-1944
8	—	10	RUMORS ARE FLYING.. Them That Has—Gets	Andrews Sisters-Les Paul	Decca 23656

BEST-SELLING POPULAR RECORD ALBUMS

Albums listed are those selling best in the nation's retail record stores (dealers). List is based on The Billboard's weekly survey among 4,020 dealers in all sections of the country. Albums are listed numerically according to greatest sales.

Weeks to date	POSITION Last Week	POSITION This Week	Record Title	Label
7	1	1	Merry Christmas Album	Decca A-403
6	2	2	Merry Christmas Music	Decca A-403
3	4	3	All Time Favorites	Victor P-161
5	3	4	Vaughn Monroe's Dreamland	Columbia C-117
1	—	5	Artistry in Rhythm	Victor P-160
			Stan Kenton	Capitol BD-39

BEST-SELLING RECORDS BY CLASSICAL ARTISTS

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

Weeks to date	POSITION Last Week	POSITION This Week	Record Title	Label
78	1	1	Chopin's Polonaise	Victor 11-8848
63	2	2	Clair de Lune	Victor 11-8851
52	4	3	Warsaw Concerto	Victor 11-8863
36	3	4	Jalousie	Victor 12160
2	—	5	Rhapsody in Blue	Victor 35822

BEST-SELLING RECORD ALBUMS BY CLASSICAL ARTISTS

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

Weeks to date	POSITION Last Week	POSITION This Week	Record Title	Label
14	1	1	Rachmaninoff Concerto No. 2 in C Minor	Victor 1075
3	3	2	Piano Music of Chopin	Columbia M-649
19	5	3	Tchaikowsky Nutcracker Suite	Victor DM-1020
7	5	4	Tchaikowsky Nutcracker Suite	Columbia MM-627
1	—	5	"Carmen" Excerpts	Victor DM-1078

The Billboard
MUSIC POPULARITY CHARTS
Juke Box Record Plays
PART V
 Week Ending December 13

MOST-PLAYED JUKE BOX RECORDS

Records listed are those receiving the greatest play in the nation's juke boxes. List is based on The Billboard's weekly survey among 3,204 operators in all sections of the country. Listed under the title of each of the most played records are other available recordings of the same tune. Unless shown in this chart, other available records of tunes listed here will be found in the Honor Roll of Hits, Music Popularity Chart, Part I.

Weeks to date	POSITION		Record
	Last Week	This Week	
7	2	1.	THE OLD LAMPLIGHTER—Sammy Kaye (Billy Williams-Choir).....Victor 20-1963
12	1	2.	OLE BUTTERMILK SKY (F)—Kay Kyser.....Columbia 37073
4	3	3.	RUMORS ARE FLYING—Frankie Carle (Marjorie Hughes).....Columbia 37069
10	4	4.	HUGGIN' AND CHALKIN'—Hoagy Carmichael (The Chickadees-Vic Schoen Ork).....Decca 23675
3	6	5.	RUMORS ARE FLYING—Andrews Sisters (Vic Schoen Ork).....Decca 23656
8	9	6.	THE OLD LAMPLIGHTER—Kay Kyser (Michael Douglas-The Campus Kids).....Columbia 37095
4	7	7.	OLE BUTTERMILK SKY (F)—Paul Weston-Matt Dennis.....Capitol 285
1	—	8.	(I LOVE YOU) FOR SENTIMENTAL REASONS—King Cole Trio.....Capitol 204
10	5	9.	CHRISTMAS ISLAND—Andrews Sisters-Guy Lombardo.....Decca 23722
1	—	10.	OLE BUTTERMILK SKY (F)—Hoagy Carmichael.....ARA 155
5	—	11.	WHITE CHRISTMAS (F)—Bing Crosby.....Decca 23778
4	15	12.	RUMORS ARE FLYING—Three Suns.....Majestic 7205
2	10	13.	OLE BUTTERMILK SKY (F)—Helen Carroll and The Satisfiers (Russ Case Ork).....Victor 20-1982
1	—	14.	THE OLD LAMPLIGHTER—Hal Derwin.....Capitol 288
5	—	15.	ZIP-A-DEE DOO-DAH—Sammy Kaye (The Kaydets-Chorus).....Victor 20-1976
3	13	16.	SOONER OR LATER (F)—Sammy Kaye (Betty Barclay-Quintet).....Victor 20-1976
4	9	17.	IT'S ALL OVER NOW—Frankie Carle (Marjorie Hughes).....Columbia 37146
		18.	THE WHOLE WORLD IS SINGING MY SONG—Les Brown.....Columbia 37066

Going Strong

Coming Up

A GAL IN CALICO—Johnny Mercer—The Pied Pipers (Paul Weston Ork).....Capitol 316

MOST-PLAYED JUKE BOX FOLK RECORDS

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


Weeks to date	POSITION		Record
	Last Week	This Week	
14	1	1.	DIVORCE ME C. O. D.....Merle Travis.....Capitol 290
11	3	2.	THAT'S HOW MUCH I LOVE YOU.....Eddy Arnold.....Victor 20-1948
3	4	3.	STAY A LITTLE LONGER.....Bob Wills and His Texas Playboys.....Columbia 37097
5	2	4.	RAINBOW AT MIDNIGHT.....Ernest Tubbs.....Decca 46018
7	4	5.	WHEN YOU LEAVE DON'T SLAM THE DOOR.....Tex Ritter.....Capitol 296
5	2	6.	FILIPINO BABY.....Ernest Tubbs.....Decca 46019
2	4	7.	FREIGHT TRAIN BOOGIE.....Delmore Brothers.....King 570
9	5	8.	HAVE I TOLD YOU LATELY THAT I LOVE YOU?.....Gene Autry.....Columbia 37079
1	—	9.	DRIVIN' NAILS IN MY COFFIN.....Ernest Tubbs.....Decca 46019
2	5	10.	INFLATION.....Zeke Manners Band (Zeke Manners-The Sing Lariaters).....Victor 20-2013

MOST-PLAYED JUKE BOX RACE RECORDS

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

Weeks to date	POSITION		Record
	Last Week	This Week	
19	1	1.	CHOO CHOO CH'BOOGIE.....Louis Jordan and His Tympany Five.....Decca 23610
10	2	2.	AIN'T THAT JUST LIKE A WOMAN.....Louis Jordan.....Decca 23669
2	4	3.	AIN'T NOBODY HERE BUT US CHICKENS.....Louis Jordan.....Decca 23741
3	—	4.	THE CHRISTMAS SONG.....King Cole Trio.....Capitol 311
4	—	5.	AFTER HOURS.....Erskine Hawkins.....Victor 20-1977
1	—	6.	LET THE GOOD TIMES ROLL.....Louis Jordan.....Decca 23741

SIX "Lulus" BY DINAH



AND SO TO BED
 Orchestra under the direction of Morris Stoloff

SOONER OR LATER
 (from "Song of the South")
 Orchestra under the direction of Larry Russell
 Columbia 37206

(I Love You) FOR SENTIMENTAL REASONS
 ★
YOU'LL ALWAYS BE THE ONE I LOVE
 Orchestra under the direction of Larry Russell
 Columbia 37188

A RAINY NIGHT IN RIO
 ★
THROUGH A THOUSAND DREAMS
 Orchestra under the direction of Larry Russell
 Columbia 37157

They're hits for sure when they're sung by Dinah Shore! Better stock those machines.

Columbia Records

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



LOOK OUT

FRANKIE
PERRY
ANDY
DICK

here comes

JACK CARROLL

EXCLUSIVELY ON NATIONAL

YOU'LL HEAR THIS
GREAT NEW VOICE
IN A MODERN
ARRANGEMENT OF

MELANCHOLY BABY

backed by

OH GEE, OH GOSH,
OH GOLLY

NATIONAL #9022

He's Sensational!
On the basis of his
first record we con-
fidently predict a
rapid rise to the top
ranks of the coun-
try's popular song-
sters.



and
still another hit

BILLY ECKSTINE

THE BRONZE BALLADEER
with THE GOLDEN VOICE
IN A TERRIFIC VERSION OF

ALL THE THINGS YOU ARE

backed by

DON'T TAKE YOUR LOVE FROM ME

NATIONAL
#9023

Billy finds his ideal accom-
paniment in 12 singing
strings added to his great
orchestra.

ALL NATIONAL RECORDS
(INCLUDING ECKSTINE)
DEALERS
& OPS. PRICE **49c**
INCL. TAX

NATIONAL
Records

The Billboard

MUSIC POPULARITY CHARTS

PART
VI

Record Reviews and Possibilities

Week Ending
December 13



RECORD POSSIBILITIES

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

THIS IS THE NIGHT.....Frank Sinatra.....Columbia 37193

"This Is the Night" and this IS the record! A gorgeous romantic ballad dripping with sex appeal—The Voice gives one of his best renditions in months—backed by the perfect Sinatrapuntals of Axel Stordahl, should make this a better seller than a dollar bottle of Scotch. Song will be pushed by pub-writer Redd Evans ("There I've Said It Again," "The Coffee Song") and with right amount of air support shapes up as a biggie. Flipover offers a Harold Adamson-Jimmy McHugh ditty, "Hush-a-Bye Island," which is unlikely to create any noise. But you'll be hearing plenty of "Oh, Frankies," when its teammate is aired.

I'M AFRAID TO LOVE.....Mills Brothers.....Decca 23713

A plaintive love lullaby with plenty of contagion, this one's made to order for the hums and harmonies of the Mills boys. Contrast their chanting with slow ballad and bright rhythmic interpretations, the cutting makes it all the more inviting for the catching. Mated selection is also tailor-made for their singing style, spinning it brightly for "You Broke the Only Heart That Ever Loved You."

RECORD REVIEWS

Lightface portion of reviews is intended for information of all record and music users. Boldface portion is intended for guidance of juke box operators.

Album Reviews

In a continuing effort to review as much of the output of all record manufacturers as manpower and paper limitations permit, The Billboard this week reviews recently released albums in a special ALBUM REVIEW section on page 33. These album reviews of course, are in addition to the reviews on this and the facing page, and those in the music machines department this week.

FREDDY MARTIN (Victor 20-2042)

There's No Holding Me—FT; VC.
Save Me a Dream—FT; VC.

The smartly tailored rhythms of Freddy Martin keep both sides spinning bright. With plenty of hoof attraction, the maestro provides a breezy setting for "There's No Holding Me," rhythm ditty from the "Park Avenue" stage musical score. And in the slow ballad tempo, it's a richly orchestrated setting for "Save Me a Dream," melodically lifted entirely from a familiar classical berceuse. Concert piano creations weave around the wordage expressed so well by Clyde Rogers, who also registers for the show chant.

If the classic melody clicks in pop circles, music ops will make much of "Save Me a Dream."

BENNY GOODMAN (Columbia 37187)

A Gal in Calico—FT; VC.
Benjie's Bubble—FT.

It's easy to dismiss Benny Goodman's gingham dressing for "Gal in Calico," spinning it sprightly with neither the maestro's clarinet phrases nor Eve Young's rhythmic chanting creating any undue attention. But the maestro's own "Benjie's Bubble," which pianist Joe Bushkin helped to whip together, is something else that promises to spin side by side with such jazz classics as Woody Herman's "Blues on Parade" and Bob Crosby's "Rampart Street Parade." This is also cut from a "parade" pattern, the march melody providing for some terrific ensemble drive with exciting passages by the composers on their respective instruments.

"Benjie's Bubble" should blow up a nickel shower among the jump fans.

MILDRED BAILEY (Majestic 1093)

Me and the Blues—FT; V.
I'll Close My Eyes—FT; V.

There's no separating Mildred Bailey from the blues, the gal singing is so slow and easy and with so much expressive feeling for "Me and the Blues." And for a mood that's sentimental and dreamy, as in "I'll Close My Eyes," it's honeyed drippings in her ditty that's just as expressive as for the blues theme. Ellis Larkins' music provides adequate support without giving the songbird much to lean on. However, la Bailey holds up the spin all the way.

This swell plattering will be preferred for the home spinning.

MILLS BROTHERS (Decca 23713)

I'm Afraid To Love You—FT; V.
You Broke the Only Heart That Ever Loved You—FT; V.

Rhythmic hums and harmonies of the Mills freres find a comfortable mark in these two plaintive ballad melodies, both rich in sentimental appeal. And in their pleasant harmony piping, bring out all of the melodic and lyrical qualities contained. With a high degree of contagion is their cutting of the highly tuneful "I'm Afraid To Love," contrasting their chant with slow ballad and bright rhythmic interpretations. Just as engaging is their vocal giving in a bright spinning tempo for "You Broke the Only Heart That Ever Loved You," also tailor-made for their singing style.

Coin ops can chalk up both sides.

LES BROWN (Columbia 37153)

Years and Years Ago—FT; VC.
Sooner or Later—FT; VC.

Les Brown has given both of these ballads an attractive dress on manuscript paper. But in the plattering, fails to evoke the enthusiasm intended. Spins 'em both along smooth and sweet lines, but drags the tempo just enough to cut out any element of brightness. This is particularly noticed in the sluggish needling for "Sooner or Later," for which Doris Day chants with forced restraint. Not as obvious, but still detracting from the sparkle, is "Years and Years Ago," with Jack Haskell called upon to chant Toselli's familiar "Serenade" melody.

There's heavy competition in the spin sweepstakes for this late entry to move up far, as far as these two desired songs are concerned.

BETTY RHODES (Victor 20-2043)

Bless You—FT; V.
You'll Always Be the One I Love—FT; V.

With two songs of sentiment, Betty Rhodes chirps with much understanding, her plattering in a plush setting provided by the muted strings and brasses of Charlie Dant's music. Spinning at a slow tempo, gal makes her forthright delivery count for both "Bless You" and the tuneful "You'll Always Be the One I Love." "You'll Always Be the One I Love" will help attract attention to the songbird.

THE SMOOTHIES (Apollo 1024)

How Ashamed I Was—FT; V.
Margie—FT; V.

Plenty of youthful enthusiasm in the rhythm harmonies of The Smoothies as they spin these bits with bounce qualities, marked so in the accompanying music of Jerry Jerome. It's not only bouncy, but quite a bit salty for the novelty "How Ashamed I Was," which they sing with enough suggestion to keep the cutting off the air altho the reference is to an attempt to get a 6E foot into a 3B shoe. Nonetheless, there's plenty of sparkle in the singing as in the song itself. And with as much spirit and swing is their vocal pattern for the perennial "Margie." "How Ashamed I Was" is the side if the music ops can afford the spice.

(Continued on opposite page)

(Continued from opposite page)

GEORGIE AULD (Apollo 763)

I Can't Get Started With You—FT. Parts I and II

In tenor sax in full-rounded tone, Georgie Auld showcases his imaginative jazz phrasings for "I Can't Get Started With You," spinning out his attractive improvisations for both sides of the wax. Starts it slow and moody for the first chorus as the band boys frame a sustained harmony background. And for the flip-over, continuing for a second chorus, his improvisings develop along more torrid lines, particularly when the band doubles up the tempo for the bridge bars.

Jazz hounds will handle this cutting in their own quarters.

GEORGIA GIBBS (Majestic 12008)

So Would I—FT; V. *Wrap Your Troubles in Dreams*—FT; V.

Miss Georgia gets her pipes under both of these ballads and sells 'em like a million. With Earl Hagen's music providing a velvety setting, gal sings it silky and soulful for "So Would I," beaut ballad from the movie "My Heart Goes Crazy." Also in the slow ballad tempo, but with rhythmic flow from the music and vocal assist from the harmonies of a male foursome, la Gibbs imparts lift qualities as she chants in easy and relaxed style for the "Wrap Your Troubles in Dreams" evergreen.

Gal gives more than a jit's worth if they'll only listen.

DINAH SHORE (Columbia 37188)

For Sentimental Reasons—FT; V. *You'll Always Be the One I Love*—FT; V.

Miss Dinah strikes a sentimental note for this needling with two plaintive ballads. Spinning at a slow tempo, she imparts a welcome warmth to the wordage of "You'll Always Be the One I Love," Larry Russell's music setting her off with celeste tinkles to give added color to the cutting. And with the studio band providing a full background, la Shore sings it sympathetically—slow and easy—for "For Sentimental Reasons."

Fans will flip these sides on their parlor phonos.

LILYANN CAROL-CHARLIE VENTURA (National 7013)

Please Be Kind—FT; V. *How High the Moon*—FT.

Another sharing of the sides by songbird and maestro. Lilyann Carol, former Louis Prima chicklet, goes on a Billie Holiday kick for a slow and sultry spin for "Please Be Kind," an earlier writing by Sammy Cahn and Saul Chaplin. Gal has the sexy style down pat, but without the depth in her delivery to make for persuasion. However, she's helped loads by the insinuations of Charlie Ventura's tenor sax riffs thru-out. The Ventura gang takes over for the mated side with a knocked-down dressing for "How High the Moon." Neal Hefti scoring the arrangement. Band boys play it wild, altho never with a driving force, and it's only the torrid tootling of Ventura with rhythm section support that provides the platter with any degree of attraction.

Not enough pop appeal to make for phono play.

ILLINOIS JACQUET (Apollo 764)

She's Funny That Way—FT. *12 Minutes To Go*—FT.

It's when riding out high on a riff kick that the tenor sax of Illinois Jacquet blows out the steam. And with his own "12 Minutes To Go" providing a blues base, Jacquet really rides after Ray Perry's alto and Joe Newman's trumpet set the stage. "She's Funny That Way," in the slow tempo, starts out promising enough with Trummie Young's trombone slides. But instead of carrying on, Jacquet takes over for aimless improvisings that are stilted and forced. Just as aimless are the one-finger noodlings of Bill Doggett at the piano while Jacquet takes breath to finish out the side.

For the hot sax folios of the jazz diskophiles.

CHARLIE SPIVAK (Victor 202065)

The Old Devil Moon—FT; VC. *If This Isn't Love*—FT; VC.

Charlie Spivak gets the jump with two hit potentials from the stage musical, "Finian's Rainbow," which also promises to be a major show click. However, the maestro makes little of the opportunity. Neither the unbilled girl singer nor the fleeting band moments paced by the maestro's sweet trumpet tones bring out the exotic charm contained in the ballad, "The Old Devil Moon," which Spivak knocks off as just another rhythm number without capturing the spirit of the song. And for the spirited and tuneful "If This Isn't Love," an attractive rhythm number, the very close harmonies of The Star Dreamers carry the side. But without any spirit or color, carrying verse and three choruses with no attempt even to shade their singing.

These show songs hold promise even if this first plattering doesn't.

HOAGY CARMICHAEL (Decca 23769)

Ole Buttermilk Sky—FT; V. *Talking Is a Woman*—FT; V.

The drawl dittying of Hoagy Carmichael plenty rhythmic, and with a singing style that's folksie, Hoagy Carmichael sells it strong for his own "Ole Buttermilk Sky" song whimsy. And even stronger for "Talking Is a Woman," a lively novelty with plenty of homey philosophy welded in the wordage. Lou Bring's music provides the piper with peppery support.

Spinning will find a wider mark thru the phonos in the home parlors.

AL JOLSON (Decca 23714)

Anniversary Song—W; V. *Avalon*—FT; V.

It's a nostalgic nicety as Al Jolson lowers his voice and fairly whispers out the sentimentality wrapped in the wordage of "Anniversary Song," the "Waves of the Danube" waltz melody from his "Jolson Story" movie. More spirited is his forthright singing of the "Avalon" classic, also brought back for the screen score. Morris Stolof provides full musical support as Jolson proves himself to be the lyrical seller in a class all of his own—a class that made for song selling rather than song swooning.

For the home phonos.

DICK (TWO TON) BAKER (Mercury 3048)

Auld Lang Syne—V. *Happy Birthday to You*—V.

This platter is for special occasions, and is not in dance tempo. Dick (Two Ton) Baker opens "Auld Lang Syne" singing tenor and is joined by the Maple City Four in some nice barber-shop harmonizing. "Happy Birthday to You" starts in a ballad style with Baker vocalizing, segues into a boisterous and happy "Hail, Hail, the Gang's All Here" and then trips back into a polite swing version, accompanied by piano and beat-out department. The Maple City Four again blend with the tonsils in a pleasing manner. Excellent for holidays, New Year's Eve, elbow-benders and those who shed tears in their beers.

Not for the juke, unless the wine is flowing.

DINAH WASHINGTON (Mercury 8024)

Postman Blues—FT; VC. *A Slick Chick*—FT; VC.

Dinah Washington turns in an excellent job on "Postman Blues" with Tab Smith's mellow fellows playing a tasteful, gentle swinging background. Piano fill-ins are superb with organ harmony and stop-time rhythmic high-lighting Dinah's top-drawer blues chanting. "A Slick Chick" is a jump tune with fine sax-doodling in and around Dinah's warbling, with solid backing from the rhythm section. This side spins like an old Ivy Anderson-Duke Ellington vocal slot and will excite their fans. A fine change in tempo from the blues gives this coupling appeal for everyone.

"Postman Blues" will "ring twice" in any juke box; especially in race spots.

TONY MARTIN (Mercury 3045)

Years and Years Ago—FT; VC. *Sonata*—FT; VC.

This spinner is a pair of ballads dipped in the fat of the special effects department of 20th-Century Pictures and served on a platter of gold, trimmed with sound effects by Al Sacks orchestra. Tony Martin's fine voice is presented against a background of strings, vibes, bells, woodwinds, with plenty of English, French and American horns thrown in, including the Jeff Alexander singers. "Years and Years Ago" is backed by "Sonata" which is also over-arranged and overstuffed with special effects. Martin's voice is wasted on a formula that sounds like swoon music for the silk-stocking kids.

Not commercial enough for the nickel droppers.

ROMY GOSZ (Mercury 6026)

Cherry Pickers Polka—FT. *The Red Handkerchief*—W; VC.

"Cherry Pickers Polka" is typical pepper music, bright, frisky with oompah horn pumping in the background with clarinets and pecking trumpets alternately rippety-ticking over the melody. Folks whose feet were happy with "Beer Barrel Polka," will like this ditty. "The Red Handkerchief" is a slower tempo than its mate and should be tagged "the black handkerchief" in mourning for some sad music. Tuba is nostalgic, the clarys are blue and the vocal is out-of-tune, sour, nasal and sad. Definitely not for anybody with ears! "Cherry Pickers Polka" good for Polish and Bohemian spots.

(Continued on page 121)

SAM ROWLAND
MUSIC EDITOR
LOOK
MAGAZINE
Look Magazine's "Selection of the Issue" Dec. 24, 1946. "One of the most impressive album offerings of the year"

BARRY ULANOV
Noted Jazz Authority
METRONOME
MAGAZINE
"There have been notable collaborations before, but none of these pairings has produced a sustained effect more handsome"

HERB JEFFRIES
ALBUM EX-1001
with **BUDDY BAKER** AND HIS ORCHESTRA
Exclusive Musical Director

"FLAMINGO"
"ALL OF ME"
"BASIN STREET BLUES"
"THESE FOOLISH THINGS"
"I DON'T WANT TO CRY ANY MORE"
"SOLITUDE"

The New Exclusive **BLUES** Sensation
RICKEY JORDAN
"ABC Blues" AND **"Blues in the Storm"**
#235

Exclusive RECORDS
SUNSET AT VINE HOLLYWOOD

Spanish Ork Life Can Be Hectic, Too

BARCELONA, Spain, Dec. 14.—George Johnson Quintet, now playing the Lamoga in this city, is the first American ork to play in Spain since 1932. Dave Sternberg, ork's manager, reports that Spanish spots go in heavily for dinner trade, have slow turnover and light bar biz. Says that heaviest part of spot tabs is government taxes which total 115 per cent. Most Madrid and Barcelona night clubs, he adds, are still lavishly decorated.

Sternberg reports that Spanish musicians are required to double and triple on instruments, stating that the average tootler is capable of playing a string, reed, brass and keyboard instrument well enough to play each publicly in one evening's work. He claims that Spanish musickers are greatly underpaid, but that this is in proportion to generally low wages predominant in this country. Continuous music policy in spots is accomplished by having one band pick up on the closing tune of the second band's set. He reports that the Spanish are enthusiastic about American jazz.

K. C. Pla-Mor Sets Kenton

KANSAS CITY, Mo., Dec. 14.—Stan Kenton ork, en route to the West Coast, has been booked into the Pla-Mor Ballroom here for a one-nighter February 1.

Ozzie Clark band opens the Pla-Mor tonight for a run of 13 nights which will carry thru New Year's Eve. Clark, former arranger for Lawrence Welk, is slated to go from here to the O Henry Ballroom, Chicago.

Chuck Foster ork rang up a gross of \$2,700 on a one-nighter at the ballroom (7). Then, after another one-nighter at Meadowacres, Topeka, Kan., he was slated for a two-week vacation before reopening in New York.

Apollo Chi Distrib Set

NEW YORK, Dec. 14.—Indie Apollo Diskery opens a Chicago branch office sometime next week. New office will be managed by Ben Woloshin, former salesman for firm out of its Detroit office. Chi branch will service Kansas, Missouri, Iowa, Illinois, Indiana, Wisconsin, Minnesota, Nebraska, North Dakota and South Dakota.

Torme Into Copa

NEW YORK, Dec. 14.—Mel Torme, who recently went solo under the management of Carlos Gastel, goes into the Copacabana May 5 for his first major nitery booking as a single. Torme, also a songwriter, is under contract to Burke-Van Huesen pub, now pushing *The Christmas Song*, co-authored by the singer.

Hold 'Im, Columbia

NEW YORK, Dec. 14.—Hottest band break rumor of the week involved Frankie Carle's ork. Leader just finished signing pact with Hotel Pennsylvania which set his bookings up thru part of April. Carle denies any immediate fold, points out he is booked well ahead and is making money from both his bookings and his recordings.

Pianist added, "There's no sense in my quitting now. It looks like I'm the only band left on the Columbia label."

Sig Not Short on Long; Re-Signs 3 Mainstays

NEW YORK, Dec. 14.—Signature disk pact with Johnny Long (one year with options) has spurred the waxery into appointing a special rep to tour with the Long band. Buddy Hellowell, ex-field man here for the last six months, will go along with the ork when it opens at Hotel Roosevelt, New Orleans, December 23. He will be charged with setting General Electric distrib tie-ups on Long's wax wares. Leader cuts first sides December 17.

Label also announced one-year renewal pacts (all with options) with artists Ray Bloch, Monica Lewis and Johnny Bothwell.

Gaillard, True Trios First BBB Pressings

HOLLYWOOD, Dec. 14.—Billy Berg, Hollywood nitery op, has launched his new BBB Record label, eight releases going to local markets. Plattery kicked off with four sides each by Slim Gaillard and Bobby True Trios.

With no local distrib set-up, Berg placed first 16,000 pressings on sale at his Vine Street club, promising to service local record store trade within a week or two. He will set up his own system of coast-to-coast offices after local market is covered, he says.

Jazz Takes Holiday Tour

NEW YORK, Dec. 14.—Series of one-night jazz concerts is being set by James Evans, indie rep, for a one-week deal during the holidays. Teeing off Christmas Day at Turner's Arena, Washington, a package, *Cavalcade of Jazz*, will feature Hot Lips Paige, Charlie Ventura, Chubby Jackson, Sid Catlett, Don Beyers, Dinah Washington, George Jenkins and Tony Aless.

Cavalcade will play West Side Park, Berwick, Pa., December 26; Savoy Ballroom, Pittsburgh, December 27; Town Hall, New York, December 28; Boston Symphony Hall, December 29, with two more dates to be lined up. Frank Sands, of the Gale agency, is handling bookings for concerts, which will play to a \$3.60 top.

Hit Kits From NYPOE

FRANKFORT, Germany, Dec. 14.—Hit Kit piano scores are to be shipped direct from the New York Port of Embarkation to major army commands overseas in the future. Latest kit is now in the process of being distributed and contains the following old and new numbers: *Five Minutes More, I've Got the Sun in the Morning, My Heart Stood Still, I'd Be Lost Without You, It's the Talk of the Town, Who Told You That Lie?, Who Do You Love, I Hope?, South America, Take It Away, and When You Were Sweet Sixteen.*

Decca's 40-Cent Dividend

NEW YORK, Dec. 14.—Directors of Decca Records, Inc., declared a year-end dividend of 40 cents per share on 776,650 shares of new capital stock outstanding. Cash is payable December 30 to stockholders of record before December 16.

RCA Payoff

NEW YORK, Dec. 14.—Radio Corporation of America declared the following dividends at a board of directors meeting yesterday: 87½ cents per share on first preferred stock for period from October 1 to December 31, payable on January 2 and 20 cents per share of common stock payable on January 29.

The Billboard MUSIC POPULARITY CHARTS PART VII

Advance Information

Week Ending December 18

TRADE SERVICE FEATURE

ADVANCE RECORD RELEASES

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

- A MAN, A MOON AND A MAID.....Endric Madriguera (Patricia Gilmore) (THE CUBAN).....Vogue R-779
- A. B. C. BLUESRickey Jordan (Vivien Garry Trio) (BLUES IN).....Exclusive 235
- ADESTE FIDELES (Oh, Come All Bing Crosby (John Scott Trotter Ork- Ye Faithful)Max Terr's Mixed Chorus) (SILENT NIGHT)Decca 23777
- AIN'T GONNA WORRY 'BOUT Babe Wallace (Jerry Jerome Ork) 'NOTHIN'(WHISTLIN' AT).....Apollo 1025
- AIR MAIL SPECIAL ON THE FLY...Leon Rusk (THOUGH I).....King 582
- ALL BY MYSELFFrankie Masters Ork (Phyllis Myles-Marty, Kay, Pat and Jo) (SNIFFLE SONG).....Vogue R-772
- ALL OF MEPage Cavanaugh Trio (THE THREE).....Victor 20-2085
- ALL THE THINGS YOU AREBilly Eckstine Ork (Billy Eckstine) (DON'T TAKE)National 9023
- AM I EVER IN YOUR DREAMS, Jerry Lama Quartette (Joan Christie) DEAR?(TWENTY FOUR).....Cozy L-1001
- AND SO TO BEDHildegarde-Percy Faith Ork (I HAVEN'T).....Decca 23760
- ARRULLOS DE MARMartha Triana (Juan S. Garrido Ork) (PUE VAMOS)Peerless 2363
- BABY DOLLSons of the Pioneers (THE LETTER).....Victor 20-2086
- B'WANGAAmbrose Ork (COPENHAGEN).....Decca London F-41003
- BARN DANCE POLKAThe Polka Rangers (ULTRA LAUGHING).....Ultra U-710
- BARREL HOUSE BOOGIEHarry Roy Ork (STEPPIN' OUT).....Decca London F-41009
- BEETHOVEN: IRISH SONGS ALBUM, (3-10")Richard Dyer-Bennet.....Concert Hall A-G
- BELLEVILLEThe Quintet of the Hot Club of France (LIZA)Decca London F-41010
- BIZET: CARMEN ALBUM (6-12")...Glady's Swarthout-Licia Albanese-Ramon Vinay-Robert Merrill-Thelma Votipka-Lucielle Browning-Anthony Amato-George Cehanovsky-RCA Victor Chorale and ork-Erich Leinsdorf, Dir.-Robert Shaw, Choral Dir.....Victor DM-1078
- Act I: Chorus of Dragoons; March; Carmen; Habanera; Seguidilla and Duet
- Act II: Gypsy Song Chorus; Song of the Toreador; Exit of the Toreador; Quintet; Flower Song
- Act III: Card Scene; Micaela's Air
- Act IV: March and Chorus; Final Duet
- BLACK STICK BOOGIEBen Smith Ork (ME BED).....Apollo 1026
- BLESS YOU (For Being An Angel)...Dick Jurgens (Jimmy Castle) (WYOMING)Columbia 37210
- BLUES IN THE STORMRickey Jordan (Vivien Garry Trio) (A. B. C. BLUES).....Exclusive 235
- BODY AND SOULVera Lynn (Len Edwards Ork) (THE MAN)Decca London 41011
- BOLL WEEVILHomer and Jethro (DON'T LET).....King 583
- BRAHMS: LIEBESLIEDER WALTZES RCA-Victor Chorale-Pierre Luboshutz- (Op. 52) ALBUM (3-12").....Genia Nemenoff-Robert Shaw, Dir.....Victor DM-1076
- BRAHMS: SYMPHONY No. 3 IN F The Philadelphia Ork-Eugene Ormandy, MAJOR (Op. 90) ALBUM (4-12")...Dir.....Columbia M-MM 642
- C JAM BLUESThe Squadronaires (MISSION TO).....Decca London F-8568
- CALL THE POLICEArtie Sims Ork (TAKE IT).....Apollo 1023
- CHAMPAGNEAmbrose Ork (TARANTULA).....Decca London F-6282
- CHOPIN: (1) ETUDE No. 5 In G-FLAT MAJOR (Op. 10) No. 5 ("Black Key Etude"); (2) ETUDE No. 12 In C MINOR (Op. 10) No. 12 ("Revolutionary").....Oscar Levant (LECUONA: MALAGUENA).....Columbia 71890-D
- CHRISTMAS HYMNS AND CAROLS Robert Shaw and His RCA Victor ALBUM (4-12").....Chorale.....Victor M-1077
- CHRISTMAS ISLANDJack McLean Ork (Wayne Gregg) (WHEN APRIL).....Coast 8004
- CLEMENTINESonny Dunham Ork (The Sonnyiders) (I LOVE)Vogue R-775
- COOL BLUE WATERSThe Jesters-Milt Herth Trio (GOOD TIME).....Decca 23772
- COPENHAGENAmbrose Ork (B'WANGA).....Decca London F-41003
- COTTON EYED JOEBob Wills and His Texas Playboys (Tommy Duncan) (STACCATO WALTZ).....Columbia 37205
- CZARDAS (Hungarian Dance).....Mischa Borr Continental Ork (THE DAY).....Victor 25-0076
- DIG THESE BLUESThe Four Clefs (I MISS).....Victor 20-2072
- DUPRE: VARIATIONS ON A NOEL...E. Power Biggs.....Victor 11-9239
- DEBUSSY: PRELUDES (Book II) ALBUM (6-10").....Robert Casadesus.....Columbia M-MM-644
- DISSATISFIEDJimmie and Leon Short (LOVE ME).....Decca 46022
- DIVORCE ME C. O. D.Johnny Bond and His Red River Valley Boys (RAINBOW AT).....Columbia 37217
- DODGING A DIVORCEEAmbrose Ork (LIMEHOUSE BLUES).....Decca London F-41004
- DON'T HANG AROUND ME Ann Bond (Chuck Davis and the Gang) ANYMORE(FIREBALL MAIL).....Apollo 116
- DON'T LET YOUR SWEET LOVE DIEHomer and Jethro (BOLL WEEVIL).....King 583
- DON'T TAKE YOUR LOVE FROM ME Billy Eckstine Ork (Billy Eckstine) (ALL THE)National 9023
- EACH MINUTE SEEMS LIKE A Eddy Arnold and His Tennessee Flow-MILLION YEARSVictor 20-2067
- EASY TO LOVEDick Haymes (Charles Dant Ork) (THE GIRLS).....Decca 23780
- EL HUERFANOMartin y Martita (NOMAS PORQUE).....Peerless 2358
- EL VATO GACHOAngelina y Tono (LA MANCHA).....Peerless 2374
- FINE BROWN BABYWalter Brown (MY BABY'S).....Queen 4160
- FIREBALL MAILAnn Bond (Oklahoma Roundup Boys) (DON'T HANG).....Apollo 116

(Continued on opp. page)

(Continued from opp. page)

FINIAN'S RAINBOW ALBUM	(Russ Case Ork)	Victor P-167
How Are Things in Glocca Morra? (Audrey Marsh).....	Victor 45-0011	
If This Isn't Love (Audrey Marsh-Jimmy Carroll) (The Guild Choristers).....	Victor 45-0012	
Look to the Rainbow (Audrey Marsh) (The Guild Choristers).....	Victor 45-0012	
Necessity (The Deep River Boys).....	Victor 45-0013	
Old Devil Moon (Jimmy Carroll).....	Victor 45-0013	
Something Sort of Grandish (Jimmy Blair-Audrey Marsh).....	Victor 45-0014	
That Great Come and Get It Day (Jimmy Carroll) (The Guild Choristers).....	Victor 45-0011	
When I'm Not Near the Girl I Love (Jimmy Blair).....	Victor 45-0014	
FORSAKEN LOVE	The Six Fat Dutchmen (GOOSE TOWN)	Victor 25-1074
GLAZOUNOFF: The Seasons-Ballet Suite Album (4-12")	Dallas Symphony Ork-Antal Dorati, Dir.	Victor DM-1072
GOD REST YE MERRY GENTLEMEN	Bing Crosby (John Scott Trotter Ork-Max Terr's Mixed Chorus) (WHITE CHRISTMAS)	Decca 23778
GOOD TIME POLKA	Milt Herth Trio-The Jesters (COOL BLUE)	Decca 23772
GOOSE TOWN POLKA	The Six Fat Dutchmen (FORSAKEN LOVE)	Victor 25-1074
GOUNOD: FAUST; ACT II (Die Possente)	Mario Ancona (VERDI: BALLO).....	Victor 15-1002
GOUNOD: PHILEMON ET BAUCIS (Au Bruit Lour Des Marteaux)	Marcel Journet (MEYERBEER: LES).....	Victor 15-1003
GRANADA	Nestor Chayres (Alfredo Antonini Ork) (NOCHE DE)	Decca 23770
EDWARD GRIEG: SONATA IN A MINOR FOR VIOLONCELLO AND PIANO ALBUM (3-12")	Raya Garbousova-Arthur Balsam.....	Concert Hall A-D
LOUIS GRUENBERG: CONCERTO FOR VIOLIN AND ORCHESTRA ALBUM (4-12")	Jascha Heifetz-San Francisco Symphony Ork-Pierre Monteux, Dir.	Victor DM-1079
HALEVY: LA JUIVE; ACT IV (Rachel, Quand du Seigneur la Grace Tutelaire)	Enrico Caruso (MASSENET: MANON)	Victor 15-1004
HAWAIIAN HONEYMOON	The Tune Wranglers (TEXAS SAND).....	Victor 20-2070
HAWAIIAN HOTEL MARCH	Charles Kama and His Moana Hawaiians (MY HOPI)	Victor 25-1073
HELLO, GOODBYE, FORGET IT	Delta Rhythm Boys (JUST SQUEEZE).....	Decca 23771
HE'S COMING TO US DEAD	Wade Mainer's Mountaineers (SOLDIER'S GRAVE).....	King 585
HOBO SONGS ALBUM	Bobby Gregory & Ramblin' Hoboes.....	Apollo A-4
Cryin' Hobo	Apollo 115	
Hobo Polka	Apollo 113	
Ramblin' Hobo Blues	Apollo 115	
The Hobo's Dream	Apollo 114	
The Hungry Hobo	Apollo 113	
Yodelin' Hobo	Apollo 114	
HOE CAKE, HOMINY AND SASSAFRAS TEA	Four Vagabonds (KENTUCKY BABE)	Apollo 1030
HOMECOMING WALTZ	Bill Boyd and His Cowboy Ramblers (SHAME ON).....	Victor 20-2069
HORS D'OEUVRES	Ambrose Ork (STREAMLINE STRUT).....	Decca London F-41001
HOW CAN I BE SURE?	Rex Griffin (I'M AS)	King 584
HYMNS WE LOVE ALBUM (5-10")	Nelson Eddy (Theodore Paxson).....	Columbia M-646
Abide With Me	Now the Day Is Over	
Fling Out the Banner	Onward, Christian Soldiers	
Hark My Soul	Rejoice, Ye Pure in Heart	
Lead Kindly Light	Rock of Ages	
Nearer My God to Thee	Stand Up, Stand Up for Jesus	
Sun of My Soul	Ten Thousand Times Ten Thousand	
I HAVEN'T GOT A WORRY IN THE WORLD	Hildegard-Percy Faith Ork (AND SO)	Decca 23760
I LOVE YOU IN THE DAYTIME TOO	Sonny Dunham Ork (Pete Hanley-The Sonnyiders) (CLEMENTINE)	Vogue R-775
I MISS YOU SO	The Cats and the Fiddle (DIG THESE)	Victor 20-2073
IF THAT PHONE EVER RINGS	Art Kassel Ork (Jimmy Featherstone) (THE WHIFFENPOOF).....	Vogue R-770
I'LL CLOSE MY EYES	Jack McLean Ork (Wayne Gregg) (MI VIDA)	Coast 8005
I'M AS FREE AS THE BREEZE I'M THINKING TONIGHT OF MY BLUE EYES	Rex Griffin (HOW CAN)	King 584
IN THE STILL OF THE NIGHT	Montana Slim (IT MAKES)	Victor 20-2071
ITALIAN ART SONGS ALBUM	Anne Shelton (Stanley Black Ork) (NIGHT AND)	Decca London F-41006
Guiseppe De Luca (Pietro Cimara).....	Decca V-1	
Amarilli	Decca DV-90005	
1. Caro Mio Ben; 2. Bella Fanciulla.....	Decca DV-90003	
1. Dolce Madonna; 2. Selve Amiche.....	Decca DV-90004	
Pur Dicasti	Decca DV-90004	
Recitativo Ed Aria	Decca DV-90005	
Siciliana	Decca DV-90003	
IT MAKES ME BLUE	The Aristo-Kats (Orlando Randolph) (OH, LADY)	Victor 20-2066
IT MAKES NO DIFFERENCE NOW	Montana Slim (I'M THINKING).....	Victor 20-2071
IT'S A GOOD DAY	Gene Krupa (Carolyn Grey) (THE SLOW)	Columbia 37209
I'VE GOT A GAL (Whose Love Comes C.O.D.)	Luis Russell Ork (Luis Russell) (JIVE)	Apollo 1022
JARNEFELT: BERCEUSE (Cradle Song)	National Symphony Ork—Hans Kindler, Dir. (JARNEFELT: PRAELUDIUM).....	Victor 10-1245
JARNEFELT: PRAELUDIUM	National Symphony Ork—Hans Kindler, Dir. (JARNEFELT: BERCEUSE).....	Victor 10-1245
JONAH	The Golden Gate Quartet (TRAVELIN' SHOES)	Victor 20-2073
JUST A CLOSER WALK WITH THEE	Gurney Thomas and His Hillbilly Pals (WHEN HE)	King 554
JUST SQUEEZE ME (But Don't Tease Me)	Delta Rhythm Boys (HELLO, GOODBYE)	Decca 23771
KENTUCKY BABE	Four Vagabonds (HOE CAKE)	Apollo 1030
LA BARCA	Abel Dominguez (LA ROGONA)	Peerless 2365
LA MANCHA DE LA POBREZA	Angelina y Tono (EL VATO)	Peerless 2374
LO MISMO QUE AYER	Gaby Daltas (Rafael de Paz Ork) (VELARE TU)	Peerless 2368
LA ROGONA	Abel Dominguez (LA BARCA)	Peerless 2365
LA ULTIMA NOCHE	Julia Flores (Abel Dominguez Ork) (QUE SERA)	Peerless 2361
LECUONA: MALAGUENA; POULENC: PASTOURELLE	Oscar Levant (CHOPIN (1) ETUDE).....	Columbia 71890-D
LET'S KEEP IT THAT WAY	Anne Shelton (Stanley Black Ork) (PABLO THE)	Decca London F-41007
LIMEHOUSE BLUES	Ambrose Ork (DODGIN A)	Decca London F-41004
LISZT: HUNGARIAN RHAPSODY No. 2	Alexander Brailowsky	Victor 11-9330
LIZA	The Quintet of the Hot Club of France (BELLEVILLE)	Decca London F-41010

(Continued on page 90)

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| #103 "Pretending"
"Jealous"
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"She's Funny That Way"
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"I Go for You, Baby"
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Music---As Written

NEW YORK:

ASCAP Screen Composers' Association-Motion Picture Producer hassle involving ownership of performing rights to music written for the screen reviving with initial legal correspondence already under way. . . . Tommy Dorsey pick-up ork for Capital Theater date will be concert size, featuring a 22-man string section. . . . Herbie Fields reorganized ork for Spotlight Club appearance, hiring Lynn Warren as his chirp. . . . Nat Shapiro new publicity chief for National Records. . . . Dan Priest ditto for Signature Records, with Jerry Ross moving over to head sales and advertising for indie firm.

All preliminary examinations complete in Disney-Southern Music Song of the South suit, with case now on court calendar. . . . Charlie Spivak vocal group, the Stardreamers, out of band, with Tommy Mercer sole remaining ork vocalist. . . . L. L. Surlitz will head the new Majestic distrib outlet locally. . . . Joel Herron will lead ork for the Katherine Grayson-Johnny Johnson Capital Theater bill set for mid-February. . . . Art Tatum engagement at the Downbeat was pushed back again, this time due to train cancellation resulting from coal crisis last week.

Hot Rumor originating on the Coast had Benny Goodman ork being dropped from Columbia label. Confirmation or denial not forthcoming at press time. . . . Sepia Cinderella, all-Negro pic being produced by Herald Pictures, Inc., has gone before the cameras with a cast including John Kirby and Walter Fuller orks and with a musical score written by trumpeter Charlie Shavers. . . . Musiccraft diskery picked up two new distrib, Music Distributors for Missouri and Southern Illinois and the Acme Company for Southern Indiana and Central and Western Kentucky.

New Columbia Records production planning and scheduling department will be headed by Kenneth McAllister, former merchandise manager for the firm. . . . Chirp Annette Warren has been pacted to a Black & White disk paper. . . . Tome on how to enjoy music thru records, tabbed "Relax and Listen," and authored by J. L. Hallstrom, will be published by Rinehart & Company, and will be promoted by RCA-Victor in a tie-in deal, which will have the book on sale in retail record outlets as well as book stores. . . . Monica Lewis and Ray Bloch re-signed to Signature Records for one year periods.

Talk has Billy Eckstine ork leaving National diskery at expiration of present pact May 1 in favor of offer from MGM waxworks. . . . Mills Music song pusher, Lee Magid, exiting firm this week. . . . Four Notes, now at Le Ruban Bleu, waxed album for International Records, which will hit counters this week. . . . First Peter Lind Hayes Decca wax, tabbed Genii, the Magic Record, will be released next month. . . . Contract has been drawn, but not signed, for new Sy Oliver ork to go with MGM waxery. . . . Another rumored possibility for MGM label is Lena Horne, who will have to ankle Black & White to make change in near future.

Newest addition to wax field is Empey Records, Inc. Firm will specialize in race and novelty disks and is headed by Mr. and Mrs. Maceo Pinkard, F. L. Hailstolk and G. J. Manes. First releases due around February. . . . Popsie Randolph, for-

mer Benny Goodman band boy, now free lancing as a photographer. . . . Duke Ellington ork drew 1,300 persons at \$6 per couple in a one-nighter at New Castle, Pa., last week. . . . Herbie Fields ork cut six sides for Victor December 11. . . . Disk magazine is said to be trying to prevent folding by selling blocks of stock to performers and band leaders.

New type metronome developed by Crystal Research Laboratories, Hartford, Conn., is being promoted by G. Schirmer, Inc. Tabbed Metronoma, the instrument is supposed to keep a beat that can be controlled in volume and pitch and at the same time employs a "flash baton" which is a visual flash in temp, making it possible for singers or musicians to see as well as hear the beat. Instrument is being promoted for musickers and is also being touted as an aid in physio and occupational therapy training.

Newest Victor dates include Fred-dy Martin's Rainbow's End and That Funny Thing Called Love, and Herbie Field's Moon Nocturne and Cherokee. . . . Mickey Goldsen bought Allan Brandt's and Don Wolf's 20 Nickels for a Dollar. Has King Cole waxing in mind. . . . Eddy Howard coming into Commodore Hotel December 30. . . . Flash rumor here says Buddy Morris pub firm, which hiked its price on jobber copy orders, will drop back to old rate. Biz volume said to be reason.

Finals of the Miss Fine Brown Frame contest will be held at the Golden Gate Ballroom Friday (27). Winner of the contest, sponsored by ork leader Buddy Johnson, will be sent on a seven-week theater tour with the band by Billy Shaw, of the Gale Agency. . . . Max Gordon Trio, now at the Hickory House, signed to wax pact by Sonora Records. . . . Adrian Rollini Trio now at Mardi Gras.

CHICAGO:

Cab Calloway set for the Regal Theater, Chi, week of January 17. . . . Frankie Carle is playing at Purdue University January 24. . . . Louis Jordan will be guesting on NBC's Super Club, January 16. . . . Ray McKinley playing for the University of South Dakota prom February 22. . . . King Cole Trio booked for the Chicago Theater in March. . . . Frank Dailey in Chicago auditioning Midwest bands for New Jersey Meadowbrook. . . . Woody Herman cut two records in Chicago this week for Columbia. . . . Al Jahns orchestra being held over until December 21 at the Hotel Syracuse, Syracuse, N. Y., opens at Biltmore Hotel, Providence, R. L, December 23.

DETROIT:

Peter Uryga and His Melody Kings are cutting the novelty Yiddish rumba, *Darf Men Gain in College* and a ballad, *Cryin' All the Way Home*, both by Marian Kay and Helene Roth, and

published by George Simon, Inc., for Rego Records. Janie Palmer will do the vocals. . . . Buddy Milton and his orchestra returned to the Detroit Athletic Club this week for a repeat stand. . . . Alvino Rey comes in Saturday (14) for a one-night stand at Convention Hall. . . . Paul Whiteman's orchestra has been booked for a one-nighter at Masonic Temple Auditorium January 25.

PHILADELPHIA:

Duke Ellington added to the Earle Theater band roster for February 7, with Elliot Lawrence set for a March week homecoming. . . . Tommy Rogers occupies the bandstand for the opening of the new Center-City Erlanger Ballroom. . . . Illinois Jacquet, tenor sax ace last with Count Basie, breaks in a band of his own at Elate Ballroom here Christmas night. . . . Grimes music firm here pacted Rafael Guzman, Guatemalan composer, publishing his "Si Senorita, Si," for a starter.

HOLLYWOOD:

New Del Porter-Ray Johnson ditty "My Pretty Girl," published by Tune-Towne Tunes, to get top build-up. Spike Jones on Victor, Lawrence Welk for Decca set to record it, while King's Men will plug tune on Fibber McGee airer. . . . Rita Ray, pianist-vocalist a la Nan BlaKstone, returns to Long Beach's Club Moderne for \$550 weekly. . . . J. H. Martin set as distributor of new Hucksters label for Illinois, Indiana and Wisconsin.

Johnny Green and Leo Robin pacted by Universal-International pix to write six tunes for Deanna Durbin's next flicker, *For the Love of Mary*. Green reports to U-I next week when he finishes chores at MGM. . . . Jack Teagarden bedded with pneumonia, with Ziggy Elman filling in for fronter at Hollywood's Susy-Q. . . . Artie Shaw intends to forsake the Coast and reside in the East. . . . Bobby Weiss has folded Musiccraft's Hollywood shop and planes eastward Monday (16).

Bobby Sherwood expected to reorganize with local musiccrew after Casino Gardens' opening January 11. . . . Al Donahue moves into Avodon January 7, first band to return to downtown Los Angeles terperly. Spot will try out its first swing session matinee Sunday (15) with Billie Rogers combo. If it works, matinees will be continued. Count Basie gave Avodon its biggest opening night in dancery's nine-month history. . . . Page Cavanaugh Trio, recently inked by Victor, was granted nod to record sides with Frank Sinatra on Columbia.

Eckstine Pulls 3,266

NEW YORK, Dec. 14.—Billy Eckstine one-nighter drew 3,266 customers at \$1.50 per, at Laurel Gardens, Newark, N. J., Saturday (7). Date had originally been set for Orange Armory, with change in locations made only three days before because of a government ban on use of armories as a result of the coal strike.

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One-Coin Hit Bundle May Soup Up Juke Tune Plugs

CHICAGO, Dec. 14.—Possibility that value of juke boxes as a plug medium for tunes and disks will zoom was seen in announcement by Mills Industries here of an "Automatic Hit-Tune Selector" as a feature of their 1947 juke box to be unveiled in February. Move marks the first time any juke maker has made it mechanically possible for operators to set up an abbreviated *Honor Roll of Hits* on their machines to be played by dropping of one coin and pressing one button. Immediate value of device as a plug medium will be small, since firm's production necessarily will be only as great as supply of materials permits, but should gadget prove a success, other manufacturers are sure to incorporate variations into their machines. Combined production then soon would give publishers and recording firms more reason than ever to woo juke ops—not just to get their tunes in a machine, but to get them in the special trays that play whenever the hit tune selector button is pressed. Gimmick also would further operator use of *Honor Roll of Hits*, since success of the device depends on giving customers what they pay for.

Device has been designed principally as an merchandising gimmick to boost quarter play. In addition to a standard keyboard, the Mills selector mechanism contains one additional key or button highlighted to capture player attention. By dropping a quarter in the chute and pressing the key, a player hears six top tunes in succession (or three if machine is set for dime play).

Merchandising Cards

No place is provided on the machine for display of tunes operator has selected, based on *Honor Roll of Hits*, location requests, etc., but there is plenty of room on the selector panel where the operator can insert his own card. Mills feels, however, that the curiosity element will get more quarters than telling payees what they get, but admits this is a problem the operator can only decide for himself because of location peculiarities. Firm also points out that device will enable operators to merchandise quarter play in a solid way by using posters, menu-folders, coasters, etc., to encourage hit tune selector plays—all of which will mean more plugs for the disks in the trays keyed to the selector button.

SESAC Adds 4 Pubs

NEW YORK, Dec. 14.—SESAC licensing org acquired clearance rights and copyrights this week to catalogs of four music pubs. New additions include Goddard Music Company, Chicago, which features novelty and program material song catalog; M. Homer Cummings, Coalwood, W. Va., whose catalog contains over 800 religious melodies; Walter A. Quincke, piano, string and full orchestra works purchased by Pallma Music Products, Chicago, a SESAC affiliate, and Samuel W. Beazley & Son, Chicago, which is church song book specialty house.

T. W. Allen Catalog BMI's

NEW YORK, Dec. 14.—Thorton W. Allen Standard Catalog, w.k. college music firm, has been bought outright by Broadcast Music Incorporated org here. All stock, copyrights and reprint rights have been acquired by pub department of the licensing org.

Wax Flax Sad Sacks

HOLLYWOOD, Dec. 14.—Coincident with announcement that Herb Jeffries was going to join Stan Kenton's ork as band vocalist, and that he was intending to ankle his Exclusive waxing pact, Coast indie firm was setting heavy flack spread for the vocalist's new album, *Magenta Moods* with *Look* magazine.

Kenton management has been trying to break Jeffries' pact so that he could record exclusively with ork under its Capitol pact. No arrangement has been set to date, with Jeffries due to join Kenton some time next week.

AMP Renews 18 Stations, Signs Up One New Netter

NEW YORK, Dec. 14.—Reaching one new agreement with Station WBSR, Superior, Wis., Associated Music Publishers, Inc. (AMP) has extended its licensing agreements with 18 other stations it was revealed here.

Org has renewed the following: KDTH, Dubuque, Ia.; KFDAB, Lincoln, Neb.; KFOX, Long Beach, Calif.; KJBS, San Francisco; KLPM, Minot, N. D.; KOIL, Omaha; KOTA, Rapid City, S. D.; KSL, Salt Lake City; KSUB, Cedar City, Utah; KTEM, Temple, Tex.; WABY, Albany, N. Y.; WALB, Albany, Ga.; WBCM, Bay City, Mich.; WDNC, Durham, N. C.; WHAS, Louisville; WHDH, Boston; WJAR, Providence, R. I., and WKMO, Kokomo, Ind.

Capitol's Flack Guns Train On "Song of the South"

HOLLYWOOD, Dec. 14.—Slated for January 6 release, Capitol's *Song of the South* platter package is skedded to get some of the biggest ballyhoo ever seen in disk biz. Plans call for unusually heavy newspaper and mag spreads for the album in addition to thousands of animated dealer-window displays prepared under direction of new ad manager, George Oliver.

Tie-ins on albums have been set with Disney via transcribed air spots, kiddie theater contests and radio quiz programs. Tots attending *Song of the South* showings will receive Zip-A-Dee-Doo-Dah toy planes on which will be carried Capitol's *Uncle Remus* ad.

Flora Out at Pennsy Hotel After Seven-Year Stand

NEW YORK, Dec. 14. — Jimmy Flora Trio, for seven years Cafe Rouge relief outfit and mainstay of the Hotel Pennsylvania bar, has been handed two weeks' notice. Trio is being dropped in favor of featuring television display at the bar.

Telly set was installed recently during bar biz lull, and hotel feels machine has helped considerably to hype biz. Cafe Rouge intermish period probably will be filled by a pianist.

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(CHORUS)
WE'LL REAP NEW FRUITS WHEN WE'RE IN LOVE; NEW ORCHARDS AT OUR FEET WILL
RIPEN SWEET EV'RY TIME WE MEET AS BLUE SKIES SHINE A-BOVE. WE'LL
REAP NEW FRUITS WHEN WE'RE IN LOVE; LIKE CHERRIES RED YOUR LIPS WILL SAY A-NEW THE OLD
WORDS WE KNEW. WHEN FIRST WE WERE IN LOVE. THE VERY AIR WE
BREATHE WILL BE FRAGRANT WITH THE DEW. THE BIRDS ON HIGH, THE
GRAIN BELOW WILL CRY A SONG TO YOU. WE'LL REAP NEW FRUITS WHEN
WE'RE IN LOVE. NEW BLOSSOMS RARE WILL GROW; BUT DEAR YOU KNOW NOW'S THE
TIME TO SOW THE FRUITS WE'LL REAP OF LOVE.

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MPCE Wants "Czar" or Govt. Enforcem't Aid

(Continued from page 15)

dough necessary to get a really potent "czar" and an investigating staff that could work efficiently wouldn't be forthcoming. Besides, a specific code of conduct governing movie morals or baseball ethics still doesn't exist in music biz. Fair Trade Agreement hasn't got the penalty powers extended to Happy Chandler or Eric Johnston and these could never be added. . . . How would problem of disk firms and maestri with pub outlets be handled? Far-reaching extent of these corporative cut-ins cannot be successfully separated from the problem of the lowliest plugger forced to pay for 11:30 shots.

On proposal (3) which would eliminate paragraphs 8 and 9 and hand the problem over to the publishers.

PRO: Pubs could do it. . . . With sheet sales way off, with major houses curtailing expense as is, payola would soon be recognized as the simplest expedient to trim costs. . . . Since it's pub money that's spent on plugs, why should the contact union try to deal with the evil? . . . In the long run, plugs-for-pay are on a competitive basis anyway.

CON: Idea would be another blow to smaller pubs. . . . Majors can write off heavy "schmeer" funds with ease; little guy would be knocked off by moolah power, not superior song salesmanship. . . . Going back to the time when payola was a pub problem, what happened? Fair Trade Agreement was the alleged answer to the charge that pubs couldn't handle the problem. Going back to the old days and ways make no more sense than leaving things as they are.

Out of all the word traffic on MPCE's proposal still another bloc of argument not covered in the union letter was taking form this week with one pub sending his idea down to the firm's lawyer for legal lay-out. Idea, old as payola itself, boils around the theory that trade-paper pub listings account for most pay-off swindles.

Champions of this school would ban the Peatman sheet from the papers, saying that's the only way to let contact lads go out and compete on song-salesmanship ability only. If plug lists were dropped, they add, if ad agencies were not given access to the top-30 radio performance tunes, the business of outstretched palms would be cut. Introduction by a name artist—paralleling the old vaude days when a Belle Baker or Sophie Tucker made hits on their own—would come back to its own. While song selection, oral merchandising and promotion talent would come back to their own. With television coming, huckster sheet-selling that took first place 30 years ago in the music stores may return, and forewarned, goes the argument, the music biz could really go back to clean contracting.

Placing the rap on the plug lists, however, called forth many dissenting opinions. Some music men pointed out that if Peatman's list was dropped or limited to private pub use, what was to prevent ad agencies and top commercial producers from getting the info anyway. Research resources of the 4A lads are recognized as virtually unlimited and a chop in press coverage would hardly stymie them. Selling a job on the agencies to convince 'em that top-30 plugs are not always the best musical fare for their programs would be preferable, say these critics, especially since the anti-list argument is based on just that theory. And as long as pubs continue to get the "sheet," they add, how will the problem of bonus-incentive contracts which some BMI firms still have in force be licked.

All the gab and confab probably will be written down and returned to MPCE offices here after first of the year. But pubs and contact men alike are awaiting official report from the MPCE exec council with a bit of relish mixed in with their concern.

Jessel Sent Me

NEW YORK, Dec. 14.—Milton Berle was caught shopping in Howard's here for a new suit. Berle said to a witness who raised eyebrows: "Where do you think Jessel gets his clothes?"

Does Talent Switch Hamper or Tamper?

(Continued from page 14)

goes the argument, with the smart guys too often out-smarting themselves. When production guarantees, for example, are promiscuously tossed in, when provisions for more than minimum number of sides or more than the normal 5 per cent royalty are offered, should the orkster or singer always grab the hook? Lure of immediate cash too often supplies the answers to all these questions, and the kibitzers say the names who run for the quick buck are mainly the ones operating on inadequate info. The dollar call sometimes works the other way, tho, with some hot-stovers pointing up the case of Artie Shaw. Shaw beat it out of Victor because he was personally dissatisfied with Eli Oberstein's treatment. This Oberstein has admitted, altho he denies that the treatment was in any way bad, but the point advanced is that Shaw actually ducked a cash-heavy Victor contract to take his pride and personality demands to a lesser label. Contract he had with Victor at the time of leaving would have brought him over \$25,000 if he only had stayed eight more weeks and completed the demands calling for 58 sides per annum. He scrambled regardless, and his current status with Musicraft, tho it gives him top billing, leaves room for speculation about '47 and '48 doings. Some tradesmen looking over this type of incident are inclined to criticize both the agency and the attorney involved in the deal. Others counter with the claim that ultimate responsibility for breaking any contract or signing any new one rests with the artist and recite the old chant that the greatest agent or lawyer still hasn't found a sure cure for temperament.

But temperament or green backs aside all kibitzers concur in preaching that the poker players in the disk-chips game are not up on all the rules. A heavier abundance of wax-wise personnel among the agencies, a little more diligent scouting by talent handlers (factory inspections, close check or credit ratings, commitments in writing) and more willingness by some artists to let record execs teach, not give, 'em the biz—these, say the kibitzers, would at least compel the disk gamblers to play according to Hoyle.

Cootie, Lanin, Condon Page 1

NEW YORK, Dec. 14.—Page 1 Ball, of Newspaper Guild of New York, to be held at Waldorf Astoria, January 6, will feature music by Cootie Williams ork, Jimmy Lanin ork and an Eddie Condon group. Woody Herman's ork was due for the affair, but will have fractured by then, with no announced replacement at press time. Lanin's group will accompany the artists who will perform during a show in the hotel's main ballroom.

Lawrence \$2,240 in B'port

BRIDGEPORT, Conn., Dec. 14.—Elliot Lawrence, playing a return engagement at the Ritz Ballroom here Sunday (24), drew 1,400 persons at \$1.60 a person, grossing \$2,240. On his previous date here, October 13, he drew 1,517 persons for a gross of \$2,427.20.

Lucille Flack-Happy, According to Victor

HOLLYWOOD, Dec. 14. — West Coast RCA-Victor reps claim Lucille Ball's suit against the firm is little more than a publicity stunt, tied in with release of the actress' current pic, *Two Smart People*. They point to happy relationship existing between Victor and Desi Arnaz, Miss Ball's husband, on one of whose records actress alleges firm used her name without permission. Reps say company would have complied with Miss Ball's request sans suit. Others believe suit was filed as a gesture intended to put a damper on squawks coming from Metro-Goldwyn-Mayer, who holds actress' flick contract. Under terms of her film pact, Miss Ball is not permitted to enter into recording deals without consulting the studio.

The actress, thru Attorney Max Fink, filed a \$100,000 damage action and sought an injunction against Victor for use of her name on the Arnaz *Carnival in Rio* platter. Contends she attended husband's cutting session and threw in the nursery ditty, *Peter Piper* in a high pitched voice, with the understanding that her name was not to be used on the label.

Levine on 5 New Shots

NEW YORK, Dec. 14.—Henry Levine, musical director of NBC's Sunday morning *Solitaire* show and the well-known "hot lips" of *Chamber Music Society of Lower Basin Street* fame gets a five-morning-a-week sustaine* for NBC soon as the current AFRA-network hassle is straightened out. New show spot calls for dialog from the maestro; hence, the AFRA delay.

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ALBUM REVIEWS

EDDIE HEYWOOD (Signature R-101)
 The piano rhythms of Eddie Heywood are spread over four 12-inch records in this package of platters. But while his stylings are something to occupy the attention, there's hardly enough creation to carry it for such a lengthy needling patch. Nor do the accompanying musicians show any greater degree of inspiration in their improvisings to sustain such lengthy interest. As a result, it's merely a mild session of jammastics stringing together a steady string of improvised choruses by the piano and a few hot horns. Moreover, choice of selections provide little choice for creative ability that would make such a bulky batch of biscuits worth the waxing effort. For four of the sides, Heywood is accompanied by a small unit, sharing the stanzas with the fiddling and trumpeting of Ray Nance, the tenor saxing of Don Byas and a lick of clarinetting by Aaron Sachs. Only contrast is in the varying tempos for *Them There Eyes*, *Penthouse Serenade*, *How High the Moon* and for an old-time blues strain, *Sarcastic Lady*. For the other four sides, drummer boy Shelly Manne and alto sax ace Johnny Hodges make it a trio with the Steinway squatter. Most relaxed is for *On the Sunny Side of the Street*. But instead of the earthy mood themes that allow both Heywood and Hodges to give vent to their musical imaginations, they stick to routine pop fare, taking in *Flamingo*, *Night and Day* and *Time on My Hands*. Records shipped without album jacket for review.

MUSIC OF SIGMUND ROMBERG—ANDRE KOSTELANETZ (Columbia M-835)
 The simple and highly melodic operetta pieces of Sigmund Romberg are the object of Andre Kostelanetz's scoring to make for an eight-side album. All waltz melodies, and largely from the composer's operetta hits, selections string out *Will You Remember Me?*, *One Kiss*, *The Desert Song*, *Romance*; *Deep in My Heart*, *Dear*; *When I Grow Too Old to Dream*, *Song of Love* and *Auf Wiedersehen*. But while Kosty retains the melodic themes, a great deal of the nostalgic qualities of the songs are lost in characteristic Kos-

telanetz sweep of Strads which is not even compensated by the superb orchestrations. Nor does the Kostelanetz scoring capture any of the show or continental flavor of these familiar Romberg melodies. Nonetheless, the spinning is easy to listen to even if not inspiring. Album cover carries a pen and baton motif, with a photo of the maestro on the inside page along with notes on both Romberg and Kostelanetz by John Ball Jr.

AL JOLSON (Decca 469)
 Here is a most desirable collection of cuttings that spin out Al Jolson singing eight songs that the troubadour made famous. And in like manner, brought fame to the singing minstrel. All save *Sonny Boy* are featured in the movie *The Jolson Story*. It's a Jolsoniana nicety, rich in nostalgic needling appeal from start to finish, and proves Jolson is a song seller without peer of his school. *April Showers* and *Swanee*, which he cut earlier, has the music of Carmen Dragon, with Morris Stoloff providing the musical accompaniment for the other five classics, taking in *California, Here I Come*; *Rock-a-Bye Your Baby With a Dixie Melody*, *You Made Me Love You, Ma Blushin' Rosie* and *My Mammy*. Sings 'em all with spirit and understanding, and now with the movie comin' up, it's a set of spinnings rich in merchandising appeal. The traditional white gloves of the minstrel man makes for the front cover motif. Accompanying the album is a telling biographical booklet.

FRANK SINATRA CONDUCTS MUSIC OF ALEC WILDER (Columbia M-637)
 The Voice proves a versatile one, wielding a baton over the Columbia String Orchestra, augmented with woodwind soloists and harpsichords to introduce the mood tone poems of Alec Wilder. Instead of the futuristic jazz themes that Wilder originally introduced almost a decade ago with an unorthodox instrumentation, these are entirely classical themes in the style of the old masters with the intrusion of dance rhythms, but entirely in the serious chamber music mood. Frank Sinatra's capacities as a stick-waver with such serious in-

(See Album Reviews on page 92)

Add Christmas Songs

Last week's issue of *The Billboard* presented a list of Christmas songs and their publishers as a trade service to radio producers, disk jockeys, dealers, etc. Tho the list was deliberately touted as not being complete—ASCAP could not compile one, for example—SESAC and one ASCAP publisher have asked that the following songs be listed. Herewith the ditties:

Christmas Numbers in SESAC Repertoire

TITLE	PUBLISHER
Angels From the Realms of Glory.....	Hall & McCreary
As Joseph Was a Walking.....	KJOS
By the Manger.....	Composers Press
Carol Chimes.....	Hathaway
Carol for Christmas Eve.....	Hall & McCreary
Carol of the Birds.....	Hall & McCreary
Carol of the Sheepfold.....	KJOS
Christ Is Born.....	MCL-Reilly
Christmas.....	Schmidt
Christmas Carol.....	Tovey
Christmas Day.....	Hathaway
Christmas Lullaby.....	Augsburg
Christmas Slumber Song.....	Schmidt
Christmas Song, Op. 31.....	Blake
Christmas Song Book, The.....	MCL-Reilly
Cradle Hymn, A.....	Augsburg
Cradle Hymn.....	Schmidt
Hail Ye Tyne of Holidayers.....	Schmidt
Holly for Christmas.....	Top Music
I Heard the Bells on Christmas Day.....	Hall & McCreary
Little Christmas Sentinels.....	Denison
Lullaby of the Christ Child.....	Hoffman
Lullaby on Christmas Eve.....	Augsburg
Night Before Christmas, The.....	T. S. Denison & Co.

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Spots Switch From Musical Units to Acts

Calif. First To Experiment

By Al Fischler

HOLLYWOOD, Dec. 14.—Having tried various shots in the arm to hypo biz, Hollywood talent sellers and lounge-club operators are now experimenting with the use of acts in place of tried and true cocktail units. Altho still being tested on a small scale, bookers report the switch-over has worked in a majority of spots. Trial balloons have been released mostly in out-of-town locations, altho attempted in Hollywood with negligible success.

Reasoning that ringsiders want a change in entertainment diet, talent agencies have convinced operators to switch to acts wherever practical, pointing out that cost is about the same and the drawing power of a name or semi-name act is greater than the average musical combo. Moreover, it is felt that the public is weary of mediocre cocktail units, and want much more for their dough these days.

Switchover is currently being attempted in such locations as Palm Springs, where the Lido Club shifted from the Vogue Trio to record pantomimist Ernie Brown. Mr. Dee's, another Palm Springs spot, is also shopping for acts. Las Vegas's swank Golden Nugget Club currently is using the Four Guardsmen, novelty singing act, while the Players' Club in Vegas resorted to acts several months ago when they bought Gene Austin. Long Beach's Club Samoa, formerly a cocktail unit location exclusively, bought the Radio Rogues as first act attraction.

Causes

Digging into causes, talent salesmen state the switch is a natural move and should bolster their act departments with a flock of new sales outlets. Bookers admit that war boom days, when any three-piece instrumental group was a hot attraction, are over. Quality of musical combos is slipping because of personnel turnover, they admit, and only the most versatile instrumental groups will work from here on. Such groups, with clever special material, are hard to find, they add.

With biz gradually reverting to what agencies term normal (by pre-war standards), competition has become much keener, and ops are a great deal sharper in talent buying. Bookers know there is more at stake now, since some war-time buyers of big-dough attractions have indicated a desire to drop entertainment completely. By experimenting, agents hope to develop the right combination of money-making attractions, whether it be acts, cocktail units or a combination.

Whether the change from music to acts is generally adopted is said in part to depend on attitudes of both AFM and AGVA. Musikers' union naturally resents dropping of instrumental units, and may insist on at least one AFM member being hired. Ops who have never used acts must be educated to AGVA requirements on minimum basic agreements and

IN SHORT

New York:

Alan McPaige Trio bowed into Bagatelle December 12. . . . Eddie Gibbs Trio new music backing for show and dancing at Village Vanguard. . . . Georgie Tapps opening with Henny Youngman in new Latin Quarter revue, December 22. . . . Tito Guizar was slated to fill Persian Room Hildegard spot starting December 13 until ailing Milwaukee chanteuse returns.

Frank Humphreys brought his six-piece combo to Ernie's, in the village, December 15 for eight weeks. . . . Peter Nemeroff, Russian Kretschma op, off to Paris January 19 to scout the Russian colony there for talent to import here. . . . Los Hermanos Trio opened at Bill Miller's Riviera, Fort Lee, N. J., December 12. . . . Cleon and Joe to the Barn, Kingston, N. Y., December 18 for three weeks.

Vin Hall current at the 44 Club, Newark, N. J. . . . Debonaires held over thru January 15 at Carousel, Newark, N. J. . . . Texas Jim Robertson and the Panhandle Punchers held over thru February 3 at Kay Sweeney's, Union City, N. J.

Chicago:

Park and Clifford, comedy hand-to-hand act, opened Friday (13) at the Rio Cabana, following a two-year engagement at Ken Murray's Blackouts in Hollywood. . . . Phyllis Gale, Chez Paree chirp, signed on for Song Title Time, WGN commercial seg.

Miami:

Lillian Cornell and Pierce and Roland new at the Clover. Nick Long held over there. . . . Tubby Rives opened at Shanghai December 6. . . . Myron Cohen headlines Kitty Davis show, teeing off December 22. . . . Physical culture contests at Airliner something new and a biz draw. . . . Vagabonds due soon at the Clover for an all-winter engagement. . . . Havana Casino is first of big Cuban spots to advertise in local papers. Plane bookings are heavy for holiday dates.

Rochelle and Beebe, terpers now in Tokyo, remembering friends here with Christmas cards. . . . Gracie Barrie nixed Sam Barkens request to hold over at Five o'Clock Club due to Olympia and other bookings. . . . Babe Baker's new Ha Ha Club, near Hollywood, skedded to open December 19, with Jackie Maye and Karen Parker heading bill, which includes Mangee Lowe. . . . Jack Marshall bows in at the Clover December 18 after being absent from local scene for several years. . . . Jan Bart switched from Clover to Mocamba Beach spot.

cash bonds. Several instances have arisen where a neophyte act purchaser has blown his top when approached by an AGVA rep.

Talent sellers attempting to build act sales, admit they don't know if the change will bring greenbacks into the till. Farsighted agency men argue, however, that now is the time to try something new, pointing out that it's the small lounge or club op who provides the backbone of biz. Therefore, it's the little guy who's going to get big-time attention from now on, they promise.

Cincinnati:

Gil Lamb, Tony Sanford and the Martells and Mignon open Friday (20) at Beverly Hills Country Club, Newport, Ky. It'll be the spot's final show of the season, Beverly closing January 2 for its annual two-month hiatus. . . . Al Dauro, who formerly had his own booking office here, has joined the Alma Bahlke and Helen Assad Ace Entertainment Service to handle the club and cocktail departments. Dauro until recently handled the press for the John Calvert magic show.

Jimmy Savo opens at the Lookout House, Covington, Ky., Thursday (18), marking his first nitory engagement since his recent leg amputation. . . . Sylvia, WLW oriole and pianist, and Jayne Lowe, accordionist, featured at Hotel Metropole's Cafe Metropole. . . . Johnny Feilden Trio renewed indefinitely at La Normandie Cafe.

The Riviera, formerly Beck's Night Club, Newport, Ky., bows Wednesday (18), with Ace Donohoo's new ork set for an indefinite run. Frank Sommers remains as manager, with Eddie Meyers in charge of cuisine.

West Coast:

Ray Parker going into Club Moderne, Long Beach, end of this month. . . . Teresa Rudolph, hooper, also set for same bill. . . . Radio Rogues in Club Samoa, Long Beach, inaugurating show policy for the spot. . . . Billy Joy held over at Club Flamingo, Hollywood. . . . Charles Gray and Three Esquires set for Dixieland Tavern, Salt Lake City. . . . Variety Boys and Ethelene going into Denver's Club Algerian. . . . De Castro Sisters drew fourth hold over at Bimbo's San Francisco. . . . Jeanne Blanche set for Tower Theater, Kansas City, followed by run at Showboat, Milwaukee.

Town and Criers going into Hob and Nob, new San Fernando Valley spot. . . . Joey Rardin going into Stockman's Hotel, Reno. . . . The Revelers set for Golden Nugget, Las Vegas. . . . The Merry Macs open December 1 at Golden Gate Theater for three weeks. . . . Jack Cole and His Dancers going to Chez Paree, Chicago, January 3. . . . Johnny Downs, film and stage hooper, to do a series of one-nighters following theater personal appearance tour. . . . The Charloteers will tour in January. . . . Frankie Laine held over at Club Morocco, Hollywood. . . . Ed Carrie and The Madhatters set for Club Lorraine, Los Angeles. . . . Aleutian Five contract extended in L. A.'s Orchid Room.

Detroit:

Guitarist Doug Shailor is joining the Lee Walters unit, currently at the Club Bali. Shailor replaces Nat Starr. . . . Ted Lipsitz, of Lipsitz's Supper Club, escaped injury in an auto accident upstate which sent Mrs. Lipsitz to the hospital. . . . Sam Chiado, new Club Casanova op, switching from straight music and dance policy to floor shows.

June Nelson opened at Penobscot Club Monday (16), replacing Judy Baker, who moved into Uptown Club Bali. . . . Paul Gilber, Palm Beach emcee, flew over for a special one-nighter at a private club date in Toronto, Tuesday (10).

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OPS HOPE HARD FOR N. Y. E.

Outlook NSH; Prices Same As Last Year

Clubs See Few Big Spenders

(Continued from page 3)

was freer, a club could always count for at least 50 per cent of the room to go over the initial bite. Now, with biz looking down in the mouth, clubs will consider themselves fortunate if they get enough people in for just the minimum.

Some To Stay Open Until 8 A.M.

Practically every night spot expects to stay open beyond the customary 4 a.m. closing hour. Some of them will only extend the time by one hour, others hope to keep rolling until 8 a.m. Ops admit, however, that unless something unforeseen occurs, the usual closing hour will be pretty close to the 4 a.m. deadline.

Most of the clubs queried claim reservations are coming in at the same pace established last year. Hotels, on the other hand, seem to be doing better. Some already have closed their books, claiming a complete sell-out.

Actually few of the established niteries are enthusiastic about New Year's Eve potentials. They claim that because of the one big night, business falls flat on its face a week before and a week after. So even if that one night packs them in, the best they can do is break even.

Usual New Spots

This year like other years, there will be the usual number of spots which will deb with a show policy a week or so before the one night, in the hope of catching some of the business. Most of them operate all year sans talent, or a stroller or just a juke box. Before the end of the year they blossom out with small acts. If the past is any indication of the future, most of these Johnny come once joints will do an Arab-and-his-tent-act January 2.

Stem prices for the coming celebration are as follows: Latin Quarter, \$15-\$25 a head; Carnival, \$15 to \$20 each; Leon & Eddie's, \$8-\$15 each; Diamond Horseshoe, \$12.50-\$20; Zanzibar and Copacabana, \$6-\$15. The Blue Angel will charge a \$10 cover. The hotels break it down like this: The Waldorf Wedgwood Room, \$18.50; St. Regis Iridium, \$15; Commodore Century Room, \$10; New Yorker Terrace Room, \$13.42; Pennsylvania's Cafe Rouge, \$11.60 (last two include tax); Bowman Room, Biltmore, \$15; Embassy, \$15-\$20.

The vaude-flicker houses also will operate as in previous New Year's Eves, tho some will have an extra show about 2:30 a.m. Seats will be scaled higher with most houses operating at a \$2.20 top. With the exception of Radio City Music Hall, which has a reserved seat policy in the loge all year around, all houses will be on a first come, first seated basis. Theaters can't even venture to guess grosses for New Year's Eve. If the weather turns bad, all estimates will go out the window.

Summing it up, practically everybody in showbiz is looking forward to New Year's Eve with some dread. They all agree on one thing. They hope to get it over in order to start worrying about the rest of the year.

B'way Mourns Damon Runyon

By Bill Smith

NEW YORK, Dec. 14.—After all the obits were in, it was obvious few people knew Damon Runyon well. To the present crop of showbiz folk he was an important guy with a jutting jaw who wrote a column for Hearst. To actors, anybody who has a column is a power and respected or bowed to according to his circulation.

Before his last illness forced him to bow off, Runyon was a Lindy regular. The left side of the restaurant was his favorite corner. When he lost his voice he didn't get around as much. Instead, he stuck with intimates, among whom Walter Winchell was probably the closest. When his sidekick wasn't around Runyon made occasional jaunts into niteries, not because he was looking for material, but because he was lonesome—lonesome and sick. It was out of these wanderings that he gleaned a few ideas for his column. One of these was about Irwin Corey; another was about Milton Berle.

But if the present crop of showbiz people knew him for his column and his stories about Stem curios, old-timers knew him as an encyclopedia of vaude when the Palace was big time. It wasn't because he had any particular feeling for showbiz, it was because his intimates in his Forrest Hotel days were performers, people like Ben Blue and Cliff Nazarro.

When cancer hit him in the throat and he lost his voice he shied away from people. He still bounced around the dawn patrol, but he no longer did any talking. He listened and replied with notes.

Broadway is sentimental, but it's also practical. When Runyon's death was announced, many of his one-time cronies made a bee-line for the Buckingham to try to get his apartment.

Chi Hotel Rooms Tack on \$1 Cover

CHICAGO, Dec. 14. — Fact that while night club biz is way off practically everywhere, hotel spots are still packing 'em in was graphically illustrated this week as the Empire Room of the Palmer House here began undergoing extensive renovations and added a \$1 cover charge to its \$3.50 minimum. Boulevard Room at the Stevens is also tacking on a \$1 cover.

Both the Empire Room and the Boulevard and other hotel entertainment spots are doing capacity biz, according to hotel execs. Hotel man-

Keith Memorial

HILLSBORO, N. H., Dec. 14. —A move is under way here to erect a memorial to the town's most noted native, the late B. F. Keith. It is expected that the memorial will take the form of a marker or plaque showing the location of the house where he was born.

agers haven't felt the pinch, they claim. One reason is that hostleries are still overflooded with guests who naturally drop in to the hotel's en- (Chi Hotels Tack On \$1, page 40)

New York:

Yule Lull Staggers B'way; MH Okay 142G; Others Off

NEW YORK, Dec. 14.—The annual pre-Christmas lull, aggravated by the brownout for part of the period covered, smacked Broadway takes in the chops this week. Total for the week for the six houses listed below was \$351,000, against the previous week's figure of \$542,000. If it hadn't been for the initial week's biz at the Music Hall, the total would be less. Radio City Music Hall (6,200 seats; average \$110,000) brought in \$142,000 for its first week with the Shyrettos, Nonchalants, the annual Christmas pageant and *Till the Clouds Roll By*.

Los Angeles:

Policy Shift No Aid To Mil \$; Take-Off At 20G With Bailey

HOLLYWOOD, Dec. 14. — Shift from name bands to straight vaude acts is expected to pull a weakish \$20,000 at the Million Dollar this week. Approximately \$3,500 below the house average. Bill includes Pearl Bailey and Herb Jeffries as headliners, with Joey Rardin, Russ Clark, Crick and Bodo, and Geraldine Ross completing roster. Pic, *The Brute Man*.

Last week's amateur show did a poor \$18,000. Pic was Mark Hellinger's *The Killers*.

AGVA Warns Bookers on New Rules

HOLLYWOOD, Dec. 14. — With 1947 franchises about to be dished out, AGVA's Hollywood office has warned booking offices and agents to comply with union regulations or face disciplinary action. AGVA's Florine Bale declared bookers had been negligent in booking acts according to union policies and said the union would take action against several agents unless they follow accepted practices.

Talent union will insist agents check clubs to make certain ops have signed minimum basic agreements and posted cash bonds. Agents, moreover, must issue AGVA form contracts for all acts and avoid booking non-AGVA members. Bookers have also failed to check the AGVA office before booking out-of-town shows, which has forced the union to scratch shows at the last minute.

Laxity by bookers, AGVA explained, has resulted in ill feeling and confusion between ops and the union. Rather than breed trouble, AGVA explained, the union will clamp down on agents to eliminate bugs at the source. Miss Bale pointed out that agencies have had a year to fall in line with news regulations and implied stern action in the future.

Indianapolis Murat Trying Straight Vaude Monthly Show

CHICAGO, Dec. 14.—Straight old-time vaude policy will be tried out at the Murat Theater in Indianapolis beginning December 28, it was learned this week from Sid Page, Chi booker, who holds an interest in the house.

Policy established on a trial basis will be one big show a month (\$1.80 top), consisting of about eight acts with one intermission. Page is convinced John Q. is ready for vaude revival, judging from reception the idea has received from city authorities and others. Radio stations have donated plenty of free time to plug the "return of the old days," 300 taxi cabs are using stickers, while many stores are putting up signs for free.

Headlining the first show is Jack Owens, one of ABC's *Breakfast Clubbers*. Others skedded are the Orontos, Three Ambassadors, Hap Hazzard and Mary, with others to be inked. Walter Jackson and his 10-piece ork will back the show.

One reason Page is trying out the old-time vaude is that he dropped around 10G on the house since September, booking orks and attractions. "The only three orchestras in the concert field coining any dough," Page declared, "are Waring, Spitalny and Spike Jones. We took a terrible beating with some big names this season, guys like Eddie Condon, Cugat, Woody Herman and Tito Guizar. I figure the public is ready for some good old-fashioned fun entertainment. At any rate, it's worth a gamble."

Miami Club Robbed of 6G

MIAMI, Dec. 14. — Burglars this week ransacked the Club Bali on Biscayne Boulevard and cleaned the strongbox of about \$6,000.

Loew's State, New York

(Thursday Evening, December 12)

Each time a pic name comes East on a vaude date, it becomes more and more apparent that West Coast scripters haven't the vaguest idea of what is needed to sell a celluloid name in the flesh. Every time, the script snarls the act, even when, as in the case of Freddie Bartholomew, the current headliner, the player shows stage poise, some show savvy and personality.

Quite obviously, Bartholomew went to some trouble to get better than the usual corn and whoop-de-do for his preem at the State, but he didn't get it. Even the different angle of telling what three writers wanted him to do, and doing it, doesn't sell him as a flesh entertainer. He gabs a little, chants a little, tells dialect stories, does a whiff of Shakespeare and closes with mimicry, but nothing really clicks solid. He has a nice

personality, so his gab goes over, as do his stories, not all of them good. His flirtation with the Bard strains hard. Sinatra won't need to worry about him as a chanting rival and the mimicry could well be dropped. All of which is not fair to a young performer who shows that he has something, but no means of getting it across. He got a fair hand, when caught, but it was mainly for himself and his kid rep, not for his material.

Rest of the show is okay. Following Louis Basil and, the ork intro, the acro-dance team of Bobby Lane and Claire makes a good flash and brings out the palms heavily.

Bob Howard, chirping and clowning, does a sock job of ditties old and new, particularly *Honeysuckle Rose* (See LOEW'S STATE on page 40)

VAUDEVILLE REVIEWS

Strand, New York

(Friday Evening, December 13)

Vincent Lopez ork, the Trumbo Knights, Patti Dugan, Whitey Armand and Chris Weston open the new Christmas show with *Opus 45*, a bouncy, blaring number that gives drummer Buddy Schutz a good chance to solo on the skins to a fare-you-well. After this outburst ork settles back to the more familiar sweet Lopez style, playing some nifty arrangements and ending with a Christmas medley. Trumbo Knights and the brass sextet score on *This Is Always* and in the closing medley. Chirper Patti Dugan, whose tones grate a little in full voice, does okay with *Ole Buttermilk Sky* and *Love Is the Darndest Thing*. Weston, handling the male vocalizing, has good pipes and does a nice job with *This Is Always* and *White Christmas*.

Lopez, besides fronting and emceeing, does his usual spate of 88-ing, which shines when he's rippling thru familiar arpeggios, but has muddy and ragged moments during some of the more technical hurdles of Rachmaninoff's *G-Minor Prelude* and in the solo *September Song*. Final number of the piano-ork group is *Nola*, which Lopez can do with his eyes shut. Band gives him swell support in slick arrangements, especially on the *Prelude*.

The Arnauts, with their boff-getting acro-fiddling routine and their whistling bird number get a deservedly big hand from the pews.

Janice Paige has a lush larynx when she lets her voice out, but it's the type of voice that shows better in torchy ballads than in the rhythm ditties. Her opener, *Zip-a-Dee Do-Dah*, and the film tune medley, *A Rainy Night in Rio; Oh, But I Do and A Gal in Calico*, show off her tones only briefly. It's not until she does *Embraceable You* in a kibitz with the front-row males that she really delivers. She bows off to top mitting, however.

Comic Artie Dann sells solid with his patter and clowning. The routine about his schnozzola and the income tax culled a load of yocks. His Jimmy Durante take-off clicked likewise. The thank you routine about hands, given after his recall, is okay. Dann knows how to make the gags tell with the pews, even the fast ones.

Closing Christmas medley with stage effects gives a colorful seasonal touch to the show.

Film, *The Verdict*. Biz good.

Adams Theater, Newark

(Friday, December 13)

Emphasis on this week's show, an all-Negro bill, is principally on noise—on stage and in the audience. The screams and yells emitted by the customers would shame a Sinatra bobby-sox audience. Competition between Buddy Johnson's ork on stage and his fans out front as to who could create the greatest hulla-baloo wound up in a tie.

Show opened with ork blasting out a typical Harlem jump, *X 13*, which almost knocked the plaster from the ceiling. With Johnson taking the piano lead and Willis Nelson in on a trumpet solo, arrangement sounded haywire. Tenor saxmen Ted Conyers and David Van Dyke pitched in to give a pell mell rendition. Ork's high brass and blatant tempos might go well in a large armory, but aren't meant for theaters. Johnson's men didn't appear to pay too much attention to their leader. Ork includes five saxes, four trumpets, three trombones, piano, drum and double brass. Best received numbers were *Fine Brown Frame* and a Christmas medley in which male vocalist Arthur Prysock picked up (See Adams Theater on page 40)

Million Dollar, Los Angeles

(Tuesday, December 10)

Switching from name bands to a straight vaude policy, Million \$ this week comes up with a generally acceptable bill. Songstress Pearl Bailey and crooner Herb Jeffries hold featured slots, but it's Bailey's show most of the way.

Miss Bailey proves to be mistress of the clever lyric and smooth delivery. Her material is original and highly commercial, and her salesmanship leaves seat sitters whistling for more. Gal can sing or talk a lyric, tossing in a line of smooth patter which brings plenty of chuckles. Best of her tunes were two originals, *Good Enough for Me and Row, Row, Row*. For call back, she does *St. Louis Blues* with a new, bluish set of lyrics.

Jeffries, who hit the top as a vocalist with Duke Ellington, and is currently featured on Exclusive Records, is breaking in as a single. He does (See MILLION DOLLAR on page 40)

Olympia, Miami

(Wednesday, December 11)

Bill this week again is made up of six acts, mostly repeaters. About a half house for opening mat.

Dale Belmont, thrush, wearing a tasty sweater, opened with *Temptation* and then a souse ditty called *Saloon*. She next chirped a grand opera bit, winding up with a Calypso laugh producer. Begged off.

Marc Ballero, impersonator, is the runner-up for honors. He started with a take-off on John J. Anthony, and ran thru most of the pop radio stars, doing them well. Did a Sinatra song for giggles and finished strong.

Card Mondor, magician, produces doves and baby chicks to keep the folks guessing. He fills in with rope and other tricks for good returns.

Coco, Steve and Eddy, comic acros, work in street attire, doing tosses and mounts; also some tricks on the teeterboard. Earn a heavy mitt.

Sen Wongs, Oriental terp team, are a graceful pair. Wind up with an old-fashioned cakewalk which sends them off to a nice hand.

Jay Clarke, mentalist, held over a second week. Pic, *Notorious*.

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NIGHT CLUB REVIEWS

Russian Skazka, New York

(Wednesday, December 4)

Talent Policy: Continuous entertainment from 9:30. Owners-operators, Motya and Leo Nemiroff; publicity, Albert Black. Prices: No cover or minimum.

A gayly-muraled cellar, pleasantly informal, the Skazka is a natural for the Times Square tourist trade. With the right entertainment formula, it could easily be a click atmosphere spot. Unfortunately, the haphazardness of the presentation and the sparseness of the current bill presents a handicap which the two acts, Homo Freierman and Vira Niva, altho individually sock, cannot overcome.

Show is introed by ork leader Kostya Poliansky, who handles the few emsee chores. After a number by the balalaika ork (5), Freierman, a masterful mandolinist, steps out of the band to demonstrate his virtuoso ability. A fine musician, his delivery is for 57th Street not 46th. His Carnegie Hall poise is correct for concerts but not for a nitery audience which expects to be sold. If Freierman, who makes a nice appearance, relaxes, smiles at the audience and peddles his numbers, he's bound to connect. Nevertheless the tribute to his musicianship in playing three numbers, *Romanian Fantasy*, *Hora Stacatto* and a Russian dance written for the balalaika but arranged by Freierman for the mandolin, was warm.

Irrepressible Vira Niva, singer, was a delightful contrast. Despite a slight cold that fogged her voice a bit and a tendency of the chirper to blast the room, aided by a p.-a. in high, it was a pleasure to see her grab the audience and carry 'em along with her all the way thru. Lovely auburn-haired fem strikingly gowned, has a fine voice, powerful enough to work without a mike, and especially right for sentimental Soviet folk songs. Above all, she has showmanship to her fingertips and got a great hand after each number. Miss Niva could easily become a drawing card at the Skazka, with a better production to back her up.

Club Frolics, Miami

(Friday, December 6)

Talent Policy: Dance band and floorshows at 9, 11 and 1:30. Owner-operators, Charles Lewis and Milton Zucker; publicity, Irv Mandell. Prices: \$2 admission, no cover or minimum.

Opening of Frolics marks the return of glorified burly to this area, first time since Minsky productions in 1938 at the Pier Theater in Miami Beach. Opener was welcomed by a capacity house (about 800 around the tables). Eddie (Nut) Kaplan's *Screwballs of 1947*, with a line of 20 Mil-Ray fems, runs almost two hours.

Kaplan and the company introduces numerous specialties. Besides Kaplan, comics are Tanglefoot and Flash Lane. Others in the cast are Bertie St. Clair, taps; Tullah and Miy, Egyptian terp artists; Lillian Barnes, thrush, and Tony Varrone, songs. Allene Dale, featured fem, is straight to Kaplan, who gets plenty of chortles.

Margie Hart, star stripper, disappointed the crowd. She acted timid, chirped a harmless ditty, tossed aside a few garments and went her way. Gal can do better and will have to if she expects to draw.

Revue is patterned after the Olsen and Johnson antics; with audience participation which should prove pop. Mildred Ray is producer.

Harry Candullo ork backed the show nicely.

Frolics is largest club in town on MacArthur Causeway, direct route to the beach. It never has proved a winner and it remains to be seen if burly can rehabilitate the spot.

Bamboo Cafe, New York

(Wednesday, December 11)

Talent Policy: Continuous entertainment. Owner, Joey Kaufman; publicity, Alice Kutzin. Prices: No cover, no minimum.

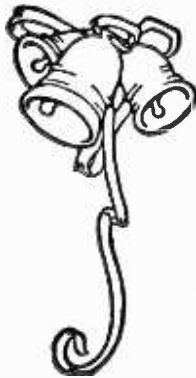
Spot claims to be-making an attempt to bring swing to 47th Street, so has optimistically booked the Andy Delmar CBS Trio for "a limited two-week engagement." Ops of 52d Street spot need have no fear of competition from the new Bamboo policy. Midget-sized drinks and insolent waiters will keep this spot down in the category of nabe places in which to grab a quick one.

Delmar Trio gets no place with uninspired renditions. Nothing individual whatever about the group, which sticks to standard arrangements. Andy Delmar, ex-Richard Humber clarinetist, is the lead and the only member to display any possibilities. George Marshall works the ivories and Cliff Leeman, modestly billed as "the second best-known name-band drummer in the country," handles the skins. Only stand-out number during the combo's one-hour stint caught was *Lady Be Good*. A few more like this and the boys may be able to attract attention.

Trio also backed the solo act, Gloria Dale, in several tunes. Gal would sound better with a standard size ork.

Bob Sawyer is at the piano for intermissions.

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Beverly Hills Country Club, Latin Quarter, Newport, Ky.

(Friday, December 6)

Talent Policy: Dance and show band; floorshows at 8 and 1. Management: Beverly Hills Company, operator; Bernard Glatt, managing director; Bill Klein, maitre d'; Frank Senes, booker; Hal Braudis, exploitation and promotion; Howard B. Thompson, of Allen, Heaton & McDonald, publicity; Dottie White, art director. Prices: Dinner from \$2.50; drinks from 55 cents. Minimum, \$2, except Saturdays, \$3.

Current floor layout isn't up to the usual Beverly standard, but the slick work of the Kathryn Duffy Dancers (10) serves as a saving grace. Show is slowly paced between the opening and closing Duffy numbers, and the Victor Lombardo orchestra, in for four weeks, had difficulty cutting the show music.

Duffy girls crack the ice with a colorful Christmas spec labeled *The Toy Shop*, which has Mistress of Ceremonies Gayle Robbins warbling Yule ditties, and Polly Nelson, Jo Gibson and Kandy King stepping out for specialties as dancing dolls come to life. Christina Carson takes the featured spot with a tasty bit of balleting to *Wedding of the Wind*.

Vickee Richards, supported by looks and a sound set of pipes, bucked a siege of nervousness and a noisy house to win a fair hand with *If You Believed in Me, To Each His Own and That Old Black Magic*. On the recall, did *White Christmas*. A better selection of songs would have helped immeasurably.

The Martins, ballroomers, contributed a trio of assorted routines featuring unusual lifts, holds and spins, but they had their work marred by faulty accompaniment, and forsook an encore. Pulled fair applause but not what their work merited.

Vic Lombardo crew, with the standard-bearer on soprano sax, took this spot for a corking arrangement of *Begin the Beguine*. With an instrumentation of 5, 5 and 3, crew also did a sparkling job on the dance music thruout the evening. Solid in all departments, lads offer a sweet style of their own on a quality line of arrangements. Only in spots do they offer anything reminiscent of brother Guy's combo.

"Professor" Irwin Corey tries to do too much with too little for the first half of his turn, and the result is only a few snickers. He doesn't get the fat end of the bat on the ball until he does his mimicry to the recorded playing of *Largo Al Factotum*, when he really cuts loose to win the show's applause honors. For an encore he reverts to the trite and tiresome stuff offered at the outset, with the same results.

Kathryn Duffy Dancers closed with a well-garbed and fiery *Toreador Dance* in Strobolite, with Miss Carson again featured. Gay'e Robbins did her usual efficient job in pacing the show, and she had her work cut out for her this trip. At the wind-up, demonstrated her alertness by jumping into the piano slot to keep the finale from going into a tailspin.

Music Box, San Francisco

(Tuesday, December 10)

Talent Policy: Floorshows at 9, 11 and 1:30. Owner, Lloyd Campbell. Prices: \$1.50 minimum, no cover.

Spot has undergone a change of policy, reverting to a three-act show, prices being reversed downward and name bands being dropped. Since unsuccessful try with Anson Weeks's ork at a stiff tariff, change has helped some, with current bill getting a good play at the tables. Offering has Russ Byrd, a local fave; Glen Pope, clever magician; Don Julian and Marjori, better-than-average dance team, and Howard Frederic's band.

A good audience warmer-upper, Byrd has a rich baritone voice and sells excellently. Ranges thru *Così Cosa*, a Berlin medley, a top group of one-chorus arrangements of pop

(Friday, December 13)

Talent Policy: Dancing from 7:30. Floorshows at 9, 12 and 3. Owner, Tommy Callahan; manager, George Gebhardt; maitre d', Tommy Clare; publicity, Don Heck. Prices, \$1.50 minimum.

With Buddy Lester continuing his riotous comedy antics for a third week and with enough supplementary talent to pack all the varied appeal, layout gets hearty approval of the table sitters.

Muriel Kretlow Dancers (6) get things going with smooth soft-shoeing to *I'm Getting Sentimental Over You* that wins a sound mitt.

Phyllis Colt, shapely carrot-topped canary, loses little time getting payees on her side. Goes commercial with a swiny *Blue Skies* and utilizes all of the gifts nature generously bestowed upon her in a sock *We've Got the Men Who Can Do It*. On the recall does cute hillbilly warbling of *Doin' What Comes Natur'lly* and *Tonight's My Night With Baby* to solid response.

Lester brings on Steve Condos for a funny Greek bingo bit, after which Condos shines in his own right with velvety-smooth heel and toe work. Standout is a soft-shoe sliding routine that elicited loud palms and brought him back for a humorous district attorney turn with Lester. Wins handsomely.

Lester's zany antics permeates the room from the outset. Staccato-type projection brings rapid belly chuckles and lad literally knocks himself out dispensing comedy all over the place. Displays excellent facial contortionistics and some of his patter soared way above the heads of this crowd. Won tremendous hands and tried to beg off with blue, but inoffensive, parodies of familiar tunes to no avail. Had to give 'em a bluey on *Ole' Man River* to satiate their tastes and finally got away after a neat curtainer. Kretlow lassies close it with an eye-appealing tappery to *Take the A Train*.

Sammy Leeds ork continues its solid show and dance music, with Chuck Hudson still 88-ing at the bar.

Club Bali, Miami

(Wednesday, December 4)

Talent Policy: Dance band and floorshows at 9 and 1. Owner-operators, Sam Taustin, Curt Dose, Jack Steinman; manager, Jack Young. Prices, \$2 minimum.

Latest offering at this boulevard spot has three better-than-average acts with a full line (10). Jimmy Jimae's dexterity in sleight-of-hand stunts kept the folks guessing. Manipulates cigarettes, cigars and pipes. Well liked.

The Sen Wongs, first Oriental terp team playing this area in a long time, ran thru usual ballroom steps, finishing strong with an old-time cakewalk. Swell mitt.

Dod Dodson and his monks keep the house in an uproar. Has a pair of chimps that act as if they are almost human. Acro bit at the finish gets a heavy palm.

Winter Wonderland by the line finishes up a good show.

Danny Yates ork ample. Biz holding up well.

tunes, and encores with *Mandalay*. Off to a solid mitt.

Pope mixes a fast line of funny patter with his tricks which, tho mostly standard items of the profession, are cleverly executed. Good reception.

Julian and Marjori, neatly garbed, open with a *Merry Widow* number, then go into a polka. Closed with a bullfight routine as a elincher. Pair dance expertly and got a good hand.

Frederic's outfit plays a so-so show score. Better on the dances. Good crowd in the 300-seat room.

More Night Club Reviews on Page 40



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"Pinky Lee is the busiest man in ten counties as the headliner of the new Florentine Gardens show. His energy is endless. He got one of the biggest receptions accorded an entertainer who has appeared in this setting, a whirlwind personality with an amazing versatility of the better class."—EDWARD SCHALLERT, Los Angeles Times.

"'LAFFS WITH PINKY,' new revue at the Florentine Gardens, is a happy field day for Pinky Lee. His pantomime and wistful touches add much to proved laugh-getting talents."—ERNEST LONSDALE, Los Angeles Examiner.

"No performer in local nite-club memory has run away with the whole show quite in the manner Pinky Lee is doing at the Florentine Gardens. He's one of those rare indefatigable comics who seems willing to kill himself for a few evidences of his patrons' appreciation—his fine sense of timing saves many moments that may have gone flat."—JACK D. GRANT, Hollywood Reporter.

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LOUIS SHURR AGENCY and M. C. A.

MEMO:

RUF E DAVIS

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won't strike. When Cleopatra gave Mark Anthony
the air she let Julius Caesar. What did SHE care?
She made her "Mark." What shape is a kiss? A lip
tickler. Need new material? Here's what I have on
hand: A new Monolog with terrific laughs gags on
NEW topics, \$10.00. 10 sure-fire Parodies on late
pop song hits like "Rumors Are Flying," "To Each
His Own," etc., \$10.00. You can stop a show with
any one of 'em. 7 new Blackouts, \$10.00. A new
Vent Dialog, \$10.00. If you want material you
can make money with, send for mine NOW!

HARRY PYLE

404 E. 54th St. New York City

NIGHT CLUB REVIEWS

The Town Pump, Detroit
(Tuesday, December 3)

Talent Policy: Continuous entertainment.
Owners-managers, David Katz and Earl Sha-
piro. Publicity, Bill Silbert. Prices: No cover
or minimum.

City's latest swank spot got off to
a terrific opening, with Nan Blak-
stone headlining. On her fifth visit
here in recent years, she's showcased
entirely differently. Her showbar
piano is spotlighted against colorful
drapes facing the audience. She kids
with the crowd a bit more personally,
and did a beautiful job of holding a
persistent heckler in line neatly. Her
material is ultra-smart. Long turn
held a crowd well and she stopped
before they had enough.

Hank Finney, former ork leader,
does some fine piano work for the
lulls, and accompanies Jeanne Rand,
vocalist. Latter is mostly sweet and
lovely, with a beautiful voice and a
personality that puts over her num-
bers appealingly.

Don Samiratan, young vocalist, is
his own accompanist with the man-
dolin, doing mostly request numbers.
His style is fresh and has stage ap-
peal. Program is all musical and
exceptionally well balanced.

MILLION DOLLAR

(Continued from page 36)

a generally sound job. A bit stiff
opening show, Jeffries nevertheless
delivers ballads and jump stuff with
equal effectiveness. Opening with
September Song he follows with
Christmas Song and *Jump For Joy*.
On call back he satisfied with his
well-known *Flamingo*. Lad should
have no trouble in vaude houses.

Comic is Joey Rardin, who reg-
isters with some old, some new mat-
erial. Impressions on George M. Co-
han and instrumental impersonations
round out his routine. Ticket holders
liked the little guy and brought him
back to do his oldie *Casey Jones*. He
could be strong with some new mat-
erial.

Trampoline team of Crick and
Bodo, puppeteer Russ Clark do okay.
Clark shows dexterity and original-
ity in manipulating his wooden pals.
Drunk with a nose that lights up,
strip-teaser, clown and hooper, are
all put through their paces by string-
puller. Comedy acro dancer Gerald-
ine Ross, who completes bill, didn't
sell when caught. Al Lyons' house
ork does an adequate job.

Pic, *The Brute Man*. Biz, n. s. h.

LOEW'S STATE

(Continued from page 36)

and *One Meat Ball*. As a recall, he
sends solid with *The Butcher Boy*,
in both Italian and Yank.

The Bricklayers, that bunch of al-
most human pooches, are tops as ever.

Ruth Terry, with looks and a lot
of know-how when it comes to get-
ting her numbers across, does okay
by *Ole Buttermilk Sky* and *Do It
Again*, which she has made her own
in a nifty arrangement. Her *Sep-
tember Song* was over-hoked.

Show ends on a high note with
terpers Mary Raye and Naldi, who
are aces. They have grace and deli-
cacy, as well as agility in their num-
bers, which found plenty of favor in
the pews. Their spins and lifts are
a treat to watch and they avoid all
the cliches of terp teams, scoring
heavily in every number. Basil and
his boys play a good show.

Film, *No Leave No Love*. Biz, fair.

Colosimo's, Chicago

(Wednesday, December 4)

Talent Policy: Dancing and floorshows at
8:30, 11:30 and 2. Owner-operator, Irv Benja-
min; production, Dorothy Keith; publicity,
Sam Honigberg. Prices: No cover or mini-
mum.

Show, in line with Irv Benjamin's
new policy of integrated production
rather than big names, is strong thru-
out with varied fare.

Leo and Josephine Gasca, Mex
wire walkers, brought prolonged
pounding from table-sitters for clever
routines. Gal strolls around to music
while lad performs difficult tasks on
metal string. Most applause was for
Leo's drunk act, executed with real-
istic effect.

Estela, Julio and Pancho, S. A. terp
team, put on good standard turn in
below-the-border manner. Gal, in
sequined dress which accentuated
every movement, threw hips around
in a way which drew admiration
from customers.

Marie Shaw, chirp, back from USO
tour, ready for big time now, judg-
ing from reaction at opening. She
has a healthy voice, with a neat
nitery-savvy delivery.

Ryan Brothers, comics, wowed 'em
with pantos and talk routines. Even
their slapstick was sharp satire.

Colosi-Models evidently had re-
hearsed more than when last caught
(November 13) and showed it in a
clever, well balanced routine. Sol
Feola's ork backed the show well.

**Follow-Up
Review**

PERSIAN ROOM, HOTEL PLAZA,
New York: With Gracie Fields sub-
bing for the ailing Hildegarde, the
business doesn't seem to have suf-
fered. Tables, particularly for dinner,
are still hard to get. However, Fields
is not the personality that is Hilde-
garde. As a performer, the pinch-
hitter showed her well-known ability,
even tho it was soon apparent that
her coming in was a last-minute af-
fair. This was evident in the choice
of numbers Miss Fields sang.

As a character lark with the
funny Yorkshire accent, there is no
doubt the gal is quite a package. Her
famed *Aspidistra*, *Walter* and other
songs associated with her, registered
all the way. The trouble was she
didn't have enough to go around. So
in between she threw in a couple of
pop ballads. These were done nicely
enough, tho is was hard to imagine
the singer as an ingenue. Such num-
bers as *The Say It's Wonderful*, and
even a novelty like *South America*,
Take It Away, were a little hard to
take. Certainly they're hardly Gracie
Fields material.

It was with her gags, tho some of
them came from the bottom of the
bag, that she held her audience. And
it was thru her oldies, mentioned
above, that she managed to clinch it.

LULL STAGGERS B'WAY

(Continued from page 35)

Miguelito Valdez, Rognan and Mc-
Caffrie and *Never Say Die*. Opened
with \$49,000, followed with \$40,000.
New bill, reviewed this issue, has
Vincent Lopez ork, Janis Paige, Artie
Dann and *The Verdict*.

Loew's State (3,500 seats; average
\$25,000) saw \$21,000 for Bert Wheel-
er, Think-a-Drink Hoffman, Dolly
Dawn and *Gallant Bess*, compared
with \$28,000 the previous week. New
bill, reviewed this issue, has Freddie
Bartholomew, Bob Howard, Mary
Raye and Naldi and *No Leave, No
Love*.

ADAMS THEATER

(Continued from page 36)

Christmas Song. Lad stayed on for
They All Say I'm the Biggest Fool.
Leader's sister, Ella Johnson, a sul-
try-looking lass, was drowned out
by the band for her three solos.

Harris and Lillette dished out some
corny patter which customers liked.
Lillette, gal, did a hot boogie-woogie
piano turn.

Berry Brothers stood out with their
distinctive dance routine. Boys
worked hard with their leaps and
zany foot work.

Johnny Moore's Three Blazes had
the same trouble being heard because
of the competition from the pew-
holders. Moore's mike-hugging style
was cramped and he was difficult to
hear from the front row. Their in-
strumental technique, pitched to a
low tone, was lost in the shuffle.
Their C. O. D. had the kids yelping
like blazes, no pun intended.

Pic-radio player Butterfly Mc-
Queen, who opened on bill the pre-
ceding day, didn't show because of a
sudden illness, according to manage-
ment.

Pic, *Passkey to Danger*.

CHI HOTELS TACK ON \$1

(Continued from page 35)

tainment palaces.

Empire Room is being redecorated
and refurbished so that customers can
get a better view. Lighting system is
being completely changed for benefit
of acts. Room will be dark until
new opening December 26. For
opening, Griff Williams and ork;
Dorothy Shay, hillbilly chanteuse;
Fred and Elaine Barry, terp team;
the Acromanics, and the Merrill Ab-
bott Dancers have been skedded.

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VANDERBILT BOYS
3rd Week, Oriental Theater, Chicago.
Per. Rep.: Mark J. Luddy.

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Broadway Opening

LAND'S END

(Opened Wednesday, December 11, 1946)

THE PLAYHOUSE

A drama by Thomas Job, based on a novel by Mary Ellen Chase. Staged by Robert Lewis. Sets, Donald Oenslager. Incidental music, Paul Bowles. Company manager, Joseph Cohn. Stage manager, Daniel Sattler. Press representatives, Karl Bernstein and Ben Kornswieg. Presented by Paul Feigay in association with George Somnes.

Susan Pengilly	Shirley Booth
Lize	Amelia Romano
Ellen Pascoe	Helen Craig
Mr. Trevetha	Fred Stewart
Derek Tregony	Walter Coy
Miss Penrose	Frieda Altman
Mrs. Bond	Mabel Acker
Miss Clark	Diane De Brett
Mr. Brooks	Clement Brace
Mrs. Brooks	Xenia Bank
Mr. Brigstocke	Joseph Foley
Mr. Derby	Sydney Boyd
Mr. Harris	Ross Chetwynd
The Professor	Theodore Newton
Dr. Gregory	Horace Cooper
Kitchen Boy	Michael Feigay
Mrs. Tregony	Merle Maddera
Grandmother Tregony	Minnie Dupree
The Rector	Jay Barney
First Fisherman	Joseph Foley
Second Fisherman	Sydney Boyd
Third Fisherman	Ross Chetwynd
Fourth Fisherman	Fred Stewart

It is rather easy to understand why Paul Feigay and George Somnes became interested in Thomas Job's play-scripting of Mary Ellen Chase's novel, *Dawn in Lyonesse*. All the time one listens to and watches what goes on on the Playhouse stage, the thought persists, "This must have read much better than it plays." It is equally evident that Messrs. Feigay and Somnes must have had great belief in the merit of the Job version of the novel or they never would have gone to the expense and trouble of framing it in five imaginative, top-drawer sets by Donald Oenslager and engaging a cast of 22 competent actors to play in them.

The trouble with *Land's End* is that, seen and heard, it never quite comes to life. It becomes nothing more than a rehash of the old, old triangle problem about the simple lad who falls out of love with a stodgy, faithful fiancée and in love with a brisker, up-and-coming lass. Show-down finds him without the moral courage to tell either one off, and so he takes a header off the Cornish cliffs as the out from his dilemma. Season this as you will with a background of Tristram and Iseult legend and symbolic Cornish superstition, the bones boil down to the question: Would the lad have done it—and why?

Possibly the novel may furnish a clear answer, but as Job sets it out, the tale is neither convincing nor particularly interesting. *Land's End* is doubtless a drama which intends to inspire increasing pity in proportion to its tragic unfolding, but with the rather precious direction of Robert Lewis, boredom is neck-and-neck with the momentum and the average customer is rather completely fed up with some tiresome and rather unlikable characters midway of Act III. The finale is dismal and the over-all answer to the success quotient is: No.

It is too bad that the report has to be negative, inasmuch as some very good players work their hearts out to juice the Job drama into some semblance of reality. Both Shirley Booth and Helen Craig inject more than a pair of yeowomen's share of effort into the proceedings, and each in turn contrives some valid moments of life to the script. Such sparks, unfortunately, are few and far between, thru no fault of their own. Walter Coy is properly luggish in a black sweater and a wide leather belt as the inarticulate fisherman, and Theodore Newton is pleasantly wise and helpful as a professor who knows all about Cornish folklore. Frieda Altman adds a nice bit as a prudish resort hotel manager. But what the average customer would like to see

AFM Demands May Endanger Further Shakespearean Tours

NEW YORK, Dec. 14.—Now that producers are tangling anew with the AFM both here and in Chi over whether Shakespearean dramas are just that or, as the union designates them, dramas with music, possibilities are that the Bard may not troupe as widely nor as often in future, if at all. Stem pilots are weighing the pros and cons of upped nuts due to an increase in the pit personnel on the road, and since Shakespeare is a heavy coin responsibility at any time with scenery, costumes and big casts, any addition to the overhead means just that much more sliced off profits.

While the situation on Broadway is relatively easy, so far, it's the road that has producers perplexed. AFM ukase in Chi to Maurice Evans to increase his musicians for *Hamlet* from 16 to 24, has Stem boys bothered. Since such regulations are made by each local independently, producers believe that they are at the mercy of AFM locals wherever they play, and there's nothing to stop any local from demanding an even greater increase than the Chi hike of eight men.

Even more recent than l'affaire *Hamlet* is the current demand by Local 802 here that the American Repertory Theater up the salaries of six of its nine pit men for *Henry VIII*. Having classed this revival as a drama with music, 802 demanded raises which have added \$150 to the ART's weekly nut. This much more ART can handle without trouble, but rep officials are wondering whether it would be worth their while to sked *Henry* for trouping, in the face of even greater cost for musicians.

Current tangle—which now has reached non-Shakespearean productions such as the Helen Hayes comedy, *Happy Birthday* and the Jooss *Ballet*, which is using a duo 88-team—really began last year when 802 tagged the Cheryl Crawford production of *The Tempest* as a drama with music. This died down and nothing more was heard until the *Hamlet* episode.

Poser for producers now is whether any show with an appreciable amount of music is going to be worth staging for the road. Union officials maintain that their action is not unfair nor hazardous to road touring, but simply protection for their members. They feel that if a show has a special score written for it, it should be considered as a play with music requiring more tootling personnel than an ordinary show.

Should current thinking of Stem pilots jell to where the road became hazardous in their minds for the Bard, then a mixing of Shakespeare drama tours would mean no work for the men in the pit and, incidentally, for the composers who write the scores. Producers might duck tradition and troupe Shakespeare sans fanfares and tuckets. That would save them musicians' salaries.

Stanford U. To Give Six Legit Fellowships

NEW YORK, Dec. 14.—Dr. Donald B. Tressider, president of Stanford University, Palo Alto, Calif., this week announced the establishment of six new fellowships as an adjunct to showbiz education at the school. Four of the \$1,500 fellowships will be allotted to actors and two to technicians.

Purpose, according to Hubert C. Heffner, of the department of speech and drama, is to provide an eight-month span of graduate study and experience with the Stanford Players to young actors and design-production technicians. Qualifications of acting applicants must include a B.A. degree in drama from an accredited university or college, with at least two years actively spent in professional or recognized amateur theater

and hear are developments of the fisherman's complaining mama and eerie grandma, played by Merle Madern and Minnie Dupree, respectively. Bits have been crowded into the last scene of the third act, but somehow or other each gives more lift to the yarn than all the symbolism and superstition put together. Maybe the son's mental harassment would be easier to understand if Mama and Grandma were introed earlier. Maybe it's just sheer fine playing of the parts.

At all events, *End* is not something to be lightly brushed off. Artistically it gets a begrudging nod, but commercially it is still in the head-shaking class.

Closed Saturday (14). Printed for the record.

ROUTES

Dramatic and Musical

- Apple of His Eye, with Walter Huston (Court Square) Springfield, Mass., 18; (Strand) Utica, N. Y., 19.
- Anna Lucasta (Lyceum) Minneapolis.
- Ballet Theater (Memorial Aud.) Louisville 18.
- Blossom Time (English) Indianapolis 16-18.
- Born Yesterday (Wilbur) Boston.
- Beggar's Opera (Opera House) Boston.
- Burlesque, with Bert Lahr (Shubert-Lafayette) Detroit.
- Big Two (Walnut St.) Philadelphia.
- Bloomer Girl (Forrest) Philadelphia.
- Call Me Mister (Shubert) Boston.
- Drums of Peace (Ford) Baltimore.
- Eagle Rampant, with Tallulah Bankhead (Plymouth) Boston.
- Glass Menagerie (Davidson) Milwaukee.
- Hamlet, with Maurice Evans (Omaha) Omaha 18; (Music Hall) Kansas City, Mo., 19-21.
- Harvey, with Joe E. Brown (Harris) Chicago.
- Love Goes to Press (Nixon) Pittsburgh.
- Lute Song (Curran) San Francisco.
- Magnificent Yankee (National) Washington.
- Mary Had a Little (Copley) Boston.
- Oklahoma (American) St. Louis.
- Pygmalion, with Gertrude Lawrence (Selwyn) Chicago.
- Springtime for Henry (Royal Alexandra) Toronto.
- Sweethearts (Hanna) Cleveland.
- Street Scene (Shubert) Philadelphia.
- Song of Norway (Shubert) Chicago.
- State of the Union (Blackstone) Chicago.
- State of the Union (Metropolitan) Seattle.
- Up in Central Park (Cass) Detroit.
- Voice of the Turtle (Auditorium) New Orleans 18-21.
- Voice of the Turtle (Metropolitan) Providence 16-18.
- Wonderful Journey (Locust) Philadelphia.

Wilmington IA Elects

WILMINGTON, Del., Dec. 14.—IATSE Local 284 elected the following officers for 1947: President, Herbert Springbett, Playhouse (legit); vice-president, John McCool, Playhouse; treasurer, Howard Oster, Playhouse; financial secretary, George Joseph, WB Grand (films); business agent, Jack Kelleher, Loew's Aldine (films); sergeant at arms, John (Buck) Riddell, Warner (films); executive board, Thomas Donnelly, Arthur Lambert and Franklin Springbett, all of the Playhouse.

Mil \$ for London "Song"

CHICAGO, Dec. 14.—London edition of *Song of Norway* has grossed over \$1,000,000 during its 10-month run at the Palace there, Edwin Lester, producer, claimed this week. Since its opening last January, production has been playing to capacity houses and raking in coin unusual for an English run.

and hear are developments of the fisherman's complaining mama and eerie grandma, played by Merle Madern and Minnie Dupree, respectively. Bits have been crowded into the last scene of the third act, but somehow or other each gives more lift to the yarn than all the symbolism and superstition put together. Maybe the son's mental harassment would be easier to understand if Mama and Grandma were introed earlier. Maybe it's just sheer fine playing of the parts.

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Closed Saturday (14). Printed for the record.



BROADWAY SHOWLOG

Performances Thru December 14, 1946

New Dramas

	Opened	Perfs.
Another Part of the Forest	11-20, '46	29
(Fulton)		
Born Yesterday	2-4, '46	366
(Lyceum)		
Christopher Blake	11-30, '46	16
(Music Box)		
Fatal Weakness, The	11-19, '46	31
(Royale)		
Happy Birthday	10-31, '46	52
(Broadhurst)		
Harvey	11-1, '44	400
(48th Street)		
Iceman Cometh, The	10-9, '46	62
(Martin Beck)		
If the Shoe Fits	12-5, '46	13
(Century)		
Joan of Lorraine	11-18, '46	33
(Alvin)		
Life With Father	11-8, '39	2,976
(Bijou)		
Made in Heaven	10-24, '46	60
(Henry Miller)		
No Exit	11-26, '46	24
(Biltmore)		
O' Mistress Mine	1-23, '46	310
(Empire)		
Playboy of the Western World, The	10-26, '46	57
(Booth)		
Present Laughter	10-29, '46	55
(Plymouth)		
State of the Union	11-14, '45	455
(Hudson)		
Voice of the Turtle, The	12-3, '43	1,116
(Morosco)		

REVIVALS

Cyrano De Bergerac	10-8, '46	79
(Barrmore)		
John Gabriel Borkman	11-12, '46	12
(International)		
Henry VIII	11-6, '46	20
(International)		
Lady Windermere's Fan	10-14, '46	72
(Cort)		
What Every Woman Knows	11-8, '46	13
(International)		
Years Ago	12-3, '46	15
(Mansfield)		

Musicals

Annie, Get Your Gun	5-16, '46	234
(Imperial)		
Call Me Mister	4-18, '46	278
(National)		
Carousel	4-19, '45	695
(Majestic)		
Oklahoma!	3-31, '43	1,596
(St. James)		
Park Avenue	11-4, '46	48
(Shubert)		
Three To Make Ready	3-7, '46	327
(Adelphi)		

REVIVALS

Red Mill, The	10-16, '45	488
(46th St. Theater)		
Show Boat	1-5, '46	393
(Ziegfeld)		

ICE SHOW

Icetime	6-20, '46	251
(Center)		

BALLET

Bal Negre	11-7, '46	44
(Belasco)		

OPENED

Land's End	12-11, '46	5
(Playhouse)		

Took an eight to one negative. No: Robert Coleman (Mirror), Howard Barnes (Herald-Tribune), Brooks Atkinson (Times), John Chapman (News), Ward Morehouse (Sun), Richard Watts Jr. (Post), Robert Garland (Journal-American), Louis Kronenberger (PM). Yes: William Hawkins (World-Telegram).

CLOSED

A Flag Is Born	9-5, '46	120
(Broadway)		
(Sunday 15)		
Dream Girl	12-14, '46	447
(Coronet)		
Saturday 14)		
Land's End	12-11, '46	5
(Playhouse)		
Saturday 14)		

COMING UP

(Week of December 16, 1946)
Androcles and the Lion... 12-19, '46 (International)

work. In the technical category preference will be given to degree holders, but undergraduates of accredited schools also will be considered.

Immediate applications are sought. Successful candidates will begin work at the university February 1, 1947.

EAGLE RAMPANT

(Opened Tuesday, December 10, 1946)

PLYMOUTH THEATER, BOSTON

A romantic melodrama by Jean Cocteau, adapted from the French by Ronald Duncan. Staged by John C. Wilson. Settings, Donald Oenslager. Costumes, Aline Bernstein. General manager, C. Edwin Knill. Press representative, Richard Maney. Company manager, Charles Mulligan. Stage manager, Stephan Eugene Cole. Presented by John C. Wilson.

Edith De Berg.....Eleanor Wilson
Maxim, Duke of Willenstein.....
.....Collin Keith-Johnston
The Queen.....Tallulah Bankhead
Stanislas.....Marlon Brando
Tony.....Cherokee Thornton
Baron Foehn.....Clarence Derwent

If *Eagle Rampant* were played as high satire, it would be a huge joke on our grandparents' literary tastes. But played straight, it's like a nightmare of *Graustark Revisited*. In fact, author Jean Cocteau, translator Ronald Duncan and the players are so deadly in earnest that *Eagle* is almost funny. A pity it never makes the grade as civilized humor, because it is awful claptrap as serious drama.

This baroque little business has all the earmarks of a latter day *Prisoner of Zenda*. It's a stagey affair about a young widowed queen who falls in love with her would-be assassin. They make some kind of a pact and toward the end he takes poison, then shoots the queen. All very dramatic and touching, if you can take such heady stuff. During the three-act course of this charade, the queen or the assassin indulges in soliloquies, while the other marches about in stoney silence. At one point, when they are about to flee to a rendezvous, the queen actually says, "Meet me at my shooting box," if you can believe it.

Chin up, looking every inch a queen, Tallulah Bankhead wades thru this fustian with might and main. But aside from her looks and regal determination to see it thru, she makes a pretty bad time of it. Most noticeable is the impetuous manner in which she rushes headlong at a speech, mangles a line unmercifully, bites at an intelligible phrase or two and then pounces on a period so vociferously as to wake the poor playgoer from a peaceful nap.

Marlon Brando doesn't fare much better as the assassin. He sulks and fumes, takes the stairs two at a time, or flings himself from one chair to another, leaning heavily on the furniture in between. And he gurgles so many lines in his throat that they are, happily, drowned.

Colin Keith-Johnston is poker-stiff as a noble retainer. Clarence Derwent is a pompous chief of police. Eleanor Wilson is attractive and reasonably convincing as a lady-in-waiting.

Eagle is produced by John C. Wilson and staged by him in the manner of a high school pageant. Donald Oenslager's settings catch the spirit of the thing and Aline Bernstein's suits and dresses are the kind you'd like to wear to a costume ball.

OUT-OF-TOWN OPENINGS

LOVE GOES TO PRESS

(Opened Monday, December 9, 1946)

NATIONAL, WASHINGTON

A comedy in three acts by Martha Gellhorn and Virginia Cowles. Directed by Wallace Douglas. Settings, Raymond Sovey. Costumes, Emeline Roche.

Leonard Lightfoot (International Information Agency).....Gerald Anderson
Tex Crowder (Union Press).....David Tyrrell
Hank O'Reilly (Alliance Press).....Warren Parker
Joe Rogers (San Francisco Dispatch).....
.....William Post Jr.
Maj. Philip Brooke-Jervaux (Public Relations Officer).....Ralph Michael
Corporal Cramp.....Peter Bennett
Daphne Rutherford (E. N. S. A.).....
.....Georgina Cookson
Jane Mason (New York Bulletin).....Joyce Heron
Annabelle Jones (San Francisco World).....
.....Jane Middleton
Maj. Dick Hawkins (U. S. A. F.).....Don Gibson
Capt. Sir Alastair Drake (Conducting Officer).....Nigel Neilson

Love Goes to Press, which made its American debut at the National Theater here after a successful run in London, is a comedy about the love affairs of a pair of women war correspondents. The story is sometimes amusing but more often dull and hackneyed.

Martha Gellhorn and Virginia Cowles got their inspiration for *Love* while doing their stints as war correspondents. The story is staged in a cold, miserable press camp in Italy in February, 1944. Things at the camp are seemingly dull until Jane Mason and Annabelle Jones, a pair of crack American war correspondents, make their appearances. Jane's blond charms prove irresistible to the camp's press relations chief, British Major Brooke-Jervaux, despite his aversion to the distaff side in the working press on war fronts. Annabelle's brunet loveliness again makes a big dent in her romance-minded ex-husband, Joe Rogers, himself a famed war correspondent and affianced to an English music hall star, Daphne Rutherford.

The play jogs at a slow pace thru three acts to relate how the girls fall in and out of love with the men in a series of incidents and coincidences which playgoers are likely to find a bit boring. Jane decides against marriage when the major woos her with tales of promised bliss on the family's old English estate where excitement is limited largely to bee keeping and cattle raising. Annabelle revolts against her reawakened love for Joe Rogers when she rediscovers him to be a heel who would rather beat her out of a journalistic scoop than be a dutiful husband.

Also Misses Gellhorn and Cowles attempted to show that covering a war is just as serious a business to women as it is to male writers, the play inadvertently proves the reverse. Jane and Annabelle are portrayed as turning on their feminine charms for susceptible male brass hats and lieutenants in order to acquire plane-ferrying service, jeeps and top-secret information. Jane gets private use of a staff card from a general she intimately and silkily addresses as

BURLESQUE

(Opened Monday, December 9, 1946)

SHUBERT-LAFAYETTE THEATER, DETROIT

A comedy by George Manker Watters and Arthur Hopkins. Produced by Jean Dalrymple. Settings, Robert Rowe Paddock. Dances, Billy Holbrook. Costumes, Grace Houston. Production assistant, Sylvia Friedlander. Stage manager, Gus Schirmer Jr. Supervised by Arthur Hopkins.

Bonny.....Jean Parker
Sammy.....Robert Well
Skid.....Bert Lahr
Lefty.....Ross Hertz
A Fireman.....Norman Morgan
Mazie.....Kay Buckley
Gussie.....Jerri Blanchard
Sylvia Marco.....Joyce Mathews
Bozo.....Bobby Barry
Harvey Howell.....Charles G. Martin
Jerry Evans.....Harold Bostwick
A Bell Boy.....Norman Morgan
Stage Carpenter.....Michael Keene
Ekdysiast.....Irene Allarie
Tenor.....Irene Allarie
Tenor.....Santo Scudi

LADIES OF THE ENSEMBLE: Tootsie, Joan Andree; Kiki, Carolyn Boyce; Buster, Millicent Roy; Sugar, Ronnie Rogers; Penny, Patricia Leslie; Mimi, Jane Gilmour; Mitsy, Darin Jennings; Blossom, Ruth Morehouse; Bubbles, Jeri Archer; Cuddles, Eleanor Prentiss.

Revival of this sentimental comedy of backstage life on a burlesque wheel in its palmy days depends mostly upon Bert Lahr's ability to turn in a beautiful variety of work, ranging from a magnificently realistic job as the comic whose love and life are merged in his work, to impressive dramatic work as the drunk who hits the heights and then the depths and reforms, not too convincingly, for a slightly weak final curtain. His performance is enhanced by a creative interpretation of business between the lines.

Production had plenty of women sniffing at the sad points, a good box-office sign, but might appeal less to a more sophisticated audience because of one lack of conviction projected. Fault may lie in the interpretation of Bonny by Jean Parker, which lacked credibility. She was adequate and charming, but the character didn't hang together. Her voice, altho good in the songs, lacked power to cover the house. First night tension might account.

Bobby Barry is perfect in the on-and-off stage role of the little second comic, with a good assist from Jerri Blanchard as his actress wife. Kay Buckley is a bit too stereotyped as the actress on the make for a rich boy friend. Charles G. Martin is okay as one rich gee.

General level of production is excellent, altho the burlesque show itself in the last act is phoney because of its deliberate hamming. Theater settings, on, back, and below stage, are convincingly done. Costumes are accurate and appropriately dated.

"Pinkie, dear." To the heroines of the Gellhorn-Cowles play, the war appears to be nothing more than a juicy source of headlines, like a divorce or love murder-mystery. On one occasion, the two women embrace gushingly as Jane screams, "Oh, isn't it wonderful to be covering the same war together!"

Despite the girlish dialog and episodes, the play offers bits of good acting, particularly by Georgina Cookson in the low-comedy role of Daphne Rutherford, and by Ralph Michael in the part of the British press relations officer, a role he played in the London version. Don Gibson, Nigel Neilson and Gerald Anderson turn in good performances in bit parts, while Joyce Heron and Jane Middleton as the heroines do well enough in the top roles of women war correspondents. William Post Jr., as Rogers, has a tough time trying to make the best of a bad part.

The Broadway-bound play may prove pleasing to the fair sex generally, but it is a show which will not be missed when it finally winds up.

FINIAN'S RAINBOW

(Opened Tuesday, December 10, 1946)

ERLANGER, PHILADELPHIA

A new musical by E. Y. Harburg and Fred Saily. Produced by Lee Sabinson and William R. Katzell. Music, Burton Lane. Lyrics, E. J. Harburg. Directed by Bretainne Windust. Scenery and lighting, Jo Mielziner. Choreography, Michael Kidd. Costumes, Eleanor Goldsmith. Orchestrations, Robert Russell Bennett. Vocal arrangements, Robert Russell Bennett. Orchestra conducted by Milton Rosenstock. Production stage manager, James Gelb. Stage manager, James Russo. General representative, Samuel J. Friedman. General manager, Charles Harris.

Sunny Terry.....Sunny Terry
Buzz Collins.....Eddie Bruce
Sheriff.....Tom McElhany
First Sharecropper.....Alan Gilbert
Second Sharecropper.....Robert Carlson
Private Mahoney.....P. J. Kelly
Honey Lou.....Elayne Richards
Susan Mahoney.....Anita Alvarez
Henry.....Philip Hepburn
Finian McLonergan.....Albert Sharpe
Sharon McLonergan.....Ella Logan
Woody Mahoney.....Donald Richards
Third Sharecropper.....Ralph Cummings
Og.....David Wayne
Howard.....William Greaves
Senator Billboard Rawkins.....Robert Pitkin
First Geologist.....Nathaniel Dickerson
Second Geologist.....Lucas Aco
Diane.....Diane Woods
John.....Roland Skinner
Fourth Sharecropper.....Maud Simmons
Mr. Robust.....Arthur Tell
Mrs. Shears.....Royal Dano
First Passion Pilgrim Gospeler.....Jerry Laws
Second Passion Pilgrim Gospeler.....Lorenzo Fuller
Third Passion Pilgrim Gospeler.....Louis Sharp
First Deputy.....Alan Gilbert
Second Deputy.....Robert Carlson
Third Deputy.....Ralph Cummings
Other Children:

Norma Jane Marlowe, Jane Earle

A blend of whimsical fantasy and stark realism, embellished with music, songs and dances—paraded across the boards by a large, top-drawer cast—*Finian's Rainbow* should earn an overflowing pot of gold for Lee Sabinson and William R. Katzell along with all the others connected with their production. For in *Rainbow* there's the promise that the new year will give Broadway its biggest smash musical success since Annie got her gun.

There's so much packed in this production that makes for a thrilling evening that its only fault on the first unfolding is that there is too much—almost midnight before they pulled down the rag. The book is loaded down with heavy propaganda hitting at racial intolerance. While the intention is sincere enough, the long speeches hitting at racial prejudice slow up the pace of the production. The casting of the show without racial discrimination—the Negro singers and dancers are permitted to perform with dignity and honesty—has a more telling effect than much of the brotherhood talk that misses its mark as wide as most of the Sunday school sermons during Brotherhood Week.

The story concerns itself with a roguish old gent, Finian McLonergan, and his daughter, Sharon, fleeing from Ireland with a crock of gold he stole from the leprechauns. He finds his rainbow's end on a sharecropper's lot in a mythical Mississippi, unmissably below the Mason-Dixie belt. Finian becomes involved with a filibustering Senator Billboard Rawkins—the similarity to a congressional figure obviously is intentional. The involvement also concerns Og, the leprechaun, who has pursued him from Ireland in quest of the stolen crock. The leprechaun eventually becomes mortal. There's also Finian's concern in fixing the affairs of his daughter's heart with the handsome Woody Mahoney, who has risen above his share-croppin' folk to become a labor union organizer, and still more involvement with Mrs. Shears and Mr. Robust so that he can confuse Wall Street with his simple monetary theory of economics. And for a musical that's plenty gay and tuneful, that's a mess of book.

Apart from the minor alterations that unquestionably will skyrocket *Rainbow* into the hit class, the show represents a personal triumph for Ella Logan, who plays and sings the part of Sharon in a most captivating (See *Finian's Rainbow* on page 45)

Season's Greetings

From

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Currently with

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CENTURY THEATER, New York

Burlesque

By UNO

Bettie Lee replaced Dolores Dawn in a Midwest Circuit unit in Buffalo last week. Dolores, discharged from a local hospital, was taken to her home in Stamford, Conn., December 4 by her sister. . . . Dolores Johnson was birthday partied backstage of the Gayety, Cincinnati, November 25 by Chick Fiebbie, who furnishes night lunches every week at his own expense to the entire cast and chorus. Attending were chorines Evelyn Dawson, Betty Bruce, June Cox, Marie Dietz, Evelyn Ellis, Georgia Coleman, Mary Ann Dace, Marie Decker, Penny Rabit, Terry Lloyd, Marie Lowe, Alberta O'Brien and Charlotte Simpson and principals Palmer C. Cote, Bettie Lee and Harry Rollins. Also Mrs. Doris Mann, Dolores's ma, and Bob Fitzwater, house drummer, who furnished the music. . . . Lou Powers, comic, recovering at home in Trumbull, Conn., from a heavy cold, expects to be able to rejoin the Stinky (See BURLESQUE on page 45)

6 H'wood Nitery Ops Seek Return of 5G Bond From AGVA

HOLLYWOOD, Dec. 14.—Six Hollywood nitery ops who posted a joint \$5,000 bond with AGVA last summer are now seeking return of their money in order to shell out individual bonds with the union. Clubs include Billy Gray's Band Box, Slapsy Maxie's, Florentine Gardens, Charley Foy's, Larry Potters, and Bar of Music.

Reason behind the sudden change of mind is known to be generally bad biz conditions which ops find alarming. While the joint bond idea seemed sound at the time, club owners now are wary of using their own dough to pay off acts if one of the sextet should fold. Moreover, talk of giving owners interest on dough placed with AGVA has cooled tempers and made owners feel much more favorably inclined toward AGVA's motives.

Max Gold, co-owner of Billy Gray's Band Box and unofficial spokesman for ops, said the idea of individual bonds would be taken up at a forthcoming meeting. It is understood, however, that several owners have privately approached AGVA, seeking withdrawal of the joint bond in favor of the new interest-bearing plan.

Feeley Joins Chi McConkey

CHICAGO, Dec. 14.—In an expansion move this week, the Chi office of the McConkey Agency hired Roemar Feeley to handle its newly-created act and club department. Feeley is an old time act man, having also had charge of entertainment for war plants during the war.

NYLON OPERA HOSE

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British Eager For Negro Acts

NEW YORK, Dec. 14.—Yen of British vaudegoers for Negro acts has increased since the war, and today good Yank colored performers are a cinch to click, not only in London vaude houses but in the provinces. This is the opinion of William (Digger) Pugh, British agent now in the U. S.

Yen was fostered by quite a few Negro acts, who clicked in British vaude before the war. Today, with the pew squatters a great deal more hep to Yank comedy and flash style of presentation, the Negro acts are more welcome than ever, the agent says.

Pugh, here on a talent-buying trip, stated that he would like to bring back a full Negro show, such as the old Blackbirds revue, but that British showbiz labor laws forbid more than two alien acts on an eight-act vaude bill.

Vaude situation in England, Pugh explained, is far better than in the U. S. now. For one thing virtually any good act can be sure of regular bookings, even a full 52 weeks, for only two shows a day, both of them after dark, at 6:30 and 8:30 p.m. Trouping, he added, is cheaper and easier there than here, quoting low living and traveling expenses. Some hotels, he said, catering to showbiz folk, have a daily rate of \$4.20.

Pugh, whose five-girl act, the Wallabies, recently played the command performance in London, is an Australian-born ex-pug and former acrobat.

Detroit Ordinance Threatens Marquees

DETROIT, Dec. 14.—A dozen Detroit theaters, including two of the largest, the Fox and Palms-State, and the Graystone Ballroom and Convention Hall, home of numerous special shows, expositions and dances, may lose their marquees and announcement signs, under court action instituted by city authorities here. Ordinance, which was fought by amusement and other commercial interests, prohibits stickout signs and advertising marquees on Woodward Avenue. Marquees are allowed to extend over half the sidewalk width only, too shallow a depth to allow effective use of space for any advertising.

Operators fighting the action, which culminates a drive of several years, are seeking a compromise that will allow some use of space. Adjournment of the court action till the end of March has been secured.

N. Y. Changes License Laws

NEW YORK, Dec. 14.—In the future no showbiz licenses in this city will be suspended, canceled or revoked unless there first has been a conviction of the licensee under Section 1140-A of the penal code, nor will an application for a license be refused unless the applicant has allowed performances to be given after a conviction under the code within the preceding five years. Changes in license handling were effected this week by the city council in an amendment to the city's administrative code. They take effect immediately.

Portland, Ore., Room Sold

PORTLAND, Ore., Dec. 14.—Rose Room here has been bought by Irene Lambeth, former op of La Fiesta. Room was owned by Del Milne, James Richardson and Larry Hilaire, with Milne managing spot.

Magic

By Bill Sachs

BERT ALLERTON, long a feature with his close-up magic in the Pump Room of Hotel Ambassador East, Chicago, leaves soon on an auto trip to Tucson, Ariz., with Jack Schneider, of Flint, Mich. They will visit with magi friends en route and will be the guests of David Wende, formerly of Buffalo, upon their arrival at Tucson. Allerton expects to ring in about a month's bookings in the Tucson area. . . . Ann Gwynne, recovered from a recent illness which kept her to her bed for several days, is back assisting in Papa Gwynne's magic turn. . . . Paul Stadelman has put his old vent partner, Windy Higgins, back into the act after working several years with straight magic. . . . Neil Hamilton, currently appearing in *The State of the Union* at the Blackstone Theater, Chicago, is a magic enthusiast of the first water and recently visited the Magic Round Table at Delazon's in Chi. . . . Landrus the Magician, now touring Mississippi territory, plans to invade Louisiana and Texas after the holidays. . . . "The Art of Magic," a collection of woodcuts, engravings, water colors, etc., from the collection of Milbourne Christopher, is being shown at the Baltimore Municipal Museum. It will be on view until mid-January. In a note to the desk, Christopher tells of seeing and enjoying Lucille and Eddie Robert's fast moving mental route at the Hotel Pierre, New York, and of watching Francis Carlyle demonstrate to Ruth Dore his version of the two-hand coin spread at Tannen's Shop there.

TANIT IKAO, Hindu fakir who features the hypnotism of alligators and reptiles, appeared for Standard Brands on the NBC television show in (See MAGIC on page 45)

Books Received

TELECASTING AND COLOR: By Kingdon S. Tyler; Harcourt, Brace & Co., New York, \$2.75.

The basic principles of television, including black-and-white, color and pulse time modulation, described by a construction engineer of CBS.

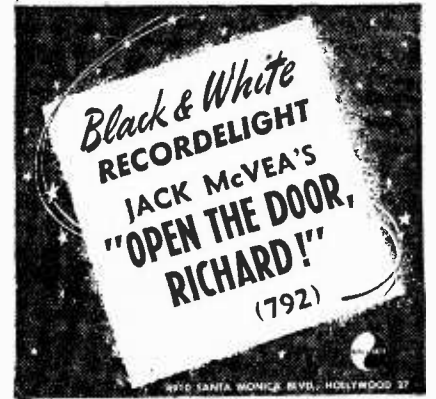
'Wind' Miserable 1 1/2 G, Bdpt.

BRIDGEPORT, Conn., Dec. 14.—*Temper the Wind*, starring Blanche Yurka, which opened at the Loew-Lyric Theater here (6-7) for two evenings and one matinee, did poor business, grossing only \$1,498. Show received favorable comments from local sheets, but people "stood" away. It was originally titled *Drums of Peace*, but name was changed on opening day.

Rosen's Sideline

NEW YORK, Dec. 14.—Jerry Rosen, local indie, is going back to the tailoring business, tho he plans to hold on to his agency at the same time. Before going into showbiz Rosen had a big men's tailoring business catering to showfolk. When he gave that up he joined Fredericks Bros. and subsequently opened his own office.

If a deal is made Rosen will take over a store on Sixth Avenue and 51st Street, now occupied by a florist. Tho business will be his, he will hire somebody else to run it for him. Agency business will still be his full-time job.



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**IN LOVING MEMORY
OF MY WIFE**

and
OUR DEAR MOTHER

MRS. WILLIAM F. KORHN

**WHO PASSED AWAY
DECEMBER 17, 1945**

**WILLIAM F. KORHN
RAYMOND J. KORHN
VERNON F. KORHN
MRS. WILLIAM DUNCAN**

YOU ARE ALWAYS IN OUR THOUGHTS

JACK ROCKWAY

September 23, 1889 December 17, 1945

**To live in hearts we leave behind
Is not to die.**

DOROTHY

IN LOVING TRIBUTE AND MEMORY TO

MARK A. ROSSI

Who on December 15, 1944, gave his life in the Jungle of Burma,
fighting to help free the world from tyranny and oppression.

"God Bless You, Son."

DAD

IN MEMORY

Of My

BELOVED WIFE

DOT AGNES

WHO WAS TAKEN

FROM ME

DECEMBER 24, 1945

O. J. WEISS

IN LOVING MEMORY

OF MY

SISTER

"DOT"

WHO PASSED ON

DECEMBER 24, 1945

LOVE

COLLEEN

THE FINAL CURTAIN

ADAMS—William John, 45, vaude, cabaret and revue artist under the name of Bill Adams, in New York November 30. Burial in Woodlawn Cemetery, New York, arranged by Actors' Fund of America and the Will Rogers Memorial Fund.

ATENO—Mrs. Gus, wife of Gus Ateno, November 22 in Bellevue Hospital, New York. She was well known as a circus performer under her maiden name of Elizabeth Braatz and a member of an old circus family. Survived by her husband, head of the well-known Atenos Troupe and a descendant of European circus families, including the Schumanns of Denmark, and a brother, George Braatz, acrobat. Interment in Lutheran Cemetery, Brooklyn.

AUSTIN—Frederick George, 79, former Detroit theater operator, in that city December 11. He was associated with the late David Whitney Jr., owner of the old Whitney Opera House, since 1887, became general manager of the estate in 1904 and served until recently. He became president of the Majestic Theater Company in 1916. Survived by three daughters. Interment in Woodlawn Cemetery, Detroit.

BARTRAM—Howard, 77, retired police captain and former circus performer, in Meriden, Conn., December 9. He had toured with the Barnum & Bailey Circus as a member of an acrobatic troupe.

BAUER—Harold, 31, radio announcer of KQW, San Jose, Calif., December 1 in that city when he fell from the 10th floor of the Bank of America Building. Survived by his widow, Myrtle.

BEDINI—Madame Adele, 80, retired circus equestrienne, in Chicago December 7. (Details in circus section.)

BROWN—Carl, 52, at one time associated with Al G. Field and the past several years a songwriter, December 9 in Mobile. With his partner, Jerry Gilbert, he wrote *I'm Just a Fool* and *On the Day of Hitler's Funeral*, among others. Survived by his widow, Marie, and two sons, Lewis and Carl H. Interment in Magnolia Cemetery, Mobile.

BROWN—Clyde D., 34, manager of Anaheim Theater, Anaheim, Calif., since 1942, in that city November 29. Prior to his Anaheim connection he had managed the Fox Theater, St. Louis. Body was shipped to St. Louis for burial in Oak Grove Ceme-

tery December 3. His widow Josephine; a daughter, three sisters and mother survive.

CARSELL—Susette, 72, believed to have been one of the first woman accordion players on the American stage, December 8 at her home in Phoenix, Ariz. She had worked for Tony Pastor and up to last year appeared at various Coast theaters. At the New York World's Fair she received a cup and the title of "Mother of the Accordion." There are no immediate survivors.

CROWLEY—Timothy, 89, president of Theatrical Foundation of Hartford (Conn.) and charter member and organizer of the Hartford Musicians' Union, recently in that city.

DANA—Marie Louise Tower, 70, former actress and wife of the late Dwight Bates Dana, theatrical manager, in New York December 10. She made her debut with Amelia Bingham in *The Climbers* and appeared in *Jerry for Short*, *Honey-mooning*, *The Return of the Vagabond*, *The Naked Genius* and *I'd Rather Be Right*. Survived by a son, Kenneth Dana, actor.

DIXON—Walter J., 81, widely known retired contractor and political leader and former treasurer of the old Sipe Lilliputian Shows, which traveled the Middle West and East from 1900 to 1902, December 10 in Kokomo, Ind. Survived by his widow.

DOYLE—Larry, 49, former actor and stage director, December 8 in Denver. During the war Doyle was director of United Service Organization shows in the New York area and overseas.

EMRICH—Armand R., 65, tent manufacturer and friend of many theatrical and outdoor show people, at Evansville, Ind., December 8 after a six-weeks' illness. He had been a member of the Circus Fans' Association since its inception in 1926. Survived by widow, a son, a daughter and a grandson.

FELTON—Harold, 56, Indianola, Ia., former president of the Fair Managers' Association of Iowa and speaker of the Iowa House of Representatives, December 7 of a heart attack in the Hotel Des Moines, Des Moines.

GIRARD—Eddie, 78, veteran vaude and musical comedy comedian, December 10 in Percy Williams Home,

DAMON RUNYON

Damon Runyon, 62, Broadway's noted chronicler and ace Hearst columnist, died of cancer in New York December 10 after a long illness. He wrote his daily column up to a short time before his death. Runyon had been ill for several years and for the past 12 months had been unable to speak after removal of his larynx. He continued working and meeting his friends in Lindy's, conversing with them by using a scratch pad. The last big story he covered was the death of President Roosevelt.

Son of a printer-publisher, Runyon was born in Manhattan, Kan. His first literary attempt, a poem, was published in his father's paper at the age of 12. Two years later, when the Spanish-American War broke out, he tried to enlist, but was rejected. However, he managed to board a troop train bound for San Francisco and enlisted with the Minnesota Volunteer Infantry, headed for the Philippines. Later he transferred to the cavalry. His Philippine adventures were the basis of many later stories. After discharge he worked on newspapers in the West and in 1911 went to New York as a sports writer. Soon he was handling top features and became a leading Hearst feature writer.

In 1930 he began to write his now famous stories of Broadway, employed a colorful flavorsome Broadway argot which became enormously popular. In 1935, in collaboration with Howard Lindsay, he wrote a play, *A Slight Case of Murder*. Meanwhile his "Guy and Doll" Broadway stories were being made into movies and in all, 26 of them were screened, among them *Little Miss Marker* and *Lady for a Day*. In 1941 he became a movie producer with RKO and 20th Century-Fox.

Runyon was married twice, in 1911 to Ellen Egan, Denver newspaperwoman, who died in 1931. The next year he married Patrice Del Grande, actress, who divorced him last June. Two children by the first marriage, Damon Jr. and Mrs. Richard McCann, survive.

East Islip, L. I., N. Y. He made his debut when 17 with his brother at Tony Pastor's. Later they toured with Haverly's Minstrels and several musical comedies. Girard also played in George M. Cohan's *Mary* and *Little Nellie Kelly*. He played in vaude with his wife, Jesse Girard, who died in 1941.

GOLDBERG—Max, 95, father of Rube Goldberg, December 9 in San Francisco.

GRAY—Samuel J. (Conn), 49, owner-manager of Gray's Shows, November 28 of a heart attack while driving near Shelburne, Ont. He started in show business 24 years ago. Survived by his widow, Kay; a son, Clifford Eugene, and a brother. Services in London, Ont., his home, December 2, with burial in Mount Pleasant Cemetery there.

In Loving Remembrance of My Beloved Husband, Pal and Partner
CHARLES ROONEY
(Riding Rooneys)
Who Departed Dec. 24th, 1936.
I Still Miss You, Dear.
MINNIE H. ROONEY

GRINDLEY—Robert M., 80, December 11 at his home in Detroit of a cerebral hemorrhage. He built Convention Hall, Detroit, and operated it in association with his son, Robert F., until his death. His widow and three daughters also survive. Interment in Woodlawn Cemetery, Detroit.

KEANE—H. Anthony, 44, father of Veronica Lake, actress, December 9 in Los Angeles of heart attack.

LUDINGTON—Roy, 52, for 13 years manager of Crafts 20 Big Shows, in North Hollywood, Calif., December 4. In show business for 35 years, Ludington was with the C. A. Wortham and John T. Wortham Shows before joining the O. N. Crafts organization. He was past president of the Pacific Showmen's Association and was a member of the Showmen's League of America, Shows Folks of America, Regular Associated Troupers, American Legion and Masonic Lodge. Survived by his widow, a brother and a sister. Services December 10 in Forest Lawn Memorial Chapel, Glendale, Calif.

IN MEMORY
Of our beloved husband and father
WM. A. STANTON
Who passed away one year ago, Dec. 9, 1945,
at Adrian, Mich.
MRS. WM. A. STANTON and SONS,
FREDERICK and RICHARD.

McQUADE—W. T., magician and builder of magic apparatus, December 2 in Dallas. Survived by his widow, Lola, and son, Bill.

MONROE—Mrs. Dorothy Dean, 51, wife of Harris G. Monroe, widely known musician and composer, at her home at Rochester, N. H., November 30. She was well known in concert work in New England and her family of five children, known as the Musical Monroes, toured the eastern part of the country for several years.

O'KEEFE—Thomas, 71, well known in San Antonio, Southern and Mid-western theatrical circles, in San Antonio December 5 of injuries sustained in an auto accident. He had produced dramatic and musical shows in San Antonio, where he operated a school of acting. Survived by a son, Emmet, Toledo, and a brother, Perry, of Paducah, Ky.

A TRIBUTE
TO A DEAR FRIEND
DOT WEISS
WHO PASSED AWAY DEC. 24, 1945
Dave and Charlotte

Laurette Taylor

Laurette Taylor, 62, veteran actress, in New York December 7. She won international fame in her husband's (J. Hartley Manners) play, *Peg o' My Heart*, in which she played the role of Peg for more than 600 times at the Cort, New York, and 500 times in London. Her maiden name was Helen Loretta Cooney. In 1900 she became the wife of Charles A. Taylor, writer of lurid melodramas, whom she divorced in 1910. A year later she married J. Hartley Manners and appeared in 10 of his plays. After his death in 1928 she went into retirement and made only a few brief stage appearances until her recent successful comeback in *The Glass Menagerie* in Chicago and New York, which gained her the Donaldson Award for the outstanding performance of 1945. Survived by a son, Dwight Taylor, and a daughter, Mrs. Marguerite Courtney. (Other details in last week's issue.)

PHILLIPS—Mary Ellison, 55, former actress, in New York December 8. Under the name of May Ellison she played in several Dillingham productions and, with Sally Fisher, in a vaude sketch. Survived by her husband, Sidney, Metro executive.

RAMEY—Boyd, secretary of the Rockingham County (Va.) Fair, December 1.

RUDISELL—Ivan, 66, music conductor, in St. Petersburg, Fla., December 1. He was general conductor for Schwab and Mandel for a number of years and had been associated with such composers as Gershwin, Friml and Yeomans. He conducted for such stage successes as *Capt. Jinks*, *Queen High* and *No, No, Nanette* and had lead orchestras in New York and Detroit. His last engagement was with his orchestra on the *Stag Party* radio program.

SCHWALBACH—Eduardo, 85, Portuguese playwright and newspaper director, in Lisbon, Portugal, December 8.

SCHWARTZ—Sam B., 59, well known in outdoor show circles and for the past 20 years a coin machine operator, December 6 in Green Bay, Wis., of a heart attack. Survived by his widow, Jane; two daughters, Virginia and Suzan, and a son, Bill, partner in the Morin Schwartz Booking Office, Milwaukee. Burial in Fort Howard Cemetery, Green Bay.

SEGAN—Anne, 69, wife of David Segan, cashier of the Avenue, Detroit burly house, in that city November 25 following a year's illness. Her husband, one child and a brother, Charles Rothstein, owner-manager of the Avenue, survive. Interment in Detroit.

In Loving Memory
of Our Good Friend
Mrs. O. J. (Dottie) Weiss
Who Passed Away
In Hot Springs, Ark.
December 24, 1945
Ray and Evie Belew

SORENSEN—Asgar (Joe), 42, show operator on Turner Bros. Shows the past three years, in Petersburg, Ill., December 6 of a heart attack. A member of the Showmen's League of America, Chicago, and Interna-

tional Association of Showmen, St. Louis, he had been in ill health since last spring. Ray and Cecil Turner and Jack Price directed funeral services in Petersburg December 7. Body was shipped to St. Louis December 10 for interment in Showmen's Rest, IAS plot in Memorial Park Cemetery.

STENSON—William F., father of the late Johnny O'Shea, well known in carnival business, December 11 in Chicago.

WALSH—Alice Beatrice, 56, sister of Raoul Walsh, movie director, and former wife of billiard champion Willie Hoppe, December 9 in Los Angeles after an operation.

IN MEMORY
OF A GRACIOUS LADY
Mrs. O. J. (Dottie) Weiss
WHO PASSED AWAY
DECEMBER 24, 1945
AL and HATTIE WAGNER

WHALEN—Bobby, a member of the Johnny J. Jones Exposition concession department the past season, in Charity Hospital, New Orleans, December 11. Deceased was formerly well known in tabs and burlesque. He was a member of the International Association of Showmen, St. Louis. Body was shipped to that city for burial in IAS Showmen's Rest plot, Memorial Park Cemetery, December 18.

ZINMANNE—Maurice H., 51, former manager of concert artists, December 13 at Hahnemann Hospital, Philadelphia, suddenly. A brother and a sister survive. Burial in Montefiore Cemetery, Philadelphia.

FINIAN'S RAINBOW

(Continued from page 42)
manner. She literally wilts the peewhoppers with her sparkling brogue and song persuasion and she can act, too. Sharing honors with her is David Wayne, whose Og almost makes you believe that pixies are real people. Albert Sharpe, Irish player making his American stage bow in the role of Finian, brings brogue and droll delivery to the part to make it all the more pertinent. Donald Richards, last seen on nitery floors here, is a happy choice as the love interest opposite la Logan. Robert Pitkin as the boisterous and bigoted senator, and Anita Alvarez's dancing in the role of a mute, make capital of their parts. In fact, the casting is uniformly excellent.

Musical score of Burton Lane and E. Y. Harburg is also something to occupy the attention. With Miss Logan carrying the vocal ball, there's much contagion to make for popular appeal in the mood ballad *Old Devil Moon* and in the bright and breezy *If This Isn't Love*. Song specialties of the leprechaun are show-stoppers. Sharpe's delivery and mimicry making a real bell-ringer of *When I'm Not Near the Girl I Love*. The dancing and singing also rate special attention, particularly for the hallelujah-packed spiritual, *Great-Come-and-Get-It Day*, which would have been the logical choice for ringing down the curtain on the first act, considering that the singing also whipped the audience into a frenzied state of enthusiasm. And padding the second act with a spiritual four-some singing *Necessity* was unnecessary, altho the swing spiritual itself has promise.

As quaint and as colorful as the rainbow itself, *Finian* can't miss hitting the jackpot.

MAGIC

(Continued from page 43)

New York Thursday (12). Arrangements were made by Ted Farden, of the Lawrence Golden office. Miss Ikao, who has been playing RKO theaters, uses a male and two fem assistants. . . . Al Wilson, currently playing club dates and children's parties in the Milwaukee sector, leaves for Florida after the holidays. . . . Gali-Gali is displaying his nifties in the Mayfair Room of Hotel Blackstone, Chicago. . . . Don Marteen, recovered from an attack of the flu, is working club and convention dates around the Windy City. . . . Al Sharpe scribbles from Denver that he's been keeping busy in that territory the last six weeks on club dates. While a guest of the Denver SAM lads on their recent Christmas banquet, Sharpe caught the turn of Bobo, of Texarkana, Tex., who was also a guest of the Denver magi, and relates that Bobo's close-up magic was beautiful to behold. Sharpe also tells of visiting recently with Frakson and of taking in Tiny Grant's new magic shop in Denver, which Sharpe describes as one of the finest in the nation. . . . Walt Williams, presently keeping busy on presenting his black-light magic act on Christmas shows in and around Chicago, is on *The Billboard's* editorial staff in the Windy City and is the lad responsible for keeping us hep on things magical in the Chi area. . . . Over 200 magi, ams and pro, attended the two lectures recently given by Dai Vernon at the Nankin Restaurant, Chicago. . . . Marquis the Magician visited his Lima, O., headquarters last week after a swing thru the Southwest, which also included a dip into Mexico. Marquis reports that Col. Harry Miller has his show well routed and that Vernon Henry is a recent addition to the unit.

BURLESQUE

(Continued from page 43)

and Shorty unit in Detroit next week. . . . Poppy Nolan, Hirst principal, soon to introduce magic tricks which she has been assembling and studying the last two years. . . . Sam Lewis, of the former comedy team of Lewis and Dody, about to undergo an operation in Harlem Hospital, Manhattan.

Nadine, the modern Lady Godiva, who combines acro dances in her strip routine, next month returns for her third featured appearance at the Burbank, Los Angeles, after a headlined tour of the Hirst Circuit. . . . Hank Henry and Mac Dennison, comics, back as a team on the Hirst Wheel. Last time they doubled was seven years ago at the Eltinge, Manhattan. . . . Connie Ryan, straight man, and Sherry Everette, strip and talking woman, celebrated birthdays the same day on November 28 at Toland's Bar, Philadelphia. Participating in the festivities were the entire Hank Henry-Nadine unit and Sherry's dad, James Everette, from the tobacco belt of Rocky Mount, N. C. . . . Jo Ann Malone, in her second season for Hirst, was with Binder and Rosen in 1945-'46. . . . Jack (Check) Hayes and Mary Miller closed 40-week engagement in Seattle and are now in their eighth week at the Burbank, Los Angeles, where other current principals are Billy Mack, Harry Clexx, Jess Mack, George Rose; Wally Clark, house singer; Diane Van Dyne, featured strip, and Beverly Lane, extra added attraction. Manny King comes in November 30. George Pronath is producer and Ted Coyne, stage manager. . . . Anita (Mrs. Jack Coyle) opened with the Carney-Fox unit in St. Louis, December 6.

Rudie Kahn, formerly manager of the Star and Garter, Chicago, moved into the Avenue, Detroit, this week, to handle the front of the house.

Communications to 155 No. Clark St., Chicago 1, Ill.

Hartford OK's R-B Car Buy

New rolling stock goes on rental lease at 1½ cents per mile with credit option

HARTFORD, Conn., Dec. 4.—The committee of the Hartford County Bar Association, Robert P. Cutler, Julius Schatz and Joseph P. Cooney, last week approved plans of Ringling Bros. and Barnum & Bailey Circus to purchase 30 railroad hospital cars from the U. S. Government. (Fourteen of the cars already have been purchased.)

It's been said that the circus is reportedly badly in need of rolling stock. Last week, Attorney Leonard G. Bisco, of New York, present chief counsel for the circus, was in Hartford to see the bar committee.

No expenditure by the circus of considerable amount is made without approval of the bar committee because of the wish to utilize all available funds in the liquidation of the circus indebtedness from the Hartford fire of July 6, 1944.

Plan calls for lease of the cars to the circus on a mileage rental basis of 1½ cents per mile. If an option to purchase is exercised, previous rentals will be credited in full. If the circus succeeds in getting the 30 cars, total annual charge would be \$9,150, it was explained by Bisco. The attorney also said it was not the plan of the circus management to complete purchase of cars until after Connecticut creditors of the circus had been paid off, or the indebtedness very materially reduced, and in no case without approval of the creditors' committee.

Bisco succeeded Karl Loos, of Washington, as circus counsel, following the removal of Robert Ringling as president.

WILMINGTON, Del., Dec. 14.—An appeal from the decision of Collins J. Seitz in the Ringling Bros. and Barnum & Bailey Circus case has been filed, and a writ of error granted by the Delaware Supreme Court.

Registrar in chancery, Adam J. Rosiak, was ordered Tuesday (10) to prepare a copy of the record and proceedings within 25 days.

The appeal is scheduled to come up in the February term of the Supreme Court.

In a Court of Chancery opinion, handed down November 4, Vice-Chancellor Seitz ruled for the petitioner, Edith Conway (Mrs. Charles) Ringling, who had challenged the validity of the April 10, 1946, election of directors.

That election was invalidated by the vice-chancellor, who subsequently decreed that a new election be held December 30, with Daniel L. Herrmann, of the Wilmington law firm of Lynch & Herrmann, as master. The decree was subject to appeal, however.

Leonards Lease Bldg.

GLASGOW, Scotland, Dec. 14.—The J. W. Leonards group of park operators have taken over the big building, the Zoo, for a 12-week super carnival and circus this winter. Plans call for a big indoor circ, menageries, flat rides, side shows and concession stands. Building was last used some 20 years ago by the late E. H. Bostock.

Pete Kortez Books 2 Circus Side Shows

ST. LOUIS, Dec. 14.—Pete Kortez, for the past 25 years operator of circus side shows on the leading carnivals, but who last year operated the Side Show on the Clyde Beatty Circus, has gone "circie" now, and for 1947 will have two complete separate side shows, one of which he will operate on the Clyde Beatty Circus and the other on the Sparks Circus.

Kortez himself will manage the unit on the Beatty circus, while Roy B. Jones will manage the unit with Sparks. Both shows plan on an early opening next spring. Between now and the opening of the circus season Kortez will show his big Side Show in various cities on the Pacific Coast.

Dismiss CPA Charges Against Galt, Calif.; Action Frees Funds

SAN FRANCISCO, Dec. 14.—The Civilian Production Administration has dismissed charges that construction work last spring at the Sacramento County Fair, Galt, Calif., was in violation of government building restrictions. The dismissal was announced at the conclusion of a hearing here.

The decision paves the way for the release of \$43,000 in State and county fair funds tied up since the CPA ordered work stopped at the fairgrounds. It is estimated that the accumulated bill, held up by the probe, can be paid off "within a period of from two to four months."

Eugene Kenefick, secretary-manager of the fair, testified the construction work was started before March 26, when the federal freeze order prohibiting the launching of non-essential building projects became effective. He told the CPA commissioners the foundation for the buildings was started February 4, and about 60 per cent of the overall cement work was laid by March 21. Kenefick said he had no advance information regarding the March 26 freezing order.

All construction was stopped by a CPA order June 26. Work involved included restaurants, horse barns, an office building and a part of the grandstand.

In addition to Kenefick, the hearing was attended by Albert Osler, president of the fair board; James Hastings, deputy county auditor; A. M. Robson, Galt farmer; Harold Knecht, manager of the Diamond Match Company in Galt, and Arthur Spencer, former manager of the company.

Ladies Outslug Lions; Sunbrock Holds the Sack

MIAMI BEACH, Dec. 14.—Rodeo, Inc., of which Mons. Larry Sunbrock is the guiding genius, was left holding a huge receptacle full of expenses, and the horses, steers, cow pokes, etc., ate their heads off in idle tranquility when the Miami Beach city council stood pat on a November 20 ruling and nixed the opening which was so flamboyantly advertised for last Sunday.

Sunbrock signed a contract for the date with the Miami Beach Lions Club, and spokesmen for the latter org insist that a canvass of city councilmen before the contract signing indicated there would be no hitch in getting a permit to play Flamingo Park.

However, when wives of property owners in the area got wind of the plan, they swooped down on city council and demanded that no permits be issued for rodeos, or similar types of promotions at Flamingo. They based their arguments on sanitation and nuisance.

Members of the Lions Club made a valiant effort to deliver their end of the contract, but the council, having heeded the ladies and taken an action banning rodeos, carnivals "and this type of performers" from Miami Beach "forever," refused to be swayed. Even the threat of a Sunbrock suit against the Lions didn't have any effect, so Larry later told the Lions he wouldn't sue.

As it stands, Sunbrock is hooked plenty, as he spent \$4,000 for advertising in addition to hefty other incidental expenses. Mayor Herbert A. Frink refused to sympathize with Larry, declaring he felt the council had been treated unfairly by Rodeo, Inc., in advertising the show after permission to stage it was denied.

Miami Rodeo Off

MIAMI, Dec. 14.—Plans for a championship rodeo in the Orange Bowl have been abandoned, according to A. J. Cleary, chairman of the March of Dimes.

Cleary had planned to bring Gene Autry and the Madison Square Garden Rodeo here, but after checking all angles, decided the expense would be too great to insure a fair return.

Cirque D'Hiver's Line-Up

PARIS, Dec. 14.—Cirque d'Hiver's current bill has more of a circus line-up than preceding programs, presenting the Zengannos in their flying trapeze number; the Craddocks, acro comics, who are skedded for a return date in New York soon; the Fratellini contingent of clowns, Five Colorados, tumblers, and a number of wild animal and horse acts.

Ak-Sar-Ben Nixes Rodeo Horse Show

OMAHA, Dec. 14.—Ak-Sar-Ben, Omaha civic organization, will sponsor a rodeo here next year. Tho no date has been set, the event may be held in connection with the convention of the International Rodeo Association here in October or November.

In deciding on the rodeo, Ak-Sar-Ben governors decided to drop the annual horse show which was resumed this fall after a wartime lapse during which the army was using the organization's coliseum. Neither will Ak-Sar-Ben sponsor the World's Fair of Aviation, which was inaugurated this summer.

New Orleans Closes With Huge Turnaway

CHICAGO, Dec. 14.—Ernie Young used the word "miracle" to describe the business done by Tom Packs' Shrine Circus for Jerusalem Temple at New Orleans, where indoor shows in the past have not fared too well. He returned to Chicago after the close of the show's six-day run Monday (9).

Young declared he would never have believed Monday night's turnaway if he'd not been there to see it. "It looked as if half the population was still trying to get in when the ticket windows were closed," he said.

Show had its first turnaway Friday night, and Saturday and Sunday nights were complete sellouts, with as many standing as the Municipal Auditorium would accommodate. One matinee Saturday might have taken care of the crowds at both that were given, but on Sunday the first matinee had a good turnout and the second was packed.

Young attributed the good business to the strength of the performance. Result was the Shrine realized a fat profit, and so did Packs.

Black Horse Troupe Sold By Polack to Montgomery

DAVENPORT, Ia., Dec. 14.—C. R. Montgomery, owner of the C. R. Montgomery Circus, made a deal during the recent engagement of Polack Bros.' Circus here for the purchase of the Black Horse Troupe, which Polack has owned for the past six years. The horses, six in number, were broken by the late Denny Curtis and were purchased by Polack from Mrs. Edna Curtis. During the entire Polack ownership they have been in charge of Carlos and Etta Carreon, whom Montgomery said he hoped to hire to remain with them.

Montgomery went from here to Salina, Kan., where the horses were taken after the close of Polack Bros.' No. 2 Unit at Redding, Calif., November 2 and have since been stabled. He then planned to have them shipped to Jasper, Tex., where the Montgomery show has been quartered since its close.

Bougliones at Paris Helm

PARIS, Dec. 7.—Cirque D'Hiver, city's largest indoor circus arena, is again being run by the Bouglione family, veteran operators. R. Audifred, Paris talent booker, had been running the house with a circus-vaudeville policy while the Bougliones were on the road, and will again take over for a brief spring season when the Bougliones hit the road in March.

AN IMPORTANT ANNOUNCEMENT!

To Conserve Our Limited Paper Supply

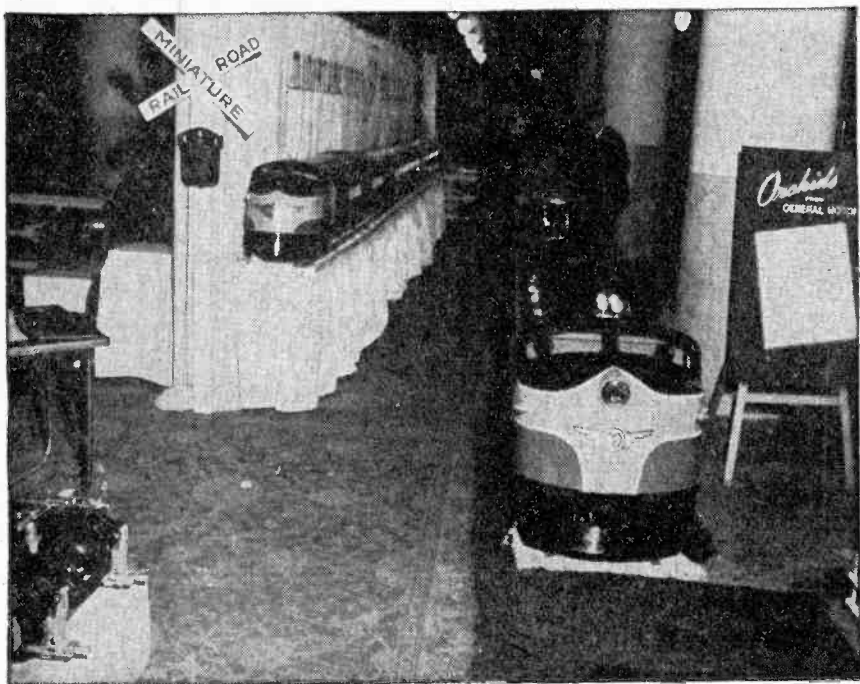
THE JANUARY 4 ISSUE OF

The Billboard

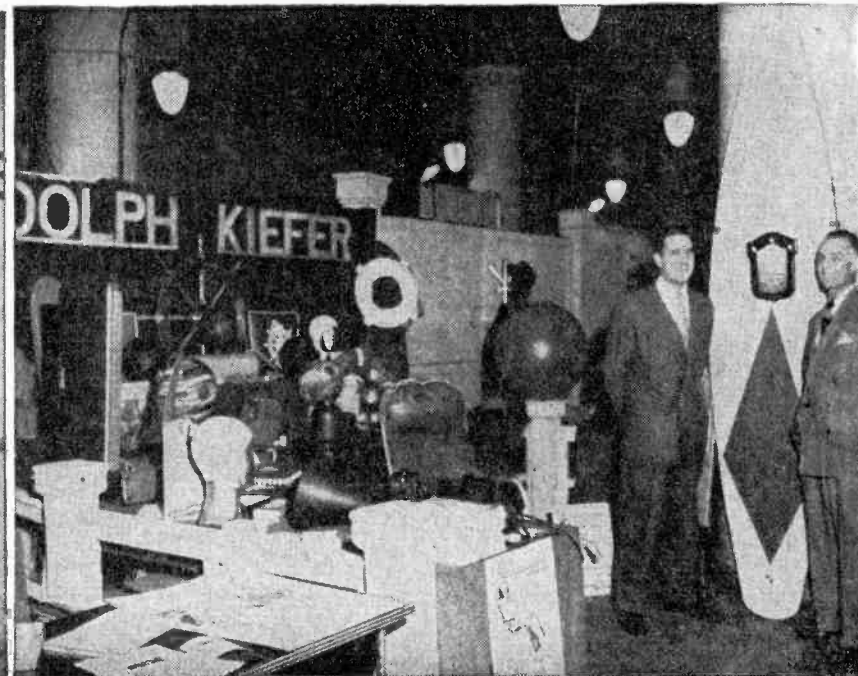
WILL NOT CARRY ADVERTISING

All Regular News, Reviews and Service Features Will Be Published as Usual

Four Concerns Win Manufacturers' Awards



THE MINIATURE TRAIN & RAILROAD COMPANY, Addison, Ill., won the Sweepstakes Award in the American Recreational Equipment Association Exhibit Division at the annual Trade Show, sponsored by the National Association of Amusement Parks, Pools and Beaches in Hotel Sherman, Chicago, December 2-5. The award went to the Addison company for the most meritorious exhibit of a device, equipment or supplies. The Addison display is pictured at left above. The L. B. Schloss Award for the most meritorious exhibit of equipment or supplies went to the Electronics Corporation, Rochester, N. Y. Booth is pictured in upper right. Lower left is shown the booth of the Allan Herschell Company, North Tonawanda, N. Y. The Allan Herschell Company won the D. S. Humphrey Award for the most meritorious device or ride exhibit. Lower right is pictured the booth of the Adolph Kiefer & Company, Chicago, which won the award for the most meritorious exhibit dealing with pools or beach equipment or service. At lower right is the Kiefer booth and, left to right, J. Linton and Adolph Kiefer.



A. B. T. Manufacturing Company, Chicago; Ace Coin Counting Machine Company, Chicago; Ackley, Bradley & Day, Sewickley, Pa.; Allan Herschell Company, Inc., North Tonawanda, N. Y.; American-Marietta Company, Chicago.

Norman Bartlett, Uleta, Fla.; William B. Berry Company, Boston; Billboard Publishing Company; Bisch-Rocco Amusement Company, Chicago; S. Blecher & Son, Philadelphia; Blevins Popcorn Company, Inc., Nashville; Bowser, Inc., Fort Wayne, Ind.; British Motorboat Manufacturing Company, Ltd., London.

Capitol Projector Company, New York; R. E. Chambers Company, Inc., Beaver Falls, Pa.; Coinrol Company, Chicago; Colorcraft Poster Company, Oklahoma City; Custer Specialty Company, Dayton, O.

Dodgem Corporation, Exeter, N. H. Electric-Aire Engineering Corporation, Chi-

NAAPPB Trade Show Exhibitors

ago; Electro-Freeze Sales Corporation, New York; Electronic Amusement Company, Rochester, N. Y.; Ell Bridge Company, Jacksonville, Ill.; Exhibit Supply Company, Chicago; Eyerly Aircraft Company, Salem, Ore.

John Fabrick Tractor Company, St. Louis; Frederick Bros.' Agency, Inc.

General Register Corporation, New York; Gottlieb-Cutler Corporation, New York; Greyhound Amusement Device Company, Inc., Brooklyn; Jean Gros, Inc., Pittsburgh.

George A. Hamid, Inc., New York; Frank Hrubetz & Company, Salem, Mass.

C. M. Jones, New York.

W. Kestenbaum, Inc., New York; Adolph

Kiefer & Company, Chicago; King Amusement Company, Mount Clemens, Mich.

Lewis-Diesel Engine Company, Memphis; Lusse Bros., Inc., Philadelphia.

Manley, Inc., Kansas City, Mo.; Messmore & Dannon, Inc., New York; Miniature Train & R. R. Company, Addison, Ill.; Music Corporation of America.

National Amusement Device Company, Dayton, O.; Oak Rubber Company, Ravenna, O.; Ray Oakes & Sons, Brookfield, Ill.; Orange-Crush Company, Chicago.

James A. Patterson, Columbus, O.; Peda Spray Company, Inc., New York; Perey Turnstiles, New York; Philadelphia Toboggan Com-

pany, Philadelphia; Plasto Manufacturing Company, Chicago; Poppers' Boy Products Company, Chicago; Pretzel Amusement Ride Company, Bridgeton, N. J.

Ramona Manufacturing Company, Grand Rapids, Mich.; Refinite Corporation, Omaha, Neb.; Rotobowling Corporation of America, Buffalo; Rozler-Ryan Company, St. Louis; Robbers Manufacturing Company, Philadelphia; Saunders Manufacturing & Novelty Company, Cleveland; Sellner Manufacturing Company, Faribault, Minn.; Standard Pool Cleaner Company, Canton, O.; Standard Scales Company, St. Louis.

Thrift Novelty Company, Denver; Thearle-Duffield Fireworks, Inc., Chicago; Harry G. Traver, Crawford, N. J.

Verd-a-Ray Corporation, Toledo. Western Art Manufacturing Company, Denver; Wisconsin De Luxe Company, Milwaukee.

Cole Bros.' Stock, Cristianis Are Set for Chicago Coliseum

CHICAGO, Dec. 14.—Ten elephants, three Liberty acts, a number of specialty horses and ponies from Cole Bros.' Circus will be used in the International Circus, opening in the Coliseum here Christmas Day for a 12-day run, it was revealed this week by Ernie A. Young, who is producing the show. Eugene (Arky) Scott will have charge of the bulls, and the ring stock will be in charge of Paul Nelson, assisted by John Smith and Mahlon Campbell. The animals, ring curbs and other props will be loaded in three railroad cars and shipped from Louisville Monday (23). Also prominent on the program will be the Cristianis Family with their riding and teeterboard acts, and Daviso and Louise's perch. Col. Harry Thomas, of Cole Bros., will be equestrian director and announcer, and Frank Cervone will have the band.

Billing Features Clemens

Dick Clemens is getting the main play in the show's newspaper advertising and billing, with one of his tigers christened Zabu, the killer, after the scrap of Clemens' cats of several weeks ago. Show is getting plenty of radio breaks, some of them featuring Clemens, who arrived in Chicago Friday (13).

Meanwhile dirt was being installed in the Coliseum arena and the advance ticket promotion pushed for the show. The Sister Kenny Foundation and other organizations are tied in with ticket deals.

Wallendas Are Booked

Other acts on the program announced by Young are the Wallendas, high wire; the Flying Romas and Flying Harolds, the wire acts of Leo Gasca and the Latinos (formerly Weber Brothers and Conchita), the perch acts of Pape and Conchita and Phil and Bonnie Bonta, Peejay Ringens, the Paroffs; Vernon Orton, high act, and Johnnie Laddie, unsupported ladder and dog act.

Show will have an intermission, making it possible to spot Clemens at the opening of the second half. Peejay Ringens' bicycle dive will be the finale.

Grotto Finishes Okay at Toledo

TOLEDO, Dec. 14.—After a poor start, O-Ton-Ta-La Grotto's first indoor circus at the Civic Auditorium here built to a strong finish Tuesday (10), grossing better than \$11,000 for the 14 performances. Show was produced by Victor Lewis, and arrangements have been made with the Paul Spor Agency for another next year.

Milt Herriott served as equestrian director and announcer besides presenting his horse, pony and dogs acts. Headlined by Terrell Jacobs with his lions and tigers, program also included Don Dorsey's fast heel-and-toe trapeze; three elephants from Cole Bros.' Circus, in charge of Bill Woodcock and worked by Kitty Clark; Mickey King's one-arm planges; the Six Ervings, teeterboard, and the Great Gregoresko, the man who hangs himself. Jacobs's arena was against one of the walls, and his act closed the show. Clowns included Billie Burke, Billy Griffin, Happy Holmes and George LaSalle.

Frank Skeldon, director, Toledo Municipal Zoo, furnished animals to augment Jacobs's cats in a menagerie exhibit. R. T. Gayer's Frozen Alive Show was the concert feature. John Stanforth had the novelties, Dan Trapranski was boss property man and A. C. Clark handled publicity.

Tom Killilea, formerly with the Ringling circus and recently handling special publicity at Madison Square Garden, is out of Post Graduate Hospital, New York, after getting a two-week check-up.

Now, You Tell One

MERIDIAN, Miss., Dec. 14.—J. C. Admire, en route thru the South with a magic unit, was reminded of this story by Hi-Brown Bobby Burn's recent piece in *The Billboard* on *Sticks From Coast to Coast*.

The agent for a small circus who arrived in a small Western town with his lye-paste billposter found that the mayor owned the mill and what had been the show lot was now a mill pond. But since the mill no longer depended on water power, hizzoner gave the circus men permission to drain the pond and agreed to cover the ground with sawdust before the show arrived. The millman was so pleased with the job the agent and his biller did that he gave them \$25 in cash as well as a free permit, and they also sold \$40 worth of fish they caught while draining the pond.

40 Spots Played By Polack in '46

Show has 254 playing days and travels 9,420 miles during year's itinerary

CHICAGO, Dec. 14.—With the close of a seven-day engagement at Davenport, Ia., Sunday (8) night, Polack Bros.' Circus concluded its 1946 season, totaling 254 playing days.

Opening January 13 at Flint, Mich., show played 40 cities in 14 States, traveled a total of 9,420 miles and used 29 railroads during the year. Longest move was 2,220 miles from Akron, O., to Sacramento, Calif., and shortest was eight miles from San Francisco to Oakland.

Statistics compiled by T. Dwight Pepple, general agent, also revealed 10 hospital shows were given and 68 newspapers and 72 radio stations were used to advertise the show.

Length of Engagements

Longest stand was 17 days in Chicago. Other engagements were as follows:

Eleven Days—San Francisco.
Ten Days—Cincinnati; Dayton O.; Sacramento (See *POLACK PLAYS* on page 77)

King and Owens Have Opposition

DE LAND, Fla., Dec. 14.—King Bros.' Circus and the recently reopened Buck Owens show, billed as the Great Continental Circus, played day and date here Tuesday (10), and according to observations of *The Billboard's* correspondent, both had only fair business. It is understood the two shows have been having opposition in which they were billed for the same day.

King came here from Sanford, Fla., where Owens was contracted for Wednesday (11) but canceled. The King show is winding up its long season today at Starke, Fla.

Mme. Adele Bedini, 80; Gallant Lady of the Circus, Succumbs

CHICAGO, Dec. 14.—The circus lost one of its grand and gallant ladies Saturday (7) when Madame Adele Bedini died at the home here of her friend, Lulu Davenport, with whom she had lived since her retirement five years ago. The best anyone knew, she was 80 years old. An equestrienne of the old school, she remained young in spirit and carried on far beyond the age when most showfolks retire. Even after she quit riding, she continued with her white Liberty horses.

She and her husband, Sir Victor Bedini, were brought to America

from Europe by Barnum & Bailey in 1903 and subsequently were with Ringling Bros., Forepaugh-Sells Bros., Walter L. Main, John Robinson, Hagenbeck-Wallace and various other circuses. They played the Chicago World's Fair in 1933, but that did not end their tramping days. After that they were with several shows and made a trip to Honolulu with E. K. Fernandez. Sir Victor died in 1938, the year they went with Russell Bros. Madame Bedini finished that and the next season with Russell, and had her horses on the (See *Mme. Adele Bedini* on page 77)



MAC McDONALD at Bailey Bros.' Circus, Newberry, S. C., with the show's five elephants recently imported from Ceylon. Two at the left are three-year-olds, billed to be twins. One of the five originally was earmarked for Will Hill but went to Bob Stevens, of Bailey Bros., with the others when Hill failed to pick up his option, according to Harry Rimberg, of International Import & Export Company.

Sparks Preps To Open Tour With 10 Cars

To Have 6 Flats, 3 Sleepers

VENICE, Fla., Dec. 14.—Plans for the 1947 season of the Sparks Circus are rapidly maturing according to James Edgar, general manager. Work is well under way at the show's new winter quarters at the former army air base here.

Edgar revealed the show would have quarters on a 10-car train composed of six 72-foot flat cars, three coaches and one stock car. An early spring opening is planned, but no date has been set. Later in the spring, Edgar said, more cars will be added. The flats and stock cars are already on the railroad siding, and the coaches left New York Wednesday (4). Coaches are just out of service of the Jersey Central Railroad, from which they were purchased, and are to be rebuilt into sleepers under the direction of P. A. McGrath, trainmaster.

New Wagons and Canvas

Delivery of the first of 21 streamlined metal show wagons, being custom built by the Lewis Supply Company at Memphis was expected this week.

All new canvas, from marquee to back yard, has been constructed by the U. S. Tent & Awning Company in Chicago and is ready for shipment. Flameproofed big top is a 120-foot round top with three 50-foot middle pieces, giving the show increased seating capacity. Layout also includes a menagerie and Side Show tops. Cookhouse and stables will be larger than last year, and a modernistic main entrance will be a feature of the canvas spread.

Several elephants are to be added, and menagerie also is to contain several cages of wild animals, as well as camels and other hay animals. Show at present has 18 head of horses in quarters, it was stated, and more are to be added by the time the band plays for the '47 opening.

Side Show to Kortez

Pete Kortez signed contracts here during the past week for the Side Show.

Denny Helms, superintendent, vacationing at Dallas, is due back soon. Pending his arrival, Edward (Red) Kelly and Charlie Webb, boss canvasman, are supervising winter quarters. (See *10 Cars To Haul* on page 77)

Turnaways Send Wichita Over Top

WICHITA, Kan., Dec. 14.—Two turnaways marked the close of the eighth annual Shrine Circus of Midian Temple here Saturday (7), pushing attendance for the week past 50,000 and breaking all previous records for gross receipts. Matinees were given daily except Monday and Tuesday, making a total of 12 performances during the 12-day run. The program produced by Orrin Davenport, was enthusiastically received.

C. H. White, old-time wild animal trainer, of Fredonia, Kan., was a visitor. As usual, Fred Leonard, ex-trouper, worked props, and his wife, Bette, was on hand. Dr. and Mrs. E. L. Cooper were presented with a lion cub by Dick Clemens.

Dr. Cooper, who produces Liberty horse acts, has added Bill Bushbom to his training staff. Bushbom, has handled Greer's Liberty horses for several years.

Dressing Room Gossip

New Orleans' Shrine

Riggings began to drool from the girders at the auditorium here before the Ballet Russe's featured ballerina had packed her toe slippers. Actors and actresses viewed the terpsichorean aesthetics for free. A well-known trio from Ballet Russe joined our show, viz Art, Grace and Poise. Even Joe Half-Hitch, Drop-line Charlie and Cable-Clamp Pete, of the property department, were swishing about like mad, until the thundering voice of Bob Reynolds had them strike it.

The rigging department simulated a John L. Lewis set-up here. It seems that Bob Reynolds and his riggerites were to hang the show; but also contracted for the same chore was the versatile hooper, night club emcee, high-act performer and property boss, Jack Shaw. But the difficulty was ironed out, for collaboration was evident.

Promoter Tom Packs brought in an all-star show, and the tills were bulging with rattling and folding money, way over the expectations of the wise prognosticators.

Gastronomical-minded showfolks had their appetites gratified at this stand. Likewise the devotees of Bacchus. Bourbon Street drenched the throats of the imbibers all thru the week, and restaurants featuring French cuisine found the actors spending their last Latin quarter. Get it!

Bebe Siegrist was high all week—high up on Johnnie Gibson's rigging, as was Janet Lapisque. These two nifty aerostats did a swell job on a minute's notice.

We did three shows Saturday and Sunday, the early one at 1 p.m. We all had drum rolls and coffee for breakfast. Corny gags filled the bins all week. And Agent-Announcer Dave Malcolm gave out with parodies not fit to print.

I met the only member of the Valentine clan I didn't know—Lillian Valentine. Roy Valentine opened here with a new catcher, first time up. The Romas are flying, a paraphrase that went over big here. They did a bang-up job.

Clyde Beatty had a big job in the big cage; the feline kitties and the black-maned kings of the jungle had a mad on all week.

Peejay Ringens did the town a bright red in his husky limousine, actually a two-ton semi. Joe Siegrist sported a coat bearing the title, aerial director. He supervised Concello's web extravaganza here.

Visitors: The Emil Pallenbergs, shoving off for Yucatan, come Wednesday (18); Janis and Jerry Wilson, and Emil Schwyer, of Circo Americano, contracting acts for Latin America; Lillian Valentine, Harry (Pop) LaVan, Jeff Murphree, Mr. and Mrs. Kinko, Art Concello, Ernie Young and Toughie Genders.—BILLY PAPE.

Buck Owens

Here we go again, bigger and better than ever. The season's second opening day at Palatka, Fla., found all equipment in tip-top shape, the weather just as the chamber of commerce advertises and plenty of customers—really a showman's dream.

During the lay-off at Callahan, Fla., the personnel pitched in and worked like Trojans. Orchids and all that sort of thing should go to Si Rubens, Buck Owens and Charles Smith for their general supervision of the rejuvenation job; to Carl Yonkers and Curly Booth for the purring motors; to Clarence Becktelheimer and Shorty Engels for the new lighting effects and juice at all hours including Sundays for electric irons, radios, washers and all the dodads we trailer folks carry; to Willie Rawls for the swell paint job and the trick and fancy lettering; to Alta Mae Owens and Irma Lee for the dazzling new wardrobe thruout that really has style, class and sparkle; to Monty Uptegrove for fixing everything fixable; to Eddie Crawford and assistants who promise tires that won't get flat on any side; to John Dusch for a real tooting circus band; to Frank Burns for his loyal assistance to the commissary department, and to all others who helped with a grand job.

'Tis rumored that even Billy De-Donia's puddle jumper got another lease on life and is good for another 40 years. . . . That George Foster is having a hard time spending all the money he made on his school-house date. . . . That Willie Rawls can make a piker out of Fay Byers when it comes to eating.

At St. Augustine, Fla., a bale ring broke during the aerial ballet number, giving all the girls a bad jolt. Three fell but luckily none received serious injury, altho Novel Snyder was out of the program a few days nursing bruises. The young son of Bill and Dorothy Hill also met with an accident, falling from the car and receiving a very bad cut just a fraction of an inch from his eye.

There are lots of new faces and acts, but I'll give a complete line-up next week when I get my wits gathered after my thrilling, hair-raising plane trip from Chicago in which everything happened. The pilot even blowed the arrows—or beam, as they call it—but it was still a grand trip.—DOLLY JACOBS.

Clyde Bros.

This will be the last data on Clyde Bros. until the 1947 season opens in mid-January. Some of our acts were most unco-operative in divulging their destinations, but the ones I found out about definitely were as follows: Jimmy and Dolly Conners, Nelly Shelton and John and Josephine Barth to Houston; Cloyd Harrison and Yetta and Bill Irwin, McPherson, Kan.; Buzzy Potts, Oklahoma City and Hugo, Okla.; Roy Hill, Evansville, Ind.; Happy Henry and family, West Coast; George Hanneford Troupe, Wichita, Kan.; Earl Brown, Warrensburg, Mo.; Manager Suesz and John J. Lynn, Oklahoma City, and Art Henry and the writer, Gainesville, Tex.

Much new wardrobe was in evidence at Topeka. Mrs. Howard Suesz was a welcome visitor, but all were disappointed that she didn't bring Mary Susan, the new daughter.

Other Topeka visitors: Mr. and Mrs. John Harvey, Lew Henderson and daughters, Peggy and Billie; Mrs. Cloyd Harrison, Gordon Irwin, Sonny and Dot Burdette, and Doc Borge Ford. It's rumored some of these people will be with us after Christmas.—MAURINE HENRY.

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Wixom Circus Menagerie

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Eagles' Circus To Open Jan. 8

DAYTON, O., Dec. 14.—The Eagles Circus, produced by E. Don McCullough and backed by the Grand Aerie of Fraternal Order of Eagles, will be launched here January 8 with a five-day engagement in Memorial Hall, sponsored by Dayton Aerie No. 321, F. O. E. A string of dates is to follow in West Virginia, Ohio and other States, all under Eagles auspices with advance ticket promotions.

Acts booked include Dolly Jacobs and her elephants, the Billetti Troupe, high wire; Jimmy O'Dell's Liberty horses, the Morris Family, teeterboard; Heerdink & Company, bars, and the Henderson Trio, jugglers, with A. C. (Huffy) Hoffman as producing clown.

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UNDER THE MARQUEE

Foghorn Clancy, rodeo announcer, was in New York last week from Waverly, N. Y.

Just for a change in '47, how about an all-knock-kneed ballet?

Kid Lewis Barton, annex attraction with Arthur Wright's Side Show on the Ringling circus, is visiting Leon Long in Atlanta.

Fred Smythe, manager of the Ringling-Barnum Side Show, in New York from Sarasota, reports past season best in the show's history.

Editor called a press agent's copy a "case of exaggerated adjectives."

"Digger" Pugh, of the Wallaby Booking Agency, London, was scouting New York the past week for circus and vaude talent for England.

Max Bertei, of the Chambertys Trio, past season with Cole Bros.' Circus, has recovered from his recent illness and has left the hospital in Louisville for Sarasota, Fla.

Plane riding will be perfect when they start taking general agents' mileage.

Many newspapers carried a recent Associated Press feature about the tangled affairs of the John Ringling estate at Sarasota, Fla., and some used pictures of the ornate Ringling mansion and museum of art.

The Craddocks, French acro-comic trio, arrived in New York last week and will open soon in Lou Walters' Latin Quarter show. Boys are members of the well-known Fratellini family of clowns and circus performers.

Cook's notice: Dictionary defines "scoff" as mockery. Funny how they sometimes are right.

Six DeWaynes, teeterboard act, and Pat Moran, acrobatic clown, have been signed by Paramount Pictures to appear in a sequence of *Variety Girl*. . . Betty and Benny Fox, sky dancers, were featured in the syndicated cartoon, *Teen-Age Triumphs*.

Mr. and Mrs. Humphries, parents of Len Humphries, Hamid-Morton Circus manager, arrived in New York from England aboard the Queen Elizabeth Thursday (12). They plan to locate here permanently following visits to Toronto and Miami Beach, Fla., where they will be the guests of Mr. and Mrs. Bob Morton. The elder Humphries has been connected with English circuses all his life and, tho 64 years old, he plans to continue actively here.

Earl Shipley, busy with individual holiday appearances, will make the remaining Orrin Davenport dates and be principal producing clown for the St. Louis Police Circus. In May, he will return to Jimmie Lynch's Death Dodgers. . . This was the third year for Rue and Phil Enos at the Houston and Fort Worth Shrine circuses. They clowned and did a comedy trapeze act.

Some pushers don't know whether they're the backbone of a show or just bringing up the rear.

Glaysd Gillem, animal trainer and wrestler, while filling a wrestling engagement in Cleveland, received delivery of twin lion cubs purchased from Eugene Christy. Gladys was with Bailey Bros. the past season and is now presenting Capt. George Engerer's lion act. Christy, with the James M. Cole Circus the past season, is now back home in Indiana, Pa.

When an old-timer boasts about the number of years he spent in showbiz, he feels insulted when a listener doesn't awe.

By special invitation, veteran Equestrian Director Fred Bradna, looking the picture of health but still on crutches, blew the whistle for the final matinee of Ringling-Barnum at Sarasota, Fla. The management, performers, musicians, property men and canvasmen all gave Fred and his wife, Ella, a rousing welcome.

PEDRO MORALES, well known as a member of the Morales Family, snapped recently in Peoria, Ill., with Pedro Jr. With his partner, Raye Motte, Pedro is now headlined in niteries and vaude as Raye and Pedro, the "Brazilian Nuts."



Mr. and Mrs. Charles Davitt, Springfield, Mass., recently entertained the Adele Nelson Tent, CFA. Colored circus movies were shown by CFA Bill Judd, of New Britain, Conn. . . Joe and Wally Beach visited the Four Elgins, Kay and Karol, Billy Wells and the Four Fays, Mary and Ronnie Norman, and Kaye and Kaye when those acts appeared recently at the Court Square Theater, Springfield, Mass.

Being a circus owner may be a hard job, but it's a sure way of getting your name on the lithos in bigger type than the actors.

Donna Cameron, performer with R-B, paused in Chicago several days recently en route from Sarasota, Fla., to her home in Vancouver, B. C. She visited Florence Baker, who retired in August as Pat Valdo's assistant. . . Kay Barney, the past season with Dailey Bros., was recently in Chicago. . . Also in Chicago on vacation were Mel Rennick, Thomas (Smoky) Rouse and George Barnaby, clowns the past season with the Clyde Beatty Circus and since then on indoor dates.

H. D. Golden writes from Burnips, Mich., that he has added a trained goat, dog and pair of golden hamsters to the stock of his circus. . . Tiny Smith is home in St. Joseph, Mich., with his comedy Ford before starting on his indoor dates and Christmas shows. He played 12 weeks of fairs for the Boyle Woolfolk office and put in the month of November with the Robinson Rodeo in Mississippi and Alabama. . . Jake J. (Corrigan, the Cop) Disch of

Long Season in Cuba Launched at Havana By Santos y Artigas

HAVANA, Cuba, Dec. 14.—The 30th season of the Circo Santos y Artigas opened in Havana November 29 for a run of six weeks, to be followed by a tour of 20 weeks on the island. Show had a grand opening under a new big top, and the acclaim given it by a capacity crowd gave management the hope that the season would be the most successful in its history.

Performance was produced by Willy Storey, of Sarasota, Fla., who came to America from Europe with his uncle, Alfred Court, a decade ago. In addition to Cuban talent, the well balanced program has several acts from the States, including one of the former Court wild animal groups, elephants from Ringling-Barnum circus, Albert Fleet and his chimpanzees, and Poldor, the clown, with his partner, Guerrerito, and his troupe of midgets.

Among other acts are Santo Gloriosos, comedy bars; Ani and Lido and Joe Ferran Company, the past season with the Sparks Circus; Lola and Terre, Field and Freddy, Hilda and Gilbert, Mini Loy Company, Agtamonte, wire, and Chang Bros.' Chinese acrobatic troupe. Direct from the Circo Price, Madrid, Spain, came the musical clown trio of Gaby, Fofu and Miliky.

Cudahy, Wis., visited *The Billboard's* Chicago office convention week.

Ed Conway and Dutch Hoffman, old-time troupers of Philadelphia, were recent visitors to the Circus Room and collection of Herbert A. Douglas, West Chester, Pa. They were accompanied by J. Rudolph Conway. . . James H. Aitken, retired contortionist, and his wife, Golden, drove from New Orleans to Picayune, Miss., to catch King Bros. and enjoyed a visit with Albert Powell Sr. . . Charles (Bounding) Johnson is in charge of the five semis and other equipment of the Van Roy Show, stored on the fairgrounds at Savannah, Ga.

Capt. Anthony Greenhaw, former circus agent now stationed in Manila, writes of a Philippine circus he saw recently. It was a small one-ring affair with a makeshift top composed of army tents and had no seats. The 30-minute program consisted of a dog act and contortion and acrobatic numbers, put on by one family of seven members. Cooch was included in the performance, and the manager did not take well to Greenhaw's suggestion that it be used as an after-show with an extra charge. Entire troupe appeared in outside bally on a high platform above the ticket box. License was no great worry—\$16 for three months.

Remnants of the old school, who lived in leaky and stuffy overland circus wagons, get considerable amusement out of the trouble and expense today's showmen go to in order to insulate and air-cool house trailers.

In the public prints: Carol Hughes, contributing editor of *Coronet* magazine, has an article in the December issue titled *Biggest Home-Town Show on Earth*, concerning the Gainesville (Tex.) Community Circus. Miss Hughes was in Gainesville last April to gather material for her piece. . . A three-column cut in *The Sun* at Vancouver, B. C., recently showed ex-cirque Hadyn Mann at the keyboard of a trailer-mounted callopie which he played during a Shriners' parade. *The Sun* also had an interview with Harper Joy, Spokane (Wash.) circus fan. "To me," Joy said, "the circus is the incarnation of adventure."

COAST OPS MOVE TO ORGANIZE

Halls Crawl With Agents As 25 Shows Attend Iowa

DES MOINES, Dec. 14.—Twenty-five carnivals—25, count 'em—were represented at the convention of the Fair Managers' Association of Iowa here this week at the Hotel Fort Des Moines. That was the count *The Billboard* correspondent made. But, if anything, the total number actually was higher, as some of the orgs may not have registered officially, failed to hang out their shingle or missed getting a room at the convention hotel. Show reps milled thru the lobbies and hosted in their rooms thru the sessions, but, as in the past, relatively few contracts were closed—most of the annuals deferring the inking until meetings of their entire fair boards back in their home bailiwicks.

Most of the fairs, however, had big representations—in fact, total attendance of fair men was rated the highest in history, and they toured the rooms, putting the ear and, in not a few cases, the lip to various offerings.

Two Railroads on Hand

Railroad shows were represented by Max Goodman, of Wonder Shows of America, and Louie Berger as an ambassador for the Hennie Bros.' Shows, the latter beaming his way thru the proceedings in the stead of J. C. McCafferty, org's general agent, who had been called elsewhere.

Reports of a possible sale by John Francis, of the show which carries his name, to Joe H. Sharp, of the American Beauty Shows, had the tongues awagging. Sharp allowed as how the sale had gone beyond the talking stage and Francis took off for St. Louis midway thru the sessions, preparatory, it is understood, to preparing for a final inspection of the show's equipment there in the immediate future by Sharp.

Collins Announces Pair

Billy Collins, of the William T. Collins Shows, came thru with the announcement that he had closed contracts for the Rochester, Minn., fair and for the Mason City, Ia., annual. Probably the biggest delegation from any org was that of the World of Today Shows, which had Noble Fairly, Art Signor, W. J. (Hi-Pockets) Lindsay, S. O. Lee and Coleman Lee on hand.

Jack Ruback, of the Alamo Exposition Shows, was in and out. Among others noted were Mr. and Mrs. K. H. Garman and Mr. and Mrs. V. R. Flora, Sunset Amusement Company; Mr. and Mrs. Jack Downs, Gem City Shows; Don Trueblood and Ross L. Sinderon, Home State Shows; Don Brashear and Jack LaVere, Victory Exposition Shows; Frank Ward and Loren Leach, Greater Rainbow Shows; L. P. Hale and Clyde Graham, Hale Shows of Tomorrow; Bob Robinson and Alva Merriam, Merriam and Robinson Shows; S. R. Lang, Apex Shows; Joe Green, Snapp Shows; John McKee, John McKee Shows; L. B. Lamb and Bob Jackson, L. B. Lamb Shows; J. H. Eckerson, Royal United Shows; Gil B. Tuve, Art B. Thomas Bombshell Shows; Charles Carroll, Jack McDonald, E. D. Patterson and Paul Ebersole, Vet- (See 25 Shows At Iowa on page 63)

Shive Wrecks Auto, Unhurt

LOUISVILLE, Dec. 14. — H. B. Shive, general agent for Lawrence Greater Shows, escaped injury in an accident which caused considerable damage to his automobile on U. S. Highway No. 31 between Seymour and Austin, Ind., Thursday (12). Shive was en route to High Point, N. C., after having attended the Chicago meetings.

Gilsdorf Sells Paramount Org To Bingo Trio

CHICAGO, Dec. 14.—Ralph P. Flannagan, Sam J. Lipsih and Peter Stamos, all formerly associated with Bill Jones in bingo operations, revealed here Monday (2) their purchase of Dick's Paramount Shows from Richard E. Gilsdorf. Purchase price was not stated, but Flannagan, who will act as general manager, said the deal ran into heavy dough in keeping with the currently high market on amusement properties.

Ben Braunstein was signed as general agent. It is understood Gilsdorf will aid the new owners with winter-quarters activities and early bookings until the show opens. Gilsdorf's recovery, following an automobile accident nearly a year ago, has been slow and is believed the reason for his decision to retire.

Flannagan said the show will be operated by a New York corporation under the title Paramount Shows.

Equipment involved in the deal includes 14 trucks and trailers, one van truck, a Tilt-a-Whirl, Rocket, Chair-o-Plane, Ferris Wheel, Merry-Go-Round, Roll-o-Plane, five shows and two light plants.

Flannagan said he was promised March delivery on a new Octopus, Merry-Go-Round, Kiddie Auto, Roll-o-Plane and Caterpillar. Duplicate rides will be sold when the new equipment is delivered. Also on order are two light plants from Lewis Diesel. A show front has been purchased from James E. Strates.

Winter quarters will be set up in Norfolk, Va. Legal aspects of the sale were handled by Max Cohen, (See Gilsdorf Sells on page 54)



IN ORDER TO DEVOTE all of their time to manufacturing their Comet ride, Stacy Johnson and Fred Tillman have sold their Comet and Airplane rides to Lloyd D. Serfass, general manager of the Penn Premier Shows. Photo shows Serfass, left, handing his check to Johnson and Tillman.

Sedlmayr Names Hefty Fair Run With Gasp In

CHICAGO, Dec. 14.—Carl J. Sedlmayr, owner of the Royal American Shows and one of those who remained over several days after the close of the meetings here, announced the customary heavy list of fair dates for his org for the coming season, and pointed out that the revival of the Gasparilla Day festivities in connection with the Florida State Fair should make the mid-winter stand in Tampa as big a winner as was (See Sedlmayr Fair Run on page 54)

Bill's Greater Goes Into Yuma Quarters

YUMA, Ariz., Dec. 14.—After 35 weeks on the road, Bill's Greater Shows closed the season and moved into quarters here. Plans are to open again February 10, with 6 major rides, 5 shows and 25 concessions. Org also plans to carry a free act next season.

Manager Bill Bishop has four rides working a downtown location here, but reports business is only fair. Bishop and Bill Beach spend most of their time fishing.

Cotton Carnival to Cavalcade

MEMPHIS Dec. 14.—Al Wagner's Cavalcade of Amusements was awarded the 1947 Memphis Cotton Carnival contract for the second consecutive year at a meeting of the carnival committee here Thursday (12), it was officially announced Friday.

Dates were officially announced as May 10 thru May 17, which includes two Saturdays, but it was pointed out no operations will be allowed on Sunday.

Officials did not reveal the terms of the contract, but it is understood that a stiff guarantee was extracted because of the heavy competitive bidding for the date. In addition to the Cavalcade, official bids were made by the John R. Ward Shows, Max Goodman's Wonder Shows of America and Hennies Bros.' Shows. Royal American Shows figured in the picture, but Carl J. Sedlmayr, owner, did not fill out one of the official questionnaire bids.

Wagner also announced a strong route of fairs already booked, including the Ionia (Mich.) Free Fair, the La Porte (Ind.) Fair, Kentucky State Fair at Louisville, Missouri State Fair at Sedalia, Kansas State Fair at Hutchinson, and the Mississippi-Alabama Fair, Tupelo, Miss.

Seek Defense Against Laws

Western Fair Managers cut associates, said to be framing standard show contract

By a Special Correspondent

SAN FRANCISCO, Dec. 14.—A definite move is underway to organize carnival owners and operators on the Pacific Coast in an effort to combat what they consider unfair legislation and for their mutual protection in dealings with fair associations.

Mike Krekos, president of the West Coast Amusement Company, and an officer and member of several other show enterprises and organizations, apparently is the leading figure in a determined move to get outdoor showmen of this area together to work for their mutual benefit and the protection of their interests.

Krekos pointed out there has been talk of such an organization for many years, but thru the lush times owners and operators have been too busy to consider anything but their personal problems. Necessary changes in business tactics and results cannot be too far in the offing and he feels that an organization is needed now to keep city, county and State regulations in line. Otherwise, if a decided slump comes in business, owners will find themselves doubly handicapped with unfair legislative restrictions.

Outside, Looking In

Pointing to examples of recent legislation, he said the stiff fireproof tent bill went thru the 1945 California Legislature without voiced opposition; other Western States have detrimental motor vehicle regulations and almost no reciprocal laws, and the Western Fair Managers' Association has dropped all associate memberships, which means the show operators are on the outside, looking in.

Elimination of associate memberships means the carnival operators cannot have any voice in the deliberations when new curbs or theories of operation are advanced, so Krekos believes that a friendly association of showmen might be able to meet with other executives and work out policies beneficial to the shows and the festivals, celebrations and fairs.

Krekos is so enthused with the idea that he is willing to up with a hefty chunk of cash to start the ball rolling. He believes a central office should be (See Coast Ops Plan on page 54)

Starr DeBelle's Show To Be With Strates Org

JACKSONVILLE, Fla., Dec. 14.—Dick C'Brien, assistant manager, who recently returned from the winter meetings in Chicago, announced here today the James E. Strates Shows had signed the following attractions for the next season: Starr DeBelle, with a Wild Life Show; Fielding Graham's Crystal Maze; G. W. Murray for the Lion Motordrome, and Bernard Benson for the Hawaiian Revue. O'Brien said his org purchased plenty of new equipment while in Chicago, including six new light towers, giving the show a total of 12. At present workmen are busy building new wagons.

MIDWAY CONFAB

Happy Preston reports he has accepted a job with the St. Petersburg, Fla., Fair.

Larry R. Blane, Erie digger op., now wintering in Detroit, plans to re-join the Wonder Shows of America next season if his health permits.

Phil Cook, chaplain of Miami Showmen's Association, left New York last Wednesday (11) to spend the winter in Miami.

Joe Teska, Model Farm Show, closed the season in Puxico, Mo., Sunday (1) and is wintering in Poplar Bluff, Mo.

Tom W. Allen, sage of Waynesville, Mo., stepped on a nail recently and has been out of action for three weeks.

L. Peasey Hoffman is now the outdoor show representative of the Caledonia Corporation of Chicago, specializing in lighting equipment.

Gerald Snellens, special agent for the World of Mirth, remained over in Chicago for a week after the meetings in order to contact national advertisers.

James L. Barrow, Detroit concessionaire, recently bagged a black bear and an eight-point buck on a hunting trip in Michigan's Upper Peninsula.

Tony Pelcher cards that he is in the Jackson, Tenn., winter quarters of the Dude Brewer's concessions. He will be with Brewer again next season.

Sammy George, girl show op., is recuperating at his home in Beaumont, Tex., following an emergency operation. George is with the D. S. Dudley Shows.

Edward Cruz and family are spending the winter in Alabama. Cruz will be back with the Great Sutton Shows next season with his mitt camp and concessions.

Mr. and Mrs. Marvin (Swede) Kjos are wintering in New Orleans. They report Bobbie is singing at the Moulin Lounge. Swede recently was discharged from the Marine Corps.

A. Hymes has the concessions at Kingsbridge Armory, Bronx, N. Y., where Jack Kochman is promoting midget auto races Wednesday and Saturday nights.

Earl D. Backer, who closed as special agent with Mighty Page Shows in New Orleans November 15, is recovering in his home, 4715 Court South Central Park, Birmingham, from an infected foot.

Fred J. Vena reports that he had a big season, his first on the road since getting out of service, with W. T. McNally Greater Shows. Org played Boston and other New England spots.

When asked if he wanted Ferris Wheel ducats, an old Southern uncle answered, "No Sah! You don't ketch us ol' folks a-ridin' on that Jacob's Ladder."

H. H. Dawson, concession manager and legal adjuster with Bee's Old Reliable Shows this past season, is working this winter as a broker in the wholesale hosiery field in Little Rock and Hot Springs.

Mr. and Mrs. F. W. Peppers, owner's All-States Shows, visited Mr. and Mrs. Stanley Jones, bingo ops formerly on the Pepper Shows, in Punta Gorda, Fla., Wednesday (4). The

Peppers expect to visit in Key West and Miami before returning to winter quarters in Selma, Ark.

C. W. Cable writes from Water Proof, La., that Cable Amusements are operating four concessions and one ride in City Park in Water Proof until January 1, at which time org will move to New Orleans.

John B. Davis, manager of the Southern States Shows, wires from Tampa that his org closed the season Saturday (7) at Brevard County Fair, Melbourne, Fla., and is now in Tampa quarters.

R. E. (Tex) Forrester, agent for the Leonard Duncan Harlem Swing show, advises from Houston the show is playing theaters and night clubs in and around that city. Org has a cast of 22 persons.

Bill Cody writes that K. G. Bar-koot, veteran carnival owner, is in ill health and confined to a Toledo hospital. Recent visitors there were Mr. and Mrs. Anderson, of Northwest Amusement Rides.

Mr. and Mrs. Harry J. Adams, who had a successful season with their cookhouse on Byers Bros.' Greater Shows this season, are wintering in Corpus Christi, Tex. They are anxious for G. O. (Babe) Moore to contact them.

G. A. (Gil) Tuve, general agent for Art B. Thomas Shows, now has more than 400 specimens in his collection of miniature whisky, wine and liquor bottles, gathered from all corners of the globe, with the exception of Norway and Sweden.

King and King, dance duo under contract with George A. Golden, was one of the hit attractions at the Miami Showmen's Association jamboree on the James E. Strates Shows at the Northeast Florida State Fair in Jacksonville recently.

Mrs. A. C. Thornton, of Houston, Ida Mema Young of Lafayette, La., and Mrs. Alice Wilson of Hennies Bros.' Shows are en route to Mexico City. Mrs. Harry Hennies had planned to make the trip but was unable due to illness.

Joseph and Mollie Mooney are wintering in Toledo, where Joe is employed in a boiler shop and Mollie is working as a machine operator. Both plan to return to Jack Korie's Side Show next season, Joe as a talker. Mollie again will operate her concessions.

Ray C. Ellis, still confined in Veterans' Administration Center, Biloxi, Miss., would like to read letters from friends. . . Johnny Wutherick, who closed a successful season with Groves Greater Shows in Louisiana, is in Hot Springs awaiting delivery on a new Mercury.

Tex Conroy, veteran Side Show talker and manager who closed a successful season with Carl J. Lauther's Side Show on the Johnny J. Jones Exposition, is playing Santa Claus in Lit Bros.' store, Philadelphia, his 14th season there.

Mrs. Bill Crowe entertained at a dinner in Hot Springs, the occasion being her husband's birthday. Guests included Mr. and Mrs. Ed (Blackie) Scofield, Mr. and Mrs. Charles Moss, Mr. and Mrs. Eugene Haddad, Mrs. Trusty McCully and son, W. T. McCully, and Mrs. Buddy Thornton.

Billy (Sailor) McKean, Whip and Scooter foreman, for many years with Dodson's World's Fair, Art Lewis and Mighty Sheesley Midway

shows, is in Grandy Sanitorium, Norfolk, and would like to read letters from friends. For the past three years he has been Scooter foreman at Ocean View Park, Norfolk.

The Robinson family, frozen custard concessionaires, have arrived at their home in Miami after a successful season with several shows in the Middle West, including the John R. Ward, Wallace Bros., J. F. Sparks and Shan Bros. orgs. En route home they stopped to fish for three weeks in Winter Garden, Fla., and visited

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- All outdoor operators know that these two varieties pop much faster with less oil and when popped are more tender and delicious. Your customers will come back for more and more. You will get more money from a bag of these varieties. Many operators make caramel corn also, selling it in large hunks rather than individual grains.
- If you want us to supply you after March 1st, write us your requirements Now! We can quote you a price for the season if you wish to book with us, for we can guarantee delivery throughout the year.
- Until March 1st we offer Hoosier Pride Hybrid large yellow that is guaranteed to give satisfaction, and now we can also supply seasoning.
- Write us for samples and prices on Corn—Bags—Boxes—Salt—and Cones.

The Indiana Pop Corn Co.

"From Processor to You"

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WIRE—WRITE—PHONE

FOR STOREROOMS NOW

and Midways later

Get our new
Walk Thru Show—

JUVENILE DELINQUENCY

Show praised by police forces, city officials, juvenile courts, business men, schools, etc.

A great front and window display for any store room, no matter how big the city, and a great show inside that takes the town. Men, women and children of all classes flock to this show, then tell others.

Write or wire for cuts, description, price, etc., and our sure-fire plan of working show so as to net you hundreds of dollars clear money each week.

Kindly rush request for free info on above JUVENILE show, as demand is heavy and supply is limited. Catalog of shows for 1947 on request.

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Size 48x48", Price \$38.00.
Size 48x48", With 1 Jack Pot, \$42.50.
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HARRISON GREATER SHOWS

Now booking for 1947 season, Concessions of all kinds, Ride Help in all departments. Mr. Bancroft, get in touch with me at once. FRANK HARRISON, Owner and Manager. Permanent address, Route 4, Box 87, Lexington, S. C.

Mr. and Mrs. Billy Gause, former show owners from Wisconsin.

J. L. Keef, owner of the Capital City Shows, and Jack Rainey, secretary of the same org, were visitors at the home offices of *The Billboard* in Cincinnati last week. They had been on a booking and buying trip out of Nashville, the show's winter quarters. Keef reported that he had purchased a Merry-Go-Round.

Tommy R. Poplin, with King Bros. Circus this past season, writes from Orlando, Fla., he has signed as trainmaster for the 1947 season with the Cetlin & Wilson Shows. He will report for duty January 1 at the C. & W. winter quarters, Petersburg, Va. Poplin reports he recently spent a week in an Orlando hospital undergoing treatment.

Mr. and Mrs. L. H. Hardin have returned to their duties with Regal Exposition Shows, now on tour in Florida, after a belated honeymoon. They visited in five States. Accompanying them on the trip were Mrs. Hardin's brother, Henry H. Hughes, concessionaire, and his bride, the former Marjorie Layfield, of Brunswick, Ga.

Billy Logsdon writes it was like old home week in Bradenton, Fla., when he appeared there with his Side Show on the Florida Amusement Company. Visitors included Mr. and Mrs. T. W. (Slim) Kelley, Stanley

Barbay, Bud Valier, Lee Erdman, Mr. and Mrs. Dave Francis, the Al Renton family, Bessie Besette, Danny Prattah and Mr. and Mrs. Joe Scortino.

Mr. and Mrs. John T. Hutchens are visiting in California. The Hutchens had their Modern Museum on Snapp's Greater Shows this season and will be back with that org again next year. The Hutchens plan to visit their daughter and son-in-law, Mr. and Mrs. Evans, in Memphis before returning to Joplin, Mo. In California, the Hutchens are visiting their son, Ralph O. Hutchens, who lives in Clear Water, Calif.

Mike Krekos, general manager of the West Coast Amusement Company, and his manager, Harry Meyers, are rounding out a vacation at Murietta Springs in Southern California, both planning to hit Los Angeles in time for the Pacific Coast Showmen's Association banquet. . . . Art Craner, press representative for Krekos, visited at the home of Louis Leos in Los Banos, Calif., Sunday (1) en route from Los Angeles to San Francisco.

Mr. and Mrs. William C. Bradley have signed their Rolloplane and Octopus with Golden West Shows for 1947 and will tour California with the combo, Bradley letters from their Palo Alto (Calif.) home. . . . William A. Bernauer, concessionaire, and family have closed their season and are wintering at the Sunny South Trailer Park, Orlando, Fla. Bernauer and wife plan to make the Indiana Association of County and District Fairs meeting, Indianapolis, January 6-8.

T. J. McManus, World of Pleasure Shows, letters from Tampa that the Trailer Village operated by Ray Meyers and Frank Newfert on Nebraska Avenue there has taken on the appearance of a carnival midway. Recently sighted cutting up jackies around the office, McManus says, were Mr. and Mrs. Paul Sprague, Mr. and Mrs. Woodrow Jones, Mr. and Mrs. Joe Marks, Mr. and Mrs. J. Snead, Mr. and Mrs. Vick Terrell and Mr. and Mrs. H. W. Judd. Mr. and Mrs. Joe Marks purchased a new p.-a. system. McManus and wife have had their trailer refurbished and Mr. and Mrs. Roy Ives are managing the camp.

DETROIT NOTES: Chester Lamb, veteran animal man, hit the headlines in local newspapers with a human interest story for the second time in a month when a baboon he was handling escaped and sought refuge in a gas station. Previous story was over his skunks, which neighbors objected to until they were proved odorless. . . . Mr. and Mrs. Jack Raum visited in Detroit en route to meet the Cherokee Rodeo Association, which closed its tour at Kincardine, Ont., November 30. . . . Arlington Winslow, of the Winslow Amusement Company, ride owner and concessionaire currently playing some late dates in Florida, returns here late this month. He plans to be with the Gooding Greater Shows again next season. Mrs. Winslow, who operates a mit joint and is now at home here, will join her husband on the road next season.

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10,000 \$7.25
20,000 8.75
50,000 13.75
Send Cash With Order. Stock Tickets, \$17.00 per 100,000.

WHEELS OF ALL KINDS
Tickets—Paddles—Laydowns
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GREAT SOUTHERN EXPOSITION WANTS FOR ALL WINTER PERMANENT PARK
Heart of Riviera, Fla., on Dixie Highway adjoining West Palm Beach.
Stock Concessions, all kinds. Will book or buy Merry-Go-Round. Jolly Jailette, W. S. West, Pat Brady, others with me before, interested in all winter's work, no ups and downs, contact at once. Opening date, Saturday, December 21st. Need Bingo, Kid Rides. Good location for Pony Track, Thrill Rides, Octopus, Tilt, or what have you not conflicting? Agents for Office Concessions.

Coast Ops Plan Protective Org

(Continued from page 51)

established to serve as a clearing house for all Pacific Coast showmen, so information and bulletins could be distributed.

Tough Bidding Tactics

Many Pacific Coast showmen wept with vigor and chagrin when they counted the net after playing some fairs last fall. It seems that small shows were played against the larger orgs in bidding for contracts, and often the smallie wound up with a contract so out of line there was no chance for a profit.

Now the Western Fairs Managers' Association is considering the adoption of a standard contract, and the lads are holding their collective breaths awaiting the details of this one. So far, no carnival men have been officially invited to sit in when this contract is to be promulgated.

The Pro and Con

Krekos' efforts toward effecting such an organization apparently are sincere and determined, but the sideline observers do not think it has a chance to go thru, pointing out the showmen generally are too disorganized, and too jealous of each other to band together in a working organization.

Those highly in favor of the plan say that the proposed standard carnival contract, if it goes thru, may be stiff enough to send all the operators scurrying for the cover of an organization. On the other hand, say cooler heads, maybe the standard contract is just the thing to eliminate cut-throat competition.

Everyone on the Pacific Coast interested in the carnival business, from grease monkey to owner, is eying the spectacle.

Endy Entertains Lions

MIAMI, Dec. 14.—Endy Bros.' Shows, in winter quarters here, supplied attractions for the Lions Club of Coral Gables opening Monday (9). Endy has many other bookings in this area during the off season.

Royal Crown Gets Winter Haven Date

CHICAGO, Dec. 14.—A telegram received at *The Billboard* office here today revealed that Eddie Young has signed the Winter Haven, Fla., Citrus Exposition, February 17-22, for his new Royal Crown Shows.

Young played the date last year when he operated the Blue Ribbon Shows, and the gross for shows and rides was in excess of \$38,000.

300 Attend Rites For Roy Ludington

LOS ANGELES, Dec. 14.—One of the largest turnout of showfolks in local history marked the final rites of Roy Edward Ludington, longtime manager of Crafts' 20 Big Shows, who was buried in Forest Lawn Memorial Park, Glendale, Tuesday (10) after a Masonic funeral was conducted at the Church of the Recessional in Forest Lawn.

More than 300 friends and associates paid their last respects to the popular showman who died at his home in North Hollywood on Wednesday (4) after a long illness. A procession of more than 100 autos followed the funeral car to the grave. It required several trucks to carry the flowers sent from virtually every corner of the country.

The funeral oration was made by H. A. (Pop) Ludwig, manager of Virginia Park, Long Beach, and the address at the grave was made by Bill Hobday, vice-president of the Pacific Coast Showmen's Association, of which Ludington was a past president. Ludwig and Hobday officiated at the request of Mrs. Ludington. Both were friends of the deceased for many years.

Pallbearers were Frank Warren, Hal Eifert, Roy Shephard, Joe Duran, O. N. Crafts and Spot Ragland. Honorary pallbearers were Joe Glacy, Bill Hobday, Bill McMahan, Lou Korte, Clint Nogle and Lee Brandon.

Jack Rosenthal Honored at Dinner

NEW YORK, Dec. 14.—Jack Rosenthal, past president of the National Showmen's Association, was honored at a testimonial dinner tonight by 200 members and friends of the association at the Hotel Belvedere here. In honor of the term he served in 1945 he was given a gold life membership card and a solid gold wrist watch.

Benjamin Fielding, license commissioner of New York and guest speaker, told the audience, made up largely of showmen, that they had a "God given privilege to bring entertainment to people." He stressed the need for laughter and amusement in a troubled world and said he was just as interested in preserving the rights of persons in the amusement business as in guarding the interests of their customers.

George A. Hamid, president emeritus, was toastmaster. He made the presentations and called upon friends and associates of Rosenthal to extend brief congratulations. Among them were members of the Palisades (N. J.) Amusement Park which is co-owned by Jack and Irving Rosenthal. Speakers were Joe McKee, Fred Murray, Max Hoffman, Max Goodman, Sam Rothstein, Harry Steeper, Dada King, Dolly McCormick, Arthur Halpin, Anna Halpin, Bert Nevins, Irving Rosenthal, Joe Rinaldi and Harry Moss.

Dancing followed the dinner. A fair was staged under the direction of Jack McCormick, chairman of the entertainment committee.

Krekos, Leos Buy Property To Build Winter Quarters

LOS BANOS, Calif., Dec. 14.—Mike Krekos, general manager, and Louis Leos, secretary, have purchased a tract of land on the Merced-Los Banos Highway in Merced County, near here, where they plan construction of a permanent winter quarters for their West Coast Amusement Company.

Plans call for buildings to house equipment and homes for members of their staff.

This org recently received the first shipment of new equipment from the Marine Chevrolet Company of Vallejo, with other trucks earmarked for delivery before the '47 season opens.

SEDLMAYR FAIR RUN

(Continued from page 51)

The surprise revival last February. Sedlmayr said Royal American will play only two winter dates, according to present plans—the Florida State Fair and the Orange Festival at Orlando. Then the org will be returned to winter quarters for its final dressing up before heading north early in May for the customary stand at Grand and LaCleda in St. Louis.

Fairs already contracted include the revival of the Minnesota State Fair, St. Paul, after a lapse of two years; the Kansas Free Fair, Topeka; Oklahoma State Fair, Oklahoma City; Oklahoma Free State Fair, Muskogee, and the Louisiana State Fair, Shreveport.

Sedlmayr intimated that other contracts are in the formative stage, almost ready for the ink.

GILSDORF SELLS

(Continued from page 51)

general counsel, American Carnivals' Association.

This year Flannagan operated a bingo unit with the James E. Strates Shows. He formerly was associated with the John H. Marks, O. C. Buck and West's World Wonder Shows. Stamos was associated with Flannagan on the Strates show, while Lipsih managed a bingo unit at Sea Breeze Park, Rochester, N. Y.

SLA Committees

CHICAGO, Dec. 14.—Irving J. Polack, president, announced the Showmen's League of America committees for 1947 as follows:

SHOWMEN'S HOME TRUSTEES

B. S. Gerety, chairman; M. H. Barnes, J. W. Conklin, M. J. Doolan, Frank P. Duffield, Max Goodman, W. R. Hirsch, Sam J. Levy, R. L. Lohmar, J. C. McCaffery, E. Lawrence Phillips, Joe Rogers, Sam Solomon, Cliff Wilson.

ENTERTAINMENT COMMITTEE

Maurice (Lefty) O'Hren and William Carsky, co-chairmen; Charles Zemeter, Al Sweeney, Boyle Woolfolk, George Flint, Harry Russell, Maurice Haft, Sunny Bernet, E. B. (Smiley) Daly, William H. Green, John M. Duffield, Sam J. Levy, Fred H. Kressmann, Ernie Young, T. Dwight Pepple, David P. O'Malley.

WAYS AND MEANS COMMITTEE

Harry Ross, chairman; Harold Paddock and J. C. Thomas, co-chairmen; William Cowan, M. J. Doolan, Ralph N. Endy, Jack Gilbert, Sam Gordon, Maxie Herman, Louis Leonard, Sam T. Polack, George A. Golden, Mickey Blue, William Glick, Denny Pugh, J. C. McCaffery, George W. Westerman, Eddie Murphy, M. M. (Nell) Webb, L. C. Reynolds, Jack Ruback, G. L. Wright, Al Wagner, Joe O'Donnell.

MUSTERING OUT FUND COMMITTEE

F. E. Gooding, chairman; James P. Sullivan and J. W. Conklin, co-chairmen of Canada; William Carsky, Mel G. Dodson, M. J. Doolan, Charles G. Driver, David B. Endy, Sam Gordon, Morris A. Haft, Arthur Hopper, Fred H. Kressmann, Art Lewis, Morris Lipsky, J. C. McCaffery, Andy Markham, Nate Miller, Harold Paddock, Bob Parker, Carl J. Sedlmayr, Al Wagner, G. L. Wright.

MUSTERING OUT FUND APPROVAL BOARD

F. E. Gooding, chairman; Frank P. Duffield, Sam J. Levy.

SERVICEMEN'S COMMITTEE

William Carsky, chairman; Sam H. Glickman, Bernie Mendelson; chaplain, Marcel LaVoy; tyler, H. A. Lehrter; counsel, Arthur Morse; Canadian legal representative, Louis Herman; Canadian secretary, Malcolm M. (Nell) Webb; physicians: American Hospital, Dr. Max Thorek; Alexian Brothers' Hospital, Dr. John C. Havlik.

FINANCE COMMITTEE

S. T. Jessop, chairman; Arthur F. Briese, Al Beck, M. J. Doolan, G. L. Wright, William Carsky, Jack Nelson, Harry Russell, Sam T. Polack.

WELFARE COMMITTEE

James Campbell, chairman; Val Coogan, Charles H. Hall, Louis Leonard, Rev. Marcel LaVoy, Ernest (Rube) Liebman.

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CHAIR-O-PLANE, A-1 condition: Marquee, 30x30; one 20x40 Eight Ft. Wall, one 20x30 Eight Ft. Wall, Canvas used part of one season. One 1937 Chev., ton and half, L. W. B., with 1941 motor. Booking Office: 21 Watkins Ave., Rutland, Vt., until Jan. **JOHN J. CARUSO, Mgr.** Winter Quarters, Legion Park, Greenwood, Miss.

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CORRECTION

MAY: Write to MARGIE

This is intended to correct a misinterpretation of a telegraphed ad published in our December 7 issue for

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Hebronville, Texas, this week.

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Ladies at the Convention

By Virginia Kline

CHICAGO, Dec. 14.—It was said with truth everyone but Kilroy was here for the annual showmen's convention. It also may be said if Kilroy had a wife she was there with at least two fur coats, several formal gowns and a special assortment of feather or flower hats.

From the first affair, which was the Thanksgiving dinner served in the Showmen's League clubrooms, to which the ladies were invited, to the banquet, Wednesday (4) there was a display of beautiful gowns and costumes to prove the old rule you can tell by the clothes of the show women whether her husband had a successful season.

At the open house receptions of the clubs and shows, at the installation dinner of the Auxiliary of the Showmen's League, at the small informal luncheons where Mr. and Mrs. Carl Haas entertained, with Mrs. Haas wearing a dressmaker suit of dove gray with gold hat and appointments, on down to the formal banquet, diamonds and sequins glittered, fur

coats flattered and new gowns swished back and forth in Hotel Sherman. The showmen could be—and were—proud of the helpmates who got the chance to get together and enjoy the fruits of the season's labor.

The many cocktail parties and the reception preceding the formal banquet displayed to advantage the evening wraps and fur coats. When the Grand March started the gowns were really modeled for the admiring on-lookers.

Mr. and Mrs. Fred Kressmann and Mr. and Mrs. Irving Polack led the march, Mrs. Polack wearing all white, a two-tiered peplum model outlined in gold, and she carried the traditional red roses. Mrs. Kressmann wore a topless blue green taffeta with princess bustled back. Mrs. David Endy wore a round neck-lined black net with tiny ruffles on shoulder lines. Mrs. Robert Parker was dressed in white crepe, the bodice a fitted, beaded panel of intricate design. Mrs. Louis Keller wore black

with winter white evening hat uplift, trimmed with black aigrettes. Mrs. J. C. McCaffery's choice was a black net with fitted bodice of sequins.

Mrs. Mike Wright's gown was black with a sunburst necklace of gold sequins. Mrs. George Hamid was attired in black with a gold shoulder-strung evening bag. Mrs. Jerry Gottlieb wore black with a short evening coat scrolled with many colored sequins. Mrs. Lillian Woods wore a full shirred black skirt, with a square necklined pastel striped evening blouse. Mrs. Orville Crafts choice was a white Schiaparelli model of heavy crepe with high buttoned neckline the blouse highlighted with multi-colored sequins. Her daughter-in-law, Mrs. Frank Warren, wore a Grecian white model with Wall of Troy patterned in gold sequins.

Mrs. George Golden was attired in a misty white Dare model with cape scarf shaped to waistline in back and shortened in front. Her diamond earrings carried out the misty silver white motif. Mrs. Shirley Lawrence wore smoke grey, liberally sprinkled with grey patterns of grey beaded designs. Mrs. Noble Fairly wore white with silver bead trimmed lapels and rose pink gloves and accessories. Mrs. Eddie Hock wore a black model, with bodice designed to show the patterns of tiny sequin flowers. Her daughter, Evelyn, wore gold chartruse with beaded outlined neckline and white orchids.

Mrs. Boots Paddock's choice was a black sequined peplum Bema model with full skirt. Mrs. Curtiss Velare wore white with silvered sequin bands at neckline and hips. Mrs. Elmer Velare chose black with lace outlining the very low back decolette. Mrs. Pat Purcell was attired in black with silver belted smartness in sequins. Mrs. Floyd Gooding wore bisque tan with small sequin designs in gold. Mrs. Pearl Visoky's choice was black net with gold lace and pastel flowers blended in sprays of outlines at neck and sleeves.

Mrs. Tom Volmer wore black crepe with soft blue velvet and lace trim. Mrs. Sam Levy wore a Leparen model, the bodice patterned with flame-green sequins, the skirt draped cleverly at the hips and front. Her daughter, June Kurlander, chose a high buttoned grey satin gown with an upswept hair-do and silver accessories. Mrs. Tobe MacFarland, a first-time visitor from Texas, wore a black deeply-fringed form modeled gown with red velvet evening wrap. Mrs. Grace Groffrey was dressed in black lace model with fine lace ruffled glamour scallops. Mrs. Ralph Clawson wore an ivory cream form-fitting gown heavily sprinkled with over-sized gold sequins, the bustle back in saucy puffs.

Mrs. Milt Morris wore a lace after-five gown with soft folds over shoulders of the lace applique. Mrs. Charles Goss, missing from the convention for a few years, was back with a rose pink softly draped chiffon gown in the petite manner. Mrs. Ralph Hemphill, of Oklahoma City, wore a shadow strapped gown of black with lace bodice. Marie Broughton's choice was a short evening frock with an unusual corsage of baby pink carnations and deep red roses. Mrs. Dan Carlos chose ice pink silvered lame with two rows of shadow bustle lines. Mrs. Ed Sopenar wore black with gold sequins patterning the classic lines at neck and sleeve line. She also wore the bracelet presented her by her husband.

Mrs. Joe Strebich was dressed in dawn pink chiffon with round yoke line of gold sequins. Her daughter, Mrs. Russell Cady, wore a bare topped model with pink net shirred skirt. Mrs. Ray Oakes wore a dramatic amethyst blue gown with many tiered skirt and bodice. Mrs. Tony Martone's choice was a black Daufin model with green feather evening hat. Mrs. Roger Haney wore (See VIRGINIA KLINE on page 67)

Carnival Routes

Send to 25 Opera Place, Cincinnati 1, O.

(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

A-1 Am. Co.: Encinal, Tex., 17-23.
Bell & Vinson: Mercedes, Tex., 6-22.
Brady & Leedy: Lakeland, Fla.
Dickerson: Claxton, Ga.
Exposition at Home: Taveres, Fla., 16-25.
Folk's Celebration: El Paso, Tex., 23-Jan. 1.
Henson, J. L.: Sycamore, Ga.; Lenox 23-28.
Lankford's Overland: Enigma, Ga.; Alma 23-28.
Olson, Norman: Vicksburg, Miss., 16-Jan. 3.
P. & B. Am. Co.: Port Lavaca, Tex.
Richman & Carpenter: Tucson, Ariz.
Smith Am. Co.: Shiner, Tex.
Sunflower State: Hebronville, Tex.
Tri-State: Larose, La., 17-22.
Zacchini Bros.: Galveston, Tex.

Circus Routes

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Owens, Buck: Winter Haven, Fla., 18.

Misc. Routes

Send to 25 Opera Place, Cincinnati 1, O.

Abbott's, Ace, Western Jamboree: Madisonville, Tenn., 18; Marshall, N. C., 19; Spruce Pine 20; Burnsville 21; La Follette, Tenn., 23.
Annon's Tent Show: Warwick, Ga., 16-21.
Hente, Sonja, Ice Show (Olympia Stadium) Detroit, Mich., 16-21.
Roller Skating Vanities (Forum) Wichita, Kan., 17-23; (Auditorium) Denver, Colo., 25-Jan. 4.
Texas Benny's Vaude Circus (Lumpkin) Lumpkin, Ga., 18-19; Weston 20; (Richland) Richland 21.

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EDDIE J., IMOGENE AND BOBBY LYNCH.
Thanks a lot, Harry. Thanks for the most enjoyable and profitable season of all time.—BRONSON C. AND VIRGINIA E. McDONALD.
My compliments, Harry, and thanks for being with your "Heart of Texas Shows," season of 1946. JOHNNY JEREMIAH CANNON.
We, too, thank Harry for a happy and profitable 1946 season of outstanding dates.—CORTEZ, DIMPLES AND RAY HENDERSON.
Thanks, Harry! We're satisfied.—MR. AND MRS. D. A. DALE.
Well, Harry, I made it in great style with your "Bigger Than Barnum Bingo."—Thanks.—OSCAR O. SCHUETTE.
Yes, we were with it, and for friendship, co-operation and an abundance of congeniality—Thanks, Harry.—BILL AND JOYE GOOCH.
Our Arcade, Harry, "went over the top." Our season has been more than satisfactory, thanks to good management for everything.—H. A., LUCY AND MIKE McDONALD.
"From first to last," thanks, Harry.—MR. AND MRS. MacWILLIAMS AND FAMILY.
We want to say, "Thanks," too for some "red ones."—MR. AND MRS. SAM EPPLE, MR. AND MRS. MICKY GOLDBERG.
"Four years with it and for it!"—Thanks for a nice season, Harry.—TILLY AND CHUCK HOLT.
Thanks, Harry, our "fourth" with you has been the happiest and most successful. Thanks again.—ALVA LEE AND FAYE SMITH.
I've watched it every night. It's okie by me. "I'm still here."—(DUTCH) ROBERTS, CHIEF OF POLICE.
I may have "flipped my dipper," but I haven't "slipped my moorings." I'm still with it.—MILTON GROTH, SUPERINTENDENT OF RIDES.
Handled a beautiful set of twins this season, "The Ferris Wheels." Thanks for a prosperous season.—MR. AND MRS. "SNAKES" RULE.
We kept 'em rolling and pitching. Thanks for a prosperous and happy season.—CARL RATLIFF, Superintendent of Transportation; MAE RATLIFF, Penny Pitch.
"Looky what I got!" A nice season, thanks to Harry.—TINY MARTIN.
Congratulations, Harry and Bee, on a fine show with such fine people.—LILLIAN JOHNSON.

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WINTERQUARTERS: BOX 158

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BEST WISHES FOR THE COMING SEASON

NOW CONTRACTING AND BOOKING FOR 1947

TURNER BROS.' SHOWS

WINTERQUARTERS

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BOX D-391

Care Billboard

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CLUB ACTIVITIES

Showmen's League of America

400 So. State St., Chicago

CHICAGO, Dec. 14.—President Irving J. Polack presided at the Thursday (12) meeting, with Fred Kressmann, past president; J. C. McCaffery, trustee; Lou Keller, third vice-president; Walter Driver, treasurer, and Joe Streibich, secretary, on the rostrum.

Banquet and ball committee report will be presented at the next meeting, it was announced. Bill Green and Rev. Marcel LaVoy are being assisted by Jimmy Stanton in arrangements for the Christmas party for underprivileged children to be held December 24 from 1 to 5 p.m. in the clubrooms.

George Flint advises that an orchestra has been contracted and other arrangements completed for the New Year's Eve party. Admission will be \$3.50, open to members and friends.

Membership applications received and ordered posted follow: Richard S. Donnelly, Lyle Richmond, Edward L. Shanks, Henry F. Barrett and C. R. Montgomery. A tribute to Joe Sorenson, who died December 6, was observed.

Dave Tennyson, William J. Coultrie and Eddie Connors were reported still in the hospital. Arthur Morris, back from New York, accepted appointment as League counselor. Members present after a long absence were Harry Bernstein, Joe O'Donnell, W. W. Davies, Louis Stern, John J. Klippel, Ross Paul, Mickey Blue and Morris Lipsky.

Canadian Secretary Neal Webb, in for a visit, was unable to stay for the meeting due to the pressure of business. Board of governors authorized club's annual donation to the Red Cross and the National Foundation for Infantile Paralysis. Aid to several needy members was also voted.

Ladies' Auxiliary

Regular meeting Thursday (5) in the Rose Room of the Sherman Hotel. On the rostrum were Mrs. Noble C. Fairly, president; Mrs. L. M. Brumleve, first vice-president pro tem; Mrs. E. Sopenar, second vice-president; Mrs. Al Geiler, third vice-president; Mrs. Rose H. Page, treasurer, and Mrs. Robert H. Miller, secretary.

Invocation was given by Mrs. C. W. Parker, ladies' auxiliary, Heart of America Showmen's Club, Kansas City, Mo., followed by silent prayer in memory of Mrs. Edna Rowan, Chanute, Kan.

Out-of-town members present included Mrs. Al Wagner, Mrs. Ann Roth, Myrtle Hutt Beard, Virginia Kline, Mrs. Louise Parker and Gertrude Parker Allen.

Applications presented and tabled two weeks were those of Shirley Lawrence, Beatrice Blue, Mrs. Sam Polack, Mildred Miller, Betty Downs, Margaret Haney, Betty Christy, Leona C. Parker, Mrs. Gladys Brod, Sally Prevost, Helen H. Christy, Ann Borker, Mrs. Edith Conklin, Susan Meyers, Mrs. Charles Wright, Nellie Young, Gertrude Parker Allen, Mrs. Louise Parker, Mrs. J. C. Wrigley, Mrs. Lotis Francis, Mrs. John C. Havlik, Priscilla B. Tennyson, and Florence Aron, of Canada.

Winners in the membership drive were Myrtle Hutt Beard, grand prize; Edith Streibich, second, and Josephine Quinn, third.

Award bond book winners were Grace Goss, Florence Snyder, Maud Geiler, Lena Schlossberg, Etta Henderson, Viola Fairly, Agnes Donohue, (See SLA on page 61)

National Showmen's Association

1564 Broadway, New York

NEW YORK, Dec. 14.—Regular meeting was held Wednesday (11). Eligibility committee approved applications of John Venditto, sponsored by Eddie Elkins; Harry Yeslovsky, by G. Marshall Vogt; Jack Rubins, by Charles Zucker; Jacob Robbins, by Ross Manning; Clarence E. Pool, by George Johnson; Sam Ostfeld, by Israel Nathan; John L. Lee, by L. Nowitsky; Joseph Nobile, by Frank Capell; John Miller, Abraham Wolfe and Ben Beckwith, by Joseph Prell; Wallace A. Cobb, Michael M. Wynn, Joie Joseph and Sidney Bernstein, by Robert Devaney; Thomas, Frank, Dominick and Philip Cerbini and John Clark, by Harry Kaplan; Arthur Ludwig, Maxwell Kane, Sam Goldstein, Earl F. Meyer, Leonard Gould, David Rosenberg, Irving Zolun, Louis Rosenberg, Harry Elliot, Charles V. Cox and George A. Golden, by Ralph Decker.

Visitors were Paul Hoffman, Vincent Salvatore, Bernie Williams, Irving Mosias, Joseph G. Ferari, Joseph Manna, W. J. Thurston, Harold Levin, Claude Bentley, Ike Nias, Zelly Taub, Albert J. Merriam, Sidney Bernstein and Julius Wagner.

With no independent ticket of officers for 1947 proposed, the election scheduled for Thursday (26) will consist of the casting of one ballot by the executive secretary for the regularly nominated candidates. Irving Kaplan will be awarded a gold life membership card for having secured 50 new members during the year.

Substantial contributions were made to the club this year by Cetlin & Wilson, Oscar Buck, Ross Manning, B. & V. Shows, World of Mirth Shows, Wonder Shows of America, Prell's Broadway Shows, Endy Bros. Shows, George Isengard, Lelia Geraty, Jake Shapiro and I. & T. Shows.

Next meeting will be held Thursday (26).

Ladies' Auxiliary

Meeting Wednesday (11) was well attended with President Anna Halpin and all officers present. Mollie Decker, Anna Lager, Ruth Herman, Mildred Ford, Esther McKee, Agnes Burke and Jane Tubis attended for first time this season.

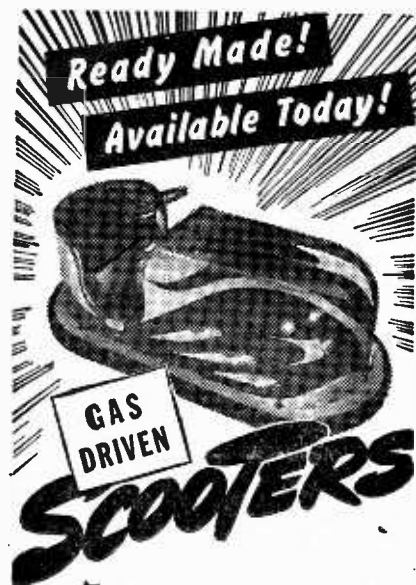
Chairman Ruth Gottlieb, of the Christmas party for underprivileged kiddies, reports progress in plans. Party is set for Saturday (21) at 2 p.m., at the clubrooms. Ethel Shapiro will be mistress of ceremonies. Sam Rothstein, of the Men's Club, will be Santa Claus, and Edith Lang, nurse in charge. Sidone Silver will be at the piano.

Midge Cohen, chairman of the Midge Cohen Kiddies' Fund, reports donations from Jack Gilbert, \$20; Mickey Levine, \$5; Frank Miller, \$100; Ted Pinsker, \$25; Mabel Schoonmaker, \$5; Margaret McKee, \$10; Helene Rothstein, \$5; Sidone Silver, \$5; Magnolia Hamid, \$5; Dode Allen, \$5; Queenie Van Vliet, \$5, and Jane Tubis, \$10.

Donations toward the Bess Hamid Sunshine Fund were Mickey Levine, \$5, and Mabel Schoonmaker, \$5.

Applications were filed for Celia Forman, Lou Ceil McNeese, Mary Augusta Pearlstone and Ann M. Roth. Officers elected were: President, Anna Halpin; first vice-president, Ida Harris; second vice-president, Queenie Van Vliet; corresponding secretary, Annalee Wilkins; recording secretary, Jeanette R. Finkel; treasurer, Margaret McKee; assistant treasurer, Frances Simmons; auxiliary hostess, Dolly Udowitz, and chaplain, Sidone Silver.

Installation of officers will take place January 7 at the Rosoff Hotel.



★ Operate your "Scooter" ride on any surface without costly electrical installation! Flashy, sturdy cars made to take the rough stuff. 3 3/4 h.p. Wisconsin air-cooled engine, starter, generator, battery. One speed ahead, one reverse, 10-hour operation on 2 gallons of gas. Pneumatic tires, upholstered seat and back.

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NOW OPEN
Visitors Welcome

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In the advertisement of
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of Dec. 14th the CHOCOLATE SYRUP advertised was an error. This should have been
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Sixty (60) Penny Arcade Machines of all types.

All this is now located at a summer resort in New Jersey in a large carrousel building. Lease can be had for five (5) years at a very reasonable rent. For information concerning this offer call or write for further information.

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16 ft., windows all around. Jumbo Wholesale Popper, used 3 months. Bottled gas. Trailer equipped for Candy Apples and Floss. New 6 ply Tires. Bargain—\$350.00.

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FOR SALE

One 24-seat Chair-Plane; one 1942 Federal Tractor, cab over, air brakes, 900x20 tires, new heavy duty, in good shape; one 33-ft. Kingham Trailer, like new, used 3 months; one Cookhouse Frame and Top, 12x24, with griddle; one 14x20 Cookhouse, complete, with electric griddle, two deep freeze units, coffee urn, with or without kitchen on trailer, all new, used one season; one Pony Ride, with neat front and canopy, ponies ring broke. All replies to

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Pacific Coast

Showmen's Association

623 1/2 S. Grand Ave., Los Angeles

LOS ANGELES, Dec. 14.—Heavy attendance marked the Monday (9) meeting, which was designated "Clyde Gooding Night." Vice-President Charles Walpert presided. Also on the rostrum were Vice-Presidents Bill Hobday and Harry Suker, Secretary Ed Mann, Treasurer John T. Backman, Chaplain Jack Hughes and Clyde Gooding. The last named was voted a life membership for his many efforts in behalf of the club.

Speakers included Harry Hargrave, Harry Le Mack, J. Ed Brown. Lights were dimmed and a moment of silence observed in memory of Past President Roy E. Ludington, who died Wednesday (4).

Guests included Mr. and Mrs. Roy Bible, owners of Sello Bros.' Circus, which is in winter quarters near Peris, Calif. Chaplain Hughes gave a short talk on the club's Memorial Day services, which will be held in Evergreen Cemetery Sunday (15). A five-man committee was appointed to receive visitors at the cemetery.

John Lorman spoke on the building fund drive and several books of tickets were sold at the meeting. Drawing was won by Herb Usher.

Ladies' Auxiliary

Past President Marie Tait announced the results of the election at the Mondy (9) meeting. Officers are Trudy Di Santi, president; Jessie Loomis, first vice-president; Mabelle Hendrickson, second vice-president; Opal Manly, third vice-president; Julia Smith, secretary; Peggy Steinberg, treasurer.

Chaplain Hughes and Sam Dolman of the men's club asked the chairman of the cemetery committee, Peggy Forstall, for flowers for the graves at the memorial services Sunday (15) and Gladys Patrick, Madge Buckley, Lillabelle Williams and Ann Stewart volunteered.

Edith Walpert and Peggy Steinberg turned in \$250, proceeds from the December 6 party. Money will go toward purchasing furniture for the new clubrooms. President Betty Coe donated a Christmas tree. It has been decorated and placed on the rostrum.

Mabelle Hendrickson and Margaret Farmer reported \$2,500 was netted by the bazaar. Peggy Bailey won the bank award and Jewell Hobday the door prize donated by Trudy Di Santi.

Two new members, Margaret Atkinson and Ruth Bibli, were introduced.

Members paid silent tribute to Roy Ludington, past president of the men's club.

Past Presidents' Night was celebrated Monday (2), with seven past presidents attending. They were Nell Ziv, first president of the organization; Peggy Forstall, Marlo LeFors, Nina Rodgers, Margaret Farmer, Edith Hargrave and Edith Walpert. Absent were Clara Zeiger, Martha Levine, Ethel Krug, Allerita Foster, Marie Tait and Mabelle Crafts.

A committee from the men's club asked the ladies to take care of the Christmas dinner in the clubrooms December 25. Nina Rodgers was named chairman of the committee and she will select her workers. The Christmas party will be held December 23.

Fern Redmond and Florence Webber were up from Mission Beach. They brought in another \$185 from Beach members and friends. Chris Roden had her mother, Mrs. Taylor, with her and Ruth Samuels, Henrietta Sicard, Betty Coe, Margaret Williams, Babe Miller, Larry Praxy, Laura Fisher and Helen Henn were present after absences.

Letters were read from Past President Ethel Krug, Ann Stewart and Tillie Palmateer. Betha Lamb, a new

International

Showmen's Association

415A Chestnut St., St. Louis

ST. LOUIS, Dec. 14.—A rousing welcome was given President Morris Lipsky at the new clubrooms upon his return to St. Louis. A large banner, "Welcome to our president, Morris Lipsky," stretched across the entrance to the club. It was the first time Lipsky attended since early last spring. He lauded the efforts of the secretary and treasurer and all who worked during the summer to make the clubrooms inviting and attractive. William E. Snyder delivered an inspiring talk on club's present status and future possibilities. Lipsky presented the building fund with a \$1,000 check on behalf of Johnny J. Jones Exposition, raised at a benefit performance given on the shows.

Membership committee reported a healthy increase since the new clubrooms opened. To date, paid up membership is well over 400. Lipsky was credited with 38 new members at this meeting.

Meyer Katz was appointed a paid custodian and the rooms are open at all hours to all visiting showmen.

New Year's Eve party to be given in the main ballroom of the De Sota Hotel promises to be an outstanding event, judging by the number of tickets already sold.

Recent visitors: Mr. and Mrs. Harry Hennies, Harold Barlow, Pete Brophy, Pete Burns Jr., Sammy Stein, Mr. and Mrs. Ray Johnson, John Francis, James P. Murphy and Sammy Milton.

Members of the Johnny J. Jones Exposition elected to membership at this meeting included Robert H. Byers, Thomas M. Allen, Manuel Blasco, Joseph T. Coleman, Danny W. Boyd, William Cook, Charles Carr, Robert H. Cohn, Walter B. Cox, Arthur Converse, Roy H. Dearduff, Charles T. Dunn, Vincent D. Dreschel, Roy DeLano, Elbert L. Edwards, Thomas Fern, Ephraim and Benjamin Glosser, Ray T. Harmon, Marion E. Johnston, George Lieber, Edward G. Keek, Charles R. Lamkin, Louis (Pease) Hoffman, Alfred Logan, Edgar E. Murrh, Al Reese, Jerome M. Culver, Taft Webb, Herman Weiner, Robert A. Whalen, Joseph A. Thomas, Harry Spitzer, Chester A. Taylor, George Slutsky, S. Bubbles Harris, Furnie E. Spain, Julius L. Oakley.

Others admitted to the club membership at the November 21 meeting were George LeRuez, Jack O'Bryan, Theodore Hildebrand, Fred Schille, Sam Milton, Molasky, S. J. Schartz and Emmett Walker Simms.

Show Folks of America

1839 W. Monroe St., Chicago

CHICAGO, Dec. 14. — Regular monthly meeting of the board of directors was held Thursday (5), with Jack Lamet, chairman, presiding. It was voted to hold the annual Christmas Party in the home Tuesday (17).

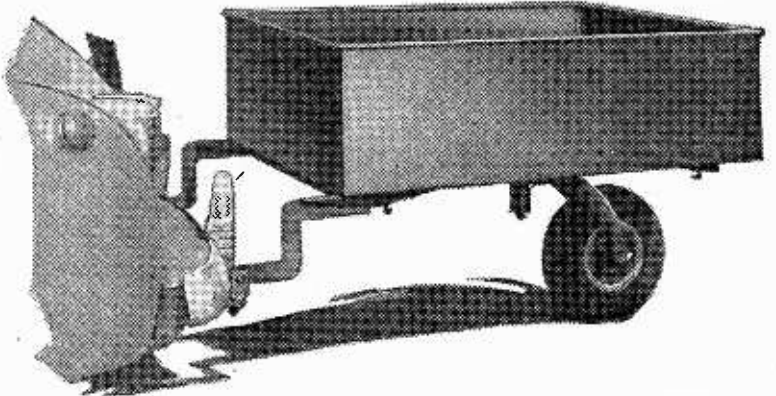
Installation of President May Adams Stoker and other newly elected officers will take place January 21. New chrome furniture for the home has arrived.

This month's social, given by Theresa Clark and Rose Page, netted \$60. Myrtle Hutt Beard was a guest during the Showmen's League of America meetings. Many members of the SLA Auxiliary, who also are members of Show Folks visited.

Annual banquet will be held in January. Members mourned the passing of Bob Dyrenforth.

member, was present for the first time and Inez Allton brought in Margaret Atkinson as a new member.

Winners in the bazaar contest were Wilma White, Trudie Di Santi, Carol Kesterson and Marie Jessup.



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is a SCHATZ TRAILIZE

This Schatz one-wheel Traileze might have been designed especially for the outdoor showman, for it is the handiest, easiest hauled "mover" ever made. Bolted securely to car bumper with adjustable clamp—it carries 750 pound load with minimum extra power. In fact it hauls so easily you don't know it is there—turns, backs up and parks as part of your car.

All-steel construction with heavy-duty, fitted tarp top. Loads and unloads easily.

Don't overburden your car by filling the back full of dunnage—load it onto the Schatz Traileze and have more roomy comfort for yourself.

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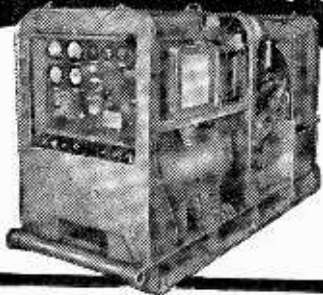
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Merry-Go-Rounds, Ferris Wheels!

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TENTS CIRCUS, CARNIVAL CONCESSION

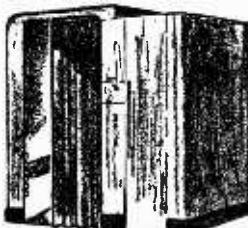
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18 E. KIRK ST. SHAWNEE, OKLA.
Serving the Showmen of the Southwest

CLUB ACTIVITIES

Heart of America Showmen's Club

931A Broadway, Kansas City, Mo.

KANSAS CITY, Mo., Dec. 14.—Most of the members who attended the SLA convention in Chicago were back in time for the meeting Friday (6), over 100 being in attendance. President Chester L. Levin presided, with Secretary G. C. McGinnis, Treasurer Harry Altshuler, and C. F. (Doc) Zeiger, past president, present.

John R. Castle was delegated to represent the club at the Pacific Coast Showmen's banquet and ball. Sam Benjamin, chairman of the New Year's party, conducted a successful ticket sale.

The secretary read a card of thanks from the Wayne Hale family, while Al C. Wilson, press chief, read a letter from E. Walter Evans, president of *The Billboard*, expressing his regrets at not being able to attend the banquet and ball.

Homer Pennington announced he is now a grandfather, a daughter having been born to his daughter, Mrs. F. V. Chandler, at Fort Read, Trinidad, B. W. I.

Ladies' Auxiliary

President Jess Nathan presided Friday (6), with Secretary Loretta Ryan and Secretary Hattie Howk on the rostrum.

Communications were read from Freda Hyder, Ginger Patterson, Billie Grimes and Nellie Brainerd Smith.

Daisy Davis, Lucille Anthony, Dolly Jacobs and Phyllis Darling were elected to membership.

Ruth Martone represented the club at the Ladies' Auxiliary of SLA meeting in Chicago, and Gertrude Allen, Mother Parker and Margaret Haney were reinstated to membership in that org. Mother Parker gave an interesting report on the Caravans' memorial service.

Officers nominated for 1947 were Blanche Francis, president; Rosalee Elliott, first vice-president; Grace McBain, second vice-president; Jean Garrison, third vice-president; Loretta Ryan, secretary, and Hattie Howk, treasurer.

Grace McBain won the raffle prize donated by Helen Smith.

Ticket sale for the annual Tacky Party, set for Monday (30) in Musicians' Hall, 1017 Washington Street, met with excellent results.

Caravans, Inc.

155 N. Clark St., Chicago

CHICAGO, Dec. 14.—Edna Stinson, newly elected president, presided at the regular meeting Tuesday (10). Also on the rostrum were Lucille Hirsch, first vice-president; Pearl McGlynn, second vice-president; Bessie Mossman, third vice-president; Pat Seery, treasurer, and Hattie Hoyt, secretary.

Members voted to send Christmas gift checks to Joicey Williams Gray, club's house mother, who is ill; Edna Stinson, known professionally as Mutt Barnet, who is ill in Independence, Mo.; Kathlee May, Chicago show girl, who is blind; Rev. Marcel La Voy, who gave the invocation at the club's installation dinner; Tuberculosis Society, Salvation Army and Father Flanagan's Boys Town.

Edith Streibich won the two pairs of nylons donated by Evelyn Blakely. Walter Driver donated a fancy gavel to the club, plus a check for \$20. Fred Potenza donated three pairs of nylons. Donations also came from Ann Roth, \$50, and Bob Seery, \$20.

Phoebe Carsky is recuperating in her home after being hospitalized several weeks. Also on the sick list is Evelyn Kleidy, of Tampa. Social event, Tuesday (17), will honor Ann (See *Caravans, Inc.* on opposite page).

Regular Associated Troupers

106 E. Washington, Los Angeles

LOS ANGELES, Dec. 14.—Honored with seats on the rostrum were Sammy Corenson, president of Show Folks of America, San Francisco; Gladys Patrick, Jantzen Beach Park, Portland, Ore., and Charles Walpert, vice-president PCSA.

Members observed one minute of silence in memory of Roy Ludington.

Org marked its fifth birthday and there was a cake, complete with candles, and the membership sang *Happy Birthday*.

Chairman Moe Eisenmen reported the anniversary booklet receipts were \$3,600. In the absence of the chairman of the New Year's party, Sam Dolman asked for ladies to volunteer to help the afternoon of the party. Volunteering were Lill Eisenmen, Emily Bailey, Lucille King, Mary Kanthe and June Morehead. Joe Krug, chairman of the party committee, is vacationing in Hot Springs with his wife.

Eugene Rose was given a rising vote of thanks for completing the job on the floor and the hat racks.

Dolly Martin was reported ill with a cold. Cecile Bowen is hospitalized and reports are she is in need of blood transfusions. Mrs. Alexander, sister of Mary Kanthe, offered to donate a pint of blood.

The following donations were acknowledged: Gladys Patrick, \$20; Sammy Corenson, \$20; Jack and Martha Kenyon, \$10; Ted Levitt, \$25; B. Fowler, refreshments, and Moe Eisenmen, a huge bottle to be used as a bank for the coming year.

Guests included Mrs. Alexander, Miss Andrews, Al Stein, Mr. and Mrs. Burlingame, Mr. and Mrs. Taylor, Mr. Dickson, Mr. Delman, Jon Tapolisan, who showed a movie following the meeting; M. H. (Red) Kearns and Melvin Noland. Frank Yaglia introduced his wife.

Toots Epple won the drawing.

Show Folks of America

San Francisco

SAN FRANCISCO, Dec. 14.—December 2 meeting was called to order by Acting President Harry G. Seber. Joe Steinberg, member of the board of directors of the Pacific Coast Showmen's Association, was seated on the rostrum and given a birthday ovation. In turn, he donated \$50 to the Christmas Fund.

Milt Williams, chairman of the election committee, reported that 529 ballots were cast and that the president and all desk officers were elected without opposition. Correspondence read by Williams included a letter from Fred A. Beck enclosing \$50 for tickets, and one from Harold's Club, Reno, with \$25 for the cemetery fund. Dave Morrison donated \$50 to the cemetery fund.

Admitted to membership were F. B. (Cy) Perkins, J. C. Carswell and Harriette Morton. Guests and members presented were Nate Lewis, of Polack Bros.' Circus; George Burmaster, of the PCSA; Mr. and Mrs. Jack Cristenson, Roy Hodges, Fred Oberlandski and son, Irvin C. Foster, and Mirosa Herman. Mrs. Herman reported her husband, Matt, under Dr. Mannheim's care at Sutter Hospital.

Fred Weidmann reported about \$270 in the Christmas fund. Further donations were made by Frank Eaton, Adam McBride, Pat Treanor, Helen Artz, Mr. and Mrs. Weidmann, Brownie Rosenthal, Tony Scares, Mr. and Mrs. Joe Akterman, Tony L-Argo, Andy Hynes, Mirosa Herman, Milt Williams, Irvin Foster and Bill Coles. To make an even \$200 for the (See *SFA* on opposite page)

3000 BINGO

No. 1 Cards, heavy white, 5x7. No duplicate cards. 35 cards, \$3.50; 50 cards, \$4.00; 75 cards, \$4.50; 100 cards, \$5.50; 150 cards, \$8.25; 200 cards, \$11; 250 cards, \$13.75; 300 cards, \$16.50. Remaining 2,700 cards, \$5 per 100 for cards only—markers or tally omitted. No. 3 cards—Heavy, Green, Yellow, Red—Any set of 50 or 100 cards, per card, 6¢.

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Made in 30 sets of 100 cards each. Played in 3 rows across the cards—not up and down. Light weight cards. Per set of 100 cards, tally card, calling markers, \$3.50.

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White, Green, Yellow, Black on White, postal card thickness. Can be retained or discarded. 3,000, size 5x7, per 100, \$1.25. In lots of 1,000, \$1 per 100. Calling markers, extra, 50¢.
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Replacements, Numbered Balls, Ea. .50
3,000 Jack Pot Slips (strips of 7 numbers), per 1,000 1.25
M. W. Cards, 5x7; White, Green, Red, Yellow, per 100 2.00
3,000 Small Thin "Brownie" Bingo Sheets, 7 colors, pads of 25, Size 4.5, per 1,000 1.25
3,000 Featherweight Bingo Sheets, 5 1/2 x 8, loose, per M. 1.40
Cork Markers, 3 sizes, 8/16, 12/16, 14/16 diameters; any size, per M. .75
Nickel Wire Cage, with Chute, Wood Ball Markers, Master board; 3 piece layout for 15.00
Thin Plastic Markers, brown color, M. 2.00
All above prices are transportation extra. Catalog and sample cards free. No personal checks accepted. Immediate delivery.

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5 kw., 110-220 v., 1 ph., 60 cy., automatic, bargain. 2.5 kw., 110 v., 1 ph., 60 cy. For bungalow, 300 watt, 115 v., \$97. Also 10, 15, 25, 60 kw. sets and 12 volt D.C. Tools and spare parts. Export packed. Immediate delivery.

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PASSED AWAY.

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Kiddies' Sail Boat and 9-Car Mangels Whip. Accept best cash offer.

ALEX JOHNSTON

48 Rothsay, Hamilton, Canada

Michigan Showmen's Association
3153 Cass Avenue, Detroit

DETROIT, Dec. 14.—Regular meeting was held Monday (9), with President Harry Stahl presiding. With him on the rostrum were Second Vice-President Ben Morrison, Third Vice-President Robert Morrison, Past Presidents Leo Lipka and Jack Dickstein and Treasurer Lou Rosenthal.

Reported on the sick list: Doc Ribers at the Alexian Brothers Hospital in Elizabeth, N. J., and Don Bishop, at home.

Harry Harris, assisted by Eddie Gold, Jack Osborne, Harry Lewiston, Tommy (Paddles) Reisner, and John Cargan, entertained a group of disabled soldiers from Percy Jones Hospital at the Red Cross headquarters. Each soldier was presented with a gift.

New members are Herb Payne, Eddie N. Coe, Phillip D. Cronin and Luke Hozack. James P. Sullivan leads the race for obtaining the most members.

Recent visitors to the rooms were Ralph Decker and Tom Carson of the Kirkwood Shows.

Sam (Pork Chops) Ginsberg demonstrated his famous "6-to-5" trick. Seems he had plenty of practice at the Chicago convention.

Donations to the building fund: George Harris, \$15; Ralph Decker, \$50; Ray Marsh Bryden, \$25, and Manny Brown, \$25. The Ladies' Auxiliary donated \$857.65 to the Christmas party for underprivileged children.

Joe Bennett and Jack Gallagher report they are busy at winter quarters getting their Playland Shows ready for the coming season.

Ladies' Auxiliary

Meeting Monday (9) was presided over by President Hattie Wagner. Assisting were Bessie Gallagher, first vice-president; Jo Quinn, second vice-president; Bernice Stahl, third vice-president; Mame Wade, treasurer; Helen Miller, secretary, and Belle Powers, recording secretary.

Report on donations for the Christmas party for underprivileged children showed \$960 had been collected. It was voted to send \$25 to Father Flanagan's Boys Town Fund. A total of \$250 was voted sent to the fund established to maintain and educate the six children orphaned thru an accident on the Wallace Bros.' Shows in Canada, and \$25 sent the Sister Kenney Fund.

The installation of officers will be held January 14 in the Hotel Bellcrest, Detroit. Ann Borker is in charge.

The first anniversary of the auxiliary will be celebrated with a party in the ballroom at the MSA Home January 6, sponsored by Mrs. Harry Lewiston.

Fairly, Elliott Prexy Candidates For KC's HASC

KANSAS CITY, Mo., Dec. 14.—Noble C. Fairly and Harold (Whitey) Elliott were named presidential candidates by the Heart of America Showmen's Club at the regular meeting Friday (6).

Captain Hugo had previously nominated H. K. Garman, but the latter's acceptance was received too late for action, so Hugo withdrew his nomination and Garman was placed on a single ticket for the vice-presidency. Others nominated were L. K. Carter, Boxie Warfield, George Carpenter, Raymond Clayton and G. C. McGinnis, all up for re-election.

Ballots will be cast Friday (20). HASC's holiday program includes an open house Christmas Day, memorial services Sunday (29) and the annual banquet and ball New Year's Eve. Officers will be installed at the annual meeting January 3.

Leo Bistany Contracts Key West Celebration

MIAMI, Dec. 14.—Leo M. Bistany, whose shows bearing his name are playing lots in and around Miami, recently returned from Key West with the announcement he had signed for the Mid-Winter Festival and Celebration, sponsored this year by Veterans of Foreign Wars and Fire Department.

Show has been enjoying good business here and plans playing another spot before closing until New Year's Day.

SLA

(Continued from page 58) Josephine Quinn, Robert Hallie, Rose Page and Mrs. Jennie Gloth.

Viola Fairly named the following committees:

Finance: Mrs. L. M. Brumleve, chairman; Mrs. Margaret Hock, Mrs. Al Latto, Mrs. Louise Rollo, Mrs. Marie Brown.

Reception: Mrs. Delgarian Hoffman, chairman; Rose Clawson, Mrs. Irving J. Polack, Lee Gluskin, Lena Schlossberg.

Press: Mrs. Robert H. Miller, chairman; Anna Jane Bunting, Virginia Kilne, Norma Lang, Pearl Vaught, Clara Zeiger.

Ways and Means: Mrs. Ann Belden, chairman; Frances Keller, co-chairman; Phoebe Carsky, Cora Yeldham, Mrs. Ralph Glick.

Membership: Mrs. Al Wagner, chairman; Myrtle Hutt Beard, co-chairman; Grace Goss, Sadie Goodman, Rose Page, Esther Weiner, Ruth Martone, Josephine Quinn, Garnet Lula Pugh and Raynell Golden.

Chaplain: Mrs. Margaret Filograsso.

Sentinel: Viola Blake.

Hostess: Mrs. Delgarian Hoffman.

Official Greeter: Mrs. Margaret Hock.

SFA

(Continued from opposite page) night Joe Steinberg donated \$23 more.

Honorary memberships were voted to Mr. O'Dowd, of *The Palo Alto Press*; Herb Caen, of *The San Francisco Chronicle*, and Vic Paulson, of Station KSAN.

After Joe Steinberg asked that an outside auditor be appointed, President Seber relinquished the chair and explained that hiring an auditor was already a matter of record and was to be incorporated in the new by-laws. Weidmann asked that President-Elect Seber be given a rising vote of thanks.

Frank Forrest and Bill Coles, winners of the \$40 pot of gold, donated \$10 to the sick and relief fund. The rest went to the refreshment fund.

CARAVANS, INC.

(Continued from opposite page) Doolan. Hostess will be Edna Stenson, assisted by Mae Oakes and Helen Wittour.

Members should address all mail to Box 1902, Chicago 90, Ill. Mrs. E. A. Lawrence is the new publicity chairman. Her address is 7158 Ridgeland Avenue, Chicago 49, Ill.

PERFECT GAMES COMPANY MAKES PERFECT GAMES

Now featuring the new improved portable electric Penny Pitch

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Players can pitch pennies, nickels, dimes, quarters or halves from any of the four sides. **THAT'S ACTION.**

Plenty of room for 35 players at once. Odds plainly visible at each contact. When any coin lands on contact, a bell rings and a red light appears.

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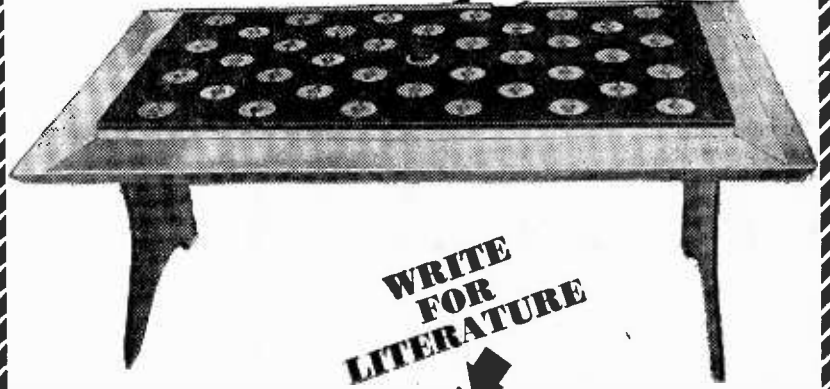
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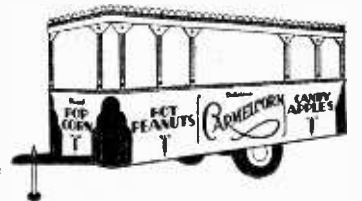
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OMAR'S GREATER AMUSEMENTS

NOW BOOKING FOR 1947 SEASON

Complete line-up of Rides, Shows, Concessions. Will book any non-conflicting Rides and Shows. A few Concessions open. Want Sound Truck for season. Will book Photos, High Striker, Frozen Custard. Want Publicity Man, Lot Man, Electrician, Mechanic, Ride Help, Agents for 20 Concessions.

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P.S.—Hi-Pockets, Buddy Crane, Buster Mullins, get in touch with me at once.

WANTED CONCESSIONS

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With or without transportation. Must be in good condition. Address:

AL WALLACE
Gibsonton, Florida

2 MIL \$ FUNSPOT FOR MEXICO

Slater Says Finances Set

Building starts within six months—financing set—20-year lease inked

CHICAGO, Dec. 14.—A \$2,000,000 amusement park for Mexico City, the idea for which was born more than a year ago, took a step nearer realization today when John W. Slater Jr., Washington attorney who is handling the legal details, and Victor J. Garven, also of Washington, announced here the actual building of the park will start within six months and hopes are it will be completed within 18 months.

"Architectural plans, submitted by Ackley, Bradley & Day, Sewickley, Pa., have been okayed, the major portion of the financing has been completed and concession and equipment contracts are now being negotiated," Slater told *The Billboard*.

Franchise Signed

A 20-year franchise to operate the funspot has been signed with the Mexican government, the franchise being granted by Javier Rojo Gomez, governor of the federal district, and the park has the full backing of the political powers in Mexico, the Washington attorney said.

Regarding the organization behind the park, Slater said the *Empresas De Mexico, S. A.* (Enterprises of Mexico, Inc.) is the company that will control the operating companies in the various other Mexican cities. The *Empresas De Mexico*, in turn, is controlled by the World Commerce Corporation.

When completed, the park will have some 25 rides, a ballroom, concessions and roller skating rink. There is a possibility that circus acts and an ice show also may be part of the funspot, Slater said.

Options on Three Sites

Altho the exact site for the funspot has not been selected Slater and Garven said options have been obtained on three sites, all ideal from the standpoint of transportation.

"Mexico City has a population of over two million persons, and this will be its only major park," Garven stated. "Weather there is ideal for year around operation," he added.

K. C. Swimming Pool Nets 7G Profit, Lacy Reports

KANSAS CITY, Mo., Dec. 14.—Swope Park swimming pool, which operated only 46 days last summer because of polio, showed a net profit of \$7,730, John A. Lacy, pool secretary, reported to the Kansas City Park Board.

Report showed 80,830 adults and 21,735 children paid to enter the pool, while 11,561 children were admitted free. This compared with 96,330 adults and 54,147 children admitted to the pool during the 86-day season of 1945.

Pool's total revenue this year was \$32,092 and its expenses \$24,359 compared with total operating costs of \$26,634 last year when its revenue totalled \$41,045.

Park board records showed that 537,385 adults and children have paid admissions since 1942 when the pool

Detroit Zoo Train Rides 872,000 for New All-Time Mark

DETROIT, Dec. 14.—An all-time record for a miniature railway is claimed at the Detroit Zoo, which recently closed its 16th season, with a total of 872,000 revenue passengers carried, according to final report by Frank G. McInnis, zoo director. At a nickel a ride, this amounts to \$43,600 for the season. Total is 186,000 more than was carried last year.

Major improvements made during the year included installation of new landing platforms, flasher signals, and a block signal control system.

Paris Luna Funspot Will Soon Be Razed

PARIS, Dec. 14.—Luna Park, only big amusement park in Paris, has closed its gates, and rides, the ballroom and other structures will soon be razed to make way for a municipal stadium.

M. Lapere, manager, is pessimistic over a new Luna Park being created in the near future, as no suitable site is available, and he states that it will probably be several years before a new park will be erected.

Among American ride builders who designed or built major rides for Luna were Jimmy Connors, Joe McKee and Norman Barlett. Some years ago Messmore & Damon occupied a large structure in the park with a big show, and for many years the late Louis Bernie, well-known American outdoor showman, operated rides and an arcade in the park. Gaston Akoun, internationally known outdoor showman, managed Luna for years. During his operation many well-known American acts appeared at the park, including Veenie Quincy, high-diver; the Gibbs Siamese Twins and Jack Johnson.

Neal, Thomson Continue Search for Park Site

ST. PETERSBURG, Fla., Dec. 14.—Altho plans for one site formerly considered have now been abandoned, Burwell Neal, former chamber of commerce manager, and S. W. Thomson, wild animal ranch man, still are working on plans to set up an amusement park here, according to local gossip.

In addition to securing a possible site for the funspot, Neal and Thomson are trying to get Northern interests to install a skating rink at the park.

Oklahoma City Zoo Gets Front Page Newspaper Puff

OKLAHOMA CITY, Dec. 14.—The Oklahoma City Zoo got a big splash on Page 1 of *The Oklahoma City Times*, Friday (6), on the arrival of Duchess, a new lion boarder at the zoo. Newspaper ran a two-column picture of the Duchess, with a story "quoting" her as saying she was there to remove Duke, another lion boarder at the zoo, from the bachelor ranks. The Duchess came from Wisconsin.

was opened. Layout cost an estimated \$375,000, most of it furnished by WPA.

Dudley Cooper Plans New Park; Opening Set May 1

CHICAGO, Dec. 14.—Dudley Cooper, operator, Ocean View and Sea Side parks, Virginia Beach, Va., revealed here Wednesday (4), while attending the annual National Association of Amusement Parks, Pools and Beaches Convention, plans for establishing another park on the Coast between these two for colored patronage only. New park has been named Sea View and will start operating May 1. Joe Drambour has been engaged to supervise the general layout and the installation of rides. Initial cost is expected to hit \$100,000. According to Cooper this will mark the first

Eng. Parkmen Enjoyed Terrific Biz, Shillan Says

CHICAGO, Dec. 14.—British amusement parks did a terrific business this summer, J. W. Shillan, managing director of the British Boat Manufacturing Company, told the annual convention of the National Association of Amusement Parks, Pools and Beaches here this week.

"Our park operators are in much the same fix as American park owners, regarding rides," Shillan said. "There is a great demand for rides and various other equipment." The Englishman said his company had made arrangements with the Allan Herschell Company, North Tonawanda, N. Y., to manufacture the Looper in England.

Raw Material Is Problem

Speaking on Post-War Operations in the European Field at the Wednesday (4) session of the NAAPPB, Shillan said:

"Our raw material problem is greater than that of yours. Too, we must by law export two-thirds of the amusement rides we manufacture, which leaves us only one-third for our own parkmen. Parks along the West Coast were not bombed during the war, but those on the South and East Coast were hard hit. They have had a tough job trying to rebuild, but they are getting things (See 1946 Biz Terrific on opp. page)

Coney Concessions Cash In on Dec. "Torrid" Wave

NEW YORK, Dec. 14.—Record temperature of 68 Tuesday (10) gave Coney Island a miniature post-season boom, drawing a good crowd to the Boardwalk and encouraging some bathing. Several Merry-Go-Rounds, Penny Arcades and refreshment stands opened for business during the afternoon.

High temperatures also favored Atlantic City, Asbury Park and other Atlantic Coast resorts, with crowded boardwalks the general rule.

U. S. Will Get Priority On Scooters, Shillan Says

CHICAGO, Dec. 14.—J. W. Shillan, managing director of the British Boat Manufacturing Company, London, in a letter to *The Billboard* Thursday (12) said his concern has decided to give priority on delivery to U. S. operators on six additional fleets of Rytcraft Scooter boats.

This priority, Shillan said, will enable his company to ship fleets so they will arrive in America late in March or early April.

time colored people in this section of the country will have an amusement park for their exclusive use. In line with this it is planned to use colored help thruout the park with the exception of ride foremen and a general manager. Pay gate will be used with a 20-cent fee for adults and 10 cents for children.

Units assured for opening include a Ferris Wheel, 15-car Scooter, a new Merry-Go-Round, Scrambler, Chairplane, Whip, Penny Arcade and photo gallery. Eight game concessions and several food concessions will also be operated.

Numerous buildings, boardwalks, wind and sand breakers are in the blueprint stage and will be erected as permanent installations.

Property will be leased from the owners, Dr. Irving and Wilbur Watts, colored civic leaders of Portsmouth, Va. They will operate a hotel and dance hall already located on the property.

Cooper, associated with W. R. Aitken in the operation of Ocean View and with Art Lewis, Jack Greenspoon and Charles Lewis in the operation of Sea Side, said extensive renovations are planned at both these parks. New rides purchased for Ocean View are Cuddle Up, Moon, Rocket, Fly-o-Plane and a kiddie Roll-o-Whip.

Ocean Park, another shore property owned by the Cooper family, and located 10 miles from Ocean View, was recently returned following its wartime use by the government. Property contains a 700-foot beach, picnic area, canteen, dance hall and bathing facilities. Cooper plans to promote it as an outing site.

Fla. Animal Ranch Gets Zaebst's Cargo

ST. PETERSBURG, Fla., Dec. 14.—The Florida Wild Animal Ranch, owned by S. W. Thomson, offered this city its first view of a modern "Noah's Ark" when Alfred Zaebst, noted wild animal hunter, arrived on the last lap of his latest African expedition carrying 300 monkeys, 12 chimpanzees, 6 bush cats and more than 100 rare poisonous snakes aboard a huge cargo plane.

Both local newspapers, *The Times* and *Evening Independent*, gave the lion's share of pictures and publicity to four eight-month-old chimpanzees.

After a stormy three-week voyage from Africa, Zaebst and his animals landed at Norfolk. The following day the livestock was loaded aboard the cargo plane and four hours later was being unpacked at the wild animal ranch.

Recent visitors included Shan Wilcox, Shan Bros.' Shows; Leo Carrol, Royal American Shows; Tommie Kennedy, Sparks Circus; Eddie Young and Bob Fisher, Royal Crown Shows; Doc Hartwick James E. Strates Shows; Louis Augustino, and many members of the Ringling-Barnum circus.

Playland, Rye, Nets 250G on 922G Gross

Salary Hikes Granted

WHITE PLAINS, N. Y., Dec. 14.—Playland Park, Rye, is expected to net in excess of \$250,000 in 1947, according to William B. Fegler, budget director for Westchester County which owns the park. Figure is based on an estimated operating cost of \$653,550 for anticipated surplus of \$269,350. Operating costs do not include amortization of interest on park bonds.

Breakdown of costs shows that Director George Currier will draw a salary of \$9,500, an increase of \$2,000. Other salary increases will go to the assistant director, who will be raised from \$4,950 to \$5,100; picnic booking manager, from \$2,550 to \$2,820, and the refreshment manager, from \$3,500 to \$3,870. An auditor at \$4,770 and an assistant at \$2,670 will substitute for the one former auditor at \$5,100.

Cost of seasonal employees is expected to rise next year. Salaries paid merchandising help will increase from \$16,000 to \$22,000. Financial office help will jump from \$11,300 to \$13,000. Bathing area help will be increased from \$16,900 to \$18,100.

Cost of seasonal employees caring for the grounds is expected to increase from \$24,500 to \$25,000. Gardners will continue to draw \$17,500.

Salary of the general superintendent has been raised from \$4,950 to \$5,400, while part-time help in the maintenance department will receive \$27,488 instead of \$19,800.

Repairs and replacements of a non-recurring type are expected to cost \$75,000 for the year. This year the cost was \$158,967.

Playland's enclosed ice skating rink is now in operation.

25 SHOWS AT IOWA

(Continued from page 51)

erans United Shows, and Mr. and Mrs. William R. Dyer and Mr. and Mrs. George Dyer of the Dyer's Greater Shows. Other orgs listed were Tivoli Exposition Shows, Whitney and Scott Shows and Wolf Shows.

WANTED CONCESSIONS

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PLASTIC CAROUSEL HORSE TAILS

Fun House and Dark Ride, Motor-Operated Blacklite Surprises.

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Box 191, Hudson, N. H.

MINIATURE RAILROADS

DeLuxe, built to order models, 18 to 24" gauge. Steam or Diesel Type, gas driven, super detailed or streamlined. Complete Trains, \$2,000.00 up. Photos and details, \$1.00 bill (refunded first order). No checks.

IRON HORSE MINIATURE TRAINS

Box 416A, Rt. 2 Erie, Mich.

Strolling Thru the Park

Rumor has it that Elmer Velare is planning to open an amusement park in the Los Angeles area.

Doc Simmons, scale man at Silver Beach Park, St. Joseph, Mich., has taken over management of the Columbia Hotel cigar stand, Kalamazoo, Mich.

William Venek Lasen, purchasing agent and ride superintendent at Ramona Park, Grand Rapids, Mich., is with the Burkholder Chevrolet Company, Grand Rapids.

Will Rogers Ranch in California drew 9,480,000 visitors during the 1946 season, according to figures released by the State Park Commission.

Mark Dalton, insurance man associated with John Logan Campbell, and his bride of nine days were visitors at the annual NAAPPB convention.

Mickey Doolan, who operates Green Oaks Kiddyland at 95th and

1946 Biz Terrific For Eng. Parkmen

(Continued from opp. page)

together slowly but surely. The greater percentage of our parks were in action last summer.

"We have a heavy tax on profits in my country," Shillan said, then with a smile added, "but of course you parkmen here in the United States know a thing or two about heavy profit taxes, I understand."

Shillan said an amusement park association, much along the lines of the NAAPPB here, has been formed in England and that organization is now trying to get thru legislation which will allow manufacturers to keep more of their products for home use than is now permissible under the import-export laws. Too, Shillan said, the organization and all outdoor show business has banded together to keep a careful watch on legislation which might hamper the industry.

Short of Money

Parks in Holland, Belgium, Sweden and Denmark are operating but are short of money and equipment, the English manufacturer said. New parks are scheduled to be built in Russia, the Near East and the Middle East in the near future, he opined.

Shillan predicted the growth of outdoor show business thruout the world will be phenomenal in the next few years.

The British manufacturer, on behalf of the British Park Association, presented A. B. McSwigan, NAAPPB president, with a scroll "to show a bond of friendship between the two organizations," as Shillan put it. McSwigan accepted the scroll on behalf of the NAAPPB.

Pendleton's Private Santa Gives \$2,500

PENDLETON, Ore., Dec. 14.—Pendleton Round-Up's own private Santa Claus—Clyde H. Harris, president of the Harris Pine Mills—has called again.

Harris has donated \$2,500 to be used for permanent improvements at Round-Up Park. All or part of it may be used for acquisition of land if Round-Up officials desire, he says.

Harris donated \$2,500 last year and says he intends to give \$2,500 next year and again in 1948.

Cicero, Chicago, and his family, returned to California after attending the convention in Chicago.

Art Lewis, Virginia Beach, Va., park operator, had Tony Zale, middleweight boxing champion of the world, in tow around the Hotel Sherman, Wednesday (4).

Bailey and Mary Wright, of the National Amusement Device Company, Dayton, O., finally made it home after the Chicago convention. A series of plane cancellations caused their late departure.

William Buar, of Roseland Park, Canandaigua, N. Y., reported he has had steam shovels at work all summer on his park development program. He figures it'll be another year before his expansion plans will be completed. He's planning lagoons and bigger and better picnic facilities. Incidentally, Buar brought his staff along to the convention.

Paul H. Huedepohl, secretary of the National Association of Amusement Parks, Pools and Beaches, is in Los Angeles for the Pacific Coast Showmen's Association banquet and ball. From Los Angeles he will go to San Francisco to visit George Whitney, owner of Whitney's Playland at the Beach, and then will go to Portland, Ore., to spend the holidays at his home there.

Free Features Announced by Pueblo Funspot

PUEBLO, Colo., Dec. 14.—The new park being constructed here along the shore of Lake Minnequa by the Pueblo Amusement and Recreation is being set up with free park features.

Proposed free entertainment will include 10 red-clay tennis courts and 16 horseshoe courts. One championship court will be equipped with portable bleachers for tournaments. All courts will be lighted and will be serviced and maintained by the park.

Plans for a kiddieland developed around fairy tale characters are announced. Cement sculptures of dwarfs, elves and animals will be set up in the area.

A milk bar building, patterned after a Neapolitan ice cream brick, will be used for youth activity programs. Lighting on the peppermint stick candy idea will be used in the building.

The boardwalk installation along the shore is 850 feet long with 40 concession booths on the land side. Boating, fishing, pony ride, miniature train, baseball batting cage, air-plane ride will be located in the park area.

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IOWA BATTLES FOR MORE AID

Seeks \$2,500 Premium Lid

Would end scale on help for straight 80%—report shows financial success

By Herb Dotten

DES MOINES, Dec. 14.—A 25 per cent increase in State aid for the majority of county and district fairs in Iowa looms as a result of action by the Fair Managers' Association of Iowa Monday and Tuesday (9-10) at its annual convention here at the Hotel Fort Des Moines.

A committee, comprised of Glenn Craighton, Hampton, newly elected association president; Al N. Farber, Centerville, retiring president; C. C. (Chuck) Nichols, past president, and E. W. (Deak) Williams, veteran secretary, was named to frame a bill which would lift the annual State aid from \$140,000 to \$175,000.

\$2,500 Premium Lid

Selection of the committee followed a report on efforts already made to obtain agreement of legislators to the proposed increase. It was reported that the bill, as presently contemplated, would provide for State payment of 80 per cent of all premiums paid out, with a \$2,500 ceiling for such aid, and provision that where there is more than one fair in a county such fairs share pro rata up to \$2,500 in aid.

This compares with a present ceiling of \$2,000 and a sliding scale of State aid—80 per cent for the first \$1,000 premiums paid out, 70 per cent on the next \$1,000, and 60 per cent thereafter up to the maximum.

Mounting operation costs are forecast for the years that lie ahead, and account in a large measure for the fairs' efforts to have State aid upped. Altho a State in which fairs play an unusual strong part in the life of its peoples, Iowa has lagged behind most (See Iowa Seeks \$2,500 on page 66)

Woodland, Calif., Annual Plots 200G Development Plan

WOODLAND, Calif., Dec. 14.—The Yolo County Planning Commission has approved plans for an estimated \$200,000 five-year development program for the 40th District Agricultural Fair Grounds here, according to an announcement by Mrs. Roy Robinson, fair board chairman, who also said that the State architect is completing final plans for the development.

All improvements will be paid for by funds furnished by the State and the 40th Agricultural District. The program calls for a new arena for horse shows, rodeos, 4-H livestock exhibitions and other community enterprises, as well as for fair usage. Modern display buildings for horses, cattle and other livestock will constitute one of the principal features, said Mrs. Robinson.

Actual construction will await lifting of present building restrictions. The board has \$100,000, which will be matched by an equivalent amount from the State.

Financial Statement of Iowa County, District Fairs for 1946

City or Town	Balance on Hand	Receipts of Fair	Receipts Other Than Fair	Grand Total Receipts	Expense of Fair	Previous Indebtedness Paid	Insurance, Repairs, etc.	Grand Total Disbursement	Balance Nov. 1 1946	Value Ground and Bldgs.	Present Indebtedness
Greenfield	\$ 181	\$10,005	\$ 5,250	\$15,437	\$ 9,650		\$ 4,940	\$ 14,590	\$ 847	\$ 20,700	\$ 3,500
Corning	471	3,886	625	4,983	3,342		282	3,625	1,358	14,500	
Postville	4,588	7,117	400	12,105	5,538		1,267	8,806	5,299	21,000	
Waukon	3,509	9,915	700	14,125	7,712		3,464	11,177	2,948	24,000	
Centerville	2,359	14,751	2,425	19,536	13,923	\$ 1,000	2,729	17,652	1,884	17,050	
Audubon	4,033	15,421	3,415	22,870	10,697		4,588	15,286	7,584	25,000	
Vinton		13,350	1,400	14,750	12,614		3,867	16,481		25,000	1,662
Waterloo	14,500	178,149	27,915	220,565	98,347	10,000	43,213	151,560	69,005	467,700	80,000
Boone	1,051	8,825		9,877	8,638		836	9,475	401	55,000	
Waverly	114	1,830		1,945	1,723			1,723	222	30,000	
Independence	10,864	18,261	1,147	30,273	13,560		15,961	29,512	760	40,731	
Alta	109	10,750	10,603	21,463	13,447	1,150	6,865	21,462		38,662	7,665
Allison	3,557	7,099	9,641	20,298	7,895	150	13,192	21,237		25,000	6,500
Manson		6,206	2,350	8,556	8,252		930	9,183		46,000	11,500
Rockwell City		4,294	2,016	6,311	5,883		1,536	7,419		13,550	2,500
Coon Rapids	1,402	3,539	2,161	7,103	4,506		1,148	5,654	1,448	20,000	
Atlantic	457	2,815		3,273	2,380			2,380	882	26,000	
Tipton	2,169	8,228	9,797	20,195	9,820	4,300	3,908	18,029	2,166	28,400	1,500
Mason City	11,067	34,468	11,808	57,344	31,560	4,647	4,172	40,381	16,963	100,000	
Cherokee	82	1,183	125	1,391	1,253			1,253	137		
Nashua	2,104	9,519	379	12,003	8,044		322	8,366	3,636	20,000	
Spencer	112	125,905	4,759	130,777	71,211		45,997	117,208	13,568	294,000	14,600
Elkader	3,151	9,979	1,450	14,580	10,577		2,665	13,242	1,337	40,000	
National	618	4,133	1,250	6,001	4,039		1,257	5,297	704	16,500	
DeWitt	3,837	2,847		6,685	3,449	1,350	65	4,864	1,820	12,750	
Adel	1,054	2,198	750	4,003	2,937			2,937	1,065	12,300	
Bloomfield	2,723	23,484	2,413	28,621	16,654		4,638	21,293	6,481	30,000	500
Leon	4,580	2,387	2,181	9,149	3,754		557	4,312	4,836	11,650	
Manchester	1,579	6,730	1,265	9,576	6,841		1,265	8,107	1,468	54,700	3,500
Burlington	2,855	5,522	8,831	17,209	5,576		10,123	15,699	1,509	40,000	
Spirit Lake	159	3,936	1,615	5,711	3,815	250	1,086	5,151	560	14,000	
Estherville	1,377	1,548	368	3,294	1,600		256	1,857	1,436	13,000	
West Union	5,103	21,553	3,170	29,826	16,470		4,894	21,365	8,461	97,000	
Hampton	7,375	8,690	3,521	19,587	8,256		1,308	9,564	10,223	20,100	
Jefferson	653	10,338	3,372	14,368	9,858		1,999	11,857	2,007	26,000	
Grundy Center	457	11,305	4,602	16,365	9,425		5,017	14,443	1,921	15,000	2,200
Guthrie Center	614	6,943	2,125	9,683	7,415		1,092	8,507	1,176	28,000	
Webster City	8,134	22,380	5,098	35,613	22,391		6,947	29,339	6,274	44,000	
Elora	2,932	8,263	12,817	24,013	8,871		12,056	20,928	3,085	50,000	
Missouri Valley		7,589	2,564	10,153	9,245		1,234	10,479		70,000	
Mt. Pleasant	2,915	10,103		13,018	9,039		873	9,913	3,105	18,000	
Cresco	2,475	17,309	2,529	22,314	14,361		5,198	19,560	2,753	54,000	
Humboldt	420	12,138	5,582	18,142	9,983	4,000	2,689	16,672	1,470	20,000	1,100
Ida Grove	83	978		1,061	618			618	442	3,500	
Maquoketa	5,977	12,329		18,327	12,403		360	12,763	5,563	14,000	
Colfax	1,879	3,489	800	6,169	3,272		32	4,190	1,978	12,000	
Monticello	4,042	30,448	11,526	46,017	31,328		16,396	47,725		73,000	8,500
What Cheer	8,431	9,064	2,000	19,495	9,691	200	2,941	12,833	6,662	11,500	1,900
Algona	1,702	11,257	6,352	19,312	11,861	3,141	2,474	17,477	1,835	75,000	10,612
Cedar Rapids	4,582	51,839	27,635	84,057	45,555		23,380	68,936	15,120	258,600	
Donnellson	4,630	15,993	1,478	22,102	13,821		5,139	18,961	3,140	25,000	
Central City	2,379	8,719	4,854	15,953	8,451	500	4,694	13,646	2,307	18,500	
Columbus Jct.	6,612	13,285		19,897	12,194		3,184	15,378	4,518	25,000	
Derby		2,309		2,309	2,066	100	143	2,309		8,370	752
Rock Rapids	1,209	14,072	8,859	23,640	15,551		7,884	23,436	204	35,000	5,000
Oskaloosa	2,794	21,322	6,639	30,757	19,133		6,484	25,618	5,139	40,000	
Knoxville	4,168	6,232	2,415	12,815	6,226		1,111	7,337	5,477	21,500	
Marshalltown	9,468	20,828	7,172	37,468	19,685		3,564	23,307	14,161	90,000	
Malvern	3,393	7,507	1,008	11,910	7,337		2,516	9,853	2,056	15,500	
Osage	212	12,816	7,946	20,974	15,456	4,200	2,141	21,798		30,600	3,100
Onawa	1,405	4,722	4,300	10,427	5,536	503	3,520	9,560	867	21,000	7,105
Albia	18	2,297		2,316	1,952		43	1,995	320	35,000	
West Liberty	10,644	20,748	3,110	34,503	16,198		5,332	21,530	12,973	46,000	
Hartley	1,758	1,410		3,168	1,231			1,231	1,937		
Sibley	406	13,498	2,000	15,904	12,771			12,771	3,132	30,000	
Clarinda	1,250	6,647	505	8,403	4,859		1,154	6,013	2,389	20,000	
Emmetsburg	211	3,129		3,340	3,073		23	3,096	244	23,000	
LeMars	553	2,664	2,437	5,654	2,725	503	838	4,068	1,586	12,000	
Fonda	2	2,598	1,800	4,401	3,058		1,300	4,358	42	20,000	
Avoca	929	3,637	2,556	7,122	5,490	525	1,395	7,410		10,000	2,500
Grinnell	959	1,971	2	2,933	1,895	24	2	1,922	1,011	25,000	
Mt. Ayr		2,846	300	3,146	3,770		517	4,287		14,000	
Sac City	4,129	19,583	5,152	28,865	18,208		8,470	26,679	2,186	68,500	6,000
Davenport	3,183	57,193	6,338	66,715	54,772	1	9,818	64,592	2,123	102,500	
Harlan		6,157	2,180	8,337	8,568	1,200	121	9,890		10,500	400
Orange City	76	617	153	847	770			770	76	21,300	3,650
Nevada	1,147	3,984	182	5,313	3,252		610	3,862	1,450	21,500	
Gladbrook	11	2,342		2,354	2,751			2,751			
Bedford	52	11,265	623	11,942	11,368		342	11,711	230	16,500	
Lorimer	559	4,134		4,693	3,951		134	4,085	608	15,000	
Keosauqua	215	11,858	2,800	14,874	10,694	1,400	1,788	13,883	990	27,100	1,900
Eldon	5,449	29,507	2,457	37,414	23,433		6,664	30,097	7,316	50,000	
Indianola	4,968	5,512	150	10,630	5,463			5,463	5,166	34,000	
Corydon	1,931	6,973	40	8,945	7,312			7,312	1,632	50,000	
Ft. Dodge	991	2,607	6,286	9,885	2,654		62	2,716	7,169		
Decorah	4,560	18,266	2,000	24,827	13,118		7,002	20,121	4,708	50,000	
Moville	5,988	16,751	275	23,014	15,106	750	4,629	20,486	2,528	38,300	</

Ia. Wraps Up \$195,000 Net In 629G Take

Heavy Repair Schedule

DES MOINES, Dec. 14.—The 1946 Iowa State Fair netted a profit of \$195,355.73, according to final report released by Secretary Lloyd B. Cunningham here this week during the convention of the Fair Managers' Association of Iowa. Receipts aggregated \$629,676.62, with expenses totaling \$434,320.89. Paid admissions was a record 514,036.

Profit, however, will be insufficient to repair damages to the plant resulting from its wartime use as an army air depot, Cunningham said. He pointed out that the fair will have to completely overhaul its electric and power system, rebuild the toilet and sanitary systems, and replace roofs thruout the grounds.

Grand attendance at the '46 fair hit a new matinee high of 125,593 despite one afternoon's rain-out. Nighttime grandstand attendance totaled 120,290.

15 Grand Circuit Dates Okayed

NEW YORK, Dec. 14. — Fifteen 1947 Grand Circuit harness horse meetings were granted sanctions by the board of stewards. Old Orchard Beach, Me., was dropped and replaced by Maywood Park, Ill.; Toledo, O., and Aurora Downs, Ill. Last three were selected from a reported list of 20 applicants.

Dates awarded follow:

- Hollywood, Calif.—April 29-May 31.
- Maywood Park, Ill.—June 2-14.
- Toledo, O.—June 16-28.
- Goshen, N. Y.—June 30-July 7.
- Saratoga, N. Y.—July 7-19.
- Westbury, N. Y.—July 21-Aug. 2.
- Goshen, N. Y.—August 4-10.
- Illinois State Fair, Springfield—August 11-15.
- Wisconsin State Fair, Milwaukee—August 16-20.
- Du Quoin State Fair, Du Quoin, Ill.—August 25-30.
- Indiana State Fair, Indianapolis—September 1-5.
- Reading Fair, Reading, Pa.—September 8-12.
- Delaware, O.—September 15-20.
- Lexington, Ky.—September 21-October 4.
- Aurora Downs, Ill.—October 6-18.

Octave Blake, South Plainfield, N. J., was elected president. He succeeds Charles W. Phelis, Greenwich, Conn., who was named honorary vice-president.

E. Roland Harriman, New York; Léo C. McNamara, Indianapolis, and Joseph Neville, Delaware, O., were elected active vice-presidents. Neil Gahagan, Goshen, N. Y., was elected secretary-treasurer.

Thomas S. Berry, Lexington, Ky., with winnings of \$98,000, was announced as 1946's top driver. Other leaders were Sep Palin, Indianapolis, \$76,059; Harry Fitzpatrick, Northbrook, Ill., \$64,898; Jake Mahoney, Toledo, \$58,098, and Del Cameron, South Plainfield, N. J., \$45,000.

James B. O'Neill Sr. Now With LaRose Attractions

ST. LOUIS, Dec. 14.—James B. O'Neill Sr., formerly well-known as an acrobat and more recently identified with the Sidney Belmont Theatrical Agency, is now with the Grover LaRose Attractions in the fair and celebration department. Mrs. Alma LaRose, wife of the late Grover LaRose, who died October 4, continues in charge of the firm.

Husking the Corn in Iowa

DES MOINES, Dec. 14.—Glenn Craighton, Franklin County Fair, Hampton, was elected president of the Fair Managers' Association of Iowa at the annual convention here this week. He moved up from vice-president. C. C. Wagler, Davis County Fair, Bloomfield, was named to the latter post. Elected as directors were L. L. Lyle, Webster City, and Ray Deibert, Sac City.

C. O. Greelee, Marshalltown, speaking on improving livestock classes, urged that stalls be labeled properly, aisles be kept clean, classes be limited to not over 20 animals, over-all champions of all breeds be eliminated, and judges be required to give reasons for their decisions.

H. Duncan, Columbus Junction, whose topic was premiums, urged fairs to standardize their entries, with premiums based on the ability of fairs to pay. He also recommended better accommodations for display, suitable superintendents and the increase of premiums.

C. C. Clifton, Des Moines Register staffer, in talking on Rebuilding Your Fair, told fair men not to let their plants run down in the first place. He also suggested more use of fairgrounds thruout the season, and cautioned against trying to play down to fair patrons. "They know what it is all about; the people can't be fooled," he declared.

Bob Eaton (United Artists' Bureau) and William Garrett, sound system operators, huddled over the possibility of organizing the sound operators of the Midwest to provide uniformity of service and to bring about more efficient trade practices.

E. W. (Deak) Williams, association secretary, admitted he had been coming to the convention for 32 years. . . . But his record was topped by H. W. Brandt, Waterloo, Ia., who has served as official stenographer for 33 years.

Rube Liebman was very much in hearing and sight. Rube did some hallying until his voice caved in under the strain, and then Billy Collins, of the William T. Collins Shows, took over to get the folks into the meetings.

Deal announced at the convention was the completion of a booking agency set-up to be known as Wilbur, Drake & Truex, with Wilbur in Omaha; Truex in Wichita, Kan., and Drake in Kansas City, Mo.

The Lott Brothers, Nela and Lee, upped with the news they'll have two units in '47, not four as this year. One unit, Lucky Lott's Hell Drivers, will play the Dakotas and Canada, and the other Lucky Lott's Champion Drivers,

will play in the U. S., east of the Mississippi.

Gov. Robert D. Blue spoke briefly at the annual banquet. He stressed that work underway to adjust property taxes would aid fairs. U. S. Congressman James Dolliver, Fort Dodge, also spoke, and participated later in a whip act by Tom Gary. Other acts were Turner and McCoy, musical comedy dancing; Dick Wong, singer; Randy Brown, paddle ball; Four Burt Brothers and Majorie, hill-billy; Johnny Sanna, acrobatic tap; Lowells, hand-balancing; Van and Arrvola, comedy and xylophone; Lytell Cover Girls, six-gal line. Bert Van Deusen emceed.

Frank Winkley was peddling motorcycle races as well as his thrill show. Lee Overland was on hand in behalf of Jimmie Lynch's Death Dodgers; the Boyle Woolfolk office was representing B. Ward Beam, and Oscar Abrahams was present for his Death Dodgers.

Auto race field was well represented—Gaylord White and Al Sweeney (National Speedways) and John Sloan in behalf of big cars, C. B. McGowan and Bill Schultz (Schumac Attractions), and Johnny Gerber for midget cars. Entory Collins and Deb Snyder, who race for Sweeney and White, also were present.

Sam Levy and Rube Liebman represented the Barnes-Carruthers Theatrical Enterprises; George Ferguson, WLS Artists' Bureau; Boyle Woolfolk and George Flint, Boyle Woolfolk Agency; Irving Grossman, Peg Longnecker and Cliff Carl, the Gus Sun office; Gladys and Billy Williams, Williams and Lee; Sunny Ber-net, White Horse Troupe; Charles Zemater Jr. and Roy Sampson, the Charles Zemater Agency; Mr. and Mrs. Paul McDonald and A. J. Duffy, McDonald Bros.' Society Circus. Also represented were Karl L. King's Band and the Clyde S. Miller Rodeo.

Among fair suppliers, Russell Green, E. E. Smith and M. H. Lines represented E. G. Staats; Ted and T. P. Eichelsdorfer, Frank Sharp and William A. Lindemann, Regalia Manufacturing Company; Jim Reeder, Reeder Sound Systems, and Charlie Hartzell, Hartzell Public-Address System.

Fireworks will be a bigger feature than ever before at Iowa fairs, according to the increased number of contracts signed by the Thearle-Duffield Fireworks Company. Frank and Jack Duffield and Art Briese, of that organization, reported an exceptionally brisk business.

Let Carnivals Live; Nichols to Iowans

DES MOINES, Dec. 14.—"Don't try to get too much from the carnival," was the recommendation of C. C. (Chuck) Nichols, secretary of the Howard County Fair, Cresco, Ia., at the convention here this week of the Fair Managers' Association of Iowa.

Speaking on "Midway Problems," Nichols declared that the fair and the carnival have to live and asserted that it is ruinous to drive too hard a deal.

Nichols asked that fairs guard against having too large a carnival. Included among other recommendations was one that the fair's provide an expense fund so that the secretary could visit a carnival before booking it.

"It is important that you know the carnival you are dealing with," Nichols asserted. "It would pay, I think, for fairs to provide enough money so that the carnivals could be looked over before being contracted."

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Editorial

Memo: To IAFE's Govt. Com.

Washington,
December 14, 1946

U. S. Attorney General Tom Clark called a big pow-wow here Tuesday (10) to obtain full publicity for a government scheme to send historical documents, including the original Bill of Rights and the Treaty of Paris, on the road. Idea is to bring history to the folks in many spots, the exhibits to be wrapped up in a package and tour the nation in a special train which would travel under armed guards.

At the confab motion picture interests were well-represented. So, too, were radio and newspapers.

From where we sit, no better way could be worked out to have the museum-on-roads attended by more people than if it made a tour of the major fairs. It could pull right into the grounds of most of the big expositions—and the fair's own patrons would serve to guarantee attendance by a vast number of the folks, most of whom otherwise might not make the trip into town to see the display.

Here, it seems, is a wonderful chance for the fairs to aid the government, and vice versa, to the great benefit of fair patrons. All of which suggests that the standing government relations committee of the International Association of Fairs and Expositions might well contact Clark with a view of routing the exhibit to fairs.

Iowa Re-Elects Mullen Leader; Campbell Is V-P

DES MOINES, Dec. 14.—John Mullen, Fonda, sole candidate, was re-elected president of the Iowa State Fair Board at the annual Iowa agricultural convention here Wednesday (11) at Hotel Fort Des Moines, but W. J. Campbell, Jessup, was elected vice-president only after a close contest, getting 48 votes, with his opponent, Harold L. Pike, Jessup, polling 47.

Campbell succeeds Frank E. Sheldon, Mount Ayr, who retired as vice-president after 15 years in the post. Campbell and Pike were members of the board of directors.

An unexpected contest developed in the election of a director to fill the place vacated by Campbell upon his election when someone offered E. W. (Deak) Williams, Manchester, veteran secretary of the Fair Managers' Association of Iowa, as a candidate, altho he had not been a candidate. It required three ballots to decide, with Brady Gates, Independence, winning.

Other directors named included Ben Doran, Beaver, who succeeds P. P. Zerfass, Algona, who did not seek re-election. E. T. Davis, Iowa City, and Sam V. Carpenter, Centerville, and Pike were re-elected.

Dean H. H. Kildee, of Iowa State College, speaking before the agricultural society, told fair men that Iowa fairs (county and district) range from excellent to mediocre and a few are not worthy of the name.

Dean of agriculture and director of extension work at Iowa State College, Kildee said any worth-while fair should have at least five requirements, namely, a balanced budget with adequate reserves; adjusted programs and prize lists to meet changing conditions; high educational value, inspiration and wholesome entertainment and recreation.

Mullen paid tribute to the financial progress made by Iowa's county and district fairs during the past quarter century. Commenting on how the annuals have liquidated their indebtedness, he said that in 1923 total indebtedness was \$1,262,678; that it was reduced to \$701,271.77 by 1933, and this year it is only \$188,148.06.

"These figures," Mullen said, "show that our county and district fair debts have been reduced by more than a million dollars in the last 24 years."

He urged continued debt liquidation so that fairs may better weather conditions in the event of adverse times.



MEETINGS OF ASSNS. OF FAIRS

Indiana Association of County and District Fairs, Hotel Lincoln, Indianapolis, January 6-8. William H. Clark, Franklin, secretary-treasurer.

Kansas Fairs' Association, Hotel Jayhawk, Topeka, January 7-8. Raymond M. Sawhill, Glasco, secretary.

Wisconsin Association of Fairs, Hotel Schroeder, Milwaukee, January 7-8. Douglas J. Curran, Black River Falls, secretary.

Association of Tennessee Fairs, January 7-8, Noel Hotel, Nashville. Henry W. Beaudoin, Memphis, secretary.

Western Canada Association of Exhibitions, January 13-15, Fort Garry Hotel, Winnipeg, Man. Mrs. Letta Walsh, Saskatoon, secretary.

Ohio Fair Managers' Association, Deshler - Wallick Hotel, Columbus, January 15-16. Mrs. Don A. Detrick, Bellefontaine, executive secretary.

Minnesota Federation of County Fairs, January 15-17, Hotel St. Paul, St. Paul. Allen J. Doran, Grand Rapids, secretary.

Michigan Association of Fairs, Fort Shelby Hotel, Detroit, January 19-21. H. B. Kelley, Hillsdale, secretary.

South Carolina Association of Fairs, Wade Hampton Hotel, Columbia, January 20-21. J. A. Mitchell, secretary.

North Dakota Fairs' Association, Dacota Hotel, Grand Forks, January 20-21. Edward Vancura, Fessenden, secretary.

Illinois Association of Agricultural Fairs, St. Nicholas Hotel, Springfield, January 21-22. C. C. Hunter, Taylorville, secretary.

Massachusetts Agricultural Fairs' Association, January 23-24, Hotel Northampton, Northampton. A. W. Lombard, 21 Jason St., Arlington, secretary.

North Carolina State Fair Association, Carolina Hotel, Raleigh, January 24. Dr. A. H. Fleming, Louisburg, secretary.

Rocky Mountain Association of Fairs, Northern Hotel, Billings, Mont., January 26-28. J. M. Suckstorff, Sidney, Mont., secretary.

Virginia Association of Fairs, Hotel John Marshall, Richmond, January 27-28. C. B. Ralston, Staunton, secretary.

Nebraska Association of Fair Managers, Hotel Cornhusker, Lincoln, January 28-29, Chet G. Marshall, secretary.

Pennsylvania State Association of County Fairs, Penn Harris Hotel, Harrisburg, January 29-31. Charles W. Swoyer, Reading, secretary.

New York State Association of Agricultural Fair Societies, Hotel Ten Eyck, Albany, February 10-11. James A. Carey, Albany, executive secretary.

Ontario Association of Agricultural Societies, February 12-14, King Edward Hotel, Toronto.

INQUIRIES are being made and secretaries of associations of fairs should send in the dates of their annual meetings.

Soderquist Scores Poor Showmanship Of Sulky Pilots

DES MOINES, Dec. 14.—Lack of showmanship by harness horse race drivers at county fairs was scored by G. A. Soderquist, secretary of the Buena Vista County Fair, Alta, Ia., at the annual convention of the Fair Managers' Association of Iowa here this week.

The U. S. Trotting Association should compel drivers to dress properly and to have their sulkies painted and polished, Soderquist declared. Some of the drivers race in weather-beaten, soiled and grayed togs, and many of the carts raced are sorely in need of painting, polishing and the removal of unsightly wire, used to hold them together, he asserted.

Speaking on "racing programs," Soderquist urged fair men to provide adequate stabling facilities and good officials. He held that fairs generally were remiss in not advertising their races, first to obtain entries, second to draw attendance.

Dwelling on the shortage of entries at many annuals this year, he said that purses should be upped to attract entries. Many events this year drew as few as two or three entries.

Touching briefly on auto racing, he referred to fair dates where the fields were too short and lessened the competitive effect, and urged that more cars be raced. He also suggested the scheduling of midget auto racing, pointing out that his annual also obtains income from midget races held in the off-fair season.

1-Horse Exhibitors Encouraged To Put Over County Shows

(Continued from page 64)

participation of "small-time horse fanciers," Ray Deibert, secretary of the SAC County Fair, Sac City, told the convention of Fair Managers of Iowa here this week.

Pointing out that only 25 shows had been held in 1942, Deibert said there were 200 in the State this year. Ascribing the jump in a large measure to their substitution for war-banned auto racing and thrill shows, Deibert suggested small prizes because large prizes serve to encourage professionals.

"It is true Iowa has a few professional stables, but I sometimes wonder if they are any big asset to the average county fair show," Deibert said. "It is the owner of one or two horses who will determine the future of the shows."

In urging the avoidance of the word "society," Deibert held that "it seems to involve fox furs, evening gowns, long tails and high silk hats," which, he remarked, "I feel is slightly frightening to an Iowa audience."

Deibert asked the fair men to be mindful of the youngsters, the amateurs, and cautioned against having too many classes. Midnight shows, he pointed out, are not popular. "By all means," he urged, "have a competent announcer, who speaks the language of the fair patron."

L. F. Morgan Named Mgr. Of Auburn, Calif., Annual

AUBURN, Calif., Dec. 14.—L. F. Morgan, of this city, has been named manager of the 1947 fair to be sponsored by the 20th Agricultural District at a date to be announced later, according to an announcement by the fair directors who appointed him. He will maintain an office at the fairgrounds.

Protect Act Money With Good Sound, Craighton Advises

DES MOINES, Dec. 14.—"A poor sound system will ruin the best show money can buy," Glenn Craighton, secretary of the Franklin County Fair, Hampton, Ia., told the convention of the Fair Managers' Association of Iowa here this week. He recommended care in selecting a system.

Speaking on "presentation of platform attractions and free acts," Craighton urged fairs to buy quality acts. "Don't try to buy quantity," he declared.

He also recommended buying all attractions thru one agency. "Then the acts will co-operate," he said.

Iowa Seeks \$2,500 Premium Lid Help

(Continued from page 64)

States in financial aid to the annuals.

The financial report of the 89 county and district fairs, released during the convention, showed that this was one of the most successful years in history. Attendance aggregated 1,501,727. Outside gate receipts totaled \$428,000, more than double the '45 figures, when, to be sure, fewer fairs operated. Receipts from all sources this year hit \$1,217,248, with expenses running to \$1,029,261.

Of the 89 fairs, 55 returned a profit and 34 showed a loss, but the losses in most cases were small. Not in years have the fairs of the State been in a sounder financial condition, indebtedness having received a continued pruning during recent years.

As of November 1 this year, the financial report shows, a consolidated balance of \$329,037 was shown, as against overdrafts of \$10,460 on the part of a small number of fairs. Present indebtedness, most of it representing long-term obligations, such as mortgages, totaled only \$188,148, as against a consolidated valuation of \$3,634,564.

The great bulk of the fairs have no long-term indebtedness, and those few which do are not burdened with these obligations. Many fairs, it is likely, will take on such obligations in the next few years, as they are faced with the need for either increased land, buildings or other facilities.

Generally speaking, little new construction will be done this year. Most fair men at the convention indicated they will defer major improvements until costs level.

NEB. TO PAY

(Continued from page 64)

sions to the retirement of the bonds.

The bondholders had sued to require the fair to apply its entire income to retirement of the debt on the amphitheater, but the court denied this and also a request for the application of the fair's take from pari-mutuel betting.

Under the court's ruling, the fair board will be required to turn over net income from the grandstand concessions after operating expenses are deducted. Edwin Schultz, fair board secretary, however, said the concession rentals do not cover the cost of operating the grandstand. The court held that the bondholders are entitled to an accounting of the rentals.

Forty thousand dollars had been paid on the grandstand debt this year, thus reducing the indebtedness to about \$169,000, Assistant Attorney General Homer Kyle, who represented the fair, said. Interest payments also are up to date, he added.

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Brandon Names Buckingham

BRANDON, Man., Dec. 14.—Judge A. G. Buckingham has been elected president of the Manitoba Exhibition, it was revealed this week. Alex McPhail was named first vice-president and J. E. MacArthur, second vice-president. All are residents of Brandon.

REP RIPPLES

G. W. ANDERSON reports fair business with his film show around Clayton, N. Y. . . . Lanier Players report fair biz around Greenville, S. C. . . . El Bart Players, four people, are readying to play around Dover, Del. . . . Elwood Small writes from Welland, Ont.: "I have pix under auspices and played a dozen dates the past month. Have dates booked around Toronto. Business is not as swift as it was last winter." . . . Hyde's Show, vaude-pic, in Eastern Washington after a summer in Idaho, reports fair biz. . . . Griffin Family Players are around Rock Island, Ill., with three-cast bills and Swiss bell-ringing specialties. . . . Charles E. March is showing 16mm. pix around Waterbury, Conn. . . . Carlton Players, four people, are playing auspice dates around Gettysburg, Pa. . . . Chester Cobb, showing religious and other pix, reports fair biz around Asheville, N. C. . . . F. H. Fuller writes from Brockville, Ont.: "I am making two-day stands in this sector to fair returns. Had six fair weeks in Northern New York but not as good as expected. Have three people and will add pictures if I stay in Canada." . . . Guy Murcher, who has a film show in McLean County, Illinois, reports good biz on sponsored

dates. He will soon add short-cast (three-people) bills to his show. . . . Robert Ryan, formerly in rep, is booking 16mm. pix out of Eveleth, Wash.

ERNEST (TOBY) VEVEA, general business man and character comedian with J. B. Rotnour the past three years, is tending bar at Paul's Bar, Eau Claire, Wis., for the winter. He recently visited with Mr. and Mrs. Joseph Toniutti of the *Passion Play*. . . . Madam Burleson now in the Rio Grande Valley playing a few dates and fishing, infos that Alexandrew Tolliver, J. D. Dickson, five chorus girls and a four-piece band are at Harlingen, Tex. . . . Norman Tucker has been showing pix under auspices in Middlesex County, Massachusetts, with headquarters at Ashby. . . . Henry L. Clancy, old-time repster, is promoting *My Dad's a Fireman* in Southern Vermont, using amateur cast. . . . Albert W. Willis has a 16mm. film show in Litchfield County, Connecticut. . . . Reward Players are around Troy, N. Y. . . . Northampton Players have been in Worcester County, Massachusetts, recently. . . . Carol Players are around Shreveport, La. . . . Pitt Players recently played E. F. Hannan's *The Love of Alfred* in Indiana County, Pennsylvania. . . . F. R. Niles has a vaude-pic show around Augusta, Ga. . . . Austin Giles is using the opus, *The King Still Reigns*, with pix in the Kokomo (Ind.) sector.

HAROLD REANY has had his vaude-pic show around La Crosse, Wis., recently. . . . Bird's Show is in Pike County, Alabama. . . . Garfield Players, three people playing flesh under auspices, are around Denver. . . . Loren L. Davis, who recently opened his film show at Harrisburg, Colo., has been in Washington County, Colorado, the past three weeks. . . . Holley Players, four people with flesh and pix, are operating around Parsons, Kan. . . . W. N. Cohen writes from Rome, Ga.: "I have been showing pix in this sector the past month and am about to move to Alabama. Biz has been fair but nothing to brag about. Albert Furniss has joined me to do some vaude and magic." . . . Doug and Lola Couden will put in their holiday lay-off in Birmingham. . . . Billy Terrell, former rep manager, has bought another night club and five adjoining houses and lots in Roseland, La. The Terrells now own three theaters and three night clubs in that section.

Quality Film

By E. F. Hannan

FOR STRICTLY youth entertainment, the 16mm. libraries are far in front when it comes to quality film. They have been smart in shying away from rough-tuff juvenile stuff, and soon this will play in their favor. The average class "B" kid's film is shot full of action that even the kids themselves cry "hokum" at, and as for parents and guardians, they smite it down when they can.

There is a move among various groups to take over Saturday pix in smaller places by the schools. This stems from the private school idea of showing school-booked programs and thus cutting off altogether the town pic house. If this becomes a reality, it can be blamed in great part upon the class of pix that have been thrown at the juvenile audiences and it will play right into the lap of the 16mm. promoter who has always had film that rated high with schools and parent-teacher groups.

There is also in all this a boost for the film roadshowman.

Virginia Kline Gives Fems OO at Outdoor Convention

(Continued from page 56)

black lace with a cross drape peplum in form fitting grace. Her daughter-in-law, Mrs. Conrad Haney, wore black with silver sequin trims. Mrs. W. C. Rocco wore a daring Foquant model of striped faille with one shoulder bare and the other of the archly draped material. Mrs. Bertha (Gyp) McDaniels wore mantiel red with gold clips formed of dancing donkeys with earrings in the same model; her black sequined tiara was artfully draped with rich Bird of Paradise plumage at side and front.

Mrs. Al Wagner wore a Guillard model of black with closely beaded designs; her hair was molded in a high arrangement of braids with literally a bower of purple orchids. Mrs. Minnie Simmons was attired in ver-aise blue with silver bead trim and silver fox evening wrap. Mrs. Mike Barnes wore a black model with pink blush lace top held in place by tiny straps of black. Caroline Holt's choice was a silver white lame strapless evening costume with softly draped turban of the same material.

Mrs. Al Sopenor wore a black evening skirt with dresden flowered blouse and a fan-shaped hair arrangement of tiny yellow flowers. Mrs. Harold Elliot was dressed in black velvet epaulettes of gold sequins. Francis Scott wore a Meantre model with tightly fitted blouse, sequined solidly to point up the shirred net skirt. Mrs. Jeanette Wall wore a fushia red evening blouse with black skirt and white orchids in her hair. Mrs. Charlie Green, of Mexico, Mo., was attired in a cloud blue evening suit with gold trim. Mrs. Roy Kemper, of Sedalia, Mo., wore a mushroom grey suit with fur trim and black evening hat.

Mrs. Goldie Fisher, of Caruthersville, Mo., chose a gold lame gown with white gardenias in her hair and carried a gold sequined purse. Myrtle Hutt Beard's choice was black with a net draped skirt and bustle folds. Mrs. John Francis wore black net with evening hat of perky net bows. Viola Blake was attired in a svelte black model with bodice of black sequins and a tiny beanie cap of gold sequins. Mrs. Ralph Ammon wore an Egyptian red gown beaded in red with her silver fox wrap. Mrs. Harry Hennies was dressed in an evening suit with black skirt and winter white coat, accentuated with black trim. Mrs. Delgerian Hoffman wore black with a beige feather hat.

Lucille Lambkin was in sloe black with sequin cape. Mrs. Betty Eyerly Wirth wore a Topang model of black crepe with full skirt of net and white flowers in her upswept hair arrangement. Mrs. Johnny J. Jones wore a stunning model in white with patterns of white and coral beads in outlines of gold beads, the round neckline forming a solid collar motif. June Sorenson's choice was a plum fushia model with gold and purple sequins in banded patterns and a hair band of the same bright colors.

The youngest guest was Hedda Henderson, age 4, who wore white chiffon in a floor-length model complete with tiny evening slippers and corsage of Ceceile Brunner roses. The young lady's mother, Mrs. May Henderson, wore black lace with pastel colors in braided folds of net. Mrs. L. C. McHenry was attired in a soft shade of beige tan with gold sequins in formed patterns. Mrs. Mike Doolan wore a short black evening frock with purple orchids. Ida Cohen wore black with a silver fox wrap.

Mrs. J. W. Conklin was lovely in Atomic Red velvet with sculptured pattern of gold sequins and a superb wrap of virgin white fox. Josephine

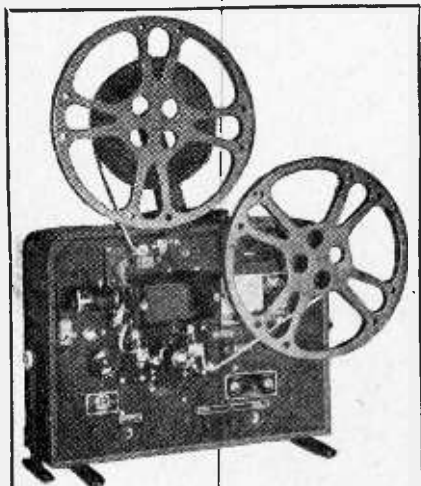
Hayward wore an ice blue satin model with shocking bare shoulder drape held in place with crossed bands of the satin and the skirt swept with silver sequins. Mrs. Harry Duncan wore a short black evening model with black sequin trim. Maxine Geiger, of Kansas City, chose a black model with green, the green flatteringly ruffled down the front panel. Mrs. Dorothy Farrow was dressed in leaf brown with shadow trim of chiffon on blouse. Mrs. E. E. Farrow wore black with an interesting arrangement of pink flowers in bands.

Mrs. Al Lotto's choice was a black evening skirt with blue flowered peplum blouse. Mrs. Ted Woodward wore black with a dragon trim modeled of sequins. Mrs. Jimmie Lynch chose black net with black velvet banded evening hat. Mrs. H. L. Wilson wore white chiffon with corsage of cream yellow roses. Josephine Woody was attired in a coral pink model with trim of grey steel beaded patterns and grey gloves. Mrs. Jack Norman wore black velvet with white gardenias. Mrs. C. W. Parker wore black lace with shadow yoke of fine cut out pattern. Her daughter, Gertrude Parker, wore a maize blue evening skirt with handmade lace blouse and evening wrap of blue velvet.

Mrs. Jack Downs' choice was black with high fashion yoke modeling and silver beads woven in the folds. Mrs. Ethel Murray Simonds wore an elegant maroon gown with silver bead trim. Mrs. Jack Shillan, of London, wore a strikingly beautiful black tailored evening model with muted rose trims. Jeanette Hart was dressed in black with silver sequin trim. Mrs. James Holmes wore black with gold lame trimming in folds at hip and shoulder. Mrs. Juanita Strassburg chose a side draped black model with white feather hair arrangement. Maud Swartz wore black with blush pink bodice. Lucille Hirsch was attired in a tight bodiced net with full skirt and demure ruffled neckline. Mrs. Jane Bunting wore black crepe with orchids and a stunning hair braid arrangement.

Mrs. Daisy Davis black faille with black gloves and gold evening bag. Mrs. Art Briese chose a Formille model with hip molded drape and an unusual hair arrangement held in place with white gardenias. Mrs. Har-

(See VIRGINIA KLINE on page 69)



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6 Pros Pass RSROA Gold Tests in Det.

Standard to Remain High

DETROIT, Dec. 14.—New high in roller skating was chalked up here when 23 members of the Society of Roller Skating Teachers of America (RSROA group) participated in the first gold medal dancing tests to be held under the RSROA banner on Wednesday (11) at Arena Gardens. The award was attained by six.

They were Betty Lytle, New Dreamland Arena, Newark, N. J.; Millie V. Wilkins, Queens Roller-drome, Elmhurst, N. Y.; Rose L. Martin and Richard H. McLauchlen, Arena Gardens, Detroit, and Irene B. and Jack E. Boyer, New Skateland, Buffalo. Margaret McMillan, Skateland, Cleveland, passed the No. 7 figure skating tests, one of the most difficult and ranking just below the gold tests.

In commenting on the competition, Fred Martin, RSROA secretary-treasurer, said, "Those not so lucky in the first try included some of America's outstanding skaters. But they were not discouraged by their failure; a little sad, perhaps, but still enthused over the greatness of the test. They all agreed that the standard was very high and that it must remain high."

The gold test came at the end of eight and one-half years of a proficiency test program. Over 10,000 tests have been filed at RSROA national offices in that time. Standards which were set up in 1938 are today said to be the most exacting in the world. The judging system included panels of amateurs and professionals, scattered thru over 100 association rinks. Amateurs judge amateurs, while professionals judge pros, with the standard for both groups the same.

Officials for the tests were named by SRSTA pros at the 1946 professional conference at Brooklyn. They were: Perry B. Rawson, Asbury Park, N. J., referee; Fred Bergin, Fresno, Calif., chairman of the SRSTA; Louis Bargmann, Washington; William McMillan, Cleveland, and Clifford Wilkins, Elmhurst, N. Y. Rawson was formerly chairman of the RSROA dancing committee and was instrumental in setting up the RSROA tests.

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Man of Many Talents Needed To Fill Role of Good Manager

By C. V. (Cap) Sefferino

Assistant Manager, Sefferino's Roller-drome, Cincinnati

I AGREE with Bill Holland, operator of Holland's Skateland, Bridgeport, Conn., who recently expressed concern over who may be the managers of new rinks which are sure to make their appearance as soon as building necessities are available, and the best thought I have been privileged to hear was expressed by two prominent rink men a few years ago. They stated that what roller skating needed most was a school for managers.

In recent years everyone has been a good manager. Everyone has been making money, and when things go that way no one will ever be able to convince a person that he or his manager is not the best. However, the days of walking into a rink and throwing your feet upon a desk with a manager's nameplate on it are certain to pass. Management is going to mean either success or a struggle.

Many Phases in Biz

To be a good manager one must be a person of many talents. He must possess personality and be something of a psychologist; he must be energetic, have powers of observation and promotional ability and have the interest of the operator, rather than the skater, at heart. Yet he must, above everything else, be able to make his patrons—all of them—reasonably happy. There are many phases of roller skating in which a portion of the patrons are interested, and it is the duty of a good manager to find time for each group to enjoy itself.

For instance, in recent years speed skating has been frowned upon by most operators. Yet today, one operator, in an article in *The Billboard*, expressed elation over the fact that over 1,000 enthusiastic patrons were in attendance at the first presentation of inter-rink speed skating contests held at one of his rinks. That is certainly nothing to pass by lightly, for this man has not only found a new way of getting people into his rink, but has also found a way in which to keep a portion of his patronage skating. What if it is only as small a number as 20 people? Figure them as three-times-a-week patrons over a 50-week season and you have your coal bill paid. This is speaking of participants only, and does not include their friends who come to watch and pull for them. How many people is this operator going to run out of his rink because of dust? Don't fool yourself, the answer is none. This operator, in my opinion, has learned another profitable phase of the business.

Competitive Skater Important

There are many more deserving of consideration in the plans of an efficiently operated rink, and a manager must be able to find time for each and be capable of their exploitation. Contrary to some thought, I believe that competitive skating is a most important item in rink operation. It is as Fred Freeman, operator of Bal-A-Roue Rollerway, Medford, Mass., so aptly put it—our showcase. It not only has brought us international publicity, but has brought parents of skaters into our rinks and won their approval. That has been a big step forward. We must keep this contact. It is important.

Danger in Pros

The one danger here is the professional. A manager must be able to control his professional and staff. I have yet to see the pro who has not tried to make every person who enters the rink a competitive skater. I have yet to see the pro who is not possessed with the idea that, given

the chance, he could do a better job of rink operating than either the manager or the owner.

A good manager cannot afford to be influenced by a professional for this reason: Pros are in such close contact with the skater that they become possessive, in time. This leads them to take sides with the skater rather than the operator. I call your attention to a recent article in *The Billboard*, written by someone who prefers to omit his name. In substance, the article asked, "What are the operators doing to the poor roller skater?" There are a great many answers to that one, but I want to point this out only to show that a general bad feeling can easily be established in a rink and a great many times this can be traced to a pro. I have found it to be a fact that while most pros make good teachers and are an invaluable asset, if kept in their place, their general business ability rates about a minus quantity. It should be remembered that the professionals of today, in the majority, were our competitive amateurs of yesterday, and they are employed to teach, not to run the place.

Exploit Skate Dancing

Dancing on skates is another phase of skating that should be exploited to the fullest extent. However, a good manager should realize that while everyone would like to be a good dancer, thousands are ready to give up before they even begin to master any of the international style dances. So what is wrong with finding some simple little step to keep them interested until they become more proficient, just so they may be lifted from the category of skaters who merely go around and around? I know of no better way of amplifying this issue than to ask you to remember that one of the successful operators in the East made a ton of money out of a little humpty dumpty called the Chicken Scratch. From this beginning he built a program of dance skating long before the international style of dancing was thought of. With this nucleus it was not difficult for him to become an authority on the international style and for his rink to become nationally recognized for its dance skating.

Can't Sell 'Em All

I realize this may sound funny to the manager having only the international style of dancing as a background, but I make this point to assert that dancing on skates must start somewhere. You just cannot take any person who enters the rink and sell him the continental waltz when he can plainly see a big portion of the skaters enjoying a simple circle waltz with many of the turns pretty crude and grotesque. Far be it from me to ridicule better dancing, for I have put a great deal of effort in the improvement of dancing in our rink, but I am convinced that there must be a beginning somewhere. You just cannot cram skate dancing down a person's throat.

Promotion a Must

Another item on the list of a manager's must is promotion. Promotion means planning, and a good manager must have the ability to create new ideas and be able to select and present the best, discarding the chaff. For example, we have found skating party promotion to be sound and profitable, and while at the present the promotion of this idea requires intensive study, I hardly believe present conditions will last forever. In the meantime, ways and means to combat the difficulties that may arise are given great consideration. The

Vet Rehabilitation Program Launched At Portland 'Drome

PORTLAND, Ore., Dec. 14.—Jess Fee's Roller-drome has launched a veterans' rehabilitation program in which veterans with artificial limbs are allowed free use of facilities and are given assistance in learning to skate.

Fee recently had a Mr. Yeger, who skates with two artificial legs, at the rink to demonstrate to veterans the possibilities of overcoming their handicaps. Members of Roller-drome Skating Club have volunteered to assist veterans in learning to skate, and the rink provides a mechanical assistant which avoids falls while learning.

Roller-drome invites veterans with artificial limbs to skate free at any and all sessions, and has made arrangements for veterans to learn to skate at periods when the rink ordinarily is closed.

Practice is under way at the 'drome for a floorshow. Affair is in charge of Evelyn Zanotti.

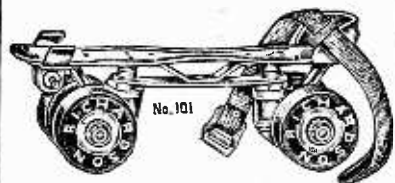
cultivation of the youngster is, I agree, a most important field to work in, but it requires separate thought. Most people have the impression that roller skating is definitely a juvenile recreation, but this is strictly untrue. Analysis will prove that the majority of our patrons compare favorably in age with any of our modern ballrooms, and we hold the interest just as long in our line if we are up on our toes and trying. People who dance, rather than skate, also get married, and economy forces them to become one-night stands and eventually pass it up almost completely. The field of dancing, other than music, is no different than our own.

Give this a little thought some time, and you will find that I am not far off the beam. One of the big things I have found wanting in management is that we have no place for the fellow who would like to skate but cannot make it on his own and cannot find a pro who would stoop so low as to tote a beginner around the rink. Another instance is the beginner who cannot afford the price of personal instruction.

No Walkouts

Recently I have observed what a great mistake we are making here. There are thousands of people like this and we are letting them walk out of our rinks without even an effort to keep them. I hardly believe that gadgets are the answer to this problem, as the embarrassment angle is far too great. However, I believe something must be done along this line, for we are going to need this (See *Man of Talents* on opp. page)

The First Best Skate



QUALITY

RICHARDSON BALLBEARING SKATE CO.
Established 1884
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The Best Skate Today

No. 321 DUSTLESS FLOOR DRESSING
Cleanses the air, providing a snug grip with less cone wear and lower maintenance cost. \$4.00 per gal., \$3.75 per gal., in 5 gal. containers. Terms: 25% with order, balance C. O. D.
GAGAN BROTHERS
444 Second St. Everett, Mass.

Why the 3% Figure Floored Sefferino

CINCINNATI, Dec. 14.—“If my recent article in *The Billboard* did nothing else, it proved that rink operators and associated business men read the skating page,” writes C. V. (Cap) Sefferino, assistant manager of Sefferino's Rollerdrome here. “In the past few days I have had many letters of comment and have been offered everything from soap cleaning compound to a non-flying sanitary floor free of charge. Two companies mailed me a dozen skating records on trial. To the letter writers may I say I am grateful, and to the manufacturers may I suggest *The Billboard* as a fine advertising medium?”

“Inasmuch as Perry Rawson chose to use your columns to refute a statement I made in the article, rather than to write me personally, may I use your columns to answer it?” “There is a possibility that I did confuse Rawson's percentage survey, so in order to be absolutely correct, I quote his paragraph: “Now, it is nice to be able to talk

with a real skater—a skater who knows a lousy pair of skates when he sees one—even if he is compelled to hand them out in his own spot. What sense is there in me trying to talk to those others who don't know a good pair of skates when they see them? I am not going to get anywhere with your local situation any more than in Oshkosh, but at least it is a pleasure to talk with a fellow who knows how and why a skate functions. It is most discouraging to talk with these fellows who simply don't know. Get the dough is their main theme, but in my judgment and probably in yours, altho you do not care to admit it, a good auction or scrap heap job well done and the passing out of decent equipment would get more dough.”

“The paragraph preceding the quoted one mentioned that Rawson had found, thru a survey, that only 3 per cent of skaters in rinks he had contacted were skating. The rest were scooting. I took it for granted that the next paragraph of the letter was relative. I am most happy to make this correction.”

Boyer Planning New Layout; Hodges Ohio Spot Clicking

CINCINNATI, Dec. 14.—M. A. Boyer, former operator of Fort Thomas (Ky.) Roller Rink, and Roy Hodges, who with his brother, Calvin E., recently opened the new Hodges Roller Rink in Springfield, O., were recent visitors at *The Billboard* Cincinnati office. Boyer is planning construction of a new rollery in an unannounced city as soon as building materials are available.

In recent months Boyer has been doing alteration work at El Torreon Roller Rink, Kansas City, Mo., which is housed in the building recently sold to a dairy firm. Boyer reported El Torreon business good and that pro Johnny Sawyer there has been doing a top teaching job. Hodges reported business excellent since the September 20 opening of the Springfield spot.

Prescott Rollery Reopens

PRESCOTT, Ariz., Dec. 14.—With installation of a new heating plant, the skating rink in the armory here has been reopened with Leonard Spooner, manager, assisted by Clair Louttit.

MAN OF TALENTS

(Continued from opp. page) fellow one of these days. He is most important to the future.

One other important part of good management is program planning. The same routine night after night can become very boring. There is nothing so horrible as a program filled with “um-pah, um-pah” music all night. That sustained heavy downbeat can become terribly annoying to everyone but the international stylist.

I wish to remind the reader that this is the opinion of a man whose capacity is only that of assistant manager and who merely believes in the A, B, C's of rink management—getting them in, keeping them and making them happy; all of them.

Anonymous!

Publication in a recent issue of *The Billboard* of a letter by a person who requested that his name be withheld has brought an unsigned letter to the editors and a request that its contents be published over a “Mr. Q” signature. Such letters will not be published. The editors will withhold a writer's name upon request, but the signature and address of the writer must accompany such letters.

Virginia Kline Looks 'Em Over

(Continued from page 67)

ry Batt, of New Orleans, wore jet black in a formal crepe Romaine gown with white gardenias for contrast. Mrs. Harry Small's choice was a white sequined evening blouse with full skirt of tulle net. Mrs. Anna Gruberg wore a short black cocktail frock with a soft wind-blown hair-do.

Mrs. Carl Lauther was attired in a black draped Vairle model, the front sequined in cross squares of green sequins and a classic hair arrangement held in place with silver leaves to cover one side and give a Grecian motif. Mrs. Dode Allen wore black with black feather evening hat. Mrs. Louise Donahue was attired in a black formal evening gown with extreme decollete with short evening coat heavily designed in gold beads. Mrs. Eddie Roth wore black chiffon with a side hair arrangement of black coque feathers. Mrs. Oscar Bloom's frosted white costume was glittery with white beads, the back open to the waist.

Mrs. Hattie Hoyt dressed in a Chinese blue bodice blouse with ruffled peplum and black taffeta skirt. Mrs. John Wendler, of North Tonawanda, N. Y., wore black velvet with the subtle sophistication trim in the very low back and high front model. Mrs. John Quinn's choice was a Jenny model of French blue, the sleeve cap of pink and gold sequins. Mrs. Frank Hrubetz was attired in black with applique tulips on the front of her blouse. Mrs. Johnnie Bushnell wore black with silver sequins.

All was scintillation and glitter, but there was gold there, the gold that never tarnishes, the gold of many friends together again and enjoying themselves. We hope to see you all again next year.

Superb
NEW! Gloria Nord
RINK ROLLER SKATES



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Chicago Shoe Skates of All Types Now Available for Immediate Delivery. Full Polished 10° or 45°. Priced from \$13.50—\$15.50
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1471 Boston Road Bronx 60, N. Y. Tele. Dayton 9-3403

WE BUY AND SELL

New and Used Rink Roller Skates Advise Make, Size, Condition and Quantity. Also Best Price.
JOHNNY JONES, JR.
51 Chatham St. PITTSBURGH, PA.

I have for sale one of the best Portable Rinks in Oklahoma. It consists of Floor, 40 ft x 101 ft., made out of 3/32 first grade hard Northern Maple. Tent to cover this floor, push pole type. 85 pairs of Shoe Skates, 200 pairs of Clamp Skates, 2 complete Music Systems with Automatic Record Changers, 1 electric Pop Box, 1 plain Pop Box, 1 42-inch Zephyr Electric Fan, 4 Benches, Skate Boxes, 1 Wurlitzer Record Changer. Plenty of iron Tent Stakes. Block enough for the floor. 1 Skate House, about \$500.00 worth of new parts. All this equipment has just been used for 13 months. Averaged \$75.00 per night while operating. Reason for selling, bad health. Will finance to the right person. Price \$11,000.00.

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ROLLER RINK

Now stored, consisting of 7000 sq. ft. Maple Floor with Foundation (140x50), 1000 sq. ft. surplus Maple Floor, 5 12-in. Jensen Speakers, 2 Amplifiers, 1 Juke Box, 200 Organ Records, 150 Popular Records, 250 pairs Chicago Skates (about 60 never used), 83 pairs good Shoe Skates, 40 Metal Skate Cases, Skate Grinder, Parts galore, new Electric Cold Drink Box, Crystal Ball, plenty Tools, etc. Must sell before first of year. \$7,500.00. Terms can be arranged.

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For A Merry Christmas
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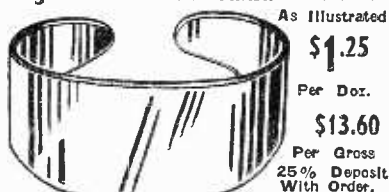
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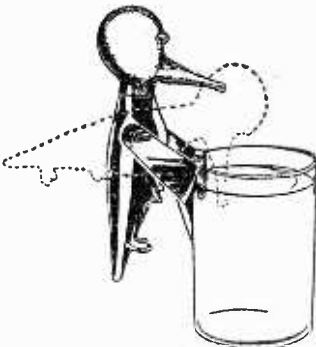
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- GET 200 MONEY MAKING DEALS—BUSI-** ness Plans, Unusual Items. Rare Formulas, Schemes. Folio free. Formico Mil., Box 572, Dayton, O. **de21**
- LOOKING FOR NEW OPPORTUNITIES? MAIL** order and others? Get "The Practical Idea." Write: Veteran, Charleston 9, Ill. **ja25x**
- MAIL ORDER OPPORTUNITIES—READ OL-** dest Trade Journal in the field. 53rd year. Copy, 25c. Mail Order News, Somerville 30, N. J. **de21**
- NEW HOT SANDWICH—FAST SELLER.** NO smoke, no grease, no special equipment needed. Wonderful opportunity for cafe and sandwich shop operators. Write today for free particulars. Haskell D. Boyer, P.O. Box 1458, Fort Worth 1, Tex. **de21**
- PROFITABLE, FASCINATING—MAIL SELL-** ing and Co-Publishing Business. Small investment. Operate spare or full time. Details, 25c. Parcel, 2701 Main, Elkhart, Ind. **de21x**
- SALESMEN, JOBBERS—WORK FOR YOUR-** selves. Attractive Cards of quality Nuts (24 10c packages). Lerner Nut Co., 207 Spruce St., Newark, N. J. Bigelow 2-9649. **de28**

LEADING SELLERS IN FUR COATS

LOW JACKETS PRICES CHOKERS & SCARFS

ALL GENUINE FURS
Our new 1947 Line is our greatest variety of best sellers for you! Latest styles. All sizes. Write for FREE NEW COMPLETE CATALOG! Satisfaction guaranteed or money refunded. Prompt deliveries.

H.M.J. FUR CO.
150-B W. 28th St., New York 1

Biggest Ring Line! Biggest Values!

- Gold Filled No. 2 R 217 \$9.00 Doz.
- Gold Filled No. 2 R 195 \$6.00 Doz.
- Sterling No. 2R203 \$5.25 Doz.
- Sterling No. 2R192 \$6.00 Doz.
- Other Ladies Gold filled white-stone rings available.
- Other Ladies Sterling white-stone rings available.
- Sterling No. 5R457 \$3.00 Doz.
- Sterling No. 5R202 \$10.50 Doz.
- Other Sterling Signet rings are available.
- Other Men's whitestone rings are available.

HARRY PAKULA & CO. 5 NO. WABASH AVE. CHICAGO 2, ILL.

BEAUTIFUL PLASTIC MODEL

RADIOS

AC-DC 6-TUBES Including Rectifier
A new table model radio . . . gives console performance . . . powerful superheterodyne with six R.C.A. licensed tubes (including rectifier) . . . built-in aerial . . . tremendous volume . . . handsome in appearance . . . most efficient in operation . . . built into a durable plastic cabinet with slide rule illuminated dial . . . 5-inch P.M. speaker.



ONE BAND Regular Broadcast
List Price . . . \$29.50
Samples . . . 21.98
12 or More . . . **\$21.18** Each

TWO BAND Short Wave and Broadcast
List Price . . . \$35.95
Samples . . . 25.69
12 or More . . . **\$24.76** Each

FULLY GUARANTEED! All taxes included. F. O. B. New York City.
Send only 25% with order, balance C. O. D.
48-45 43RD STREET
Dept. BB-8
Carter Radio & Appliance, Inc. LONG ISLAND CITY, N. Y.

CHRISTMAS AND NEW YEAR'S EVE SPECIALS

- Jumbo asst. Metal Noise Makers, painted fancy colors. Per gross . . . \$ 8.50
 - Large Fur Monkey. Per doz. 6.50
 - J. #30 Jumbo Targets, blow up 8 feet across. Per 100 14.00
 - Confetti, 50-lb. cartons. Each carton . . . 5.00
 - Confetti in Cellophane Bags. Per 100 bags 5.00
 - Large 12-inch Metal Horns, with wood mouthpiece. The original one with loud noise. Per gross 15.00
 - Magnetic Tricky Dogs. Per gross 15.00
 - Christmas Corsages, made up beautifully. Sets for 25¢ on sight. Per 100 10.00
 - Christmas Red Wax Dahlias. Per 100 . . . 8.00
 - Per 1,000 40.00
 - Fresh Laurel for Dahlias. Big bunch 25
 - Tinsel, large Jumbo Boxes. Per gross boxes 12.00
 - Mistletoe in Cellophane Bags. 12.50
 - Per 100 bags 3.50
 - Kilroy Buttons, 70 ligne. Per 100 3.50
 - Grey Running Mice, looks alive, all workers. Per gross 15.00
 - Jumbo Water Metal Guns. Per gross . . . 21.00
- SPECIAL**
New Airship Balloon Package, complete with Cabin, Fins and Trimmings. Selling like wild fire. Per gross packages . \$19.60
Large Worker, with Cabin and Trimmings. Each 1.00
Large Airship Workers. Each60
Sensational Squeakie Barking Dog. Selling like wild fire. Per gross 21.60
- SPECIAL BALLOONS**
NEW LOW PRICES
14 Cat Balloons, asst. colors. Fresh stock, no seconds. Per gross \$10.50
11 Asst. Balloons. Per gross 7.25
9 Asst. Balloons. Per gross 6.00
8 Asst. Balloons. Per gross 5.00
7 Asst. Balloons. Per gross 4.00
6 Asst. Balloons. Per gross 3.00
4 Asst. Balloons. Per gross 2.25
315 Balloons. Per gross 3.00
418 Balloons. Per gross 3.50
Large Balloons with Squawkers. Per gross 7.20
21-inch Squawkers. Per Gross 1.25

We take orders for special made Pennants and Buttons.
25% deposit with all orders. We ship same day.

HARRIS NOVELTY CO.

1102 ARCH STREET PHILADELPHIA 7, PA.

BALLOONS

- NO. 19 P-EAGLE, FIRST QUALITY \$18.00 GR.
- NO. 14 ROUND—TESTED SECONDS 7.50 GR.

JOBBERS, WRITE FOR PRICES

SOUTHERN PREMIUM MFG. CO.

2401 SO. ERVAY ST. DALLAS, TEXAS

CHRISTMAS SPECIAL

WORLD'S SHEEREST STOCKINGS
54 GAUGE, 30 DENNIEER NYLONS

Price, \$24.00 Doz. No less sold. Case Lots, 25 Doz., \$23.00 Per Doz. All orders shipped same day as received. 50% Deposit, Balance C. O. D.

H. J. MULLEN

FOUNTAIN DRUG STORE BLDG., 111 E. 5TH ST., CINCINNATI, OHIO.

SHARP! BUYERS! RINGS! SHARP! PRICES!

- A341** #1—Imported Check White Stone, White Sterling Silver, Stone about 3/4 carat size. **4.50 DOZ.**
- G184** #2—Birthstone, Ladies' Rings, Roll Gold Filled, 12 Different Colors. All sizes up to 10. **6.75 DOZ.**
- R326** #3—Sterling Silver in white or yellow, with imported White Imitation Diamond, 1 carat size. Sizes up to 12. **18.00 DOZ.**
- R333** #4—Men's Colored Stone Rings, Sterling Silver, Bright Finished, A very attractive design. Any sizes you order on hand. **15.00 DOZ.**
- R314** #5—Sterling Silver Initial Ring, Good heavy weight, Bright finish. Any size. **9.00 DOZ.**
- R330** #6—A real heavy men's signet ring in Sterling Silver. We also carry this ring with any gold insignia, such as Masonic or other lodges. \$3.00 extra per doz. **12.00 DOZ.**
- R327** #7—Extra heavy, extra large colored stone, Men's Sterling Silver ring with heavy gold inlay on each side. **18.00 DOZ.**

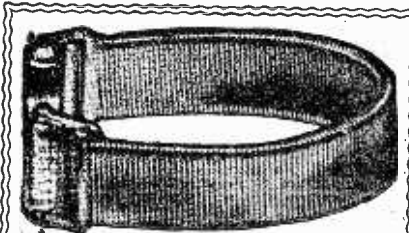
DAVID I. LIVINGSTON Wholesale Jewelers

COIN-OPERATED MACHINES, SECOND-HAND

NOTICE—Only advertisements of used machines accepted for publication in this column.

- AAA BUYS! STAMP MACHINES.** WE BUY and sell. Multiply Folders, 6M, \$6.50. U. S. P., 100 Grand, Waterbury 5, Conn. de21
- A.B.T. CHALLENGERS WANTED—WILL PAY \$15.00 each.** State how many and condition. McGuire, 313 N. Santa Ana St., Bellefontaine, Calif. de21
- A-1 CIGARETTE AND CANDY VENDING MACHINES.** All makes, models, lowest prices. What have you to sell? Mack Postel, 6750 N. Ashland, Chicago. de21
- ADVANCE, COLUMB'S, NORTHWESTERN, Silver King Peanut and Ball Gum Machines.** Perfect reconditioned, refinished, with 5 lbs. Peanuts or 500 Balls Gum, \$9.50. Third with order. Thomas Novelty Co., Paducah, Ky. de28
- ADVANCE BALL GUM MACHINES—RECONDITIONED.** \$7.00 each F.O.B. Chicago. Check with order. Immediate delivery. I. Karant, 3514 W. Greshaw, Chicago 24, Ill. de21
- AGAIN—STAMP VENDORS, VICTORY DUPLEX Models,** like new, \$16.50 each. Folders, 40c thousand. Northside Sales Co., Indianapolis, Iowa. fe8
- ALL TYPES, ALL KINDS, 5c CANDY VENDORS.** Nut Machines, Scales, Stamp Vendors. Free leaflet. Adair Co., 6926 Roosevelt, Oak Park, Ill. ja11
- ATTENTION, KEENEY SUPER BELL OPERATORS—28-volt Bulb, long bayonet type,** box of 10, \$1.50. Postage prepaid. Welker Supply Co., 502 Minnesota, Kansas City, Kan. de28
- ATTENTION, TEXAS OPERATORS—MECHANIC and Route Man,** age thirty-four, fourteen years' experience phone, consoles and slots. Excellent reference. Honest and sober. Begin at seventy-five per week if permanent and advances assured. Clyde K. Miles, Canton, Ga. de28
- CLEARANCE—24-SELECTION WALL-BAR Boxes; 25 Wurlitzer No. 332 \$7.50 each;** 7 Buckley, \$5.00. 16 Keeneey, \$1.75. Entire lot 48 boxes, \$125.00. Coleman Novelty, Rockford, Ill. de28
- GET STARTED—ONE THOROUGHLY RECONDITIONED Peanut Machine and 5 pounds best salted Spanish Peanuts,** \$8.50. 1/2 with order, balance C.O.D. Thomas Novelty Co., Paducah, Ky. de28
- COIN MACHINE MECHANIC—AVAILABLE now.** Would like to locate some place in the West or Southwest. 10 years' experience with music, pin tables, consoles and slots. Own car and tools. Best references from every employer. Write or wire Donald Brooke, 765 Georgia St., Gary, Ind. 89-12-7
- FOR SALE—A-1 CONDITION, 1 PACE 25c club type,** in factory-built cabinet, 3-5 pay. 1 Pace 10c, same as 25c machine. 1 5c Jennings Chief, 3-5 pay. 1 5c Little Imp. \$350.00 for all. Joe Hunshegan, 3402 Pleasant, South Bend 15, Ind. de28
- FOR SALE—ONE TRACK MEET, 5-BALL PIN Game,** \$50.00. Marvel Baseball Machine, used very little, price, \$100.00. One Seeburg Jap Gun, with Pazzo Gun, both for \$100.00. One 61 Model Wurlitzer Victrola, \$125.00. Mrs. T. P. Pope, 2541 Claiborne Ave., Shreveport, La. de28
- KICKER AND CATCHER, PERFECT,** \$27.50. Pikes Peak, \$22.50. Gottlieb 3-Way, perfect, reconditioned and refinished, \$27.50. A.B.T. Challengers, reconditioned \$35.00. Reconditioned G.G. Grips, \$17.50. Third with order. Thomas Novelty Co., Paducah, Ky. de28
- MECHANIC—ARCADE, PIN GAMES, CONSOLES, One Balls, Slots.** Fully experienced. Have car, tools. Free to travel. State salary, working conditions. Would consider arcade work for winter season in Florida. Box C-63, Billboard, Cincinnati 1, O. 92-12-14
- MILLS FIVE-CENT SLOT 48-BOTTLE COCA-Cola Vender,** \$129.00. 1/2 deposit, balance C.O.D., F.O.B. The Dells, Durango, Iowa. de21
- PANORAM (PEEK), TEST PILOT, EXHIBIT Chinner, Mills Punching Bags, Five Ball Tables.** Many others. Write for prices, etc. J. A. McDonald, Gen. Del., Brownwood, Tex. de21

- PEANUT MACHINE PIPE STANDS—ANY quantity,** \$3.85 each. Cleveland Coin, 2021 Prospect, Cleveland, O. ja11
- PHOTOMATICS—HAVE SOME EXTRA CLEAN early model Photomatics,** Outside Lights, \$450.00. Later models, Inside Lights, \$650.00. Crated. All machines good condition, paint and otherwise. Ready to operate. 1/2 deposit. McGuire, 313 N. Santa Ana, Bellefontaine, Calif. de28
- POPCORN MACHINES—SEVERAL REBUILT Manleys, Burches,** reasonable. Wilhoit's Popcorn Concessions, 103 N.E. 60th, Portland 15, Ore. ja18
- REBUILT POPCORN MACHINES FOR SALE—Fully guaranteed.** Priced from \$150.00. Consolidated Confections, 1314 S. Wabash, Chicago 5, Ill. mh1
- WANTED—GRIP MACHINES, ANY CONDITION,** so all parts, locks and keys are intact. What make, what price? Thomas Novelty Co., Paducah, Ky. de28
- SMILEYS, THE FAMOUS PENNY MACHINE,** \$17.50. Poison-the-Rat, \$17.50. Texas Leaguer, \$32.50. Chicken Sam, good order, ready for location, \$67.50. Keeneey's Air Rider, \$67.50. Tail Gunner, \$85.00. Imps, \$7.50. A.B.T. Fire and Smoke, Big Game Hunter, Model F, \$32.50. Thomas Novelty Co., Paducah, Ky. de28
- WANTED—BALL GUM. STATE QUANTITY and price in first letter.** G. B. Farquharson, Guthrie, Okla. de21
- WANTED—GOOD, LATE, USED JUKE BOX Records.** Operators, what have you? State price. Write Robinson & Son, 2801 W. McKinley, Phoenix, Ariz. de28
- WANTED—412 RECORD CHANGERS; MO-Tors, A.C.; Record Trays, Buckley or Packard Adapter, Rings only for sale.** Any amount. Quote your best cash prices. Welker Supply Co., 502 Minnesota, Kansas City, Kan. de28
- 3 POPMATIC POPCORN MACHINES, FACTORY reconditioned,** \$149.50 each. Selling out 200 lbs. 1/2" Ball Gum at 80c lb. with each. Two Pikes Peaks, \$23.00 each and 50 lbs. Gum at 80c lb. Geo. Heimm, Rt. 1, Box 702, Sylvania, O. de28
- 5c CANDY BAR MACHINES—CLEAN, REFINISHED, perfect working.** Du Greiner Candyman, \$27.50. 39-pc. Advance Selectera, \$22.50. Third with order. Thomas Novelty Co., Paducah, Ky. de28
- 5 BRAND NEW 1946 MODEL EVANS BANG-tails, comb. Free play and payout.** Original crates. Write for special price. Monarch Coin Machine Co., 1545 N. Fairfield Ave., Chicago 22, Ill. de28
- 15 MILLS 5c JUMBO, \$75.00 EACH, 10 Mills 25c Jumbo, \$120.00 each.** (All late heads.) 1 Paces Races, Red Arrow, \$50.00. Fred H. Teeple, Box 62, Clearlake Park, Lake Co., Calif. de28
- 1946 COLUMBIA TWIN-JACKPOT BELL Slots,** slightly used. Guaranteed good condition, \$39.50 each. 2 Club Bells, combination; 1 Pace's Reels Jr. payout; 1 Pace's Reels, combination with rails; 2 Super Bells, combination; 1 Fast Time, free play. All nickel play, clean, working. Make offer. Camera Brothers, Distributors, 598 Hayes, Hazelton, Pa. de28



Men's Expansion Bands

- New, Improved, Stainless Steel.** Long Life, Smart, Gold Plated.
- \$4.00 Dozen** \$6.00 Dozen
- \$42.00 Gross** \$66.00 Gross
- \$125.00 for 500** \$208.00 for 500
- Sample, \$1.00.** Sample, \$1.00.
- Ladies' Flat Ground, Stainless Steel in All Colors.** \$12.00 Dozen \$108.00 Gross \$350.00 for 500 Sample, \$1.00.
- Arkon 15-Year Ball-Bearing Pens.** \$2.50 Each \$6.00 for 3 \$21.00 for Doz. \$230.00 Gross
- Aluminum Coasters. Set of Eight with Holder, Boxed.** 90¢ Each Postpaid \$7.20 Doz. Sets \$80.00 Gr. Sets

ASK FOR OUR FREE CATALOG Art Specialties Dept. B-12, 820 W. Sheridan Rd. Chicago 13, Ill.

YOUR BEST VALUES

- FAST SELLING RINGS**
- Sterling Silver FIVE STONE LADIES' SOLITAIREs. Per doz. ... **\$ 5.00**
- Per gross ... **57.00**
- Five Stone Ladies' Solitaires, 14K Gold over Sterling Silver. Per doz. ... **5.25**
- Per gross ... **60.00**
- Sterling Silver Wedding Bands. Per doz. ... **5.00**
- Per gross ... **57.00**
- Wedding Bands, 14K Gold Plate on Sterling Silver. Per doz. ... **5.25**
- Per gross ... **60.00**
- GOLD FILLED Wedding Bands, with Whitestones. Per doz. ... **5.50**
- Per gross ... **63.00**
- GOLD FILLED SOLITAIREs. Per doz. ... **8.00**
- Per gross ... **90.00**

MEN'S STERLING SILVER, MASSIVE MOUNTING, WHITESTONE SOLITAIREs \$9.00 Per Doz.; \$102.00 Per Gr.

STERLING JEWELERS Carroll, Ohio

CHAIRS TABLES

FOLDING and NON-FOLDING. Many Styles. Prompt Shipment. Smallest chair order 2 dozen. ADIRONDACK CHAIR COMPANY. 1140 Broadway, New York 1, N. Y. Dept. 5 Corner 26th Street

LOOK WHO'S HERE! PENQUIN PETE

The Mystery Drinking Bird!

AMAZING! Pete drinks, yet there are NO springs, wires or gadgets! Biggest novelty item in years! Kids go wild over it; great for favors, gifts, premiums, etc. Dealers report HEAVY sales. Comes complete with stand and glass—individually boxed.

\$24.00 DOZEN
Retail Price, \$3.95
Trial Order of 6 Only \$12.00 (Sample, \$2.50 Postpaid)

Deposit With Order, Balance C. O. D.

LARAE INDUSTRIES, Box 12, Pittsburgh 30, Pa.

HARD TO GET MERCHANDISE

TOYS • ELECTRICAL APPLIANCES • NOVELTIES • GIFT WARE SPECIALTIES • PREMIUMS • SALES BOARDS

OVER 1000 ITEMS: Please State Your Requirements CATALOGUES FREE

DIVERSO PRODUCTS CORP. Dept. 1 510-512 N. WATER STREET MILWAUKEE 2, WISCONSIN

BROOCH PIN

- freshwater pearl
- gold rolled plate wire
- attractively carded

STOCK NAMES \$25 Per Gross (Mother, Sister, Sweetheart, Wife)

ASSORTED NAMES \$27 Per Gross (1/3 deposit on order, Special Rates 5 gross lots and up)

DELITE NOV. CORP. 47A Brighton 10th Court, Brooklyn 24, N.Y.

BIG BUSINESS SET DAY AFTER DAY WITH LEE COUNTER CARDS!

LEE RAZOR BLADES

Lee Carded Merchandise. For immediate delivery, huge selection from fine Razor Blades to Drug Items and Sun Glasses. Beautiful display cards of fast-selling staples, notions and specialties. High quality, attractive prices. Large profits for you. Write for FREE Catalog and Price List.

LEE PRODUCTS CO., INC. 437 Whitehall St., S. W., Dept. 2, Atlanta 2, Ga.

BALLOONS

Best Prices and Largest Assortment on the West Coast.

All sizes from #4 to 100" Targets. Immediate delivery from our stock. Send one dollar for assorted samples.

PRICES ON REQUEST.

HARRY FRIEDMAN 1085 Mission St. San Francisco, Calif.

COMIC CARDS

Over 35 Cards and Folders, all in 4 to 6 colors. Cost as low as \$20.00 a thousand with envelopes. All are fast 10¢ sellers. Send 25¢ for sample cards and folder.

M & M CARD CO. 1033-1035 Mission St., San Francisco 3, Calif.

HOLIDAY MERCHANDISE



MEN'S SIGNET RINGS
1/30 14K. Roll Gold Plated.
ORDER J7156.

Sample, \$1.15. Dozen... \$12.60

XMAS SPECIALS

- 8 Climbing Monkeys... Dz. \$3.60
4341 Dec. Pine Cones, Small, Dz. .85
4345 Dec. Pine Cones, Large, Dz. 1.75
4361 Dec. Pine Cones, Large, Dz. 1.75
8577 Imported Snowballs... Gr. 1.50
Wilson Walking Toys... Dz. 2.00

NEW YEAR VALUES

- N20 7 In. Gdbd. Horn... Gr. \$5.75
229 Half-Size Metallic Form Hats, 1/3 Gr. Pkd., Gr. 10.50
226 Min. Metallic Form Hats, 1/2 Gr. Pkd., No Less., Gr. 7.50
25/60 Metal Noisemaker, Asst. 50 Pcs. In Ctn. Ctn. 3.75
3983 Jap Blow-Outs, 1 Gr. Pkd., No Less., Gr. 5.50
2043 Jap Crepe Motto Hats, 1 Gr. Pkd., No Less., Gr. 2.75
6136 Full-Size Crepe Form Hats, 1/2 Gr. Pkd., No Less., Gr. 8.50
5154 Full-Size Patriotic Crepe Hats... Gr. 5.75
7521 7 In. Imp. Colored Horn, 1 Gr. Pkd., No Less., Gr. 2.00
15 In. Tissue Shakers, Asstd. Colors... Dz. .65

BALLOONS

at lowest prices
Assorted Colors and Shapes
PRICE LIST ON REQUEST

1886—Our 60th Anniversary—1946
America's Oldest Supply House

LEVIN BROTHERS

TERRE HAUTE, INDIANA 25% Deposit Required With All C. O. D. Orders

CONCESSIONAIRES

MIND READERS—MAGICIANS

Here's a beautiful, symbolic tie-in with your show! Sell adjustable solid Sterling Silver Ring inscribed with inspirational message, "This, Too, Shall Pass." Mounted on 3-panel, colorful decorative display which illustrates the ancient legend crediting Harun al Rashid of Arabia with wearing similar ring as a good luck talisman. Send \$1.00 plus 20% tax for sample. Money refunded if not satisfied. Attractive quantity discounts.

M. C. ROMANO & CO., INC.
24-16 Bridge Plaza, Long Island City 1, N. Y.

SEASON'S GREETINGS

JERSEY LUXOR BALLOONS

Outdoor Novelties: Rubber Sundries, Bathing Caps, Baby Pants, Balls, Aprons, Gloves, Bladders.

WILLIAM ELVERS MANUFACTURERS' DISTRIBUTOR

94 PLANE ST. NEWARK 2, N. J.

FAN BLADES ARE BACK!

See Your Jobber for a Supply.
FAN BLADE CO.
32 Green Street Newark 2, N. J.

BALLOONS

ALL SIZES
No. 4—\$2.75 per Gr. No. 7—\$4.75 per Gr.
No. 9—7.25 per Gr. 16P—17.50 per Gr.
Large 40 Inch Jumbo Army Balloon, \$17.00 per 100.
Fresh Stock DOLLS and BEARS.
1/2 Deposit with Orders.

Dave Stevens Novelty Co.
123 BROADWAY SAN ANTONIO, TEX.

FOR SALE SECOND-HAND GOODS

AGAIN—CORN POPPERS: BURCH, STAR, Kingery, all-electrics; Gasoline Poppers, Peanut Roasters, Aluminum 12-quart Geared Kettles, Northside Sales Co., Indianola, Iowa. ja25

ALL ELECTRIC DOUBLE HEAD FLOSS Machine in perfect condition. Ball bearing motor. Price \$250.00. Will ship immediately. One to customer only. Richey Machine Factory, 460 Williams St., Buffalo, N. Y. ja18

ALL AVAILABLE MAKES POPPERS—FIFTY All Electric or Gas Heated Machines, cheap. Burch, Advance, Cretors, Dunbar, Kingery, Peerless Roaster, Candy Corn Equipment, 120 S. Halsted, Chicago. fe15

CANDY FLOSS MACHINE—DOUBLE HEAD. Toledo make reostat controls. First \$120.00 takes it. Al Hatch, 435 21st Ave. N., St. Petersburg, Fla.

COLEMAN HANDY GAS PLANTS, BURNERS, Tanks, Tubing, Fittings, Complete line, 20% discount. Northside Sales Co., Indianola, Iowa. fe15

FOR SALE—FOUR USED SALESBORARD Filling Machines. Good condition for quick cash sale. Immediate delivery. Box 793, Billboard, Chicago.

FOR SALE—6 NEW REMINGTON AUTOMATICS, never fired, Model 241, shorts only. \$75.00 each. 20 cases Remington, 22 Shorts. \$75.00 per case. R. T. Anselin, 1719 Dunlavy St., Houston, Tex.

PORTABLE HEATERS—USED FOR HEATING tents, bank houses, trailers, garages, shops and 1,000 other uses. Original Government cost, \$533.00. While they last, \$195.00. Reconditioned and guaranteed. Write: Modern Speciality Distributors, Box 1421, Pueblo, Colo. ja11

SNOW BALL OUTFIT—COMPLETE, LIKE new, used three weeks, imitation tile panels, umbrella outfit. Al Hatch, 435 21st Ave. N., St. Petersburg, Fla.

TARPAULINS, WATERPROOFED AND FLAME-proofed, made of 12-ounce twill or duck, 10-12', \$9.00; 12-15', \$14.40; 15-20', \$24.00. Other sizes at 8c per square foot. Sidewall any length or width. Canvas and Leatherette by yard. Deposit of 25% required with order. Satisfaction guaranteed. Michigan Salvage, 417 W. Jefferson, Detroit 26, Mich. ja18

TWO NUMERICAL NAME PLATE MACHINES with Carrying Cases, 5/32 and 7/32 inch letters. Excellent condition. Both \$110.00. Require deposit. Balance C.O.D. Box 135, Billboard, New York City.

WANTED—USED OR NEW POPCORN VENDING Machines, Kellogg or any other type of vendor. Write Vendo Popcorn, 2108 Payne Ave., Cleveland 14, O.

100 PAIRS OF USED RINK SKATES—84 pairs Chicago, 6 pairs Richardson, good shape. \$3.50 per pair. Send deposit with order. Mirador Roller Skating Rink, Box 226, Homestead, Pa.

FOR SALE—SECOND-HAND SHOW PROPERTY

A NEW CATALOGUE 35MM. MOTION PICTURES: Westerns, Medicals, Hygiene, Roadshow Attractions, Comedies, New Prints. Low prices. Bussa Film Exchange, Friendship, O. de28

AMMUNITION—20 CASES 22 SHORTS. Lubricated Federals, \$75.00 case. McGuire, 313 N. Santa Ana St., Bellflower, Calif. de21

COMPLETE NEW PROJECTORS—500 WATT, \$29.00. 100 Watt, \$19.00. Five-Way Burglar Alarms, \$2.60. Circulars free. Gronberg Projector Works, Sycamore, Ill.

EIGHT WOODEN MARIONETTES—PROFESSIONAL size, strung and dressed, also Curtains. Price, \$90.00. Ray Brisson, Chambersburg, Pa.

EXCHANGE YOUR 16MM. FILMS, \$1.50; 8mm., \$1.25. S.O.F., \$4.00. Roy Woodward, Contoocook, N. H.

FOR SALE—EXCELLENT VALUE. COMPLETE Booth Equipment for 600-seat theater. Movie Supply Co., 1318 S. Wabash Ave., Chicago. de21

FOR SALE—LARGE TWELVE-SEAT FERIS Wheel, Park size. Run by gasoline. \$2,000.00 cash. Bill Cody, 1735 Selkirk, Toledo 5, O.

GOVERNMENT SURPLUS THEATER SOUND Projectors, Arca, Rectifiers, Chairs, Drapes, Screens. Catalog mailed. S. O. S. Cinema Supply Corp., 449 W. 42d St., New York 18. de28

HIGH AERIAL RIGGING, STEEL TUBING. Suitable for two or three people. New guy lines. 70' high. Cradle, 56" wide. \$300.00. Box C-67, Billboard, Cincinnati 1, O.

KIDDIE AUTO AND TOONERVILLE TROLLEY Ride Plans. Full size Pattern both \$8.00. Write for circular. Brill, 228-B North University, Peoria, Ill.

MOSCO PUBLIC ADDRESS SYSTEM, 35 WATT, complete with 12" Speaker, \$55.00. Shure Microphone, Stand, slightly used, \$160.00. Fred H. Rascoe, Jr., Grove Ave., Painesville, O.

SHOOTING GALLERY—LONG RANCE PORTABLE 8'x10'. Two moving rows, revolving center target, loading tubes and 6 Winchester repeaters. Price \$1,600.00. Will sell 8 cases 22 Shorts with gallery. William H. Brownell, 641 S. Graham St., Pittsburgh 6, Pa. de28

THEATER SEAT'S, SPRING CUSHION, Veneer: Projectors, Folding Chairs, Screens, Tents. Sell 35mm., 16mm. Film. Lone Star Film Co., Dallas, Tex. ja18

TRADE—35MM. SILENT FEATURE FILMS for same type. Burton Boyington, 1706 S. 8th Ave., Sioux Falls, S. D.

3 CASES REMINGTON SPATTERLESS 22 Shorts, \$80.00 per case. Express on deposit. Jewel Davidson, 824 Stewart Ave., Elgin, Ill.

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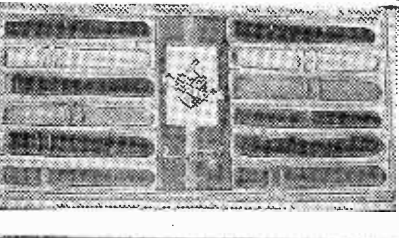
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Pipes for Pitchmen

By Bill Baker

MARY E. RAGAN . . . and her husband, Richard (Dick) Kanthe, widely known Athletic Show operator, are making their home in California this winter.

If you are among those fortunates who know what to do next, you'll have little difficulty in determining how to do it.

E. J. HORST . . . is en route to the West Coast, working stop-overs with the mouse to profitable takes.

HARRY CASE . . . rambled into Philadelphia from California in time for the Army-Navy football game and worked novelties to good returns. Weather was good and crowds spent well, Harry says. He plans to head for Chicago soon to join boys on Maxwell Street.

TOMMIE WILCOX . . . who recently concluded a click phone deal, also worked the Army-Navy football game in Philadelphia to successful returns. Also on hand were Ed Gallagher, of midway note, and Livig Peitroe, French novelty man, who was sporting a new car.

Another New Year is in the offing. You can profit handsomely by remembering this year's mistakes.

WHAT HAS BECOME . . . of John T. McDougal, former cleaner, med and magic mouse worker? Let's have a pipe, John.

BIG AL WILSON . . . is in Miami Beach, Fla., where he says rents have gone sky high and eggs are retailing at \$1 per dozen. He's currently working the wonder mouse, but later plans to operate with cards.

"MORRIS LERRY . . . after 25 years in the novelty business, is going into retirement after New Year's Day," Jack Duchanan letters from Los Angeles. "He and Corn Blum have purchased a farm and are going to settle down together. All the boys are back at their old hang-out at the Cecil Hotel, cutting up jackies and preparing to work badgeboards and pennants for Bennie Haberman. Southern California-UCLA football game was a blank. Let's have some pipes from Horseback Meyers and Ruben Bluestein."

We're inclined to think that a miser is a thing of the past. The guy who can save dough in these days is a wonder.

EDDIE AND ETHEL HILL . . . are in Maves store, their usual Christmas spot, in Sulphur Springs, Tampa, with their jewelry layout. Eddie plans to close Christmas Eve and then go ahead of a one-nighter in January until the circus season opens, when

he expects to again have a brigade and handle press as always.

EDDIE LEONARD . . . who recently concluded a successful season at Atlantic City, is in Denver Springs, Fla., for the winter and plans to work a number of locations in that State.

MOSE SPARKS . . . sock pitcher, was sighted in Little Rock and several other Arkansas towns recently, getting big tips and enjoying huge passouts.

R. R. ROACH . . . currently in his sixth year at Sears, 63d Street, Chicago, is corraling the long green with Svengali decks and the wonder mouse.

A. L. CLARK . . . "king of sock pitchers," is reported working Arkansas to big scores.

"JUST VISITED . . . with our friends, Ken and Greta, wire artists, at St. Petersburg, Fla.," letters E. J. Horst from Houston. "They have a neat layout and are doing capacity business with the old and young tourists. Ken says they worked the Kentucky mining section at a bad time, in the middle of the recent coal strike, but despite this handicap business was good. Ken and Greta plan to remain in Florida until time to return to their fair dates. They would like to read pipes here from Ed Hill, Sam Levy, Jimmy Dougherty, Curly Little and Doc Stubbs."

Famous Sayings: We make it our job to understand pitchers. Too often we judge and condemn them for what they do because our knowledge of them and their deeds is incomplete.—Local mayor.

AL HATCH . . . snow cone operator, is wintering in St. Petersburg, Fla.

SIGHTED WORKING . . . Ruskin, Fla., recently to click results were George Ankrem and Jimmy and Maybelle Garrett, of shell jewelry note.

BLACKIE DAVIS . . . and Georgia Boy Drew are among members of the pitch fraternity wintering in Ruskin, Fla.

JOE GARFUNKEL . . . known in auction pitch circles as Joe Garfield, who opened a jewelry and novelty store on South Rampart Street, New Orleans, last August, reports that business at the spot has been good thus far. Joe says he'd like to read pipes here from Harry Maiers, Harry Levitt, Nat Sheprow and Sam Jones, with whom he worked on the Mighty Sheesley Midway.

HARRY CORRY . . . veteran pitcher, is making his home in New Orleans.

MME. ADELE BEDINI

(Continued from page 48)

Royal American Shows until she retired.

She was born in Dundee, Scotland, of English parents. Her father, Joe Hodges (Hodgini), had his own show, and Madame and Sir Victor were with the leading circuses of Europe before they came to this country.

Surviving are two daughters, Victoria, wife of Joe Coyle, and Flora, wife of Walter Guice; one grandson, Orrin Davenport Jr.; one sister, Amy Moses, in Norway; and two brothers, Albert Hodgini, of Chicago, and Joe Hodgini in Germany.

Brief services were held in Chicago Tuesday (10), followed by burial at Aurora, Ill., where the Bedinis maintained a home and training stables for many years.

Polack Plays 40 Spots in 1946

(Continued from page 48)

mento, Los Angeles, San Diego, Calif.; Seattle, and Long Beach, Calif.

One week—Saginaw, Mich.; Hammond, Ind.; Louisville, Indianapolis; Akron, O.; Fresno, Stockton and San Jose, Calif.; Portland, Ore.; Denver, San Antonio; Duluth, Minn.; and Davenport, Ia.

Five days—Flint, Mich., and Oklahoma City. Four days—Bakersfield, Calif.; Yakima, Wash.; Little Rock, and Salina, Kan.

Three days—Great Lakes, Ill.; Napa and San Bernardino, Calif.; Wichita Falls, Tex.; Austin and St. Cloud, Minn.

Two days—Santa Rosa, Vallejo and Modesto, Calif.; Astoria, Ore., and Longview-Kelso, Wash.

One day—Coliseum, Los Angeles, July 4.

Dates played outdoors were Bakersfield, Vallejo, Modesto, Stockton, Napa, Astoria, Longview-Kelso and Yakima and the Coliseum engagement at Los Angeles. All the rest were indoors.

Thirty-six engagements were under Shrine auspices, two were sponsored by Sciots and one by Elks.

7th Time in Davenport

Last week's engagement at Davenport, which was Polack's seventh for Kaaba Temple, had a slow opening, attributed to the coal strike, but finished on a par with previous years. Show was in the Masonic Auditorium. Advance promotion was handled by Jimmy Rison, whose next date will be Louisville, Ky.

Show made a 400-mile move to Davenport from Duluth, Minn. The Duluth date, handled by Joe O'Donnell, proved a winner, despite some rugged winter weather and lack of proper heat in the Curling Rink, where show was held. Date there was Polack's first for Aad Temple.

Show's previous engagement gave the Elks at St. Cloud, Minn., a nice profit, even tho it opened during a blizzard and bucked cold weather thruout the three days. Mickey Blue, coming to Chicago from St. Cloud, again will have charge of the Medinah Temple date here, opening February 28. O'Donnell also came to Chicago before going to his next promotion. Walter Fleck has handled press for the recent dates.

10 Cars To Haul Sparks on '46 Tour

(Continued from page 48)

ters activities, which include the construction of an all-new grandstand.

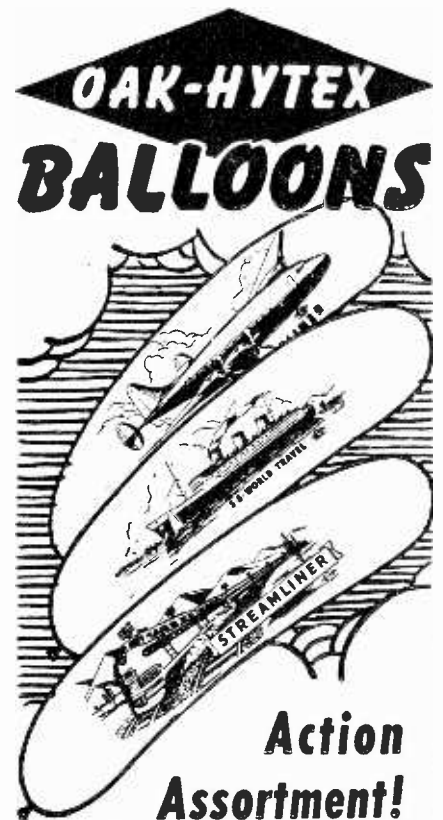
Arnold Maley, secretary-treasurer, is in charge of the winter quarters office, and Ray Shea is purchasing agent. Marshall L. Green, general agent, will return shortly from Chicago, where he attended the showmen's convention.

New Acts Are Signed

Red Lunsford again will be equestrian director and present the concert. Among new acts already signed for '47 are the Joe Hodgini Troupe of bareback riders, the Acevedo Troupe of wire walkers and John White's Leaping Greyhounds. Mayme Ward arrived this week from San Francisco to train a new sky ballet of 10 aerialists.

Victor Robbins, bandmaster, is vacationing in Bangor, Me., after playing Orrin Davenport's Rochester, N. Y., date. Among early arrivals here are Gilbert and Lillian Wilson. Many of the Sparks personnel attended the Ringling-Barnum closing at Sarasota. A turkey dinner, served at quarters Thanksgiving Day by Steward Claude Radar, was enjoyed by 20 showfolks.

Recent visitors at quarters included Floyd King and Harold Rumbaugh, of King Bros.; Theo Forstall and F. Beverly Kelley, of the Big Show, Emilio R. Rozzar, owner of a South American circus; Mr. and Mrs. Charlie Underwood, who dropped in en route to Tampa, and Howard Ingram, owner of the Florida Amusement Company.



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No. 524-Airship. Gross 7.25
No. 14K-Cat Heads. Dozen 2.00
No. 14D-Dumbo Print. Dozen 2.00
No. 15-Target Balloons. Inflates to 30 inches. Each .18
No. 4-Round (No. 4 inflates to 4 inches, etc.). Gross 2.30
No. 5-Round. Gross 2.40
No. 7-Round. Gross 4.85
No. 8-Round. Gross 6.50
No. 9-Round. Gross 7.25
No. 11-Round. Gross 9.00
No. 14-Round. Gross 16.50
No. 18-Round. Gross 21.50
No. 19-Round. Gross 24.00

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6084-Snowballs, each with string attached. Suitable for shower bags or tree decorations. Neatly pressed cotton cover. Harmless for throwing. No mess to clean up after using. Gross \$ 2.40

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XD76-Two-Tone Crepe Hats with color foil stripings and wide decorations. styles-turbans, pill boxes, etc. Gro. 5.00
XD78-Miniature Hats. Bright, contrasting colors; elastic chin straps. Gross 8.75
XD214-Same as above in imported quality (Mfrs. 4824). Gross 3.00
XD79-Full Head Size Hats in six styles, made of heavy cardboard with a metallic finish in bright colors. Gross 19.50
XD1943-Better quality Metallic Head Size Hats. Gross 24.00
XD1944-And still better. Gross 36.00
XD1945-Deluxe quality. Gross 48.00

Horns

- XD81-7-inch heavy cardboard in carnival designs. Wood mouthpieces. Packed two dozen (Mfrs. C100). Gross \$ 6.00
XD1947-Heavy stock, glazed finish. Assorted solid colors (Mfrs. 407). Gross 6.75
XD86-Same as XD81 but with whistle reeds (Mfrs. 704). Gross 9.00
XD85-Same as XD81 in patriotic colors (Mfrs. A100). Gross 6.00
XD89-12-Inch Cardboard Horns in assorted colors and patterns. Six dozen in box (Mfrs. 5113). Gross 6.00
XD92-11 3/4-Inch Cardboard Horns. Assorted solid colors with plastic mouthpiece (Mfrs. 4602). Gross 6.00
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IMMEDIATE DELIVERIES-25% Deposit.
DRINKING BIRDS (Super Attraction) \$ 3.00
Reynolds Pens-Writes 15 years 2.85
Combination Cig. Case & Lighter 1.75
All Wool Blankets, 56x72 9.95
Beacon (Hudson Bay Type Blanket) 11.95
Radio-6 Tube-Large Plastic Cabinet 24.00

CANDY ASSORTMENTS

- #2-D5-15 1-lb. Boxes Chocolates & 3-13 Inch Cuddle Dolls \$18.65
#3-B5-15 1-lb. Boxes Chocolates & 3 18 Inch Silk Plush Bears 22.75
#8-24 1/2 Lb. Cello Wrapped Open Faced Boxes, Chocolate Walnut (Highest Qual.) 11.50
Hamilton 12 Oz. Boxes Party Pecan. Doz. 8.82
Hamilton 1 Lb. Boxes Party Pecan. Doz. 11.78
#8-15 Lbs. Fancy Fruit Cake \$ 7.80
#9-Maple Chest, Mir. In lid & 1 lb. Choc. 2.39
#10-Cedar Chest, Mir. In lid & 1 lb. Choc. 2.58
#80-Mirror Vanity & 1 lb. Choc. 2.35
#24P-24 1-lb. Boxes Chocolates 22.85

DELUXE SALES CO. BLUE EARTH, MINN.

- Russell, Louis
Russell, Wm.
Ryan, E. J.
Pappy
Ryan, Perry L.
Ruysa, Larry Jake
Salisbury, Wm.
Salsberg, Candied
Apple Store
Saprito
Saterfield, Dick
Scanlan, H. J.
Schaeffer, Billie
Schaeffer, (Capt.)
Schaeffer, Walter
Wingey
Schrimginger, Mrs. Paul
Schulz, Raymond S.
Scott, Charles
Scott, Nina
Scott, Wallace
Sellers, Jackie
Shaffer, Carl F.
Shamshak, Leo
Shaw, Lester
Shelton, Johnnie
Shelton, Marvin
Sherman, G. B.
Shernesti, Harry
Shipiro, Nathan
Shockley, Charlie
Franklin
Shuffit, Raymond
Shuman, Harry
Sikes, Jimmie
Sima, Jos.
Sleet, Chas.
Smith, H. Dale
Smith, Mrs. Edward W.
Smith, Jack H.
Phama
Smith, Oney A.
Smith, Ray Gene
Smith, Willie Love
Snidow, Carl D.
Sowden, Jack
Sparks, Frank
Sparks, Joe
Spencer, Chas.
Spitzer, Harry
Springs, Tony
Stanley, Irene
Starke, Ernest Earl
Stendhall, Hazel
Stevens, Harry
Stevens, Mrs. J. J.
Stevens, Marge A.
Stevens, Walter
Stevenson, Louie
Steward, Dan & Bobby
Stoddard, Lucille
Snooky
Straub, Gene
Sturason, Leslie D.
Sullivan, Howard
Tacker, Ted
Taylor, John T.
Taylor, K. L. Dick
Taylor, R. B.
Taylor, Ralph W.
Taylor, Victor
Thomas, Anita
Thames, Clarence J.
Thomas, Bill & Fred
Thomas, John
Thomas, L. I.
Thomas, R. L.
Thomas, Wm. J.
Thompson, C. R.
Thornton, G.
Todd, Jimmy
Townsend, Otis
Tratch, Max
Travis, Jimmie
Treadwell, J. C.
Trent, L. C.
Trueblood, Marvin K.
Trueblood, Scotty
Tyree, Earl
Usher, George
Whittle
Valley, Laura
Valley, Mrs. Ray
Vahnriat, Mrs.
Vernon, C. C.
Walter
Vinning, Ted
Waddell, Peggy
Wade, Earle H.
Wagner, Jack
Walker, Mrs. T. C.
Nellie
Wallace, Burt
Wallace, Robert
Warmock, J. M.
Warren, G. B.
Warren, S. B.
Wason, Mitchell
Wasson, Mrs. M. J.
Watts, Penny Lee
Wear, George

MAIL ON HAND AT
NEW YORK OFFICE
1564 Broadway,
New York 19, N. Y.

- Webb, David A.
Webb, John Lewis
Wells, Delmo
Wells, Hezekiah
Wells, Paul
West, Lucille
West, Robert Gene
Westlake, Rose
Westman, Ray
Weston, Al
Whalen, Tom
White, Mike
White, Robert
Whithouse, Doc
Wilkinson, Banks
(Bass Player)
Whitney, John L.
Wiley, Colrin
Williams, Mrs. Chic
Wills, Claude
Wilson, Dime
Wilson, Loyd
Wilson, Ted & Alice
Wilson, Mrs. W. D.
Windecker, Arthur
Wood, Omar
Wood, James
Wright, Marse
Ytche, Carl
Yohan, W. P.
Young, Robert L.
Zebik, Jack
Zimm, George
Zingo, James
Walsh, John L.
Wong Bros., Jim
Worman, Jack W.
Wright, Douglas
Wright, Jessie K.
Zerman, Bert & Epp
Zygowicz, Loretta
Barnes, Harold
Bennett, J.
Birk, R.
Boyd, Joseph M.
Brouillette, Albert
Byford, Leslie
Carrs, Frank
Chell, Paul
Chely, Orid P.
Chest, Gladys
Chisholm, Davey
Clark, Jimmy
Cole, Ted
Decker, Ralph
Del Campo, The
Edwards, Mildred
Flaherty, James
Foster, Basil
Franks, Jessie
Gallagher, Chuck
Gardiner, Grant
Garnett, Olya
Gary, Tex
Gilbert, Sadie
Gregory, Stanley
Grennard, Elliot
Gustafson, Mrs. A.
Guyette, Charlie
Halpin, George G.
Hamilton, Archie
Hayward, Aurora
Henderson, Mrs. T. A.
Holt, T. A.
Holt, Jack
Honeywell, Jack
Howard, Eddie
Howard, Kenneth W.
Irsay, Margaret
Jackson, Billy
Jahn, Francis C.
Jeffcott
Joy, Roy
King, Pauline Belle
Kooft, John
Krassner, Daniel
Lanouette, W. R.
Lapin, Mrs. Fritz
Lawson, Everett
Le Duc, Vincent
Lesowski, Edward
Lery, Stanley
Lewis, Miss
Lokey, Gilbert
Lorraine, Blanche
Malloy, William
Martinez, A. L.
Mason, Thomas C.
McJuer, Dou
Miller, Bernie
Morris, Isaac & Carrie
Murdock, John
Newell, Miss P.
Oliveira, Pat
O'Rourke, Texas
Parker, Bob
Parker, Gerald F.
Provencher, Lucien
Raymond, Emma
Reynolds, Rae
Ros, Eva
Ruselander, Louis
(Ghost)
Sanna, Johnny
Seymour, Arthur
Shaw, Milton
Sinitzen, Nadeida
Thomas, Eugenia
Tolsma, Woodrow
Truesdale, Lyman P.
Vitalie, Tom
Walch, Connie
Ward, Ezra Austin
Weimer, Mrs. M.
Wexler, Irving
Wheeler, Conrad
Barnes, Harold
Bennett, J.
Birk, R.
Boyd, Joseph M.
Brouillette, Albert
Byford, Leslie
Carrs, Frank
Chell, Paul
Chely, Orid P.
Chest, Gladys
Chisholm, Davey
Clark, Jimmy
Cole, Ted
Decker, Ralph
Del Campo, The
Edwards, Mildred
Flaherty, James
Foster, Basil
Franks, Jessie
Gallagher, Chuck
Gardiner, Grant
Garnett, Olya
Gary, Tex
Gilbert, Sadie
Gregory, Stanley
Grennard, Elliot
Gustafson, Mrs. A.
Guyette, Charlie
Halpin, George G.
Hamilton, Archie
Hayward, Aurora
Henderson, Mrs. T. A.
Holt, T. A.
Holt, Jack
Honeywell, Jack
Howard, Eddie
Howard, Kenneth W.
Irsay, Margaret
Jackson, Billy
Jahn, Francis C.
Jeffcott
Joy, Roy
King, Pauline Belle
Kooft, John
Krassner, Daniel
Lanouette, W. R.
Lapin, Mrs. Fritz
Lawson, Everett
Le Duc, Vincent
Lesowski, Edward
Lery, Stanley
Lewis, Miss
Lokey, Gilbert
Lorraine, Blanche
Malloy, William
Martinez, A. L.
Mason, Thomas C.
McJuer, Dou
Miller, Bernie
Morris, Isaac & Carrie
Murdock, John
Newell, Miss P.
Oliveira, Pat
O'Rourke, Texas
Parker, Bob
Parker, Gerald F.
Provencher, Lucien
Raymond, Emma
Reynolds, Rae
Ros, Eva
Ruselander, Louis
(Ghost)
Sanna, Johnny
Seymour, Arthur
Shaw, Milton
Sinitzen, Nadeida
Thomas, Eugenia
Tolsma, Woodrow
Truesdale, Lyman P.
Vitalie, Tom
Walch, Connie
Ward, Ezra Austin
Weimer, Mrs. M.
Wexler, Irving
Wheeler, Conrad

MAIL ON HAND AT
CHICAGO OFFICE
155 No. Clark St.,
Chicago 1, Ill.

- Ambrose, Joe
Baird, Cay
Bales, Pat
Barr, Wm. H.
Beard, Cay
Bergen, Harry
(Slim)
Boos, Chas.
Broadwell, Doc
Bryant, Otis
Burke, Billy
Burr, Clarence
Butler, Frank T.
Claire, Hans
Dafley, Smiley
Dawill, Bela
Davis, Richard L.
Dean, Ray (announcer)
Dever, H. A.
Dill, Mary Louise
Frank, Harry
Frank, Leona
Golden, Helen
Goldstein, Jack
Gwynne, Jack
Hart, Kenneth R.
Hayden, R. W.
Hefferan, Dr. Jos.
Hicks, James E.
Horner, Marie & Bill
Howard, Bert
Johnson, Bob
Joyce, Jackie
Kaai, Edna
Kennedy, Jack
King, Allen
Koske, F. J.
Linden, Christie
Leoparo, Sandy
Lucine, Russell E.
McQuaid, Mildred J.
Martin, Doris
Massey, Lloyd
Maxine, Gabe C.
Pendleton, Chas. & Mary
Revello, Fred
Ridlon, Barbara
Robinson, Chas.
Robinson, Howard
Roeder, Fred
Salver, Don
Sberman Bros.
Snapp, Edward J.
Spiller, Albert
Starkey, Iva
Starkey, Albert
Wayne
Stevens, Dennis
Tailey, Isaac E.
Watkins, or Watson, Cora
Frenzel, M. E.
Frost, R. E.
Fulton, Gale
Galligan, John
Gaughn, Harry
"Irish"
Gordan, Buster
Grissom, Claude M.
Hall, Mr. & Mrs. Edward
Hall, Mr. & Mrs. George
Harvey, Henry
Haton, Ralph
Hedger, Mr. & Mrs. S. R.
Henley, R. J.
Hildenbrandt, Ted
Hinkston, Charles
Hollinger, Eddie
Hull, Mr. & Mrs. S. A.
Hunt, Albert
Hutzel, Mrs. Margaret
Jackson, Mr. & Mrs. Robert
Kane, Joe & Mrs. Albert DeSerio
Johnston, Mr. & Mrs. Lloyd
King, Mrs. Marjorie
Knapp, G. W.
Stevens, Grant W.
Stevens, George W.
Surtese, George & Dodo
Swan, Walter G.
Sweeney, John
Talley, Jack "Tex"
Taylor, R. C.
Tilley, Kenzie
Trimble, Mr.
Trost, Elmer
Tubbs, Eddie
Vreelan, Jack
Wagner, Jack
Weaver, Mr. & Mrs. Buck
Wells, Earl
Weston, Alvin J.
Wheeloek, Mr. & Mrs. Ray
Wiggins, James
Wilson, H. E.
Williams, Barney
Williams, Mark
Williams, Mr. & Mrs. Orval
Williams, Pat
Wilson, Cliff
Wright, Duke
Woodward, W. M.
Yelton, Ann
Zeoli, Michael

MAIL ON HAND AT
ST. LOUIS OFFICE
390 Arcade Bldg.,
St. Louis 1, Mo.
Parcel Post
Fraker, Chas. (License Plate) 6c
Goldstein, Sam (License Plate) 6c
Allen, William
Ames, Johnnie
Anderson, Lucille
Anita & Ralph
Anthony, Marvel L.
Baker, Mrs. Iola
Barro, Theodore
Baron, Mrs. Dale
Bell, Jack & Lillian
Bell, Vernon M.
Betz, Frank
Blair, Pepe (Zora)
Blackmon, Andrew
Brown, Artis (Fall River)
Brown, John
Thomas E. M.
Burdick, Ted
Butler, L. E.
Canipe, Walter
Carter, John E.
Carter, Zeno
Chapman, Mr. & Mrs. Keith
Chaumous, Tony & Mae
Clark, Albert
Clemons, Mrs. A. B.
Coffelt, Jack
Cornwell, Ruth
Cudney, Charley
Darpel, Mr. & Mrs. Joe
Davis, Gene & Jackie
Davis, Edward E.
Davis, H. E.
Davis, Mrs. Jack
Shaw, N. E.
Day, Baby Thelma
Decker, Joe
Dickerson, Harry
Dopson, Charles
Duffy, Glyen
Duffy, Roy T. & Fernie M.
Emerson, Mrs. George
Emsunler, Leonard, (Babe)
English, Ralph W.
Finley, Evelyn
Finley, Mrs. Evelyn E.
Finley, Homer
Foley, James
Fortune, Mrs. Geo.
Forster, Gus
Foss, John D.
Freeman, Mrs. Bonnie
Frenzel, M. E.
Frost, R. E.
Fulton, Gale
Galligan, John
Gaughn, Harry
"Irish"
Gordan, Buster
Grissom, Claude M.
Hall, Mr. & Mrs. Edward
Hall, Mr. & Mrs. George
Harvey, Henry
Haton, Ralph
Hedger, Mr. & Mrs. S. R.
Henley, R. J.
Hildenbrandt, Ted
Hinkston, Charles
Hollinger, Eddie
Hull, Mr. & Mrs. S. A.
Hunt, Albert
Hutzel, Mrs. Margaret
Jackson, Mr. & Mrs. Robert
Kane, Joe & Mrs. Albert DeSerio
Johnston, Mr. & Mrs. Lloyd
King, Mrs. Marjorie
Knapp, G. W.

- Kothuski, S.
Lantow, Harvey E.
Lassister, Mrs. Fred Lee, J. B. (Blackie)
Logsdon, Mr. & Mrs. Walter
Loron, Cortez
Luck, William J.
Lynn, Gypsy
McCoy, I. B.
McCurdy, Mrs. Anna Rey
McKinney, Tom
McSpadden, Mrs. Myrtle
Maiden, Lyle Albert
Malbin, Edwin
Mel-Roi, Dr. A.
Miller, Miss Mae
Moran, Mrs. Duckie
Moran, Mrs. Eddie
Moran, Jim
Morris, Jacques
Morrison, Babe
Neil, James & Versie
Olson, Swede
O'Leary, Mike
Orton, Tex & Grace
Palmer, Earl
Parker, Miss Jo Ann
Patrick, T. W.
Peneman, Miss Betty
Phelps, Joe C.
Phillips, Mrs. Pearl
Price, Ray & Marie
Raye, Jack L.
Rhorer, Wm.
Rich, Miss Marilyn
Riley Jr., A. B.
Roberts, H. J.
Rogers, Connie
Russell, Jack
Iusso, Ralph
Rutter, Leroy
Schneckloth, Harry
Seitz, Mr. & Mrs. Shanin, Jack
Shelley, C. W.
Shores, Edgar R.
Shive, H. B.
Sprague, Morge J.
Smith, Mr. & Mrs. Smith, H. Norman
Smith, Otto
Smith, Mrs. S.
Smith, William D.
Starkey, J.
Stevens, Grant W.
Stevens, George W.
Surtese, George & Dodo
Swan, Walter G.
Sweeney, John
Talley, Jack "Tex"
Taylor, R. C.
Tilley, Kenzie
Trimble, Mr.
Trost, Elmer
Tubbs, Eddie
Vreelan, Jack
Wagner, Jack
Weaver, Mr. & Mrs. Buck
Wells, Earl
Weston, Alvin J.
Wheeloek, Mr. & Mrs. Ray
Wiggins, James
Wilson, H. E.
Williams, Barney
Williams, Mark
Williams, Mr. & Mrs. Orval
Williams, Pat
Wilson, Cliff
Wright, Duke
Woodward, W. M.
Yelton, Ann
Zeoli, Michael

REYNOLDS PENS
The "400"...\$6.25 ea.
in quantify lots
The Packet...\$3.44 ea.
The Rocket...2.27 ea.
The Rocket (7/4 inches long). Wonderful as a desk pen, school pen, stenographer's pen, utility pen for ANY job, trade or profession. Clips on anywhere-pocket, shirt, sweater, note book, book cover, belt, ruler!
OTHER SPECIALS
Gold Filled Locket and Chain, beautifully boxed. Ea.\$1.90
Gent's Gold Filled Expansion Bands, carded. Ea.\$3.75
Gents Stainless Steel Expansion Bands, carded\$2.75
Heavy Sterling Identification Bracelet. Ea.\$2.75
10 K CLUSTER LADIES' RING. EA. ...\$4.50
25% Deposit on all orders-Balance C. O. D.
AL SWARTZ CO.
19 Clifford St. Detroit 26, Mich.

BALLOONS
ALL SIZES AVAILABLE
FOR IMMEDIATE SHIPMENT
No. 5 Oak Brand, Per Gross \$ 2.75
No. 6 Oak Brand, Per Gross 3.50
No. 7 Oak Brand, Per Gross 4.75
No. 8 Oak Brand, Per Gross 6.25
No. 9 Oak Brand, Per Gross 7.50
No. 7 Kat Head, Per Gross 7.50
No. 718 Mickey Mouse Print, Per Gross 9.00
No. 718 Football Balloon, Per Gross 12.00
No. 9 Oak Brand, Per Gross 7.50
No. 11 Oak Brand, Per Gross 9.00
No. 524 Long Airship, Per Gross 7.50
No. 524 Plastic Balloon Sticks, Per Gross 2.00
Order From This List, 50% Deposit With Order, Balance C. O. D.
In business 34 years in Chicago.
Visit our showroom when in Chicago.
Send for Free Circular and Price List.
M. K. BRODY
1116 S. Halsted St. Dept. B Chicago, Ill.

CARNIVAL MONEY MAKER
CANVASSERS
Chenille Bedsreads . . . Double Bed
Size, Two-Tone Color Patterns on Solid Color Grounds.
White-Peach-Blue-Rose.
Before..\$8.25 each Now..\$6.50
Money orders or cashier's checks only.
Merchandise shipped express collect.
Minimum 6 pcs.
THE ERSKINE TEXTILE CO., INC.
119 Franklin St. New York 13, N. Y.

SNAIL PEARL IS BACK!
... ORDER NOW FOR IMMEDIATE DELIVERY!
No. 8518-70 Ligne Leaf \$21.00 Gr.
No. 8519-85 Ligne Leaf 30.00 Gr.
No. 8515-50 Ligne Leaf 33.00 Gr.
No. 8545-85 Ligne Feather 33.00 Gr.
No. 8520-70 Ligne Double Heart and Arrow \$24.00 Gr.
No. 8567-70 Ligne Double Love Birds 27.00 Gr.
Stock now on hand in all sizes of wire, chain and charms
STONE SET BANGLES AVAILABLE SHORTLY-WRITE FOR PRICES
WIRE TRADER 14 East 17th St., New York 3, N. Y.

A Merry Xmas and
A Happy New Year
To All!
Mdse. Distributing Co.
19 E. 16th St. New York, N. Y.

Communications to 155 No. Clark St., Chicago 1, Ill.

CMI SHOW LIST---COMPLETE

Count 128
Exhibitors

Officials of CMI express regret over inability to offer space to many firms

CHICAGO, Dec. 14.—With about a month and a half to go before the Coin Machine Show's opening day, exhibit booths and the roster of firms which will occupy them are signed, sealed and delivered, according to James A. Gilmore, CMI secretary-manager.

Gilmore released this week the final list of 128 exhibitors who will have space at the industry's first big post-war conclave at the Hotel Sherman here, February 3 to 6, 1947. As might be expected, nearly half of the exhibiting firms are located in Chicago. Eleven companies from the Greater New York area are represented, and eight have headquarters in Los Angeles. Remaining 52 exhibitors are spread thru a large number of Midwest, Southern and Eastern States.

In a letter released together with the exhibitor list, Gilmore wrote:

"This is a list of the 128 exhibitors in the 1947 Coin Machine Show to be held in the Hotel Sherman, Chicago, February 3, 4, 5 and 6. It is a complete list. No more exhibit space is available. It was sold out 11 weeks to the day prior to the opening date — a record never before equaled. Every exhibitor is either a member of CMI, or a former exhibitor.

"CMI has a list of prospective exhibitors who are neither members nor former exhibitors. They were not solicited because there was no more space to offer them.

"This is deeply regretted and can only be rectified by holding the 1948 Coin Machine Show in a location that can provide room for all who wish to display."

The list follows:

A.B.T. Mfg. Corp., Chicago
Ace Coin Counting Machine Co., Chicago
Acme Sales Co., New York
Advance Machine Co., Chicago
Aero Needle Co., Chicago
Aircraft Engr. Co., Secaucus, N. J.
Airon Mfg. Corp., Kansas City, Mo.
American Amusement Co., Chicago
AMI, Inc., Chicago
Amity Mfg. Corp., Perth Amboy, N. J.
Ammco Distributors, Chicago
Amusement Corp., Chicago
Amusement Enterprises, New York
Apollo Records, Inc., New York
Asco Vending Machine Exchange Corp., Newark, N. J.
Associated Ops. of L. A. Co., Inc., Los Angeles
Atlas Mfg. & Sales Co., Cleveland
Atlas Novelty Co., Chicago
Automatic Book Vending Machine Co., New York
Automatic Dispensers, Inc., Minneapolis
Automatic World, Ft. Worth
Baker Novelty Co., Inc., Chicago
Bally Mfg. Co., Chicago
Baum Distributing Co., St. Louis
Bee-Jay Products Co., Chicago
Bell Lock Co., Michigan City, Ind.
Bell-O-Matic Corp., Chicago
Bercker Young Co., Milwaukee
L. Berman & Co., Inc., Evansville, Ind.
The Billboard Publishing Co., Cincinnati
Block Marble Co., Philadelphia
Buckley Music System, Inc., Chicago
Cash Box Publishing Co., Chicago
Central Mfg. Co., Chicago
Champion Mfg. Co., Beverly, Mass.
Chicago Coin Machine Co., Chicago

(See CMI SHOW LIST on page 112)

Calendar for Coinmen

December 18—New England Confectioners' Club, annual Christmas party, Copley-Plaza Hotel, Boston.

January 8—Cookie Vendors' Association, New York (place to be announced).

January 10—National Automatic Merchandising Association, Region 8, morning meeting at Hotel Muehlebach; afternoon meeting at Hotel Phillips, Kansas City, Mo.

January 13-14—National Automatic Merchandising Association, Region 9, Oak Hills Country Club, San Antonio.

January 14—National Automatic Merchandising Association, Region 2, Sheraton Hotel, Rochester, N. Y.

January 19-24—Canning Machinery and Supplies' Association, exhibit, Atlantic City.

January 27-31—Society of Plastic Engineers, Coliseum, Chicago.

January 27-31—Electrical Engineering Exposition, 71st Armory, New York.

February 3-6—Coin Machine Industries, Inc., convention and exposition, Sherman Hotel, Chicago.

February 17—Chicago World Trade Conference, Stevens Hotel, Chicago.

News Digest

CIGARETTE TRENDS—Latest, authoritative report on trends in per capita consumption, net earnings, costs and product improvement have been released. Report shows that the cigarette industry has greatly increased its sales volume, while its earnings have declined. Cigarette people, report says, hope relief will lie in the revision or the abolition of price control on tobacco. For complete details, see story headed "Report Cigarette Trends," on the first page of the Vending Machines Section in this issue.

PLAY PRICE—National discussion of dime play for juke boxes continues with as much force as when the idea was first suggested. Newspaper reactions, carefully gathered and catalogued by *The Billboard*, show some communities are taking the dime play matter-of-factly, while others are very much opposed. One newspaper even went so far as to say that a buyers' strike against juke boxes might develop if prices generally went to a dime. For more details on dime play, and its effect on juke boxes thruout the nation, see the Music Machines Section.

GAS PUMPS—Prospect of coin-operated gasoline stations has been receiving considerable attention from the daily press. One story, from West Virginia, quotes an executive with the West Virginia Automobile Association as saying that the coin-controlled gas pumps will be ready some time in 1947. The association

executive was enthusiastic about the prospects for such pumps.

EXPORTS—Hawaii, once a mecca for the U. S. tourist, is going to become even more important in the touring picture during the next few years, with cheaper, faster transportation. Tho the islands are now crowded, the Chamber of Commerce in Honolulu is planning to launch a broad advertising campaign slated to bring the U. S. tourist dollar to Hawaii. Coinmen, particularly those on the West Coast, are looking to increased exports of coin machines to Hawaii once this tourist movement begins.

CANADA—Canadian juke box operators, according to reports from the Western provinces, are just as divided on the question of dime play price as the American operating fraternity. Some Canadian equipment has already been switched to the new price, but many claim they will hold to the nickel for as long as is economically possible.

SUGAR—Operators of soft drink and candy bar merchandising equipment learned this week what most of them had already guessed. And that was the government was not going to up sugar quotas for candy and soft drinks during the first three months of 1947. This merely strengthened already published reports that sugar quotas would be increased in the second quarter, beginning April 1. By that time, sugar from the Cuban harvest will be in to bol-

AOAA Set With
Service Deal
On References

NEW YORK, Dec. 14.—An arcade mechanics' clearance bureau is being established by the Arcade Owners' Association of America, according to an announcement from B. R. Berkens, executive secretary.

Idea is to set up a file of pertinent data concerning all mechanics employed by an arcade operator. Information will then be used to provide reference check service for an arcade owner when he is considering a mechanic for employment.

Berkens said that the association would send a "Mechanic Reference Form" to all arcade operators, requesting that needed information be filled in. Resulting service is expected to benefit the entire trade.

Coinmen Eye Unlush
Florida Conditions
For Winter Season

MIAMI, Dec. 14.—Coinmen here took note of opinion voiced last week by Francis F. Hamilton, president of the Greater Miami Hotel Association, that Florida's expected lush winter season may not be so lush this winter. Using hotel reservations as a barometer of vacation season potential, Hamilton said such reservations were only equal to the 1941-'42 season. That year, it was brought out, was poorest since the '30 depression.

December, considered start of season, found only 50 per cent of available hotel space reserved. For January, 60 per cent is spoken for and February is highest with 75 per cent to be occupied. Lack of reservations is attributed to recent fluctuations of stock market, late coal situation and last season's adverse publicity received by hotels.

Last season, tho, was greatest in Florida's history.

ster supplies, and make increases possible. Summer of 1947 should find more sugar-using supplies back in venter columns.

ARCADES—Arcade owners, taking their cue from leaders in the field, are becoming more promotion-conscious. Many are now using space in their local papers. Milwaukee's Plankinton Arcade believes it is the first thus far to have sponsored a program over a local radio station. All of these promotion programs, together with new equipment, have helped bolster business for the arcade men.

TRAVEL SCENE—Strange thing has happened in Florida. Hotels and resorts in the State began early advertising to discourage tourists from coming to the State without confirmed reservations. The public must have taken the advertised conditions for more than surface value, since some Florida hotels report business has fallen off measurably. Now chambers of commerce are expected to launch a new advertising cam-

(See NEWS DIGEST on page 112)

AN IMPORTANT ANNOUNCEMENT!

To Conserve Our Limited Paper Supply

THE JANUARY 4 ISSUE OF

The
Billboard

WILL NOT CARRY ADVERTISING

All Regular News, Reviews and Service Features Will Be
Published as Usual

Then and Now

By Walter A. Tratsch

President A. B. T. Manufacturing Company

(One of the veterans of the coin machine industry, Walter Tratsch, contemplating the coming Coin Machine Show February 3-4-5-6 at Chicago's Hotel Sherman, here reviews the past accomplishments of the industry.)

A question often asked is, "How does the coin machine age at the beginning of the century compare with our present day industry?" In an attempt to answer this question, I shall give you my impressions of that era insofar as my memory enables me to.



WALTER TRATSCH

The Penny Arcade was one of the major enterprises and the forerunner of our present movies. At that time there were no movies, no radios and very few phonographs. For this reason the arcade became a meeting place for young and old, where amusement was sold thru automatic coin-operated machines. There were, however, phonographs in the arcades, which were of convenient height for a person to rest his elbows comfortably on them and use individual ear phones which shut out distracting noise. He might listen to renditions of beautiful music, poetry and speeches of the famous people of the day.

Cites Early Movies

In addition, they had several types of view or picture machines, the hand operated movies—the mutoscope. The quatoscope had a revolving drum of 60 still pictures. For 1 cent the customer saw one set of 15 views in colors. In this way the machine permitted the customer to have a sequence of pictures. Then, too, they had the intriguing peep shows costing 1 cent for every set of 15 pictures. Concentrating on these cost many customers a pretty penny. In order to see the complete show of *Secrets of Harem Life, Thousand and One Nights, The Chorus Girl's Dressing Room*, a dime was usually required. Indeed, they were a collection as alluring then as the pin-up girl is now.

There was a greater variety of attractions at that time than there are today. Many of these novelty machines were imported. Examples of these were the famous fortune telling type and palmistry machines. These were particularly popular because of their life-like appearance and performance. For instance, the grandmother of wax or papier mache is an old-fashioned black lace gown, would move her head, roll her eyes and select a small card with a printed fortune on it and then deliver it to the customer. There were many more characters of this type. Swiss or French canary birds in cages

had quite a play. There was the life-sized hen which cackled for every 5 cents deposited and laid a hard-boiled egg.

Some Early Venders

Metal type stamping machines sold an identification disk for 5 cents with the name and address printed. The well-known Rover name plate vended a small aluminum tape with name and address for use on homes and mail boxes. They were very popular and sold by the millions. Peanut, chocolate, chewing gum, post cards and popcorn machines were also attractive. Interesting exhibits of the day were miniature models under glass of cotton gins, harvesting machines, locomotives in detailed action—all operated by coins, were great attractions.

Novelty and skill machines, electric shock vibrators, bowling games, pinballs and scales were featured. There were strength testing apparatus of various manufacturers for lifting, pulling, punching and gripping. Electric guns and pistol practice targets were lucrative earners. One of the latter bears description. A penny was placed in the slot of the gun, which acted as a projectile and propelled by spring power in the direction of a target which held a dollar watch covered by an exceptionally heavy glass. The instructions on the machine read as follows: "If you can break the glass on this watch with a penny, the watch is yours." Inasmuch as I have never seen or heard of one being broken, this crystal must have been a forerunner of bullet-proof glass.

Well, It Was Music

At the entrance of the average arcade the come-on, or bally-hoo machines were given a conspicuous place. There were automatic banjos and harps. Then too, the Regina music boxes produced tinny but loud music by means of revolving steel disks which were set in motion by a large crank which the prospective customer had to wind up by a spring motor. He got plenty of exercise and had to pay for it. In addition there were Swiss music boxes, Sandell's famous Violin Virtuoso, and last but not least, the exquisite European-made Orchestria, which rendered music of a dozen or more instruments. A miniature leader, by a wave of his baton, would give the signal to his surrounding musicians in the pit, who, in turn, would play their tiny instruments. The actual music, of course, was produced by the large mechanical device. Most of the musical instruments were operated by electric motors.

Besides the popular shooting gallery there were other amusements such as a photograph gallery for tinctypes and other skill game concessions which were not automatic. These are still used today.

Well Appointed Arcades

I should like to emphasize the grandeur and luxury of some of these arcades, which would compare most favorably with our first-class movie houses of today. One of these, which was located on 14th Street near (See *THEN AND NOW* on page 110)

Vending Firm Incorporates

TALLAHASSEE, Fla., Dec. 14.—The secretary of state last week issued a charter of incorporation to the Volusia Vending Company, Daytona Beach, vending machines, 100 shares, no par value. Incorporators were listed as C. D. Purser, Mary Purser and Edgar F. Pierce.

AOLAC Head Urges Revise On Federal Coin Mch. Tax

LOS ANGELES, Dec. 14.—New incentive was injected last week into the campaign for revision of the Internal Revenue Department's interpretation of the federal excise tax on the coin machine industry by Curly Robinson, managing director of Associated Operators of Los Angeles County, Inc.

Robinson urged full-hearted support for CMI's public relations program, adding:

"It is not our desire to set ourselves up as demanding or even desiring special privileges. Our only desire is to see an unfair situation righted so that all in this industry will benefit. It is our opinion that there will be no relief regarding the excise tax, which, as you know, was originally set up as a war measure, until considerable time after peace has been declared. This places us in the position of being forced to purchase excise tax stamps commencing July 1, 1946, for the governmental fiscal year."

Praises CMI Program

In a letter to CMI, Robinson extended praise for the organization's public relations program and offered suggestions designed to implement its activities.

"It is my opinion," the letter stated, "that the first job for this program should entail a proper interpretation of the United States internal revenue excise tax. This organization, which has borne the burden of the troubles of amusement device operators for the past seven or eight years, is again confronted with one of the great obstacles that faces this business. This is the excise tax of \$100 on amusement machines, which the internal revenue department has seen fit to classify as gaming devices."

Cites Amended Code

"You will recall that in 1941, Section 3267 of the Internal Revenue Code was amended to include pinball and other amusement machines with a license fee of \$10; and slot machines, as a result of the operation of which the person operating same receives, or is entitled to receive, cash, premiums or merchandise, taxed at \$50 per year.

"In 1942, the same section was further amended to place music and amusement machines in the \$10 category and gaming machines were doubled to \$100.

"It has been our contention that gaming machines do not include pinball machines and/or amusement devices, since the original section specifically set forth pinball and/or amusement devices, as distinguished from gaming devices, and secondly because the subsequent amendment did not alter the meaning of the words used in the first passage of the section.

"It is our contention that a pinball machine and/or amusement device, is not a slot machine in the common-ly accepted term, even tho Mr. Bliss of the Internal Revenue Department has handed down a ruling that where the player becomes entitled to receive cash, premiums or merchandise by reason of the operation of the pinball game and/or amusement device, that such game thereby becomes a slot machine or a gaming device within the meaning of the section.

Explains His Stand

"We have always felt that where a merchant redeems unused free plays or, to put it plainly, purchases the players' free plays, that the merchant is buying something tangible and is not given the cash, premiums or merchandise as a reward for the operation of the game.

"This becomes more cogent when

it is placed against Mr. Bliss's ruling that mere winning of free plays does not make the pinball game, and/or amusement device, a gaming device. If the winning of free plays does not make the game a gaming device, how can the purchase of the privilege of using these free plays be converted into a game of chance and thus making the pinball game, and/or amusement device, a gaming device? . . .

"The original thought and intention of Congress in making this law was a most definite division between amusement devices and gaming devices, and this must be presented to them on this basis.

" . . . A concerted campaign on the part of the Coin Machine Industry would have the effect of changing the present ludicrous interpretation as evidenced by both the House Ways and Means Committee and the Senate Finance Committee, when they originally enacted this section."

New Poker Game Due on Market

CONEY ISLAND, N. Y., Dec. 14.—New type poker game, coin-operated and completely automatic, is now being produced by Perfect Games Company, according to an announcement by Stanley Gersh and Sam Garber, firm partners. Patent on the new device is in the works.

Machine is operated with two balls that drop thru holes and return to player, lighting a card on the back-board each time they drop. Player gets an extra ball when the same hole is made twice.

Automatic feature eliminates the necessity for an attendant at each machine and a complete establishment can be handled by one man in a master booth. When a player sets up a winning combination of lights, he presses a button next to the machine to call the attention of the attendant to the score. Attendant, in turn, presses a button to release a winning ticket and turn off the lights.

Another game being produced by the same firm is an electric ring tossing device for retail stores, carnivals and arcades.

Finke Added to WW Distributors Staff

CHICAGO, Dec. 14.—Al Stern, president of World Wide Distributors, announced this week that Wallace Finke had been appointed to the firm's sales staff.

According to the announcement, Finke has been an Internal Revenue agent for the past four years, during which time he won a reputation as one of the department's ace income tax investigators. Prior to his affiliation with the Bureau of Internal Revenue, Finke spent five years as a member of the coin machine industry.

Wallace is a graduate of the Northwestern University School of Commerce.

Chaplin New NAM Director

HARTFORD, Conn., Dec. 14.—John H. Chaplin, president of Veeder-Root, Inc., manufacturer of counting devices for vending machines, was one of 32 new directors elected by the National Association of Manufacturers in New York last week. Chaplin also is a director of Veeder-Root, Inc., Holo Krome Screw Corporation and the Bristol Brass Company.

REPORT CIGARETTE TRENDS

Per Capita Use Growing

Industry authority shows paradox in biz up 87.6%, net earnings down 22.4%

NEW YORK, Dec. 14.—Latest authoritative over-all report on the cigarette industry traces new trends of interest to vending machine operators in per capita consumption, net earnings, prices and product improvement.

Slanted toward investors and financial houses, information was contained in a series of articles appearing in *Exchange*, New York Stock Exchange, and written by Harry M. Wooten, prominent tobacco adviser and consultant.

Wooten Optimistic

Wooten registered optimism over chances of continued growth of the industry, citing an estimated 49.9 per cent increase in per capita consumption between 1941 and 1946 to support his view. Usage, according to his figures, rose from 1,488 cigarettes a week—or less than one and a half packs a week—to 2,339 cigarettes a week—or about two packs—during the period.

Actual consumption of cigarettes increased even more—an estimated 51.9 per cent—but growth of population was a factor operating to narrow the per capita percentage.

Trend toward boosts in per capita consumption will continue, argues Wooten, because of two basic factors: (1) population is increasing, and (2) product's habit-forming growth potential.

Much attention is given in the report toward relationships between gross business, net earnings and prices—the same trio which are of paramount importance in the cigarette vending machine operators' business.

Summarize Past Operations

Operational record of major cigarette manufacturers during the past six years is summarized as depicting a period of profitless prosperity.

Going back to 1939, it is pointed out that during that normal pre-war year, cigarette consumption totaled 177,800,000 units. In 1945, a year in which the industry lagged far behind in supplying civilian demand, a record production of 332,700,000 units was chalked up. Gain during the six-year period was 87.1 per cent, and 1946, a peacetime year, appears slated to exceed even this record.

Against this phenomenal gain, the increase in consolidated net before profits was only 11.6 per cent in the same period for five big producers who account for 87.6 per cent of total cigarette output.

But after taxes, an actual decline in earnings is evidenced. Hence the paradox of an 87.1 per cent business increase side by side with a 22.4 per cent decrease in net earnings.

Cite Influencing Factors

Three factors, it is shown, operated to produce this result. These were increased costs of tobacco, higher normal and excess profit taxes and maintenance of price ceilings on cigarettes.

Average tobacco price increases between 1939 and 1945, for example, totaled 28.8 cents per pound for flu- (See *Per Capita Use* on page 114)

Surplus Bids

WASHINGTON, Dec. 14.—Some 5,750,000 items of surplus tobacco, including cigarettes, cigars, smoking and chewing, will be sold on bids December 17. Details, it was announced, are available from Tobacco Branch, Production and Marketing Administration, Department of Agriculture, Washington 25, D. C.

Blended Sirup Prices Upped

WASHINGTON, Dec. 14.—Soft drink and candy operators this week took note of a 10 per cent raise in retail prices on most types of blended sirups, which increase is effective immediately. Also authorized by OPA is a boost of 35 per cent in the ceiling prices of producers of refiners' sirups.

Price increase will be felt when new shipments from producers are received. Majority of sirups will be affected, OPA explained, as the increase covers those containing 20 per cent or more of sugar or corn sirup.

Maximum price rise of 2 cents for every pound of sugar solids content per gallon of refined sirup is allowed producers. OPA said increase in refiners' sirup is necessary to cover greater cost of raw sugars this year; blended sirup price rise is necessitated by recent increases in the price of sugar and of pure sirups contained in the blends. Industry, it is maintained, is not able to absorb higher costs.

Cookie Venders Ass'n Organized

NEWARK, N. J., Dec. 14.—Formation of the Cookie Venders' Association was announced last week following a meeting here December 6 of vending machine operators interested in this field.

Operators gathered at the Robert Treat Hotel for the announced purpose of consulting on methods of continuing to vend at a five-cent price despite recently increased merchandise costs.

Success of the meeting inspired launching of an association. Samuel B. Krasney, of Newark's Elka Service Company, who was instrumental in arranging the meeting, was unanimously elected chairman.

Krasney announced that the association will hold its next meeting January 8 in New York. He also urged all interested operators of cookie machines to communicate immediately with Giles T. Phillips, Phillips & Richardson, 56 McKinley Avenue, Bridgeport, Conn. Phillips is prepared to outline the organization's plans, and will give full details of time and place of the New York meeting.

Two-Cent Levy on Pack of Cigarettes Hits Wetumpka

WETUMPKA, Ala., Dec. 14.—City council has voted a two-cent levy on each pack of cigarettes sold inside the city for the benefit of the Memorial Park Fund.

NCICI Ratifies Membership of Vend Operators

CHICAGO, Dec. 14.—New board of directors of the National Conference of Ice Cream Industries, meeting here December 11, recommended that vending machine operators be admitted to the association on the same basis as other retailers.

Edward L. Koepenick, executive secretary of the group, who made the announcement, said board also recommended that associate memberships be sought from manufacturers of vending machines.

Yearly dues for machine operators would be based upon the number of machines operated: \$25 for one machine and \$14 for each additional machine to a maximum of \$50. Associate memberships would be accepted on a yearly basis of \$100, ranging upward in relation to the size of operations.

In an effort to expand the ice cream mix field, the board also voted to hold a public meeting in Minneapolis during the early part of February, at which time there will be a complete showing of new machines in the form of equipment from associate members of the group.

Koepenick said the Minneapolis meeting will serve as a sounding board for a similar series of exhibits to be conducted later on throughout the country.

Groundwork for the board's action was laid at a meeting of the executive committee in Minneapolis December 10 and ratified a positive vote of the association membership at the Atlantic City convention in October.

At the present time association membership is composed of 60 per cent ice cream mix manufacturers, 35 per cent wholesalers and 5 per cent retailers.

Display Electric Cigarette Vender At Newark Plant

NEWARK, N. J., Dec. 14.—The first production exhibition of the new plant and machine of the Eastern Electric Vending Machine Corporation was held Thursday (12) evening at the firm's new manufacturing plant, St. George Manufacturing Company, Avenue C and Parkhurst Street here.

Eight of the machines in different colors, ivory, gray, blue, light oak, cream, maroon, mahogany and walnut were displayed to the more than 200 guests who attended the event. Trade name of "Electro" has been given the cigarette vending machine.

New plant consists of two floors with 50,000 square feet of space in it. Mario Caruso, secretary-treasurer of Eastern Electric, is president of St. George Manufacturing Company. Caruso is also senior partner of C-8-Laboratory, firm that developed the machine that was invented by F. W. Hoban two years ago.

Other officers of the firms are Joseph P. Marcelle, president of Eastern Electric; Raymond Farina, vice-president of St. George; Anthony Caruso, secretary-treasurer of St. George; Sam Farina, in charge of testing and development of equipment; Benedict Marfuggi, in charge of test operations, and Hal Meeks,

Auto Club Execs Predict Coin Gas Pumps Next Year

CHARLESTON, W. Va., Dec. 14.—Possibility that coin-operated automatic gasoline pumps may be available next year to night drivers after normal service station closing hours was voiced here this week by Mrs. Grace O. Austin, executive secretary of the Southern West Virginia Auto Club.

Mrs. Austin said one such device would consist of a coin-control pedestal interlocked with the pump in such a manner that it could be operated manually by an attendant during the day and switched to automatic operation at closing time.

Deposit of coins enables the motorist to operate the pump, which automatically measures the flow of gasoline paid for and which returns change in instances where the motorist doesn't take the full amount of fuel for which he has paid.

(One Chicago manufacturer now is laying the groundwork for production of such a device as described by Mrs. Austin.)

"If production difficulties are overcome," Mrs. Austin declared, "it is expected that the coin-operated pumps may appear on the market during 1947."

W. C. Dickmeyer New Candy Head

CHICAGO, Dec. 14.—National Confectioners' Association, thru its president, Philip P. Gott, announced selection of the 1947 chairman of the council on candy as W. C. Dickmeyer, president of Wayne Candies, Fort Wayne, Ind.

Dickmeyer, who for over 20 years has been a leading figure in the industry's sales promotional efforts, becomes the council's third chairman. He succeeds John H. Reddy, of New England Confectionery Company, Cambridge, Mass. First chairman, serving thru 1943-'44-'45, was Theodore Stempfel, of E. J. Brach & Sons, Chicago. Stempfel followed the late Sam Hallstrom, of the Walter Johnson Candy Company, Chicago, who organized the group which grew into the council on candy of the NCA.

"The industry is fortunate to have a man of Dickmeyer's experience at the helm of the council during the crucial year, 1947, when increasing availability of candy ingredients will most likely usher in the return of competitive selling," Gott declared.

Assisting Dickmeyer will be Oscar Trudeau, of Trudeau Candies, Minneapolis, who was named vice-chairman. Both men have served as council campaign managers; Dickmeyer for Indiana, Michigan, Ohio and Kentucky, while Trudeau directed work in Minnesota, the Dakotas, Iowa and Nebraska.

Named a member of the council committee was E. W. Walters, King Cole Candy, Chicago, who became campaign manager for Illinois several months back. Arthur Stang, Shotwell Manufacturing Company, Chicago, was again named secretary-treasurer. Stang holds same post for NCA as a whole.

sales manager of Eastern Electric. Between 50 and 100 of the venders are now on test locations in the Newark area.

New Refrigerated Vender Show Attracts Attention in Chicago

CHICAGO, Dec. 14.—An improved model of a refrigerated vending machine is now being shown by the United States Vending Corporation at its new location in the Board of Trade Building here. First model of the new development was shown here early in the summer and attracted attention in trade circles and among retail organizations interested in using automatic sections in future store developments. Its trade name is Pik-Ups.

According to H. T. (Hymie) Roberts, vice-president and director of sales of the organization, new model has improvements that developed in early tests of the machine. The vender is offered as one of the most flexible merchandising machines yet to appear in the coin machine trade, according to Roberts, and a number of adaptations of the mechanism are now being developed for production as conditions permit.

Handles 10 Items

The present machine is a refrigerated vender and features selectivity. Ten different articles of merchandise can be sold by one machine and the uses to which it can be put seem almost endless, Roberts relates. New ideas for selling goods are appearing week by week and many manufacturers of merchandise that had never considered automatic selling practical for their products, are now studying the possibilities of the vender. Among them are meat packers, apple growers, industrialists and makers of some lines of goods that will come as a complete surprise to the vending industry when announced, he added.

One of the improvements in the new model, Roberts said, is what the makers call "spotlight selectivity." The customer can see a sample of the article he selects, which is spotlighted with lighting effects, in time for making a correction if an error has been made in selection. Customer pushes the proper button for selection, deposits coin and delivery is made thru a common delivery chute.

Roberts says the machine has advantages which can be used for vending frozen foods. Construction of the cabinet is such that it offers convenience in defrosting, a feature that attracts the frozen food field. Meat packers have said that a machine which offers 10 possible selections would cover the most popular types of meat products which would be adaptable to machine selling.

While the machine is primarily considered a vender for soft drinks, handling 10 different brands if desired, at the same time it can be adapted to vending candy bars. Unless refrigeration is wanted, the machine can be built, Roberts stated, as a candy vender and made much lighter than the refrigerated model. The one machine can vend 10 different bars, with a maximum capacity of 2,400 bars, or 240 bars for each of 10 brands. This machine will be built and offered to the trade in due time, Roberts said, and it will be fully automatic. The machine can also be used to vend sandwiches, milk in cartons or bottles, apples and other fruits, all kinds of packaged foods, ice cream in cartons and other articles, offering the three price ranges of quarter, dime and nickel. Or one standard machine can be loaded with 10 entirely different articles, including one or more soft drinks, sandwiches, milk, candy bars, fruits, fruit juices, and so on. With this mixed load, the machine becomes a real automatic store, Roberts adds, and will be practical for industrial locations.

Officers of the U. S. Vending Cor-

poration are Allen G. Messick, Chicago, president; H. T. Roberts, Chicago, vice-president; Robert Jackson, New York, vice-president; I. Newton Brozan, New York, secretary, and Francis P. Garvan Jr., New York, treasurer. C. J. Bayne is sales manager.

Members of the board of directors are Walter F. Brown, railway executive, New York and Toledo; I. Newton Brozan, Brozan & Holman, New York; James R. Fleming, Shellar Manufacturing Company, Fort Wayne, Ind.; Paul Garrett, General Motors Corporation, New York; Francis P. Garvan Jr., Chemical Foundation, Inc., New York; Raymond J. Hodgson, National Bank of Detroit, Detroit; Robert Jackson, Washington; Allen G. Messick, Chicago; Henry T. Roberts, Chicago; J. William Schulze, Bath Iron Works, Corporation, Bath, Me., and Charles B. Wiggin, National Can Corporation, New York.

The machines are being built by the Bath Iron Works Corporation, Bath, Me., well-known industrial corporation that built submarines during the war.

Natl. Vending Has New Model

PHILADELPHIA, Dec. 14. — The new Model 9E electric cigarette vending machine, manufactured by National Vending Machine Corporation, was exhibited December 5-7 at the Sylvania Hotel here by James V. Cherry, representing Louis H. Cantor, Inc., factory representatives.

Altho machine was damaged in transit from Newark, Cherry's home office, it operated after adjustment. Operators from almost all parts of the State attended the showing.

Next showing will be held in Connecticut, Cherry said, and the machine is on permanent display in Newark. Cherry handles sales in New Jersey, New York and Connecticut, and in Pennsylvania to Harrisburg.

Statler Adds Another Plant

NEW YORK, Dec. 14.—Entire production of the Garwood Metal Company, Garwood, N. J., effective December 1, has been taken over by Statler Distributors for the production of their new biscuit vending machine, according to Lawrence Reiss, firm president.

Formerly manufacturing cigarette vending machines for U-Need-a-Venders, the Garwood firm is one of the largest of its type in this area.

Patzer To Be Heard Over Station WBBM

CHICAGO, Dec. 14. — Mounting public interest in coin machines is evidenced by the ever-increasing number of radio programs which use it as a subject. Next to appear on the airwaves is W. A. Patzer, chief engineer of A. B. T. Manufacturing Corporation.

Patzer will be interviewed by Ted Grizzard for the *Caught in the Act* program over Station WBBM on December 16. Patzer will be asked to give his views on the future of coin-operated machines and will also be quizzed on slug rejectors.

Confectioners Urge Continuing Sales Promotion Program

CHICAGO, Dec. 14.—Council on Candy of the National Confectioners' Association, with assistance of NCA board of directors, is continuing the trade's sales promotion program into 1947. Members of the confectionery industry are urged to support the campaign thruout the coming year, so that the program may be continued and possibly expanded as the time draws ever nearer when productive capacity will exceed demand.

Decision was adopted during meetings held in Palmer House here, December 6 and 7, because of past success of the program. Over the past four years, some 500 candy manufacturers, 2,500 distributors and salesmen, and 200 suppliers and others, had subscribed over \$1,700,000 to the annual Council on Candy funds, in order to promote co-operation within the candy industry and increase the public's appreciation of candy as a food.

PLASTIC CHARMS

FOR YOUR SLUM PRIZES
FOR YOUR VENDING MACHINES

We manufacture and sell more CHARMS than anyone else in the whole world.

Charms in Bulk—\$4.00 per thousand

Charms on Gift Cards—\$6.50 per thous.
F.O.B. New York

\$1.00 deposit with order, balance C.O.D.
Made in U.S.A. by

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HARD TO GET STANDS
for
Merchandise Vendors

●
Solid Steel Base
Total Weight 40 Lbs.

PRICE
\$4.00
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Will Support
Any Type
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Marvels
POP-UP



THE COUNTER GAME THAT IS LEGAL EVERYWHERE!

POP-UP will 'score' every time in ANY location EVERYWHERE! POP-UP will out-earn any game of its kind.

**ACCURATE, COMPETITIVE,
SKILL SCORING**

**POP-UP WILL TRIPLE YOUR PROFIT!
FULLY METERED — NO COIN COUNTING NECESSARY**

**PRICE
\$49.50**
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A. B. T. CHALLENGER

SAMPLE
\$65.00

Lots of 25—\$60.00
Lots of 50— 55.00
Reconditioned Models,
\$29.50



DAVAL'S "FREE PLAY"

New, appeal-packed counter game! Huge profits on a pint sized investment.

\$75.00



VICTORY

Duplex Stamp Machine. Brand new! Vends 1¢ and 3¢ Postage Stamps. Can be used inside or outside. Guaranteed weatherproof. Returns slugs and foolproof. Immediate delivery.

\$24.75 Lots of 10
Single—\$29.50

STAMP FOLDERS

For Shipman, Victory, Schormack, Advance.

10,000 .. \$ 5.25
25,000 .. 12.75

SHIPMAN

Triplex Stamp Machine. Brand new! Vends 1¢, 3¢ and new 5¢ Airmail postage stamps. Slug-proof, compact, foolproof. Immediate delivery. Operator's Price—

\$39.50



CHARMS

(for Bulk Vendors)

**Mixed Assorted
\$3.00 Per 1,000**

SALTED PEANUTS—BLANCHED 27¢ LB. SPANISH 22¢ LB. (30 LBS. MIN.)

WRITE FOR CATALOG ON BULK VENDORS, GAMES, ETC.

ONE-THIRD DEPOSIT ON ALL ORDERS


PARKWAY MACHINE COMPANY

623T W. NORTH AVE.

BALTIMORE 17, MARYLAND

GOLD SEAL ASSORTMENT. Per 1,000 \$ 4.00
SASSY BUTTONS. Per 1,000 6.00
BELL CHARMS, ASSORTED. 10 Gross 8.50
SILVER WEDDING RINGS. 7 Gross 6.25
GOLD WEDDING RINGS. 7 Gross 14.50

Northwestern See Venders as Stimulant To Declining Milk Sales



Your Assurance Of Postwar Security

Time and time again Northwestern bulk venders have proved their worth as steady, dependable money-makers under any and all conditions. That's why so many operators, and others interested in a permanent income, are looking forward to the time when these machines will again be available. To make sure of your postwar success, plan now to invest in Northwesterns—venders built for operating. In the meantime, keep in touch with activities through our free monthly paper The Northwesterner.

THE NORTHWESTERN CORPORATION
1 EAST ARMSTRONG STREET, MORRIS, ILLINOIS

WASHINGTON, Dec. 14.—Dairy industries may soon be pushing vending machines as an auxiliary merchandising arm for their products if forecasts of declining sales prove to be correct.

Fluid milk prices have been rising since decontrol, and with the seasonal increase in output expected next spring, the industry is faced either with lowered prices or reduced consumption.

Dip in consumption already has set in, according to a Department of Agriculture report showing lower average use of fluid milk and cream. Blaming the situation on rising prices, the report estimated per capita use of fluid products will amount to 430 pounds in 1946, compared with 438 in 1945. Average decline is said to be 2 per cent, but the rate is increasing with a drop of nearly 8 per cent being registered currently.

Surveys Contradict Report

Certain private surveys tend to contradict this report. One, based on the picture in 15 markets, shows consumption rising in all except a few of the smaller markets. An-

other report on 14 Eastern markets shows six with smaller sales, eight with larger. Larger markets, such as Philadelphia, Baltimore and Washington, however, are consuming less.

Industry spokesmen tend to the view that special circumstances, rather than hiked prices, account for any decreases. They point out that a decline in California was concurrent with a drop in sales to military personnel there. Likewise, in Washington, a reduction in milk consumption is tied to smaller sales at near-by Fort Meade, Md.

Forsee Competition

But at the same time the milk industry is expected to count on a seasonal drop in milk prices. A long-range threat to milk sales is seen in the fuller return of many types of industrial goods to the consumer market—an event which will mean increased competition for the consumer dollar.

In this picture the milk vending machine—both carton and bottle type—is being counted upon both by dairy industry men and by the automatic merchandising trade itself to become a stimulator to sales. With several new venders of this type coming on the market shortly, the facilities for such action are scheduled for substantial expansion during the coming year.

NCA Claims Sizable Increase in Sugar Possible Next Year

CHICAGO, Dec. 14.—Proper federal planning could make greatly increased amounts of sugar available for both home and industrial use next year without reducing the total amount shipped to war-ravaged countries, according to a report issued last week following a meeting of the board of directors of the National Confectioners' Association here.

Report, which was issued by Philip P. Gott, association president, declared that, thru proper planning, the average American consumer could get 40 per cent more sugar for home use, while institutional and industrial users could obtain 27 per cent more than in 1946.

Directors also unanimously adopted all five recommendations made in an analysis report on the world sugar situation by the Food Industry Council Sugar Committee, headed by Edwin O. Blomquist, of E. J. Brach & Sons, Chicago.

Recommendations included:

1. No firm commitments on foreign allocations of 1947 sugar supplies should be made, pending further determination of needs in light of 1947 production.
2. Transition from control to decontrol of sugar should be gradual and no action should be taken which would threaten the principles of allocation.
3. Steps should be taken to bring about orderly decontrol as soon as possible; this to be accomplished thru conferences between government and purchasers, refiners and distributors of sugar.
4. U. S. should use every means to encourage increased production of sugar in the continental and territorial United States, and should lend all possible assistance to European beet growing areas and the Philippine sugar industry.
5. U. S. government might well recommend to the Cuban government that the latter pass on to its sugar industries the increase in price that Cuba is now receiving from the U. S. as an incentive for increased production during 1947 and 1948.

3 Soft Drink Firms Plug 5c Item in K. C.

KANSAS CITY, Mo., Dec. 14.—Soft-drink companies have been bringing pressure here—via ads in daily newspapers—to keep retail price of their beverages at 5 cents.

Ads, taken so far by Grapette, Pepsi-Cola and Coca-Cola, have advised the public that the wholesale price still is low enough that the drinks can be sold profitably for 5 cents. Ads apparently are placed on a national basis.

Campaign appears to be aimed mainly at some drugstore fountains, which have boosted the price of cola drinks to 6 or 7 cents. Some restaurants here also have increased prices on coffee with cream to 7 or 8 cents, but the black variety still retails for a nickel at all eateries but the fancier ones, where all coffee is a dime.

Ark. Gross Taxes May Set New High

LITTLE ROCK, Dec. 14.—A report issued last week by the Arkansas State Revenue Department indicates that gross tax collections for the year 1946 will establish an all-time high.

Report, which covered the first 11 months of the year, showed an increase of \$8,000,000 in total revenue over the same period for the preceding year.

Breakdown of revenues for the month of November revealed: Vending machine tax, \$1,407, as compared with \$463 for the same month last year; cigarette tax stamps, \$446,434, as compared with \$329,580, and cigarette permits, \$2,975, as compared with \$3,915.

TERRITORIES ARE NOW AVAILABLE for wide-awake, experienced salesmen or distributors to sell our **SANITARY FOLDER-TYPE POSTAGE STAMP MACHINES**. Only those with experience selling to operators need apply. Write **POSTAGE STAMP MACHINE CO.** 33 West 60 St. New York 23, N. Y.



NATIONAL HEADQUARTERS FOR ALL TYPE OF CHARMS ROY TORR
LANSDOWNE, PENNA.
Prompt Delivery—Parcel Post Paid by Me

MINIATURE PEN KNIVES.....	6 GR.	\$17.50	50 GR.	\$125.00
PLASTIC BELL CHARMS.....	10 GR.	9.00	100 GR.	85.00
ASSORTED CHARMS.....	15 GR.	13.25	105 GR.	84.50
Silver Wedding Rings.....	7 Gr.	\$ 7.70	Glass Dice—Large.....	8 Gr. \$19.75
Gold Wedding Rings.....	7 Gr.	15.75	Glass Dice—Medlum.....	8 Gr. 15.75
White Plastic Skulls.....	4 Gr.	16.50	Glass Dice—Small.....	1,000 10.50
Wise Crack Buttons.....	1,000	9.75	Small Stone Set Rings.....	10 Gr. 12.75
1/2 Inch Silver Sheen Jingle Bells.....	1,000	7.50	Large Stone Set Rings.....	10 Gr. 22.50

Full Cash with order on Charm Orders.

A SAMPLE OF ALL ABOVE ITEMS MAILED ON RECEIPT OF \$1.00

ROY TORR Lansdowne, Penna.

CIGARETTE VENDORS

Completely refinished and reconditioned. Ready for location. With stands.

DuGRENIERS

"K" Champ., 320 Cap.....\$80
"KS" Champ., 310 Cap..... 85
"LS" Champ., 415 Cap..... 90
"W" 9 Col., 288 Cap..... 65

NATIONALS

9-30-9 Col., 270 Cap.....\$60
6-30-6 Col., 180 Cap..... 30

1/3 deposit, balance C. O. D., F. O. B. Washington, D. C.

THE G. B. MACKE CORP.
212 H Street, N. W. Washington 1, D. C.
"One of America's Largest Operators"

VENDORS

Not refinished or reconditioned, but in working condition, parts complete.

125—50 Cap., 5c Cigar.....\$750

15 1c Mason Mint
20 Pacific 1c Gum & Stands
10 S6M Hex., 1c Gum & Stands
\$200 Entire Lot

50 Sets Unused Shifter Columns for S7 D. G.....\$300



BULK VENDOR
Built for the Operator!

Miscellaneous lot of thoroughly reconditioned and refinished peanut machines. Perfect working order and ready for location with 5# Spanish Salted Peanuts for \$8.50.

\$2.00 Deposit
Balance C. O. D.

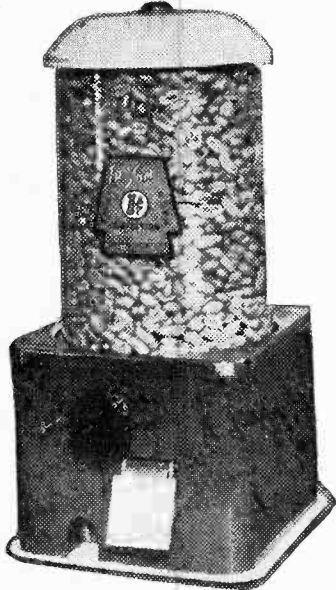
THOMAS NOVELTY CO.
1572 Jefferson St. Paducah, Ky.

VENDIT

Sells More Candy • Pays More Profits

The VENDIT Corporation
2946 W. Grand Ave., Chicago 22, Ill.

NEW HAWKEYE MODEL "G" DELUXE



Modern Vendor with Slug Ejection. Contact your nearest distributor or us direct.

HAWKEYE NOVELTY CO.
1754 East Grand Des Moines, Iowa

Candy Jobber THE ACME ELECTRIC MACHINE Battles for Nickel Bars

Note Consumer Reaction

CHICAGO, Dec. 14.—Holding the line against an increase in the price of 5-cent candy bars to 6 cents, James E. Dearstyne, Dearstyne Bros.' Tobacco Company, has issued *A Very Special Bulletin to Our Salesmen* urging the salesmen to bend every effort to dissuade their customers from boosting their candy prices.

The bulletin, which is being distributed thruout the country by National Candy Wholesalers' Association, declared: "Fight the tendency to sell popular candy bars at 6 cents with every bit of persuasiveness that is in you. It will pay you handsomely in the long run."

The bulletin reads, in part: "In heading this bulletin as *Very Special*, we mean exactly that. It is very special because it has to do with our welfare and with the future welfare of our customers. Primarily, because of our ability to come up with quantities of shortage merchandise, we have built up a really colossal candy business. We want to hold what we have already built and to add to it.

Customer Reaction Alarming

"It alarms us to see many of our customers taking action that will sooner or later deprive us of a great deal of our recently acquired candy volume. We refer to the tendency to sell 5-cent candy bars at a 6 or 7-cent price. We want to warn the trade that such action is both entirely unwarranted and downright dangerous to their future welfare. It cannot but result in driving trade from their stores and into those of the chains and supermarkets in the long run.

"Altho candy is still on the hard-to-get list, it won't be many months before it will again enjoy a free market. Altho prices on bars have recently risen, there is still a handsome profit to be derived in selling most of them at a nickel.

"At 85 cents per box, 25 count bars show a 35 cents per box profit if sold for 5 cents.

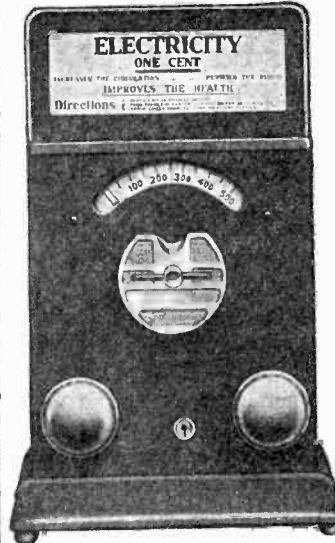
Cites Fast Turnover

"What smart dealer could ask for more on a fast turnover item? What really smart dealer would run the risk of obtaining a reputation as a gouger or black marketeer for the sake of the extra penny? We don't like to see our customers go to 6 cents because our own future welfare is linked too closely with theirs. It is up to you men in the field to try to persuade your customers to discontinue this practice wherever they have adopted it. You owe it to your customers, to your house and to the candy industry.

"We know of instances where competitors have sold popular bars as high as \$1.10 a box. This, we say, is down right gouging, and dealers who purchase at such ridiculous prices have no one but themselves to blame if their customers leave them to trade with dealers who do not indulge in such practices."

See 20-Cent Ill. Cig Price

CHICAGO, Dec. 14.—Retail price of cigarettes will be increased to 20 cents a pack in Illinois on January 1, according to an announcement by the Chicago Association of Tobacco Distributors. Increase was necessitated by the increase in taxes for the State soldier bonus, the announcement stated.



VIBRATION IS THE LAW OF LIFE

It is perhaps needless to state that the medical profession has placed its sanction on the employment of Electric and Vibratory treatments for a multitude of ailments. It is also generally acknowledged that the majority of people will be benefited by such treatments.

Not everyone can afford expensive electric treatments, and this is where our ACME ELECTRIC machine fills a real need.

This machine produces an electric vibratory current which can be increased at will and which is indicated by a pointer on a dial in plain view.

Uses only one dry battery, which is usually good for 1,500 to 3,000 plays.

Machine is automatic, rewinds at each play, has a cut-off and means of regulating the time from 1/2 to 1 minute.

Made of pressed steel, finished in red enamel, and is a substantial, handsome, attractive machine, as well as a splendid money-earner.

In addition to the practical features of the ACME, as explained above, the machine is one of the best amusement and fun-making devices ever offered the public. It is not unusual for a crowd to gather about a machine, each person playing it in turn in an endeavor to outdo the other fellow. This feature alone produces many DOLLARS in revenue.

Operates with a cent, but will be specially arranged for 5c play if desired.

Each machine has rubber feet and is equipped with our famous Coin Detector.

- Price of Machine.....\$25.00
- 2 to 11 Machines 18.75
- Bracket (if desired)..... .50
- Floorstand (if desired)..... 4.00

★ MERCHANDISE FOR IMMEDIATE DELIVERY ★

- | | | | |
|-------------------------------|---------|---|---------|
| Red Skin Peanuts | 28¢ Lb. | Small Burnt Peanuts | 38¢ Lb. |
| Salted Spanish Peanuts | 22¢ Lb. | Salted Filberts | 78¢ Lb. |
| Jumbo Peanuts | 31¢ Lb. | Salted Almonds, Small | 80¢ Lb. |
| Whole Jumbo Peanuts | 32¢ Lb. | Salted Almonds, Large | 80¢ Lb. |
| Salted Squash Seeds | 25¢ Lb. | Salted Vendors Special (Filberts, Cashews and Assorted Peanuts) | 40¢ Lb. |
| Sunflower Seeds (Polly) | 20¢ Lb. | M & M's Candy Chocolate for Vending Machines | 54¢ Lb. |
| Red Pistachio Nuts | 67¢ Lb. | M & M's Asst. Colors | 57¢ Lb. |
| Boston Baked Beans | 38¢ Lb. | | |

Minimum Order 30 Lbs.

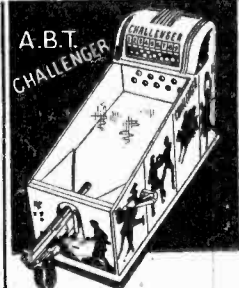
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| Charms for Bulk Vendors | \$4.00 Per M | Floor Stands | \$4.00 Ea. |
| Sassy Buttons | 6.00 Per M | Suction Cups | 8¢ Ea. |
| Alphabet Letters | 6.00 Per M | Greater Strength Suction Cups | 8¢ Ea. |
| Cards for Card Machines | \$4.00 Per M | | |

1/3 Deposit, Balance C. O. D.

J. SCHOENBACH

1645 Bedford Avenue

Brooklyn 25, N. Y.

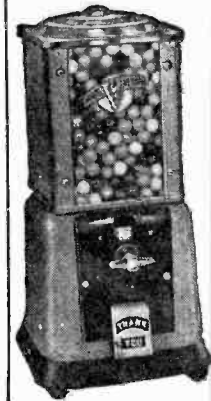


IMMEDIATE DELIVERY!

Single Lots \$65.00 each

*Send for Free Booklet.

NO BATTERIES, NO ELECTRICITY



Victor Model "V" Vendors. Handle ALL KINDS of nuts, candies and ball gum with no extra attachments required.

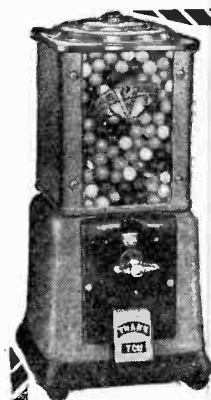
Model "V" 1c Standard Finish (glass globe). Each \$11.75

Model "V" 1c Deluxe Cabinet (as pictured). Each \$13.75

Model "V" 5c Cabinet as pictured. Each \$14.75

Terms: 1/2 Cash With Order, Balance C. O. D.

R. H. ADAIR CO.
6924-6926 Roosevelt Rd., Oak Park, Ill.



BRAND NEW VICTOR MODEL V ALL PURPOSE VENDORS

Eventually—Why Not Now! Immediate Delivery.

GLOBE TYPE, \$11.75 EA.

DELUXE CAB. TYPE, \$13.75 EA.

Send for Complete List!

1/3 Deposit Required With Order.

FRANK DIST. CO. 535 N. 8th St. Phila. 23, Pa.

NORTHWESTERN VENDORS DE LUXE MERCHANDISERS

\$22.60 EACH.

1/3 Deposit, Balance C. O. D. Subject to Change without Notice.

IDEAL NOVELTY CO.

"Authorized Northwestern Distributor."

2823 LOCUST ST. ST. LOUIS 8, MO.

CANDY MACHINES

ROWES—with floor base. 8 col. 120 bar capacity\$97.50

ROWE DELUXE MODEL with lights...\$115.00

UNEEDAPAKS—with floor bases. 5 col. 102 bar capacity...\$75.00

ADVANCE—4 Col. 64 bar capacity...\$37.50

Brand new 10c CIGAR MACHINE. Wall Model\$44.50

CIGARETTE MACHINES

MONARCHS—NEW—1946—

8-Col. 510 pack cap., \$154.50.

6-Col. 380 pack cap., \$144.50.

UNEEDAPAKS—Model #500—

15-Col. 425 pack cap., \$125.00.

9-Col. 350 pack cap., \$125.00.

ROWE PRESIDENTS—

10-Col. 475 pack cap., \$125.00.

DU GRENIERS—

11-Col. 475 pack cap., \$110.00.

9-Col. 300 pack cap., \$ 72.50.

7-Col. 200 pack cap., \$ 42.50.

NATIONALS—

6-Col. 150 pack cap., \$32.50.

All Machines Equipped With Floor Bases.

PENNY INSERTING MACHINES.....\$ 25.00 UP

BRAND ELECTRIC COIN COUNTING MACHINES. 300.00

One-Third Deposit With Orders — Balance C. O. D.

UNEEDA VENDING SERVICE

"THE NATION'S LEADING DISTRIBUTOR OF VENDING MACHINES"
NEW ADDRESS: 166 CLYMER STREET BROOKLYN 11, NEW YORK

★ IMMEDIATE DELIVERY ★

BULK CANDY
Candy Coated Peanuts
BAKED BEANS

RED PEANUTS
RAINBOW PEANUTS
42 Lb. Cartons

Price 38¢ Lb.

SALTED PEANUTS
Extra Fine Quality
JUMBO PEANUTS
30 Lb. Cartons

Price 32¢ Lb.



Terms: 50% Deposit, Balance C. O. D., F. O. B. Newark.

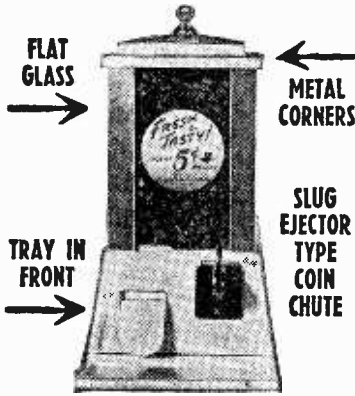
Packing Company

55-57-59 Branford Street Newark 5, N. J.

Bigelow 3-7744-5

NEW 5 CENT BULK VENDOR

FOR ALMONDS, PECANS AND MIXED NUTS. VENDS A GOOD PORTION AT HIGH PERCENTAGE OF PROFIT.



IMMEDIATE DELIVERY

JOBBERS WANTED

WRITE OR WIRE FOR DETAILS

L. A. PENN. MFG. CO.

2126 Granville Ave.
WEST LOS ANGELES 25, CALIF.
925 Penn Ave.
PITTSBURGH, PA.

Amer. Vending Set Now With Auto. Venders

KANSAS CITY, Mo., Dec. 14.—R. A. Dahlstrom, general manager of American Vending Corporation, announced that his company has completed the moving of the machinery and equipment of Automatic Venders, Inc., to Kansas City from Cincinnati. Dahlstrom's firm purchased all assets of the Cincinnati company November 17, he said.

Demonstration model of the bottle soft-drink vender developed by Automatic Venders was placed on the floor at American Vending's plant at 1401 Fairfax Trafficway this week, he reported.

E. A. Roll, engineer with Automatic, has joined the staff of American to assist in putting the machine into production, Dahlstrom said. Vender has been converted from a one-flavor model to a selective three-flavor machine, according to the announcement.

Dahlstrom declined to reveal the price paid for Automatic, but he said the purchase took in all the assets of the Ohio company. He said that it was an outright purchase rather than an exchange of stock deal.

American officials plan to have the new vender into production early next year and they hope to have demonstrator models ready for distributors by January 15. Announcement of distributor appointments probably will be held up until after that date, Dahlstrom said.

American will continue manufacturing its candy vender, which is distributed by Vendit Corporation of Chicago, officials said.

Addition of a soft-drink vender to the company's line brings to seven the number of Kansas City companies manufacturing or planning to resume manufacture of soft-drink machines. Others are Auto Vend Company, Selectivend Corporation, the Vendo Company; Carton Cooler, Inc.; Bernitz Manufacturing & Machine Works and National Products Company.

Davidson Brothers Moves to New Plant

LOS ANGELES, Dec. 14.—Davidson Brothers, manufacturers of industrial automatic vending machines, is celebrating its 10th anniversary in the field by moving into a new plant, according to a recent announcement.

New plant has been equipped with modern equipment for the production of merchandising machines for candy, gum, nuts and soft drinks.

Company is headed by Devre J. Davidson, president, and Henry R. Davidson, vice-president.

NAMA Regional Meets Planned In Early January

CHICAGO, Dec. 14. — The 1947 regional council meetings of the National Automatic Merchandising Association get under way in January, with conferences scheduled for Regions 2, 8 and 9 during the month.

Altho complete programs haven't been announced, an important feature of each of the meetings will be continuations of forums for operators, a program which proved popular with all members at the association's convention in Chicago recently.

Region 8, comprising Colorado, Iowa, Kansas, Missouri and Nebraska will be the first to convene. The meeting will be held in Kansas City, January 10 under the chairmanship of Ralph A. Dahl, of the company bearing his name in Omaha. The morning session will be held in the Muehlebach Hotel's Music Room and the afternoon session and luncheon will be held in the Phillips Hotel.

Region 9, composed of Arkansas, Louisiana, Texas and Oklahoma, will meet January 13-14 at the Oak Hills Country Club, San Antonio, with regional Chairman Harold Gallarneau, Gallarneau Brothers, Amarillo, presiding. Two-day affair was planned to allow members to travel to and from San Antonio without having to spend an extra night in the city. The conference begins at noon on the 13th and ends at noon on the 14th. Transportation to and from the country club will be furnished.

Region 2, New York State, will meet at the Sheraton Hotel, in Rochester, January 14, with Frank J. Bradley, Automatic Equipment Company, Buffalo, presiding as regional chairman.

Sherick Announces New Peanut Machine

NEW YORK, Dec. 14.—A new two-in-one penny bulk vending machine that will vend both salted nuts and peanuts was announced this week by Al Sherick, 165 Broadway. Firm will not be ready to exhibit samples of their new machine for two weeks.

At present time Sherick is vice-president of Master Industries, but the vending machine firm will be operated under another firm name not yet ready to be announced.

Wrigley Head Cuts Company Holdings

NEW YORK, Dec. 14.—James C. Cox Jr., president of William Wrigley Jr. Company, reduced his holdings in the firm in November by making a gift of 280 shares of the company's capital stock.

His holdings now stand at 16,477 shares.

NCA Head Wants Status Quo on Candy Tariffs

CHICAGO, Dec. 14.—A definite stand designed to maintain the present level of tariff duties on candy imported into this country and to effect revision in reciprocal trade agreements between the United States and 18 participating nations was announced this week by Philip P. Gott, president of the National Confectioners' Association.

Gott's announcement, which has a bearing on reciprocal trade agreements to be negotiated with foreign countries soon, was made as a result of action taken last week by the NCA board of directors.

Tariff level on candy currently is 20 per cent of the product's value, altho it was set at 40 per cent in the 1930 Tariff Act. Present level was established under a trade agreement with the United Kingdom and, under the most favored nation clause, all nations automatically are granted the same minimum tariff.

Reciprocal Trade

Concerning reciprocal trade, Gott said many countries assess duties far in excess of the candy coming into this country. This is accomplished, he added, thru such charges as sugar content taxes, duties and various consular fees, thus adding up to sizable sums and discouraging importation and reciprocal trade.

Association, referring to U. S. candy export, urged elimination of excessive red tape now enforced by many foreign countries, and recommended the U. S. insist that the total of all tariffs and related charges applying to American candy exports be no greater than the total of tariff and related charges made by the U. S. on imports.

Foreign-made candy sales have boomed in the U. S. since 1940. In 1945, a total of 62,575,000 pounds of imported candy sold for an estimated \$9,722,000. This compares with the 1,019,245 pounds which brought \$210,523 in 1940.

U. S. candy exports in 1940 amounted to 5,609,000 pounds valued at \$1,037,000, as compared to 18,000,000 pounds valued at \$5,000,000 in 1945.

NCA directors also authorized a survey of restrictions on the importation of candy into other countries in order to advance the interest of American manufacturers interested in developing an export business.

Lehigh U. in Candy Research Plan for Keystone Candymen

PHILADELPHIA, Dec. 14. — A candy production research project will be set up for the benefit of Pennsylvania candy manufacturers at the Lehigh University Institute of Research, according to an announcement by the Pennsylvania Manufacturing Confectioners' Association.

Following committee was appointed by the association to work out final plans with Dr. Ray T. Wendland, assistant professor of chemistry, who will serve as an advisor on the project:

F. Milton Demerath, Plantation Chocolate Company, Philadelphia; Marc Heidelberger, Heidelberger Confectionery Company, Philadelphia; Col. Charles Supplee, Frantz Candies, Inc., Lancaster; T. A. Kohn, York Caramel Company, York, and Hans Dresel, Felton Chemical Company, Philadelphia.

START A ROUTE WITH ONE OR MORE VENDORS



IMMEDIATE DELIVERY

VICTOR MODEL "V" VENDORS
Globe Type \$11.75; 1¢ Only.
Cabinet Type \$13.75; 1¢ or 5¢ Model.

Both types can be changed to handle Bulk Merchandise, including Ball Gum, without cost.

ALSO IN STOCK
1¢ or 5¢ Silver King Vendors \$13.95 Each.
Lots of 25 or More \$10.00 Each.

WISCONSIN NOVELTY CO. of Milwaukee
3734 N. Green Bay Ave. Milwaukee 6, Wisc.

MONEY MAKER!

STAR CARD VENDOR Offers Operators

- ★ Quick Penny Profit
- ★ Compact Machine—Natural Oak Finish
- ★ A B T Coin Slots
- ★ Separate Locked Cash Box
- ★ Legal—No Federal Tax

POPULAR PROFIT MAKER

Price **\$29.50** F.O.B. Brooklyn

1/3 Deposit With Order

FREE—1,000 Cards With Each Machine.

DISTRIBUTOR TERRITORY AVAILABLE



BARNEY KAHN

METROPOLITAN COIN MACHINES, INC.

203 SANDS STREET

MAIN 5-4369

BROOKLYN 1, N. Y.

10-Month Cig Output Edging 300 Billion

WASHINGTON, Dec. 14.—Cigarette tax paid production in the first 10 months of this year, according to a recent Bureau of Internal Revenue announcement, totaled 271,083,322,907. Figure is 19.99 per cent, or 44,980,332,164 over comparable 1945 period.

For October of this year, tax paid production of cigarettes was 32,777,855,271. This is a 4.59 per cent increase over the 31,340,458,567 tax paid cigarettes produced during October, 1945.

Chase Candy Offers 170,000 New Shares

CHICAGO, Dec. 14.—Chase Candy Company will offer 170,000 shares of common stock to stockholders at \$8 a share, this firm's directors revealed last week.

New \$20 par, 5 per cent preferred stock is to be convertible into common at 1½ shares of common for each share of preferred. Financing proceeds are slated to go toward meeting a \$5,700,000 payment due the Clinton Industries for the assets of its National Candy division.

Keystone Vending Gets New Location

PHILADELPHIA, Dec. 14.—Keystone Vending, now located at 1423 Spring Garden Street, will move into larger quarters at 4730 Baltimore Avenue around the first week in January, according to Louis Forstein, firm manager.

Enlarged operations on the part of the firm has made this move necessary, Forstein stated. Keystone is a vending machine operating concern.

Southern Illinois Has Two New Candy Wholesaler Groups

WASHINGTON, Dec. 14.—C. M. McMillan, executive secretary of National Candy Wholesalers' Association, Inc., for Southern and Southeastern Illinois, announced formation of two new trade organizations in that area this week.

Consisting of the Southern Illinois Candy Table, covering a radius of 70 miles about West Frankfort, and the Southeastern Illinois Candy Table, covering similar radius of Effingham, both groups were organized December 2 in Mount Vernon, Illinois, as a result of McMillan's visits in that area.

Both groups will have quarterly or semi-monthly meetings due to overlapping competition of the two sections. Main purposes of these organizations is creating good will and fellowship among wholesalers of candy in each locality thru dinner or luncheon gatherings to be held at regular intervals, McMillan states.

NCWA advisory committeeman Orval L. Nelson will serve as chairman of Southern group and Abbie Broom, Schulte's Wholesale Candy and Tobacco, Effingham, will serve as chairman of the Southeastern group.

Others attending the December 2 meeting included Harold Howard, Mount Vernon; Charles Nelson and Wade Duncan, Harrisburg; Paul Shafer and Bill Heormana, Mattoon; John Vurdulas, Fairfield; Harry Schramm, Centralia; Guy Chicon and Barney Joyner, Marion, and O. F. Stine, Flora.

Florida Cig Taxes \$898,866 in Nov.

TALLAHASSEE, Fla., Dec. 14.—State cigarette tax collections during the month of November totaled \$898,866, an increase of 18.45 per cent over the \$759,766 collected in the same period last year, according to a report issued last week.

Report also revealed that the 4 cents per pack levy produced a total of \$4,604,770 in the first five months of the fiscal year, an increase of 16.67 per cent over the corresponding period last year.

South Carolina Sets New Revenue High

COLUMBIA, S. C., Dec. 14.—A State revenue record was set in the first five months of the 1946-'47 fiscal year, according to a report of the State tax commission last week. Total revenues for the period were \$24,215,994, a \$5,116,300 increase over the previous fiscal year.

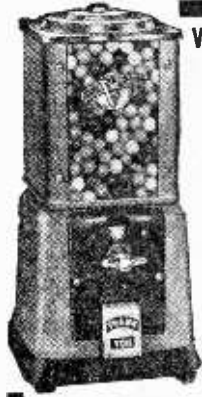
Tax collections on tobacco products jumped from \$1,941,182 to \$2,288,823, while soft drink taxes increased from \$1,337,964 to \$1,562,791.

Milk, Ice Cream Men Convene in Missouri

JEFFERSON CITY, Mo., Dec. 14.—The annual convention of the Missouri Ice Cream and Milk Institute met here December 10-12 and featured addresses by men prominent in the milk and ice cream industries.

The Missouri Mules, an organization composed of supply firms affiliated with the Institute, met simultaneously.

Speakers included J. W. Garrett, Gateway Creamery Company, Joplin, Mo., president of the Institute; Robert H. North, executive assistant of the International Association of Ice Cream Manufacturers; K. P. Spencer, St. Louis attorney; E. K. Johnson, professor of advertising of the University of Missouri; C. J. Horn, sales supervisor of Bowman Dairy Company, Chicago; Martin Kloser, director of laboratories for the same company; Thomas R. Douglas, Missouri commissioner of agriculture; J. C. Thompson, manager of the dairy division of the Ralston-Purina Company, St. Louis; J. Benson, executive assistant of the American Dairy Association, Chicago; C. E. Driver, director of the dairy division of the Missouri department of agriculture, and Earl Slayton, Cherry-Burrell Corporation, Chicago.



VICTOR'S MODEL "V"

Famous Pre-War

Vendor

GLOBE TYPE Model V capacity; 5 to 6 lbs. of bulk merchandise or 1,000 to 1,200 balls of gum. Vends ½", ¾" and 1" ball gum.

Model V Del. Cab. Type, \$13.75 Ea. Model V Wall Bracket, 65¢ Ea. Combination 1c and 5¢ Coin Counter, Plus Postage, \$1.25 Ea.

Orders Filled In Rotation

1/3 Dep.: Cert. Check or M. O.; Balance C. O. D.

We are now taking orders for the 5¢ De Luxe Cab. Type Model V \$14.75

PIONEER VENDING SERVICE Exclusive Victor Distributor in N. Y. 461 Sackman St. Brooklyn 12, N. Y.

CIGARETTE MACHINES WANTED

Highest prices paid as we are operators. AUTOMAT COMPANY 230 S. Second St. Yakima, Wash.

THIS WEEK'S SPECIALS

BOSTON BAKED BEANS

38¢ per pound

35 lbs. to a carton

MIDGET BURNT PEANUTS

38¢ per pound

30 lbs. to a carton

PISTACHIO NUTS

Queen Size—Red Color

67c Per Pound

25 Lbs. to a Carton

½ Deposit With Order, Balance C. O. D.

Or Save C. O. D. Charges by Sending Check or Money Order in Advance.

ALL ORDERS F. O. B. NEW YORK.

SUNFLOWER DISTRIBUTING CO., INC.

Distributors of

Vending Machines, Merchandise and Supplies

BULK CANDIES A SPECIALTY

2125 Amsterdam Ave., N. Y. 32, N. Y. Tel. WADsworth 7-4714



VICTOR MODEL V

Globe Type

Model V, 5 lbs. Capacity. For Bulk Merchandise or Ball Gum.

Special Deal!

10 Machines and 210 lbs. of Rainbow Candy Coated Peanuts, complete

\$197.00

When Candy is sold, Machines will bring in approximately \$210.00.

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POP-UP will 'score' every time in ANY location EVERYWHERE! POP-UP will out-earn any game of its kind.

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NEW MACHINES

Mills Black Cherry Bells	29.50	Write
Nov. Card Vendors with 1,000 Cards	10.95	10.95
Northwestern Model 33	9.85	9.85
Northwestern Model 33 Ball Gum	12.75	12.75
Northwestern Model 39	145.00	145.00
Columbia Twins J.P. Bell	209.50	209.50
Columbia De Luxe Bell	29.50	29.50
Yankees (Comb. Cig. & Fruit)	15.00	15.00
Imps. Fruit, 5¢	39.50	39.50
Pace De Luxe Bells	15.00	15.00
Shipman Stamp Vendors, 1¢-3¢-5¢	29.50	29.50
Advance Stamp Vendors, 1¢	33.00	33.00
Victory Stamp Vendors, 1¢-3¢	75.00	75.00
Daval Buddies	50.00	50.00
Daval Free Play	55.00	55.00
Daval Marvels & American Eagles	74.50	74.50
Daval Marvels & American Eagles, N.C.	74.50	74.50
Mills Vest Pockets	Write	Write
Williams Smarty	Write	Write
Gottlieb Superliner	Write	Write
Chicago Coin Spellbound	Write	Write
United Trade Winds	Write	Write
Lucky Strike, N.C.	32.50	32.50

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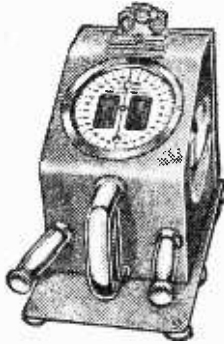
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Greenbaum Offers Answer To Juke Price Headache

KANSAS CITY, Kan., Dec. 14.—A possible solution to the controversial issue of phonograph music prices was advanced this week in a statement issued by R. R. (Rudy) Greenbaum, vice-president and commercial sales manager of the radio and phonograph division of Aireon Manufacturing Corporation here.

Greenbaum, who described the price question as a "reprehensible hiatus," cited the impossibility of establishing a single price schedule for the entire country and declared:

Greenbaum's Solution

"What really needs to be done immediately, in the most efficient manner for the sake of speed, unity and profitable realization, is to establish an educational program. This program should teach the operator how to determine the price each location should carry on music. The operator needs to learn to recognize symptoms, to diagnose conditions and to alter his equipment and conditions accordingly."

His complete statement follows:

"Are we an industrial infant? Yes, we are an industrial infant—if we are an industry at all. In my mind there is yet some doubt. Why? We proclaim ourselves an industry—we foster and promote a public relations program to assist and lend dignity to our industry—we have meetings for collective reasoning and mutual assistance. Yet, about the only thing accomplished is that we have agreed to disagree!"

"The recent national and international rumblings of the price to be established on phonograph music have created a most reprehensible hiatus. One major company proclaims the immediate necessity of 10 cents per play, three plays for a quarter, on a national basis and immediately commands all of its distributors to stimulate the conversion of all phonographs to this price structure. Another major company refuses in its entirety the necessity for such conversion and recommends its distributors to advise all operators under their jurisdiction not to make a conversion. Other major companies sit by patiently and await the general trend so they may take a prudent stand on the side of the majority."

Predict More Taxes

"Because of the notoriety and confusion concerning the issue, tax legislative bodies are looking, with anticipation, toward the automatic phonograph industry with an eye to new taxes—at local and State levels as well as national levels."

"The truth of the matter is that neither of those engaged in bickering have stopped to analyze prevailing conditions. Neither of the stands taken are entirely right—albeit both are partially right. What may be considered fair for the West Coast, insofar as phonograph operations are concerned, can hardly be used as a criterion for Middle West operations. A fair deal for the Eastern Seaboard may not necessarily apply to Southern phonograph operations. Obviously, the conditions in Miami are not the same as those in Seattle."

"Each individual location, the type of location, the type of business, whether it be transient or otherwise, deserves consideration. The economic conditions of the community, the condition of phonograph equipment in the location and many other factors predetermine whether or not that location can be converted to 10 cents per play, three plays for a quarter, or whether 5 cents per play shall remain in use."

Cites Examples

"We all know of places where

Coca-Cola is sold for 10, 15 and even 25 cents a bottle. We know of places where dancing is 10 cents per person per dance and other places where the admission is \$1. Yet these establishments could conceivably be not only in the same town but within a block or two of each other.

"The arguments, both pro and con, in this case remind me of a doctor who would take the average temperature of a hospital full of patients in order to find out if anyone was (See Greenbaum Talks on page 96)

Monthly Phonograph Merchants' Meeting Held in Cleveland

CLEVELAND, Dec. 14.—Cleveland Phonograph Merchants' Association held its monthly meeting December 5 at the Hotel Cleveland here, according to an announcement by Jack Cohen, president.

Meeting was featured by a report from Jimmie Ross, chairman of the CPMA advertising committee, on the progress of the organization's Hit Tune of the Month campaign.

In his report, Ross said that record dealers are ordering in increasing numbers the hit tunes that CPMA has pushed in its campaign.

High spot of the meeting was a visit by Connie Haynes, who dropped in to tell the large attendance about her latest recording which she personally composed, called *Dinky's Little Diner*.

During the meeting Cohen introduced a new CPMA member, Jerome Malevan, of the V. & J. Music Company, and the following guests from the Canton, O., chapter: Edward Elum, chapter president; C. L. Hopkins, secretary and treasurer, and members Floyd George, Conrad and Hocking.

Jack Baynes Named To Assn. Position

DETROIT, Dec. 14.—Michigan Automatic Phonograph Owners' Association, Inc., announces Jack Baynes, of Baynes Music here, has been appointed association secretary and treasurer. Baynes is a vet in music business and is well known by operators.

Juke Fans Take Your Choice: Sandwich, Soda or Sinatra

ST. LOUIS, Dec. 14.—*The Globe-Democrat* editorially made a few succinct remarks recently concerning the controversy over the increase in juke box prices and wound up with the conclusion that juke-lovers will continue their patronage in the face of an increase as long as the dimes last.

The editorial follows:

"Sparks have flown over the effects of that colorful gadget progressively known as the automatic phonograph, nickelodeon and juke box. Extreme opinion has it, on one hand, a medium of wholesome entertainment and, on the other, a disgrace fast developing a race of musical illiterates. Five billion nickels went into juke boxes last year."

"On the merit side, it seems the juke has served a fine purpose in one particular respect. Its golden age of popularity began with the draft. A music box was everywhere a man in uniform was. The lonely lad from the range or hills, stationed in some

'Cat Juke Strikes Recommended by Colorado Writer

DENVER, Dec. 14. — A hep-cat buyer's strike was advocated in a letter to the editor of *The Rocky Mountain News* this week as the answer to the question of boosting juke box prices to a dime, three for a quarter.

The letter, written by Robert I. Morrison, Boulder, Colo., said: "At the rate of 10 cents for each three-minute record, it's going to cost almost \$2 an hour to keep a juke box stoked up to full production."

"Now if the hep-cats will just go on a buyer's strike the situation will be practically perfect."

AMOA Wants Ops To Decide Price of Music

BIRMINGHAM, Dec. 14. — Play prices for music machines should be determined by the individual operator, it was decided at a meeting of Alabama Music Operators' Association directors and State officials here December 8.

Price problem came up during a general discussion of future policies for the recently-formed association, according to R. E. L. Choates, business manager.

Choate announced that members went on record as opposing any Statewide price increase, and agreed that any changes from the nickel standard should be left to operators as individuals. It was the opinion of the majority of operators, he said, that some alternative method of financing should be discovered to meet increased costs of operation.

Association, which has been receiving favorable mention in the local press, includes in its membership approximately 50 per cent of the operators in the State, according to Choate.

Attending the sessions were Nathan Allen and Max Hurvich, both of Birmingham; Claude Hall, Jasper, president; T. E. Farned, Russellville, and J. H. Wienand, Fairhope, vice-presidents; Sam H. Stewart, Tuscaloosa, treasurer; I. E. Cohen, Montgomery, secretary; Paul Daniels, Montgomery; Jimmie James, Gadsden; Jo Joseph, Dothan; W. B. Loosier, Decatur, and Johnny Walters, Selma, all directors.

Canuck Juke Men Divided On Dime Play

Discuss Cost Factors

VANCOUVER, B. C., Dec. 14. — First survey of Canadian opinion on the proposal to up juke box play prices to a dime, three for a quarter, revealed widely divergent views here this week.

John Hamilton, Western representative of Siegel Distributing Company, Wurlitzer distributors in Canada, was emphatically in favor of the boost, declaring:

"Production of new equipment, resumed this year after wartime closure, was found to have doubled in cost. Wurlitzer, AMI, Aireon, Packard and other major distributors began experimenting with dime-per-play equipment. Operators generally welcomed them and the public didn't object. . . . Every Wurlitzer music merchant will be asked to convert every phonograph and wall box to this new basis."

Change-over in Canada will follow that which takes place south of the border, in the opinion of Earl Beresford, manager of the Roxy Automatic Music Company, who is also in favor of the price boost. Beresford described the argument of those against the boost (to the effect that change-over costs would be prohibitive) as "so much hooey."

On the other side of the fence, Joe Myers, of Automatic Music Company, British Columbia Aireon distributors, believes the price boost will ruin business.

"Distributors and operators who boost for this raise are simply cutting their own throats—that is, if it is eventually put into effect," Myers declared.

C. N. (Nip) Gowen, manager of the Coast Music Company, thinks the raise is a good idea if it could be worked two ways. His opinion: "For night clubs and better class cafes by all means go to a dime, but for the bobby sock trade and cheaper locations, stick to the nickel. It would kill business to raise prices in such spots."

F. E. Wilson, of Los Angeles, president of Solotone Corporation, who was in Vancouver on business, declared Solotone boxes already are equipped with nickel and dime slots and that if the price boost becomes general, it would be no trouble at all for Solotone operators to fall into line.

However, the probable procedure in this instance, he said, would be to cut the playing time on each nickel from six minutes to four.

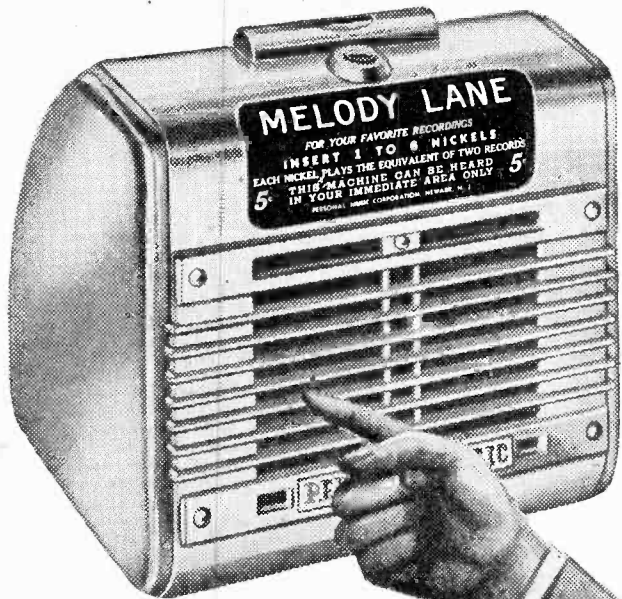
Lew Wolf Has Juke Showing in Buffalo

BUFFALO, Dec. 14.—Attending the first local showing of the Packard phonograph here were some 75 or 100 Western New York operators. Display also included other products of same firm and featured a new de luxe speaker. Hide-away model juke was also shown.

Show was held November 24-25 at the Statler Hotel and was sponsored by Lew Wolf Enterprises, local jobber. Wolf was on hand as host, assisted by Howard Mauer of his firm, and Madeline Collins, his secretary. John W. Ryan, vice-president of Page Airways, Inc., Rochester, New York State distributor for the manufacturer; Sam T. Cass, Packard's Eastern regional manager; T. J. Hicklin, general sales manager, and Kenneth Logan, service representative for Eastern area, were also present.

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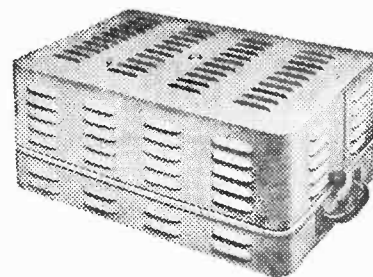
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Juke Price Row Divides Ops in Oklahoma City

OKLAHOMA CITY, Dec. 14.—Divided opinion here regarding nickel and dime juke box play is causing discord among music machine circles. Some phonographs will immediately be set at a dime, three for a quarter play, while others will remain with the straight five-cent play.

Reasons for upped price, given by those advocating the rise, are that records have gone up as much as 100 per cent and labor costs have zoomed. Those opposing the 100 per cent increase declare that nickel-operated phonographs are favorites of teenagers and are a deterrent to child delinquency. "Some of the local boxes are bringing in as much as \$100 a week," one spokesman for five-cent play said.

Opinion was that this figure would be curtailed under the dime play proposition. "Like chewing gum, music business should stay at a nickel," an operator stated. Those for the increase in price say that while play will fall off, it will not be at a loss to the operator. Added revenue, it is claimed, will make up for any loss.



M. J. Smith succeeds William H. Krieg as secretary of the Packard Manufacturing Corporation, Indianapolis, a vacancy created by the elevation of Krieg to the presidency of the firm after the resignation of William Struby.

Smith was comptroller of the Capehart Corporation, Fort Wayne, Ind., and treasurer of the Packard firm in Indianapolis from 1940 to 1942. He then went to New York as assistant treasurer of the Curtiss-Wright Corporation and controller of the propeller division until early in this year when he returned to Indianapolis.

Olive Novelty Holds Showing

ST. LOUIS, Dec. 14.—Olive Novelty Company here will hold open house at the Claridge Hotel Marine Room Saturday and Sunday, December 28 and 29 for the premier showing of Packard Pla-Mor phonographs in this territory, it was announced this week.

Open house will be held from 10 a.m. to 10 p.m. Saturday and from 10 a.m. to 8 p.m. Sunday. Buffet luncheon and refreshments will be served.

Pinkard Organizes New York Diskery

NEW YORK, Dec. 14.—New record firm, Empey Records, Inc., was organized this week by Maceo Pinkard, ASCAP writer-publisher member, with the assistance of his wife, Edna B. Pinkard; newly-elected ASCAP writer-member F. L. Hailstolk, and G. J. Manes, with offices established at 115 West 53d Street.

Firm will specialize in race and novelty disks. First releases are due around February, 1947.

MAPOA Speeds First Jukes for Juveniles

DETROIT, Dec. 14.—First five of 20 juke boxes which the Michigan Automatic Phonograph Owners' Association agreed to donate to the Recreation and Park Department, will be ready for delivery around December 20, according to MAPOA officials.

Remainder of the machines will be passed along to the recreation group as soon as the machines are received from operators and are put in condition for good usage.

Clinton, Okla., Up On Juke Box Prices

CLINTON, Okla., Dec. 14.—Local juke box operators have announced that the price of music will soon go up to a dime a play, three plays for a quarter.

Don Olson, local distributor, declared: "Eventually all music makers will come up to the three for a quarter basis."

ADVANCE RECORD RELEASES

(Continued from page 29)

- LOS JUANES Abel Domingues (QUE DISPARAS).... Peerless 2360
- LOVE ME NOW Jimmie and Leon Short (DISSATISFIED)..... Decca 46022
- TCHAIKOVSKY: IF YOU WOULD ONLY KNOW S. J. Lemeshev (TCHAIKOVSKY: AMIDST)..... Compass C-8548
- TCHAIKOVSKY: MY LIZOCKEK..... S. J. Lemeshev (CUCKOO)..... Compass C-9865
- TELEVISION POLKA 20th Century Polka Ork (BEER BOTTLE)..... 20th Century 3020
- **TEMPTATION Bing Crosby (John Scott Trotter Ork) (SEPTEMBER SONG)..... Decca 23754
- THAT'S THE BEGINNING OF THE END Cass Daley (Henry Russell Ork) (MA-MA'S GONE)..... Decca 23758
- THAT'S WHAT I LIKE ABOUT THE SOUTH Cliff Bruner (SNOWFLAKES)..... Decca 46026
- THE AMERICAN PASSION PLAY ALBUM (6-12") Manor Album
- **THE ANNIVERSARY WALTZ Bing Crosby (Victor Young Ork) (YOURS IS)..... Decca 23716
- **THE ANNIVERSARY WALTZ Guy Lombardo (Jimmy Brown) (WHITE CHRISTMAS)..... Decca 23738
- THE CALIFORNIA POLKA Bill Gale and His Globe Trotters (BROOKLYN POLKA)..... Columbia 12304-F
- **THE FIRST NOWELL Dick Haymes-The Song Spinners (Victor Young Ork and Chorus) (CRADLE SONG)..... Decca 23737
- THE FLOWER Tzaasman Jazz Band-Sikorja (MOON IN)..... Compass C-13277
- THE HAPPY LITTLE PUPPY Ralph Cannon (Milt Davis) (THE WICKED)..... DC 8012
- THE SNAKE PIT Leo Watson (Vic Dickenson Quintet) (JINGLE BELLS)..... Signature 1004
- THE STORY OF CELESTE ALBUM..... Victor Jory (Ray Bloch Ork)..... Signature C-1
- Part 1 Signature 12001 Part 3 Signature 12002
- Part 2 Signature 12002 Part 4 Signature 12001
- THE WICKED LITTLE CRICKET..... Ann Hayden-Ralph Cannon (Milt Davis) (THE HAPPY)..... DC 8012
- THERE IS A TAVERN IN THE TOWN Alexandrov Jazz Ork and Chorus (DARK GIRL)..... Compass C-12751
- THERE IS TIME Dorr Stuart (Milt Davis) (AMOUR COQUET)..... DC 8011
- THERE'S NO DEPRESSION IN HEAVEN Charlie Monroe and His Kentucky Partners (MOTHER'S NOT)..... Victor 20-2055
- THERE'S NO HOLDING ME Hildegard-Percy Faith Ork (I'LL CLOSE)..... Decca 23756
- **THIS IS ALWAYS Dick Haymes (Earle Hagen Ork) (YEARS AND)..... Decca 23755
- THREE GRAND CHILDREN Leonid Utesov Band-Edith Utesova (TO US)..... Compass C-13212
- TINKER POLKA Edward Krolkowski Ork (PRETTY GIRL)..... Columbia 12298-F
- TO ME Tommy Dorsey (Stuart Foster) (AT SUNDOWN)..... Victor 20-2064
- TO US IN SARATOV Leonid Utesov Band-Edith Utesova (THREE GRAND)..... Compass C-13216
- TROIKA: USSR Ensemble-Alexandrov, Dir. (COACHMEN'S SONG)..... Compass C-10998
- TUMBLING TUMBLEWEEDS Sons of the Pioneers (COOL WATER)..... Decca 46027
- UKRAINIAN SUITE, Part I USSR Ensemble - Vinogradov - Razumovski (UKRAINIAN SUITE)..... Compass C-11585
- UKRAINIAN SUITE, Part II USSR Ensemble - Vinogradov - Razumovski (UKRAINIAN SUITE)..... Compass C-11586
- UNDER BALKAN STARS Leonid Utesov Jazz Ork (PARTISAN BEARD)..... Compass C-12493
- VANUSHKA WAS RIDING Russian People's Chorus (STROLLING ON)..... Compass C-13302
- VARANGIAN, Part I USSR Ensemble (VARANGIAN, Part)..... Compass C-127
- VARANGIAN, Part II USSR Ensemble (VARANGIAN, Part)..... Compass C-131
- VINE ST. HAYRIDE The Page Cavanaugh Trio (SAIPAN)..... Mastertone 75-21
- WALKIE TALKIE Rudy Richardson Trio (I'D RATHER)..... Manor 1045
- WE'LL DO THE THINGS WE SAID..... Larry Lane & the Mello-Men (I CAN'T)..... 20th Century 20-25
- WHAT FOR Eddie Rosner White Russian State Jazz Ork-Vinogradov Rozner (ON THE)..... Compass C-12210
- WHEN I WAS WORKING AS A MAIL EXPRESS COACHMAN, Part I S. J. Lemeshev (WHEN I)..... Compass 10156
- WHEN I WAS WORKING AS A MAIL EXPRESS COACHMAN, Part II S. J. Lemeshev (WHEN I)..... Compass C-10157
- WHIRLING WIND POLKA Val-Taro Musette (OLD MEMORIES)..... Columbia 12297-F
- WHISTLE ALONG Haydn Broughton Ork (Haydn Broughton) (MAGIC SYMPHONY)..... Favorite 8813
- **WHITE CHRISTMAS Guy Lombardo (Tony Craig) (THE ANNIVERSARY)..... Decca 23738
- WHIZZ POLKA Windy City Five (PIPPIN POLKA)..... Columbia 12301-F
- WHO Tzfarshman Jazz Ork (ENGLISH WALTZ)..... Compass C-12909
- WHO DID IT TO MARY? Henry Patrick Ork (OLD GREY)..... 20th Century 1003
- WORLD WAR II BLUES Al "Stomp" Russell Trio (I'M YOURS)..... 20th Century 20-23
- **YEARS AND YEARS AGO Dick Haymes-Gordon Jenkins (THIS IS)..... Decca 23755
- YES Ann Hayden-Ted Alexander (Tiny Meeker Ork) (NO WONDER)..... DC 9568
- YOSSELL YOSSELL Mac Ceppos Ork (BEI MIR)..... 20th Century 2317
- YOU BROKE THE ONLY HEART THAT EVER LOVED YOU Al Nobel (Skip Strahl Ork) (SOONER OR)..... Emerald 107
- YOU CAN'T SEE THE SUN WHEN YOU'RE CRYIN' Vaughn Monroe (Vaughn Monroe-The Moon Maids) (AND SO)..... Victor 20-2053
- YOU SHOULD HAVE TOLD ME..... Les Brown (Doris Day) (MY NUMBER)..... Columbia 37208
- YOU'LL BREAK MY HEART Haydn Broughton Ork (Bob Nelson) (LONGING FOR)..... Favorite 8815
- YOUNG BIRCH TREE USSR Ensemble-Alexandrov, Dir. (SNOW STORM)..... Compass C-5949
- YOUNG GIRLS DANCING Vornesh People's Chorus (SIX GIRLS)..... Compass C-13307
- YOU'RE MINE IN DREAMS Larry Lane & the Mello-Men (SWEET SUE)..... 20th Century 20-24
- YOURS IS MY HEART ALONE Bing Crosby (John Scott Trotter Ork) (THE ANNIVERSARY)..... Decca 23716

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ALBUM REVIEWS

(Continued from page 33)

tent unquestionably means more in attracting attention to this set of six pieces that might otherwise pass almost unnoticed. His understanding of the music is matched by the musicianship of the instrumentalists, making it a happy combination for all, altho it must be suspected that many purchases will be made on the feeling that they are popular pieces with the Voice on vocals, and for these the serious Sinatra will hardly be acceptable. Spinning on 12-inchers, four of the sides are solo impressions, all skillfully scored and played, including *Air for Oboe*, *Air for Bassoon*, *Air for Flute* and *Air for English Horn*. The remaining two sides are entirely orchestral, including *Slow Dance* and *Theme and Variations*, both of which are heavily touched with dance rhythms. Front cover shows Frankie on the podium, with copious—and almost apologetic—notes on the inside page by Goddard Lieberson, label's vice-prexy in charge of Masterwork cuttings.

GARRY MOORE—CULTURE CORNER
(Decca 444)

The "haircut" making the companion for the "nose" on the Jimmy Durante air shows, shows off to advantage in this spinning of his original and thoroughly humorous monologues. They are biting satires, and Garry Moore digests his original offerings with a delivery that makes for genuine humor. Funniest offerings are his speed version of *Little Red Riding Hood* and his animal story of *Hugh, the Blue Gnu*. Six sides of monologues altogether, and the accompanying booklet carries the copy for his other satires, including *In the Good Old Summertime*; *Elsie, the Glow Worm*; *Roundelay for a Rabbit* and *Ode to a Cow*. Pencil

sketch of Moore with figures illustrating his recorded monologues grace the album cover.

ALL-TIME FAVORITES BY HARRY JAMES
(Columbia C-117)

Eight of the major Harry James hits on wax are brought back for this package. And save for his thematic *Ciribiribi*, which has Frank Sinatra for the vocal, sides are instrumentals, including slow ballads, jumpers and show pieces. In each instance, they show off the James trumpet, both hot and sweet, to excellent advantage. All familiar cuttings and all re-issues, package takes in *Sleepy Lagoon*, *One o'Clock Jump*, *Two o'Clock Jump*, *You Made Me Love You*, *Music Makers*, *Concerto for Trumpet* and *Flight of the Bumble Bee*. Holiday season should make this a popular gift piece. Moreover, most of the sides should be good for another flow of nickels in the coin boxes. Picture of the maestro and his trumpet graces the cover, with the inside page carrying another photo along with biographical notes. And while the get-up is conventional, the name of James should have no trouble attracting.

PICTURES AT AN EXHIBITION
(Columbia MM-641)

The Philharmonic Symphony Orchestra of New York, conducted by Artur Rodzinski presents a stirring performance of the imaginative orchestrations of Maurice Ravel for the highly imaginative impressions of the pictures and drawings of Victor Hartmann, Russian architect, which were originally composed as piano pieces by his friend, Petrovitch Moussorgsky. The orchestral structure is built around almost a dozen folk melodies, some tuneful and others whimsical, which Moussorgsky fashioned to memorialize the pictures of his friend after Hartmann died in 1873 at the age of 39. And while the music is without any high degree of spiritual quality, and sometimes without any musical flattery, Rodzinski conducts the Ravel orchestration with taste and lushness, covering four 12-inch records. Both inside covers carry descriptive notes of the descriptive folk melodies along with a picture of the conductor on the front cover with a simple drawing of an art gallery.

THE GREAT GILDERSLEEVE
(Capitol CD 33)

His second kiddie offering for this label, Hal Peary (radio's *Great Gildersleeve*) should have cash registers ringing with this one. Tale spinner devotes eight sides to *Hansel and Gretel* and *The Brave Little Taylor*. Stories are interestingly told, following the excellent adaptation by Peary's radio writers, Sam Moore and John Whedon. Robert Emmett Dolan baton's ensemble for his original background music. Red, yellow and green hued cover is designed to hold tot eyes.

HAWAIIAN PARADISE—LES PAUL TRIO
(Decca 478)

The lazy and land languorous music of the Pacific isles spin out in delightful and dreamy fashion as Les Paul picks away melodically at his electric guitar, accompanied by the trio of piano, bass and guitar. Creating a relaxed and restful mood with eight slow and waltz sides, package includes Harry Owens' *Hawaiian Paradise*, giving the album its title; *My Isle of Gold Dreams*, *Song of the Islands*, *Sweet Leilani*, *King's Serenade*; *To You, Sweetheart*, *Aloha*; *Aloha Oe* and *Sweet Hawaiian Moonlight*. It's the music rather than the style of the hula strummers, but Les Paul's pickings makes it all fall easy on the ears. Paradise flowers grace the album cover with an accompany-

(See ALBUM REVIEWS on page 115)

Tele Music Ups Product Sales, Storecast Says

NEW YORK, Dec. 14.—Results of the 13-week test that Storecast Corporation of America has been conducting in grocery stores with its telephone music were announced recently by Stanley Joseloff, Storecast president. Firm combines music with commercial announcements.

According to Joseloff, a survey conducted by Clarence Ruffel, statistician of First National grocery stores, where the tests were made, sales of the 30 products advertised by Storecast increased an average of 85 per cent over sales of the same items in non-Storecast stores. Ruffel's figures also showed that in some cases the jump was as much as 285 per cent.

In the announcement, Joseloff said that because of the success of the test he was able to sign a total of 60 locations in Connecticut cities and in Springfield, Mass.

Test campaign resulted in a change of schedule of music and commercials. Formerly the patrons heard almost four minutes to each half minute of commercial. Under the new schedule 15 minutes of every hour are silent, music is heard for 37 1/2 minutes and there is seven and one-half minutes of commercial interspersed in the music time.

Joseloff said that he sees a great future for Storecasting as an aid to sales promotion and education. As the innovation now works, sales managers may use the network before the stores open to give the sales clerks a briefing on merchandising and to remind them what items to push during the day.

Only his inability to get additional telephone lines has kept him from expanding, Joseloff claims, and just as soon as he can he plans to extend his system to other outlets.

Operator Enlists Jeep; Works Route

CHICAGO, Dec. 14.—Earl F. Dobler, new operator of juke boxes located in the west suburbs of this city, has come up with a novel form of transportation for covering his route with a former army jeep.

Prior to enlisting in the navy, in which he won citations for valor in Asiatic-Pacific campaigns, Dobler had been an active member of the Chicago Open Board of Trade. Upon discharge he bought a route of eight machines. Finding it difficult to obtain transportation for his route, which is spread over many towns, Dobler solved the problem by purchasing a jeep.

Tho Dobler does some servicing himself, he has employed one serviceman to help him with the juke boxes which now number 11.

Play on Upswing

KANSAS CITY, Mo., Dec. 14. Smiles were appearing on the faces of music and game operators in Kansas City and other Missouri towns this week as they reported signs that the long-awaited cold weather upturn in play really was showing up.

Pinball play, however, was reported by one operator to be leading the upswing with a 10 per cent increase since the first of the month. Most reports on music collections put the rise at 5 per cent or less, and several operators said there wasn't enough change to show a trend.

Too Soft



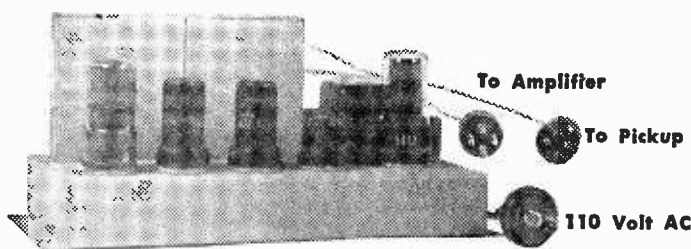
"Please, a little louder, I can't hear a thing."

Too Loud



"All that racket, you can't hear yourself think."

NOW . . . Sensational Device that Skyrockets Your Phonograph Earnings and puts you in solid with your locations



To Amplifier

To Pickup

110 Volt AC

WAYNE AUTOMATIC RECORD VOLUME EQUALIZER

Automatically adjusts phonograph volume so that every record is reproduced at same volume level

Guarantee

Wayne Equalizer is guaranteed in workmanship and materials for 90 days. If within 30 days it does not satisfy you for any reason, return it and full purchase price will be refunded.

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Manufacturers and Distributors Electronic Equipment

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YOU'LL SEE

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NEW IN DESIGN...

NEW IN MATERIALS...

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AUTOMATIC
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"THE HIGHEST BIDDER"

TURN YOUR USED RECORDS
\$\$ INTO CASH \$\$

WRITE, CALL OR JUST SHIP TO

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WILL PICK UP WITHIN 100 MILE RADIUS.

SPECIAL—DIRECT FROM MILL

APPROVED WIRE SPOOLED

Line Cord Wire, 4¢ Per Foot.
Shielded Wire, 4¢ Per Foot.
Push Back Wire, \$7.50 Per 1000 Feet
(all colors).

5 Wire Cable, 12¢ Per Foot.
Send Us Your Cable Wire Needs

1/2 Deposit, Balance C. O. D.

ARCADE BULB CO.

56 W. 25th St. New York 10, N. Y.

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JUST OFF LOCATION ONE WEEK

- 1—9800 E. S. R. C. Seeburg... \$350.00
- 6—500 Keyboard Wurlitzers.... 250.00
- 1—600 Keyboard Wurlitzer.... 275.00
- 1—850 Wurlitzer..... 500.00

BROWN MUSIC CO.

514 Minnesota Ave. Kansas City 12, Kan.
Phone: ATwater 1206

8¢ Each

FOR YOUR USED RECORDS.

F. O. B. Boston, Mass.
Not more than 5% Blues or Race Records.
Any Quantity—No Limit.

Let us know what you have. Wire or write
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AMERICAN FOLK TUNES

Cowboy and Hillbilly Tunes and Tunesters

First Release

Bill Boyd's first Victor release of his fall session is *Jim's Polka*, backed by *Oklahoma Bound*. The *Polka* ditty, an instrumental written by Boyd's brother, Jim, is predicted to follow the popularity of Bill's *New Spanish Two-Step*. Since its introduction of the Cowboy Ramblers' WRR and Jim's KRLD (Dallas) shows last summer, the tune has grown to a fave spot with the boys' audiences.

John Bava, head of Musical Melody Pubs, Davis, W. Va., is in New York to launch the firm's indie diskery. Bava plans to cut 10 sides from Musical Melody's catalog on his Cozy Records label. Polly Jenkins, Texas Rose and Uncle Dan, vacationing in Florida, will reunite with a WSM unit in New Orleans in January.

Chaw Mank, head of Blue Ribbon Music Company, Staunton, Ill. plans to launch his own record company under Blue Banner Records label.

Mank's book, *Saddle Land*, containing biographical sketches and photos of Western folk entertainers, is scheduled for release in January.

Max Terhune, booked by Walter Trask, Al Wagner and Joe Bren agencies, continues with a full p. a. schedule while awaiting completion of his Republic pic, *Along the Oregon Trail*. Terhune's two Thanksgiving Day shows, San Diego, were reported sellouts.

Cliff Carlisle, back in the RCA Victor fold, cut four tunes on his first session: *The Tears in Your Eyes* (*Are Little White Lies*), *Why Did it Have to Be*, *All the World is Lonely Now* and *A Mean Mama Don't Worry Me*. Cliff appears on the WNOX (Knoxville) *Mid-Day Merry-Go-Round*, 105-minute show; a quarter-hour program sponsored by Coffee Cup Coffee Company, with cast of

36; also in two 15-minute shows of the station's big Saturday night *Tennessee Barn Dance*, broadcast from the WNOX auditorium studios, 7-11 p.m. (CST).

Carlisle, credited with some 400 original folk songs, is an associate of Home Town Music Company, New York. The firm's current plug tunes are *Rocking Chair Money* and *Scars On My Heart*.

Tex Owens is reported improving in St. Joseph's Hospital, Nogales, Ariz., altho slowly. Necessity to re-break and set his fractured arm has delayed progress of the old Texas Ranger.

Billy Wilson's popularity is on the upgrade with WSAN, Allentown, Pa., listeners, where he features many Merle Travis and Ernest Tubb songs. Adding interest to the show, Wilson's folk music lectures bring response for the long-hair crowd as well as folk tune fans.

Cook on WCHS

Bobby Cook and His Texas Saddle Pals are now heard over Station WCHS, Charleston, W. Va. Bobby recently came there from KFEQ, St. Joseph, Mo.

The changes made in the cast of the Oklahoma Ramblers show, heard over Station WHIZ, Zanesville, O., have been completed, and the group is now as follows: Ferd, comedian; Bill Smith, a former school teacher, guitar; Curly Hayes, guitar and yodeler, and Larry Doyle, head man of the act, who also plays the guitar and sings. They also have a new harmony girl team with them, Millie and Burndetta Coleman, known as the Coleman Sisters. They sing Western and hillbilly.

Ramblin' Red Ross's Saddle Songs folio is now out. It includes the most famous numbers by this well-known singer on the Canadian airlines. Included are such numbers as: *The Bow Valley Trail*, *The Calvary Stammede*, *'Cause I'm Sorry Now*; *Goodbye, Daddy*, *Gonna Yodel My Troubles Away*; *I Just Can't Believe it's True*, *I'm Gonna Round Up My Little Cow Pony*, *My Little Sweetheart Sallie*, *Old Pal of the Saddle*, *On the Prairie With Mary*. *The Prisoner's Request* and *When it's Autumn Again*. Book is published by Gorden V. Thompson, Ltd., Toronto. Red's song, *There's a Pony Standin' in His Stall*, is out in sheet music and is also published by Thompson. Another of his songs, *There's a Union Jack Still Flyin' Over Yonder*, was selected by Don Messer for his remembrance day program over the dominion network program.

Al Rogers is now heard daily over Station WJAS, Pittsburgh. Al has appeared with many outstanding radio artists, including Cliff Bruner. While at KGNC, Amarillo, Tex., he received the record coverage of fan mail distance there. It spread more than 10,000 miles. It was there, too, that his fans gave him the title of "American Folk Balladeer." Al recently recorded a couple of his own compositions, *Will You Ever Try* and *Things Have Changed a Lot*. His transcriptions are still being heard over in the European and Pacific theaters of operation.

Eddie Arnold, of WSM, recently moved to Madison, Tenn., from Inglewood. Cause for the move was the recent addition to the Arnold family, Jo Ann. Eddie says she is getting to be a big girl now and they had to have more room.

Jack Dunigan and Gertrude Miller, formerly of WKBN, Youngstown, O., are now appearing on the Shady Valley Folks programs over Station KWK, St. Louis. With them on this big show are Naomi Crawford, Joe Randall, Texie Hawley and Mike and Cy Wilkins. Jack is emcee.

The song *Blue River Blues*, by Cliff Japhet and Tommy Coley, is re-

portedly attaining popularity with both singers and listeners. Cliff is heard over Station WENT, Gloversville, N. Y., at present.

Dick Thomas, writer of such well-known songs as *Sioux City Sue*, *I Can't Get Back to Tucson Too Soon* and *I've Got a Gal in Laramie*, now has a fan club in Pennsylvania. President is Mae Foltz, Route 1, Reinholds.

West Coast

A promotional contest is being staged for Spade Cooley during his current Northwestern jaunt, with 300 Portland, Ore., girls competing for the title of Queen of Western Swing. Winner will be selected this week and brought to Hollywood for a two-week p. a. with the Cooley ork.

Smiley Burnette has decided not to play his weekly one-nighter at Casino Gardens, Santa Monica, Calif. Appears ABC pulled the line from the teryery because web didn't want a Western swing remote. Burnette, however, nixed the Casino deal after the line was dropped, since only reason he was after weekly one-nighter stint was to get crack at national airshot.

Bosch Program

Johnny Vanden Bosch, composer of many folk songs, has a new program on WKZO, Kalamazoo, Mich.

Country Music of Chicago has accepted *Please Don't Say Your Sorry*, by Sgt. Raymond L. Parker.

The King Record Company, Cincinnati, has begun publication of a new monthly magazine, *Record Roundup*, which will feature news of hillbilly and Western recording, radio and screen artists.

Jack Peters, who previously sang in Soundie Pictures with Bobby Gregory and His Cactus Cowboys, has four new songs released on Benick Records. The tunes are *She Married the Wrong Man*, with vocal by Kay Gregory; *Stop Crackin' Peanuts*, *Lucky Fellow* and *She Wants To Polka*, all accompanied by Bobby Gregory and band. Gregory recently signed to record exclusively for Apollo Records.

Irving Siegel, folk songwriter and entertainer, has had the rights of his song, *Florida, My Sunny Florida*, assigned to his own catalog. Tune had been in catalog of the Joe McDaniel Music Publishing Company.

Southern Music will publish two new songs written by Roy West, Ernest Benedict and Lenny Sanders. They are *Belle-Starr* and *You Love Your Love and I'll Love Mine*.

New morning program at WGAR, Cleveland, *Harmony Ranch*, is reportedly going over big.

What She Ain't Got She Don't Need, by George Green, Jack Sharpe and Freddie Fisher, is getting a lot of attention from nitery singers.

Jack Patton is getting all set to leave for Hollywood about December 15 after covering the northwest territory.

Kitten on Keys

BUFFALO, Dec. 14.—*Kitten on the Keys*, 1946 version, was enacted in an unexpected manner on the music route of Norman Bathrick, Medina, N. Y., operator.

Bathrick, a war veteran and well-known coinman in these parts, received a rush service call from one of his locations the other night. Upon arrival he was requested to remove a kitten from the inside of the juke box. Kitten was perched on the record stack and had amused customers by jumping on and off the records.

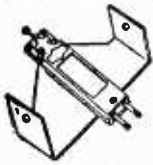
Earlier in the day the girl who covers that route had serviced the machine and taken the kitten out of the juke several times. It had apparently sneaked back and crawled inside the machine. At any rate, the kitten furnished the customers with some extra entertainment.

SERVICE? ECONOMY? QUALITY? ASK ANY OPERATOR!

SAVE YOUR RECORDS!

Operators everywhere are modernizing old phonographs with Jewel Crystal Conversion Kits. Reduces record wear 50%—improves tone—saves needles—reduces service calls. Complete instructions with each kit.

BEWARE OF IMITATIONS! INSIST ON ORIGINAL JEWEL KITS



- Kit No. 1—For SEEBURG Round Head Tone Arms.
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ANY KIT ABOVE—\$4.00 EA.

STOP SERVICE CALLS WITH ELECTRIC CANCEL KIT.

Fits any Seeburg. Can be installed in 5 minutes by anyone. No drilling or soldering. **\$9.95 Ea.**

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GENUINE FIBER MAIN GEARS FOR SEEBURG AND WURLITZERS

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Factory Guaranteed Against Defective Workmanship and Materials.

CASTORS PLASTIC (60 Gauge)

Set of 4 Heavy Duty Replacement... \$1.80 20x50 Inch Sheet... \$10.00
Cut to Size, 2¢ Per Sq. Inch.

PICK-UP COILS For Seeburg except 8800, 9800. Each \$1.50.

Quantity Prices to Distributors and Jobbers

Terms: 1/3 Deposit, Balance C. O. D., F. O. B. Los Angeles.

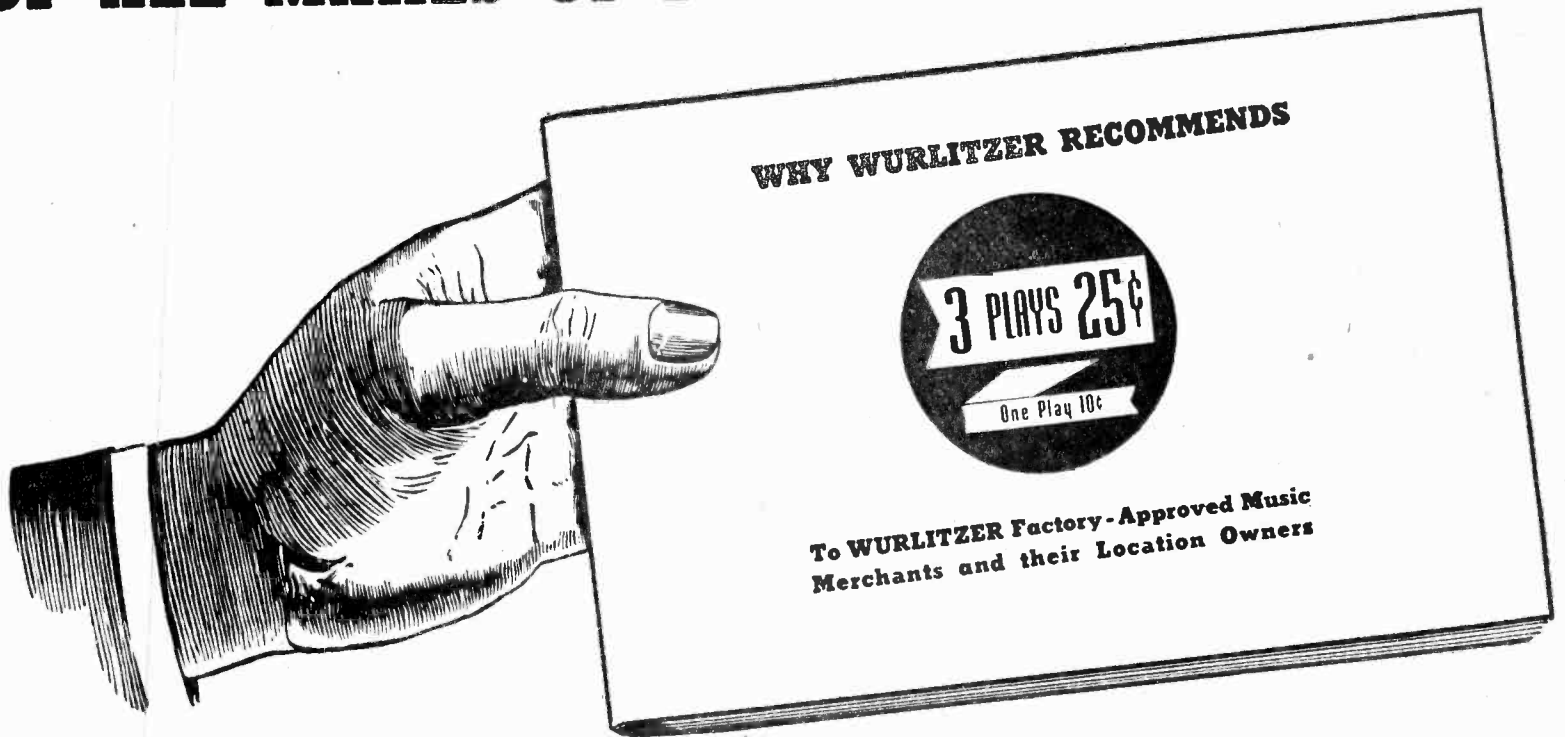
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Here, for the first time—simply, graphically, convincingly—is the ammunition you need to present the 3 for 25¢—1 for 10¢ story to your locations. Originally prepared for Wurlitzer Music Merchants, this booklet has created such industry-wide interest that Wurlitzer distributors are now making it available to ALL operators. With FACTS and FIGURES, it proves the need for the new price basis—gives you a straight-from-the-shoulder approach to your location owners—tells you how to get the support of location employees—shows you how to work with location owners while their customers are becoming accustomed to the new price.

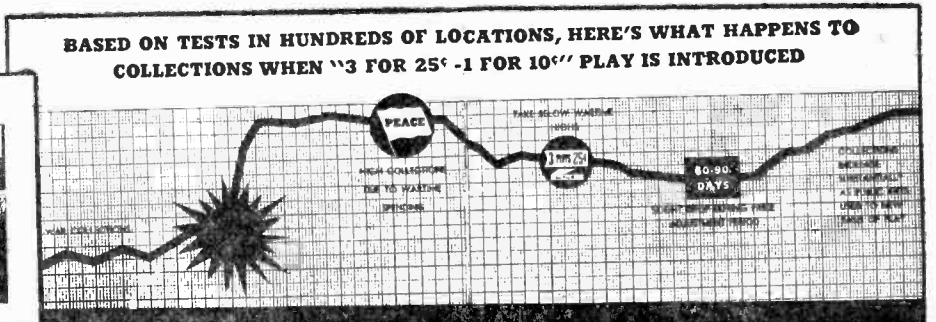
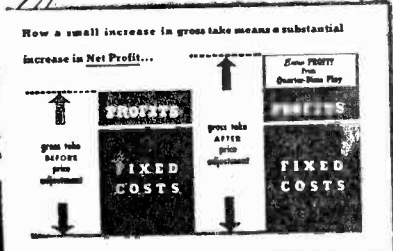
TYPICAL PAGES FROM THE BEST PRESENTATION ON THE MOST VITAL SUBJECT IN THIS INDUSTRY TODAY

This block shows two sample pages from the booklet. The top page features a bar chart with three bars labeled "PRE WAR", "WAR TIME", and "POST WAR". Text next to the chart states: "Although still higher than pre-war collections the take today has dropped from wartime levels to a point where, in the face of inflation, something must be done for the Music Merchant and Location Owner alike." The bottom page has a diagram with a central figure and text: "TODAY THE PHONOGRAPH OPERATOR IS CAUGHT IN THE SQUEEZE BETWEEN HIGHER COST OF DOING BUSINESS AND LOWER RETURNS FROM THAT BUSINESS".



Don't continue to buck the tide of rising costs. Get your copy of this book from the nearest Wurlitzer distributor. Then TAKE ACTION to put your business on this profitable basis.

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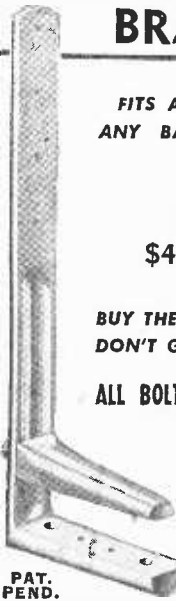
FITS ANY REMOTE BOX ANY BAR—ANY COUNTER

\$3.95 EACH

\$46.00 Dozen

BUY THEM BY THE DOZEN—DON'T GET CAUGHT SHORT

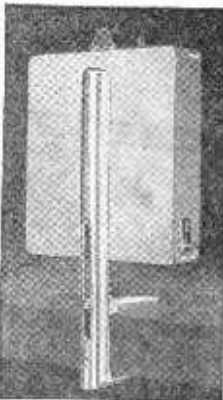
ALL BOLTS AND NUTS FREE!



Here's a bar box bracket that actually helps you get new locations which have formerly been prohibitive. It is not necessary to put one hole or screw in the counter or bar.

EASY TO INSTALL

Ideal for marble top counters. Simple 2-way clamp and secondary support make it easy for service men. Will not mar or deface fine surfaces. Wires are easily concealed (even 30 wire cable) in specially constructed well. Order from your Distributor—or if he can't supply you, order direct. Manufactured by



JACK NELSON CO.

2320 Milwaukee Avenue Chicago 47, Illinois

No Price Hike

COLUMBIA, S. C., Dec. 14.—Price hikes may hit the rest of the nation's juke boxes but citizens of this town will keep on getting a record for a nickel in each of the city's 400 juke boxes, according to D. H. Fisher, manager of the Sparks Specialty Company here.

Fisher said his company will hold the line at a nickel a play—in spite of the fact that his own estimates reveal the nickel is worth only 3.4 cents these days.

Lush Latest Label Outlet in BC Area

VANCOUVER, B. C., Dec. 14.—Music operators and retail music stores handling records in British Columbia were notified this week of the appointment of J. W. Lush, 1120 Hamilton St., Vancouver, as British Columbia representative for the C. C. Distributing Company of Seattle, Wash.

Firm is distributor for Mercury, Four Star, Pan American, Melodisc, Modern Music, Exclusive, Specialty, Fargo, Westernaire and San Antonio disks. In the past, operators desiring records by these companies had to go to Seattle to obtain them.

Up to the present, only manufacturers with distributors here were Decca, Columbia and Victor.

Name Martin Feldheim New Chairman for Rico Blade

NEW YORK, Dec. 14. — Martin Feldheim, Feldheim Music Company, a juke box operating firm, was named this week as chairman of the board of directors of the Rico Blade Corporation, a safety razor blade manufacturing firm, according to Richard L. Schack, president of the concern.

Greenbaum Talks On Juke Price Ache

(Continued from page 88)

ill. If the doctor did average the temperature of all patients in the hospital, he probably would find that no one was sick—yet by the time the average was established, undoubtedly some of the patients would have died from lack of specific treatment, promptly administered.

"We can never hope to resolve the question of what the national price of phonograph play should be thru ranting, shouting, quarreling and bickering. It does no good to stand staunchly at our end of the fence and shout recriminations as to why our idea is the practical one. It merely proves to the public that the phonograph industry cannot reach an agreement within itself, or that we don't understand our business at all.

Educational Program Needed

"What really needs to be done immediately, in the most efficient manner for the sake of speed, unity and profitable realization, is to establish an educational program. This program should teach the operator how to determine the price each location should carry on music. The operator needs to learn to recognize symptoms, to diagnose conditions and to alter his equipment and conditions accordingly. He needs to learn how to analyze the requirements of a particular location. He needs to learn how to do a better job of selling his particular location either on an increased price basis or a reduced commission. He can do this only if capably assisted by the manufacturers who themselves are co-operating with organized associations—both local and national.

"The present turmoil regarding the price of music clearly indicates the need of such an educational program.

"Penicillin is a wonderful drug—but it will not cure all known diseases. Ten cents a play, three for a quarter, will certainly help the operator in specific locations, but it definitely will not cure all of his problems.

"Before this infant industry—an infant with such far-reaching possibilities—gets off on another half-baked tirade, it would be well for all involved to sit down quietly and together analyze the entire situation."

Gals To Get Lift With Juke Music

RIDGELAND, S. C., Dec. 14.—Sewing machine girls in the Robert Frank Corporation plant here will keep their spirits up to tunes supplied thru a wired music system.

New \$80,000 factory building, into which the shirt manufacturing firm will soon move, will have recorded music as a new employee good-will feature, along with cafeteria, first-aid room and other appurtenances, according to Samuel M. Schwartz, local manager.

Pioneer Flu Shots At Personal Music

NEWARK, N. J., Dec. 14.—Credit for pioneering the use of immunization against influenza by voluntary submission by employees in the Newark area was given Personal Music Corporation in recent issues of the daily press here.

More than 400 employees of the organization are credited with receiving injections from plant physician Sidney C. Lefkovic on the first two days the inoculations were offered employees. This is believed to be the first mass inoculation of its kind in the area.

Good Biz Is Bad Biz for Ballroom

DETROIT, Dec. 14.—Good biz for Danceland Ballroom in River Rouge suburb here brought cancellation of its license by the suburb. The neighbors protested that they couldn't park their cars in front of their homes—so city officials decided so many cars were fire hazards and canceled the ballroom license.

Ted Tyler, owner-manager of the spot, secured a temporary injunction in circuit court restraining the cancellation, and is now awaiting a hearing for a permanent injunction.

DETROIT, Dec. 14.—Fair crowd of about 800 was rung up at Danceland Ballroom Saturday night (7) with Jimmy Heffner, local band booked by the Delbridge & Gorrell Office, on the stand. Gross for the house was \$600.

Birmingham Niteries Eye Lifting of Ban On Juke-Likker Mix

BIRMINGHAM, Dec. 14.—Cafe operators in this city have begun to install new juke boxes and telephone music equipment in anticipation of lifting of the ban on music machines in locations where alcoholic beverages are sold. Installations are being made on the basis of a statement which the governor-elect made. Said he: "Poor folks have as much right to dance as rich people."

Newspapers in the city say that telephone music firms now hold an edge on the more standard juke box installations in Birmingham. Even tho the jukes have not yet begun to play, cafe owners are vitally concerned over the prospect of dime, instead of nickel, play prices.



RADIOTEL

The New Coin Operated Radio at a lower price \$56.50 LIST

- F. O. B. Detroit—Terms: 1/3 down, Bal. C. O. D.
- 5-Tube Superhet (A.C. only)
- Full Dial Selectivity
- Modulated Volume Control
- Built-In Antenna
- 2 Hours' Play
- Standard R.M.A. Guarantee
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- Walnut Finished Metal Cabinets

"Playtime" is completed after RADIOTEL is turned off. Exclusive franchises available to operators.

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RECONDITIONED PHONOGRAPHS—CLEAN, COMPLETE	
Seeburg 8800, ES	\$350.00
Seeburg Commander, R.C., E.S.	\$375.00
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Seeburg Colonel, E.S.	350.00
Seeburg Regal	295.00
Seeburg Classic	249.50
Seeburg Conversion (Regal)	249.50
Seeburg Factory R.C. Special	295.00
Seeburg R.C. Regal, Celler Job	225.00
Seeburg R.C. Rex, Celler Job	199.50
Rock-Ola Commando & 6 Dial-a-Tune Boxes	499.50
Rock-Ola Master	299.50
Rock-Ola Standard or Deluxe	225.00
Rock-Ola 12 Record	99.50
Wurlitzer 750E	525.00
Wurlitzer 500	\$329.50
Wurlitzer 600K	319.50
Wurlitzer 600R	299.50
Wurlitzer 24 (Revamped), Regular	\$269.50; 249.50
Wurlitzer Victory 700	319.50
Wurlitzer Victory 500	309.50
Wurlitzer Victory 24	289.50
Wurlitzer 412, Plain	99.50
Wurlitzer 71, with Stand	189.50
Wurlitzer P-10	69.50
Seeburg Wireless 5/10/25¢ Baromatic	37.50
Seeburg S-Wire 5/10/25¢ Baromatic	27.50
Seeburg Bar Brackets	3.00
20 Chrome Buckley Boxes	200.00
10,000 Title Strips	3.75
All Tubes and Miniature Light Bulbs—40% Discount.	

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BARGAINS!

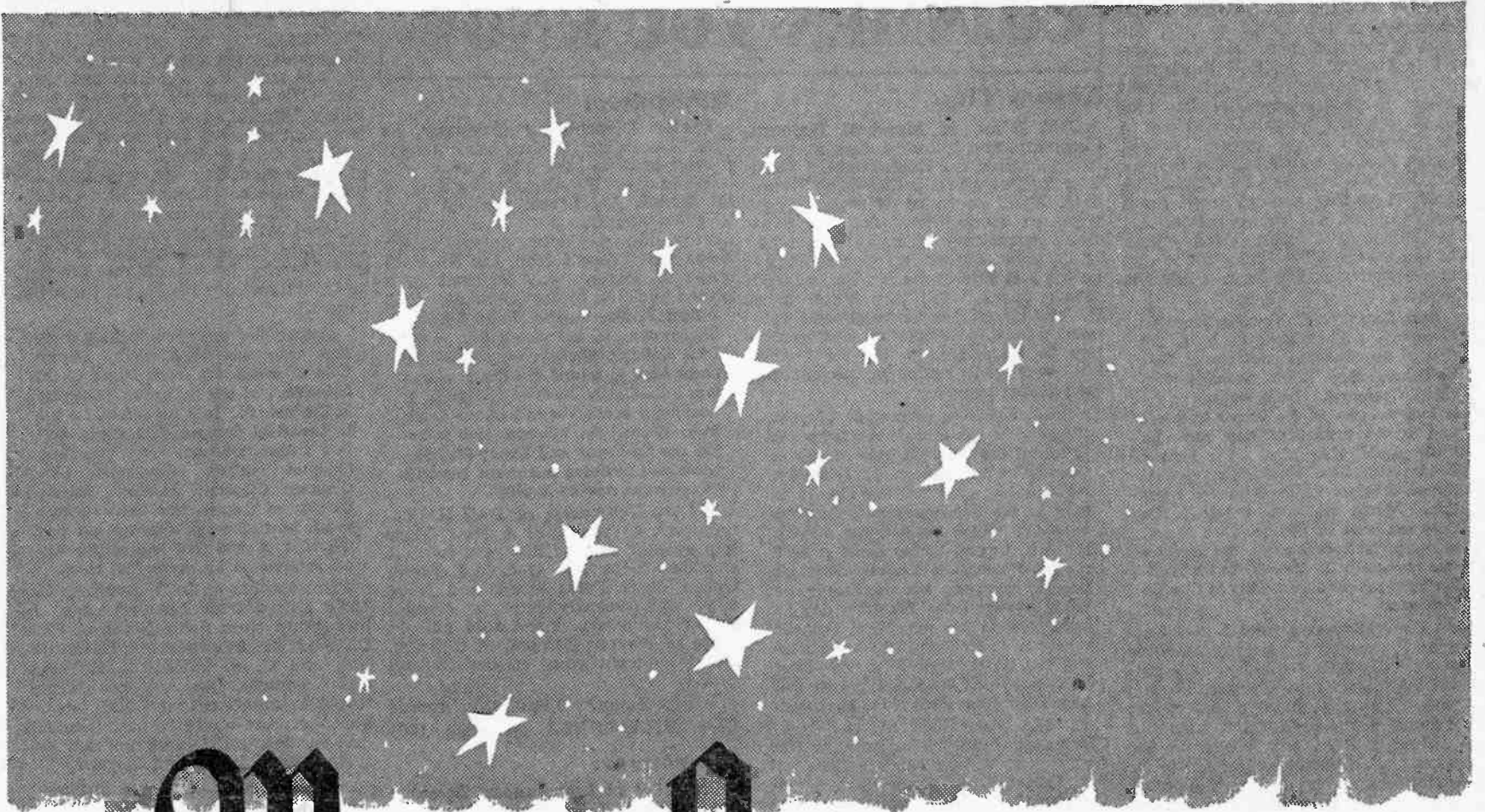
Wurlitzer 750E	\$395.00
Wurlitzer 616	135.00
Wurlitzer 600K	260.00
Wurlitzer 800	425.00
Rock-Ola Master	250.00
Rock-Ola 1422	690.00
Rock-Ola 16	110.00
Seeburg Colonel	325.00

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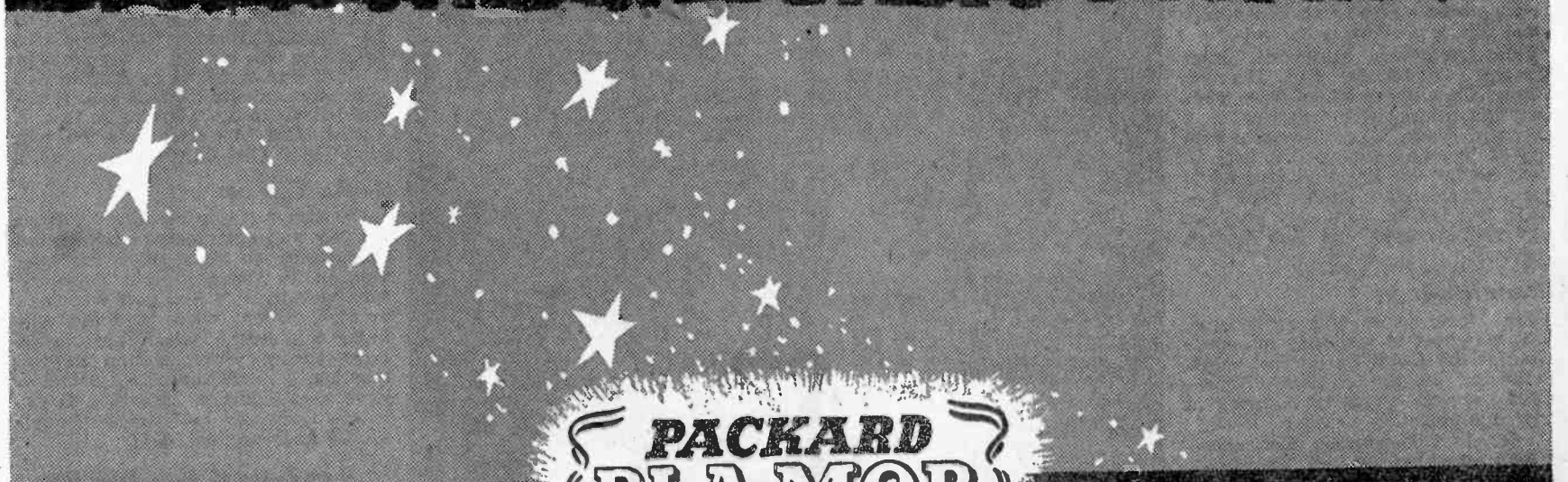
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Merry Christmas



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(PLA-MOR)**

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POLICY-MAKERS OF THE INDUSTRY

PACKARD MANUFACTURING CORP., Indianapolis 7, Indiana

New York:

Irving Cohen, Up-to-Date Music Company, is the latest to join the ranks of married men. He was married last week. . . . Gill Engleman, Columbia Music, has returned from his ranch at Manhopac, N. Y., with two horses that he intends to use to ride around Central Park. . . . Bill Alberg, Brooklyn Amusement, is back from Florida. . . . Al Denver, AMOA prexy, is getting around swell for a man who just had an operation. . . . Jim Noonan, Noonan Amusement, was one of the latecomers to the city last week, returning from a Florida vacation.

Sam Gross, G. B. Vending Machine Company, Philly, was in town the first of the week to confer with Pete Hellisher, New York Vending Machine Company. Pete, by the way, is looking around for larger quarters and would appreciate any help the trade could give him. . . . Barney Pendergast, Gem Music, has just returned from a South Carolina vacation. While he was away Leslie Coleman was in charge. . . . Export business is booming on the avenue and especially in New York Distributing headquarters, according to Charlie Lichtman.

Al Sherrick has a new 2-in-1 peanut and salted nut vending machine that he will exhibit shortly. . . . Stanley Gersh and Sam Garber, Perfect Games Company, have a new poker roll game on the production lines that is different from any other on the market. . . . Lawrence Reiss, Statler Distributors, is expanding the firm's operations because of increased demands of ops. . . . James Cherry, representative for Louis H. Cantor, Inc., really had his sample National Vending electric cigarette machine banged around by a local trucker. Use of plexi-glass instead of regular glass is the only thing that saved the machine from being a total loss.

C. M. Frost, Frost Vending Machines, Boston, flew into the city last weekend for a hasty confab with Harry Berger, West Side Distributing Corporation. . . . Matty Forbes, manager (See *NEW YORK* on opp. page)

Detroit:

Don Kennedy, of Visual Engineering, which now concentrates on soundies operation, may branch out into the juke box field shortly. . . . Ross Music Company, headed by Isadore Schonberger, Louis Berman, Sam Press and Solly Goldfield, is distributing new Nan BlaKstone records, tying in sales with her five-week run at the swank new Town Pump Room here.

Mark Linkner, of Triangle Amusement Games, is planning a rebuilding program for a stock of older games. . . . Frank Bushey, of New Boston, a recent visitor at Robinson Sales Company, reports his business is very good and that he is extending his route.

John Anderson, Dearborn; John Stevens, Vanderbilt, and Harry Young, Utica, were out-of-town visitors this week along coin row. . . . Larry R. Blane, who operates a battery of diggers on the road, is back in town for the winter. . . . Isidor Edelman, of Edelman Amusement Devices, has left for a 10-day business trip to Cleveland and the Eastern territory.

Cleveland:

Joe Nemesh, of Music Systems, Inc., was host at a dinner for operators at the Hotel Carter last week. Following the dinner, Nemesh presided over an operators' showing of new equipment.

Cleveland Phonograph Merchants' Association has selected Zip-A-Dee-Doo-Dah for its Hit-Tune-of-the-Month campaign during December. This feature song from the latest Walt Disney picture *Song of the South*, has received more play since the campaign got behind it, according to CPMA officials.

COINMEN YOU KNOW**Kansas City:**

Sam Eddy, of Marshall Popcorn Company, and his wife, Louise, were injured when the Rock Island's Twin Star Rocket was derailed near Riverdale, Kan., south of Wichita. They were en route home from a two-week vacation in Texas at the time. Eddy was bruised up pretty badly on his left side and his wife suffered severe shock. She was taken to a Wichita hospital for emergency treatment, but they continued their journey to Kansas City the next day. She was still under a physician's care at last report.

Louis Marshall, partner of Eddy in the popcorn company, is making plans to attend the Coin Machine Industries Convention in Chicago in February. He is going up a few days early to take in the Peterson classic bowling event in which he tied for seventh place last year, taking home a \$450 purse. Marshall is modest about his bowling prowess, but apparently he twirls a mean ball. The other day he happened to be out to a Catholic school meet, and joined the kegler contest just for the fun. Few days later he got a check for \$13.25 but he still hasn't found out what place he scored.

E. H. Wakefield, of U-Select-It Company, Joplin, Mo., was in town a day or so ago for a conference with Leo Donohue, of Confection Service Company. . . . Helen Elliott, publicist for Aireon Manufacturing Company, has been in the hospital for a few (See *KANSAS CITY* on opp. page)

Indianapolis:

Irving McClelland, district manager for Seeburg, was a visitor at Southern Automatic Music Company this week. . . . Hal Bailey, of the Janes Music Company repair department, has returned to work after a week's illness.

Brandt Distributing Company entertained operators Sunday, December 8, at a showing of new 1947 Wurlitzer phonographs. Operators from all parts of the State attended. . . . Clarence Hohman, Janes Music Company supervisor, has gone all-out for amateur movies. He has just bought a new camera, daylight screen and complete projection equipment. Operators seen this week on juke box row buying equipment and parts included Floyd Bush, Greensburg; Victor Kirby and Albert Young, Muncie; L. Buddie Taylor, Lafayette, and Ralph Hensley and A. M. Barr, Bloomington.

Milwaukee:

Paster Distributing Company, at their December 8 showroom party, played host to over 350 guests who came to view Wurlitzer's new Colonial model. Irv Stael was on hand to greet coinmen and their families during the day-long party. Allen Nilva was present from the St. Paul office of Paster. Jay Albrent is a recent addition to the mechanic staff.

Emil Pfister, Badger Radio Service, Sheboygan, is increasing his route. Dick Stokdyk, Sheboygan, and Pfister came here to attend the Paster showing. . . . Casey Novelty Company is backing a new night club on the South Side. Named the Bivouac, club is being run by Peggy and Casey Michniewicz, and features miniature bowling alleys for customers to play.

Walter Newberry, of L & R Distributors, is planning a New York trip around first of the year to visit coinmen there. . . . George J. Forst, Green Bay's Forst Music and Novelty, was recently here to contact fellow trademen. Forst sold his old route to Warren Zwegel, of Chicago, and is concentrating on distributing now.

Morry Zenoff's Plankinton arcade (See *MILWAUKEE* on page 100)

Vancouver:

President of Los Angeles Solotone Corporation, F. E. Wilson, spent a week here recently on his tour thru the Northwest. Wilson says factory production is running at capacity. . . . J. Luca, P. Pulis and D. Dades have sold out their interests in the Roxy Automatic Music Company, Ltd., to Ed Toombs and Pat Parrat. Earl Beresford retains his interest in the business and has been appointed manager. Roxy operates a juke box route and is also distributor.

Alec Gregory, who had first Wurlitzer to arrive in B. C. located in his cafe 14 years ago, has joined forces with G. Rynhart. They have incorporated under name of Solotone Music Company, Ltd., with headquarters at 1087 Granville Street. They have signed up the swanky Scott's Cafe, which spot up to now had never had a juke box.

Gregory's record library numbers over 10,000 waxings which he has collected during past 14 years. Collection is famous and a must for majority of name band leaders and other musicians who visit here. . . . Vic Little, distributor for Musicale in B. C., was in town from Victoria recently.

Chicago:

Morris Ginsburg, of the Atlas Novelty Company, was grounded in Indianapolis when the air liner in which he was traveling ran into bad weather. He was on his way back from sunny Florida at the time. Visitors from out of town this week at Atlas headquarters included L. C. Smith, of Burlington, Ia.; Mr. and Mrs. Albert Walters, Ottawa, Ill.; George Oxley, who operates out of Marion, Ia., and Ed Carleton, of Champaign, Ill. Mrs. Ginsburg, mother of Eddie and Morrie, is out of the hospital after successfully battling a lingering illness.

Among the operators making business calls this week at the Empire Coin Machine Exchange were G. E. Sebastian, of the Sebastian Company in Rantoul, Ill.; Jack Rosenfeld, for his J. Rosenfeld Company, St. Louis, and Dan Cohen, who came up from New Orleans. Cohen represented the Crescent Cigarette Service. Shirley Corush, of Empire, has been sticking to her post all week although she has the kind of cold that less stout-hearted gals would be nursing at home.

Firm visitors at O. D. Jennings this week hailed from far and near. In this group were John Beihl, of Club Distributing, Incorporated, Batesville, Ind. and C. A. Robinson, Robinson and Company, Los Angeles. Almost forgot to mention that Beihl, besides his other coin-operated activities, has inaugurated a 24-hour service call system for Jennings equipment.

Mike Spagnola, Automatic Distributing Company, reported that Jim Culbertson called at the firm headquarters this week. Culbertson was formerly a music operator and while he is no longer in this business he still can't break his old habit of dropping in to see his old coin row friends. Mike says that Culbertson, who lives in Antioch, Ill., will probably be coming back to the phonograph operating business soon.

F. B. Ford, operator from Decatur, Ill., and Waukegan, Ill., operator, John P. Grana, were other Automatic (See *CHICAGO* on page 100)

New Orleans:

L. E. Mounger is back as a partner in Southern Coin Machine Exchange after a stretch in the army. Another partner in the firm, Jimmy Kell, on a hunting and fishing trip to Dulac, La., this week. Third partner is A. E. North.

Henry Wald, night secretary for TAC Amusement Company and Automatic Coin Machine Company, was saddened recently by the death of his mother. . . . J. H. Pares was one of a few coinmen lucky in the drawing for Sugar Bowl tickets.

After a successful meeting of the Coin Machine Operators' Association of New Orleans last week, Julius (Papa) Pace disclosed how he got to be "lifelong president" of the outfit. Seems he was elected to the position in 1935 and resigned in 1939 to devote more time to his business. However, some 10 operators came to him and drafted him back into the job. (See *NEW ORLEANS* on page 100)

Twin Cities:

Christmas season has slowed down activity and coinmen are taking the opportunity to make plans for converging on Chicago come February for the industry's first post-war convention. From what is doing and being said here, Twin Cities should have strong representation at the meeting. . . . Meanwhile, coinmen have sent scouts to Mobridge, S. D., where operators held their meeting and show December 16-17.

Dave Ziskin, of Silent Sales Company, reports business moving along at usual December pace. Eddie Holman is the new owner of Minnesota Machines Company. He bought out interests of Lou Seltzer, who spent but a few months in business after he (See *TWIN CITY* on page 100)



JONES BOYS, including R. B. Jones with five staffers from Jones Distributors, Salt Lake City, descended on Chicago recently. They're calling here on O. D. Jennings (at desk). Left to right (standing): R. B. McLaughlin, Jennings general sales manager; R. B. Jones; W. H. Erskine; J. Raymond Bacon, Jennings v.-p.; Mark T. Clark and C. N. McMurdie.

COINMEN YOU KNOW

Kansas City:

(Continued from opp. page)
days getting a checkup. . . . Chaney Bevens, of Bevens Amusement Company, Brookfield, Mo., was in town looking for music equipment. . . . Lee Droher and K. D. Smith, both of Coin-O Amusement Company, St. Joseph, Mo., also were among out-of-town coinmen scouting the supply situation.

Victor Roos, of Automatic Coin Machine, and his wife will be taking off for Denver Friday (28) to visit their grandchildren, Dicky and Judy. They will spend the holidays with their daughter, Mrs. Roy L. Mason, and her husband. . . . Fred J. Lamb, office manager at Automatic Coin Machine, a former Californian, is looking forward to seeing his first white Christmas, if KC weathermen are right.

Harry Silverburg, of W. B. Music Company, spent several days last week in Chicago lining up shipments and confabbing with manufacturers. . . . Another out-State coinman making the rounds was C. K. Graham, of Graham Music Company, Lake Ozark, Mo. . . . N. S. Spangler, of Belleville Distributing Company, Belleville, Kan., had quite a family delegation with him on a recent trip here. Along for the trip were his wife; his grandson, Steve; his son, Bob, and his daughter-in-law. Other Kansas operators seen around town were Tom Sheldon, of Cardinal Service Company, Garnett; H. D. Wadleigh, of Wadleigh Music Company, Topeka, and John Emick, of Lawrence.

J. J. Grum, president of American Vending Corporation, is still battling the Kansas City housing situation, trying to find a house within reason. His family is awaiting the outcome in Detroit. . . . Lloyd Callahan, of Harwood, Mo., cousin of Elmer Butts, owner of Automatic Music Company, is the new serviceman there. Callahan thought enough of the future of coin machines to quit a railroad job where he had 10 years' seniority to join his cousin.

James F. Porter, former publicity man for Aireon Manufacturing Company, is operating a string of laundrettes around Kansas City in partnership with Clyde E. Glandon, and they report that the business has them going great guns. Cracks Porter: "I think I'll give this business up, and get a regular job where you can get some rest once in awhile." Firm recently took to advertising in KC street cars, and has plans on foot to open a new shop soon in Kansas.

BARGAIN

UNDER COST—100 only 10,000-Hole Book Cover Sales Boards; 40 Gardners and 60 Hamiltons. All brand new, never uncrated. Sell all or part. Immediate delivery. \$12.00 each. Send 1/4 down, balance C. O. D. Freight prepaid.

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Manufacturing and distributing rights. Royalties or outright. I just invented a super Baseball Slot Machine of skill. Fully patented. Nothing else like it; twice the take of any other machine. Further information write or wire

W. HOGAN BROWN
3728 Union St., No. St. Petersburg, Fla.

New York:

(Continued from opp. page)
of the Cigarette Merchandisers' Association, is up to his neck in work these days—guys even call him at his home in the wee hours of the morning. . . . Two new Sodamat-type establishments are slated for downtown locations around the first of March. . . . Harry Flinch, Baltimore plastic manufacturer, arrived last week for a look-see at the new Packard juke at Joe Eisen & Sons.

Dave Lowry, of the firm of the same name, is lining up distributorships for game machines of various types. . . . Leo Knebel, Manhattan Phono, reports that service schools for new ops and mechanics are being held every week. . . . John Hall, Amity Manufacturing Company, arrived back in town from his Southern biz trip. . . . Hymie Rosenberg, H. Rosenberg Company, Inc., is getting ready to announce a new line.

George and Victor Trad, Tradio, Inc., are expected in town sometime this week. . . . Jack Mitnick, Runyon Sales, who recently returned from a trip to upstate New York, reports that deliveries of AMI juke are being speeded somewhat. Jack leaves for Biloxi, Miss., for a showing of the Telotone Studios at the headquarters of United Novelty there. Johnny Bertucci and his sales manager, Ed Holyfield, are running the showing.

Machines that largest number of operators are reported to be investigating at the present time are venders of ice cream, fruit juice and frozen food. AAA Vending Corporation, one of the oldest operators of ice cream venders, reports that they plan large scale expansion in the field.

Sam Sachs, Acme, will be doing the town December 30—his birthday—and is expected to carry right on with the celebrating thru New Year's Eve. . . . Walter Sevan, Sevan Sales, Bridgeport, Conn., reports biz taking a drop in his area. . . . Dorothy Levine, Acme, is heading home—Chicago—for Christmas.

Turnout at the annual dinner-dance of the Arcade Owners' Association Thursday (12) at the Village Barn was the largest ever. . . . Mike Munves, of the firm of the same name, really joined the fun—mike and some other guests did a specialty dance when volunteers were asked for by the emcee. . . . F. McKim Smith, Atlantic City arcade owner, who was nominated for president during the afternoon session, states that changes will be coming in AOOA procedure. Nomination is tantamount to election at the AOOA.

Herbert Ebenstein, Sanitary Automatic Candy Corporation, has just returned from a cross-country price survey trip. . . . Tradio, Inc., made a change in distributors in the New England territory instead of the distributor making a change as stated last week in this column. . . . Vending machines will receive a plug in a coming issue of Popular Science Monthly.

Look To The GENERAL For LEADERSHIP

FOR DELIVERY NOW!

Here are proven leaders . . . games that mean a continuing source of good profits on every location! Call on the GENERAL NOW!

1. ABT CHALLENGER . . . \$65

The game that challenges the player's skill! Real army-type pistol! Always in play . . . always producing greater profits!

2. 3-WAY GRIP SCALE . . \$39.50

Gottlieb's famed Deluxe Grip Scale has proven its merit in years of active service! Ready to go "on location" for you now!

3. MARVEL'S POP-UP . . \$49.50

The new sensational counter amusement game . . . a brand new MARVEL-ous idea! 1c or 5c play. For delivery NOW!

4. DAVAL'S FREE PLAY . . \$75

Out-sells, out-pulls, out-takes any other game of its kind! Available with fruit or cigarette reels. And ready for delivery at once!

Established 1925

Growing Steadily Ever Since!



Formerly The General Vending Service Co.
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FREE

One thousand Buescher's Grandpa's "Intellectual Special" Pipes, size approximately 11 1/2" long, will be mailed free of charge to the first thousand operators sending in their name and address. Watch BUESCHER'S for the latest news and better buys in all coin-operated machines!

THE FOLLOWING MACHINES ARE FOR IMMEDIATE SALE:

Machine	Each	Machine	Each	Machine	Each
2 Bandwagon	\$ 35.00	3 Horoscope	\$ 35.00	3 Frisco	\$100.00
2 Paratroop	42.50	2 Miami Beach	49.50	1 Four Aces	48.00
2 Entry	19.00	8 Bombardier	49.50	1 Four Roses	37.50
5 Seven Up	25.00	8 Victory	37.50	1 Gobs	50.00
2 Gun Club	35.00	11 Yankee Doodle	57.50	2 Hi-Dive	47.50
2 Girls Ahoy	35.00	3 Air Circus	59.50	2 Hi-Hat	37.50
2 Silver Spray	25.00	1 Armada	10.00	2 Hollywood	60.00
2 Champion	18.00	3 Bubbles	100.00	3 Keep 'Em Flying	60.00
2 Argentina	42.50	2 Catalina	59.50	2 Metro	25.00
4 Marvel's Baseball	59.50	1 Chubbie	15.00	3 School Days	25.00
4 Belle Hop	55.00	4 Defense (Genco)	45.00	1 Sport Parade	29.50
4 Snappy	29.50	3 Duffy	125.00	1 Ten Spot	29.50
2 Target Skill	22.50	1 Eagle Squad	85.00	3 Texas Mustang	45.00
8 Spot Pool	39.50	2 Flat Top	69.50	3 Opportunity	85.00
2 Time Out	25.00	2 Flying Tigers	55.00		

New Games in Stock for Immediate Shipment!

MARVEL'S Pop-Up, JENNINGS 5-10-25¢ Machines, UNITED'S Sea Breeze, EXHIBIT'S Fleets.

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COIN MACHINE DIVISION

WASHINGTON, MO.

THERE IS NO BETTER

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2 NEW SENSATIONAL HITS
TRADIOLA and TRADIOVISION

Write for Illustrated Circular

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Radio Table. Where fastening to wall is not permissible, Tradio can be fastened to table. Packed 4 to a carton. **\$6.95** Ea.

3" Toggle Bolts for fastening Tradio to wall.

Packed 50 to Box . . . 7¢ Ea.

1/3 Deposit, Balance C.O.D., F.O.B. Chicago.



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Illinois Distributors for TRADIO

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CHICAGO 47, ILLINOIS

SALESBOARDS—All Orders Shipped Same Day Received

Holes	Play	Description	Average Profit	Net Price
400	5¢	LUCKY BUCKS, DEFINITE PROFIT	\$ 7.00	\$.85
520	5¢	EASY ACES, DEF. PROFIT, SLOT SYMBOLS	13.00	1.25
520	25¢	EASY FINS, DEF. PROFIT, SLOT SYMBOLS	55.00	1.25
720	5¢	BABY BELL, SLOT SYMBOLS	17.37	1.75
1000	25¢	ALL OUT CHARLEY, DEFINITE PROFIT	60.00	3.25
1000	\$1.00	JACK POT CHARLEY, THICK & PROTECTED	185.30	2.50
1000	5¢	OUT DOOR SPORTS, THICK, JUMBO HOLES	28.40	3.25
1000	5¢	SPOT OF GOLD, THICK, JUMBO HOLES	28.14	3.25
1000	10¢	BIG DIME DOUGH, THICK, JUMBO HOLES	42.75	3.25
1200	5¢	TEN BIG FINS, THIN, JUMBO HOLES	35.20	2.50
1200	5¢	VICTORY BELL, THICK, JUMBO HOLES	38.57	3.60
1200	50¢	TEXAS CHARLEY, THICK & PROTECTED	152.75	3.00

WRITE FOR OUR LATEST PRICE LIST

Large Stock Plain, Tip, Definite, Jackpot Boards and all kinds of Cigarette Boards, 1¢, 2¢ or 5¢ stating your requirements. 25% deposit with all orders—balance C. O. D.

MICHIGAN CITY NOVELTY CO. BOX 66, MICHIGAN CITY, INDIANA

STEWART NOVELTY COMPANY

WHOLESALE DISTRIBUTORS

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GET A FRESH START WITH CLEAN EQUIPMENT

Machines thoroughly cleaned, reconditioned and ready for location.
TERMS: 1/3 Deposit, Balance C. O. D. or Sight Draft, F. O. B. Salt Lake City.
When possible state second choice when ordering.

NEW EQUIPMENT

NATL. COIN CARD VENDERS	\$ 29.50	COIN OPERATED P.B. CABINETS	\$ 65.00
DAVAL FREE PLAY	75.00	GOTTLIEB BAFFLE CARD	322.00
A.B.T. CHALLENGER	65.00	GOTTLIEB 3-WAY GRIPPER	39.50
KICKER & CATCHER	49.50	HAN-DEE PIN GAME LIFT	49.50
GENCO WHIZZ	189.50	MASTER COIN CHANGER	27.50
COLUMBIA DELUXE BELL	209.50	ACE COIN COUNTER	139.50
COLUMBIA TWIN JACKPOT BELLS	145.00	LUCKY STRIKE COUNTER GAME	32.50
AMUSEMENT ENTERPRISES BANK BALL, 12 FT.			449.50

Now making delivery on Mills Slots, Pace Deluxe Chrome Bells and Slot Stands.

WRITE FOR QUANTITY PRICES.

ARCADE

1 A.B.T. SIX GUN AROMATIC RIFLE RANGE, LATEST MODEL	\$621.00	1 PHOTOMATIC ('42 MODEL)	\$549.00
2 ASTROLOGRAPH 10¢ VENDERS	19.50	2 CHICKEN SAM	53.00
4 ASTROSCOPE 10¢ VENDERS	44.00	2 EVANS SUPER BOMBERS	99.50
1 BALLY DEFENDER	55.00	1 EVANS TEN STRIKE	79.50
1 BALLY RACER	34.00	1 EVANS TOMMY GUN	44.00
3 BALLY RAPID FIRES	59.50	1 EXHIBIT ROTARY MERCHANDISER	295.00
2 BALLY SKY BATTLES	74.00	1 EXHIBIT BICYCLE	35.00
1 BALLY TORPEDO	92.00	1 EXHIBIT PUNCHING BAG	59.50
1 BASKET BALL JR.	99.50	4 1/4 EXHIBIT CARD VENDERS, LATE	14.50
1 BATTING PRACTICE	150.00	1 GENCO PLAYBALL	108.00
5 MILLS QUARTO SCOPE VIEWING MACH.	44.00	1 HAWAIIAN BLUES VIEWING MACH.	32.00
3 MUTO 5¢ CARD VENDERS, LATE	95.00	2 JENNINGS BLUE BOOKS, LIKE NEW	59.50
1 1/2 MODEL	15.00	4 KEENEY AIR RAIDERS	88.00
2 MUTO. 2¢ CARD VENDERS	15.00	5 KEENEY ANTI AIRCRAFT BR.	29.50
1 MUTO. CAREER PILOT	125.00	4 KEENEY SUBMARINES	68.00
2 MUTO. DRIVEMOBILE	172.00	1 POKER JOKER	44.50
4 MUTO. 5 FEATURE VIEWING MACH.	59.50	1 RAINBOW PENCIL VENDER	19.50
1 SHOOT-A-LITE	29.50	1 SHOOT THE CHUTES	78.00
1 MUTO. LIFT-O-GRAPH	99.50	3 SELECT-A-VIEWS	65.00
1 MUTO. LOVE PILOT	125.00	4 SUPREME SHOOT TOKYO	59.50
2 MUTO. PUNCHING BAGS	99.50	1 SMILE-A-MINUTE PHOTO STUDIO.	350.00
2 MUTO. TRAVELING CRANES	89.50	1 TALKIE HOROSCOPE	142.00
2 MUTO. SKYFIGHTERS	95.00	2 TEST PILOTS	76.00
1 MUTO. VOICE-O-GRAPH	459.00	1 WIZARD FORTUNE TELLER	29.50
1 MUTO. ACE BOMBER	175.00	1 WIZARD PEN	88.00
		2 PANORAM 80° VIEW	249.00

ONE BALL PIN GAMES

1 BLUE GRASS, F.P.	\$ 95.00	2 KENTUCKYS	\$119.00
1 CENTER SMASH	49.50	7 LONGSHOTS	99.50
1 CLUB TROPHY, F.P.	136.00	1 RACE KING	44.50
1 DERBY DAY	44.50	3 MILLS SPINNING REELS	44.50
1 FAIRMONT MASTER CHUTE	339.00	2 WINNING TICKETS	47.50
1 FORTUNE, P.O. & F.P.	74.50	1 HI-DE-HO (TICKET & P.O.)	12.00
3 GRAND NATIONALS	39.50		

CONSOLES

1 BAKER PACER	\$149.00	1 SILVER MOON (P.O.)	\$ 69.50
1 BIG TOP (P.O.)	59.50	2 PACE SARATOGAS	49.50
1 DERBY DAY	94.50	2 ZIPPERS (P.O. OR TICKET)	44.50
1 MILLS 5¢ FOUR BELLS, A-1 CONDITION			350.00

FIVE BALL FREE PLAY GAMES

2 A.B.C. BOWLERS	\$ 39.50	1 GENCO DEFENSE	\$ 42.00
1 BIG CHIEF	50.00	1 HI-DIVE	59.50
1 BELLE HOP	44.50	1 HI-HAT	99.50
2 PAN AMERICANS	34.50	1 SOUTHPAW	99.50
1 BALLY PLAYBALL	99.50	2 SHOW BOATS	39.50
1 SLUGGER	39.50	1 SNAPPY	34.50
1 TEN SPOT	29.50		

SLOTS

1 5¢ PACE DELUXE CHROME BELL	\$239.00	1 5¢ CAILLE CADET	\$ 32.50
1 10¢ PACE DELUXE CHROME BELL	259.00	3 5¢ SUPERIOR BELLS	29.50
4 1¢ PACE BANTAMS (S.J.P.)	49.50	3 1/2 LITTLE DUKES	49.50
1 10¢ CADET, OAILLE	34.50	1 10¢ BROWN FRONT	170.00
1 5¢ MILLS BLACK CHERRY	185.00	1 5¢ BLUE FRONT	180.00
6 5¢ WAR EAGLES	99.50	2 5¢ MILLS ROMAN HEADS	49.50
2 1¢ FRONT VENDERS	19.50	1 10¢ JENNINGS CHIEF	110.00
1 50¢ JENNINGS GOOSENECK	145.00	3 5¢, 10¢ or 25¢ COLUMBIA BELLS	74.50
1 10¢ BLUE SEAL, WATLING	55.00	2 5¢ MILLS GOOSENECK	34.50
1 5¢ '48 MILLS VEST POCKET BELLS	59.50	1 10¢ MILLS GOOSENECK	39.50
1 10¢ PACE COMET	79.50	1 25¢ MILLS GOOSENECK	44.50
1 5¢ WATLING ROLATOP	95.00	1 10¢ WATLING ROLATOP	105.00
1 25¢ WATLING ROLATOP	115.00	1 5¢ BLUE SEAL, WATLING	45.00

COUNTER GAMES

2 5¢ AMERICAN EAGLES	\$ 13.50	7 MILLS TICKETTES	\$ 29.50
2 5¢ BALLY RELIANCE	13.50	1 TOPPER GUM VENDER	9.50
4 DAVAL'S "21"	19.50	1 FLASHING THRU	9.50
1 25¢ BUCKLEY BONES	65.00		

SCALES

1 ASTROLOGY MODEL 80	\$ 99.50	1 PACE LOWBOY	\$ 79.50
1 ASTROLOGY (SMALL)	89.50		

MUSIC

1 WURLITZER 616	\$175.00	18 PACKARD PLA-MOR BOXES, NEW	\$ 39.95
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SALESBOARD MERCHANDISE DEALS

	Costs	Profit
5¢ CHOCOLATE DEAL	\$ 34.50	\$ 25.50
5¢ NOVELTY DOLL DEAL	30.00	30.00
5¢ TRICKY GIRAFFE DEAL	27.00	23.00
10¢ GUN DEAL	125.00	75.00
5¢ ALL-WESTERN DEAL	45.00	30.00
5¢ WESTERN BELT DEAL	19.50	20.50
25¢ NYLON DEAL	75.00	75.00
10¢ CLOCK & TOASTER DEAL	75.00	106.00
25¢ ELECTRIC KITCHEN MASTER DEAL	75.00	106.00
25¢ TRAVELER'S LUGGAGE DEAL	75.00	106.00
5¢ WHEEL OF LUCK SHAVER DEAL	30.00	30.00
5¢ PANDA FAMILY—8 Med. Pandas, 2 Large Pandas and 1 Giant Panda	45.00	30.00
5¢ FRUIT CAKE DEAL	34.50	25.50

WRITE FOR JOBBER DISCOUNTS
LARGE STOCK OF CONTAINER SALESBOARDS
WRITE FOR PRICES

COINMEN YOU KNOW

Chicago:

(Continued from page 98)

Distributing business callers. According to Spagnola, operator Grana manages one of the teen-age night clubs in Waukegan in addition to his other activities.

Jimmy Martin, of James H. Martin and Company, tells us Irving Gwirtz, president of Diamond Records, is going to pay the firm a call. Diamond's Jan August records are really clicking, Jimmy says. He adds that at his opening at the Latin Quarter here, Maurice Rocco, via the Martin firm, will have an autographed Rocco record at each table. . . . Caller at Kelnor Vendors last week was Joseph Jacquet of Pewaukee, Wis., who bought equipment.

Murray Rosenthal, over at Coin Machine Equipment Company, says Operators Francis Smith, Old Orchard Beach, Maine, and D. J. Karel, Yuba City, Wis., were visitors. Murray left for a 3-4 day business trip thru Wisconsin and Iowa last week. . . . ABC Music Service Corporation's Bob Manning informs us that they sent two boxes of records to Hines and Vaughn General Hospitals here and received a letter of appreciation from them. Bob says this should be done more often. ABC is holding a Christmas party for employees this Wednesday, when good cheer will be generously dispensed.

Coin Amusement Games, thru Bernard Schutz, tells us a visitor from Canada, E. W. Knapp, was in this week and bought some arcade equipment. Bernard revealed that his brother, Charles Schutz, has just returned from his honeymoon; he has returned to his job but too much is not expected of him, for awhile. Charles, who is a partner in the firm, had a sumptuous wedding party given him by the plant personnel just after the knot was tied.

Vince Murphy, of Monarch Coin Machines Company, says recent outdoor show here resulted in increased sales of their arcade equipment. Visitors included Joe Rothkop, of J. Rothkop and Company, Omaha and Bob McLeane, Kenosha, Wis.

Coin Machine Industries' public relations bureau was host at a Christmas party on December 10 given for the Chicago press in the Mural Room of the Bismarck Hotel.

With more than 150 representatives of coin machine trade papers, Chicago newspapers, national magazines and news services in attendance, the party was featured by Christmas carolers who provided entertainment, food and refreshments.

Among those present were: Lou Shainmark, Chicago Herald-American managing editor; Stanley Link, Tiny Tim cartoonist; R. H. Perry and Vic Kinson, U. S. Department of Commerce; Sid Harris, Chicago Daily News columnist; political editor John Dreiske and Irv Pflaum, columnist, both of The Chicago Times; Lou Sidrin for Esquire magazine; Hugh Moffett, Life magazine; Thomas King, Tide magazine, and Eleanor Steinert, Time magazine.

Milwaukee:

(Continued from page 98)

has a new employee, Harry Matsunaka, of whom Morry is mighty proud. Harry has an outstanding war record and was cited for a fine job done during the war under very hazardous conditions. Entire Zenoff staff is Harry's booster; he's now maintenance man of the arcade part-time while continuing his schooling. Dick Gardner has taken over the shooting stand while Mary Lee Carroll works in the nearby photo booth. Ever since Plankinton salesgirl Pat Johnson jokingly announced she was looking for a new sweetie, the line

New Orleans:

(Continued from page 98)

He recently air-expressed a shipment of frogs and shrimp to Vince Shay, Bell-o-Matic president; in Chicago.

There has been considerable discussion lately about widespread under-selling among jobbers here. The trade, generally, is unhappy about the situation.

Joe Lucia, J. C. Novelty Company, Baton Rouge, La., as well as H. C. Pope and Martin Totorich, of Baton Rouge, and Ward Peters, Gonzales, La., were visitors last week at O. K. Amusement Company. . . . R. E. (Buster) Williams, owner of Music Sales Company, Memphis, flew in for a visit. . . . Ed Roberson, manager of the New Orleans branch of Music Sales, reported visits from Ralph Sims, Alexandria Music Company, and T. J. Langley, Monroe operator. . . . J. H. Lynch, just recovering from a siege of flu, reported visits from A. C. Hughes, Seeburg representative in Dallas, and Joe Farrish, of Vicksburg, Miss. . . . Other visitors to Coin Row included Roy Landry, Gonzales, and Frank Totorich, of Lusher, La.

Twin Cities:

(Continued from page 98)

bought out M. M. (Doc) Berenson, company founder. . . . Sid Levin, Hy-G Music Company, says business is holding up in fair manner. . . . Oscar (Ozzie) Truppmann, of Bush Distributing Company, has his thoughts Chicago-wise for the February get-together. Right now he's busy with his yuletide shopping.

Nearly 150 persons were present when Herman Paster had an operators' phonograph showing, December 8, at Paster Distributing Company in St. Paul. Herman used the occasion to throw a party for the coinmen. . . . Dave Meyers, Sioux Falls S. D., operators, came here looking for new equipment.

Andy Benna, of Ironwood, Mich., was in looking for pin games, while Al Redding, Houston, Minn., sought phonos and pin games. . . . George McGuire, of Western Minnesota, had flat tops and pins on his mind during recent visit here.

has been forming to the right. Lynn Caron, an artist from nearby Layton Art Gallery, has been hired to do sign and art work for Morry. Morry himself plans to go to New York December 20 to care for business matters there.



W. L. AMUSEMENT COMPANY

217 S. 7th ST., ST. LOUIS 2, MISSOURI
MILLS COIN MACHINES
EASTERN MISSOURI AND SOUTHERN ILLINOIS

ROUTE SALESMEN

If you have Peanut, Stamp Machine or similar experience our proposition will interest you. Why rehash old deals? Best deal in the country today, a vender of unusual appeal. Can place two good, experienced Men. Write all first letter. **BOX D-384, The Billboard, Cincinnati 1, O.**

McCALL NOVELTY CO.

READY FOR LOCATIONS—RUSH YOUR ORDERS

PHONOGRAPHS

Wurlitzer, Model 950	\$595.00	Seeburg Model Classic	\$350.00
Wurlitzer 24, Victory Model	385.00	Rock-Ola, Model 39 (Aristocrat Cabinet)	325.00
Seeburg Model Casino	300.00	Rock-Ola Model Standard	325.00
Seeburg Model Colonial	375.00	Rock-Ola Model '39 De Luxe	345.00
Seeburg Model Mayfair	375.00		

1/3 Deposit, Balance C. O. D.

3147 LOCUST ST. ST. LOUIS, MO.

Seeburg
DEPENDABLE MUSIC SYSTEMS
 WITH SOUND DISTRIBUTION

INVENTORY CLEARANCE SALE
 BUY WITH CONFIDENCE

RECONDITIONED PHONOGRAPHS
 Excellent Condition

SEEBURG 9800, R.C., E.S.\$450.00
 SEEBURG 8800, E.S. 400.00
 SEEBURG 8800, R.C. 425.00
 SEEBURG REX HIDEAWAY 200.00
 SEEBURG ENVOY, R.C., E.S. 350.00
 Wurlitzer 600 Rotary 300.00
 Wurlitzer 500 400.00

RECONDITIONED WALL-O-MATICS

SEEBURG 5-10-25 Bar-o-Matic ...\$39.50
 SEEBURG WS 2Z Wallomatics, Wire-less 36.00

RECONDITIONED PIN GAMES

Big Three\$ 90.00
 Horoscope 50.00
 Marines 75.00
 Spot-a-Card 65.00
 Marvels Baseball 95.00
 Four Aces 80.00
 Sun Valley 100.00
 Jeep 100.00

NEW PIN GAMES

Gottlieb — BAFFLE CARD
 Williams — SMARTY
 Bally — Big League
 Bally — Surf Queen
 Genco — STEP UP
 EXHIBIT — FIESTA
 Gottlieb — DAILY RACES (1 ball)
 — A. B. T. CHALLENGERS —

MISCELLANEOUS

Chicago Hockey game\$125.00
 Duck guns and stands 65.00
 Chicken Sam 60.00
 Target and stand 65.00
 Service men's cleanup kits 3.75
 GOTTLIEB'S GRIP SCALES 35.00
 Phono stands 28.50

REAL VALUES ON REPAIR PARTS

60 W Lumilene\$1.05
 Title strips, 500 @ 2.35
 Collection books10
 Nickel wrappers, 1,000 @85
 Short cables for guns 1.35

Slug ejectors for 5c Wallomatics...\$3.45
 500A free play 5c coin chutes.... 3.50
 #105 Lubriplate, lb.90
 Zip cord (rubber), 250 ft. @ 6.25
 Tubes, miniature bulbs and thousands of other items. Write for prices.

W. B. MUSIC CO., INC.
 1518 McGEE (Phone Victor 0339) KANSAS CITY, MO.

WE HAVE THOSE "HARD-TO-GET" PARTS

BLUE FRONT—BROWN FRONT CASTINGS!
 Front, Top and Bottom—also Rear.
 Top available in USED CASTINGS!

Miniature Bulbs for Pin Games. Live Rubber Rings, all sizes. Live Rubber Railings. Fuses. Bell Machine Parts. All types of Springs. Glass for Pin Games. Backboard Glasses. Pick-Up Scale for Phonographs. Lumilines for Phonographs.

NEW PRICE LIST NOW READY—WRITE FOR IT!
COIN MACHINE SERVICE CO.
 PARTS FOR EVERY OPERATOR'S NEED
 2307 N. WESTERN AVE. Phone HUMBoldt 3476 CHICAGO 47

DISTRIBUTING BUSINESS FOR SALE
 —ONE OF THE LARGEST AND BEST KNOWN IN THE U.S.A.—
 —INCOME ABOUT \$1,250,000.00 PER YEAR—
 INCLUDING EXCELLENT OPERATION OF SEVERAL HUNDRED PIECES

Exclusive distributors for nine leading manufacturers. Current gross sales almost a million dollars (\$1,000,000.00) per year with present shortages. Established many years with excellent local and national reputation. Unquestioned leader in territory. Three (3) offices and finest sales and service organizations in the industry. Very large stocks new equipment. Most modern facilities throughout. Large route of Pin Games, Consoles, Music, etc., in excellent shape, with plenty 1946 equipment and plenty room for expansion. Current net collections quarter million dollars (\$250,000.00) per year.

Reason for selling—owner cannot devote sufficient time after February 1. Price \$450,000.00. May finance up to 50% or consider partnership for thoroughly experienced, active persons. Don't reply unless you have sufficient cash to handle. All replies in strict confidence.

BOX D-392, THE BILLBOARD, CINCINNATI 1, OHIO



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 Novelty-Replay
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 5737 NORTH BROADWAY CHICAGO 40, ILLINOIS

DAVAL DOES IT AGAIN!

"FREE PLAY"
 IS
 LOCATION
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 FOR
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CONTACT FRANKEL TODAY

USED EQUIPMENT
 Immediate Delivery

Seeburg 9800, R. C.\$475
 Mills Throne of Music 245
 Mills Four Bells, 4—5c 345
 Mills Four Bells, 3—5c, 1—25c 395
 Mills Chromes, 2/5 P. O. { 5c 175
 { 10c 195
 { 25c 215



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 DES MOINES, IA. • 1220 GRAND AVE. • PHONE 3-0184
 OMAHA, NEB. • 1209 DOUGLAS ST. • PHONE ATLANTIC 3407

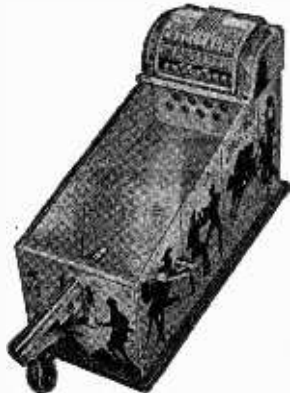
OTHERS TALK ABOUT IT—WE DO IT!

RECONDITIONED — READY FOR LOCATION

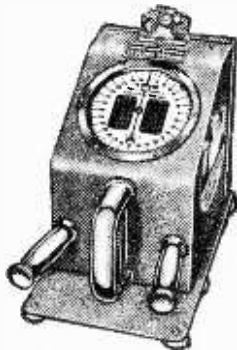
2 WURLITZER 750E	\$550.00	BAKERS PACERS, D.D., C.S.	\$275.00
1 WURLITZER 850E	575.00	PACES RACERS	175.00
2 WURLITZER 600	325.00	GALLOPING DOMINOS, '42, 2-tone, J.P.	185.00
1 WURLITZER 500	350.00	BIG GAME, F.P.	85.00
2 WURLITZER 24	275.00	BIG TOP, F.P.	85.00
6 WURLITZER 24, Vic.	295.00	BIG TOP, P.O.	85.00
3 WURLITZER 818	195.00	BOB TAIL, F.P.	95.00
WURLITZER TWIN-12, R.C.	195.00	SILVER MOON, F.P.	95.00
7 AMI SINGING TOWER	225.00	BALLY CLUB BELL, Comb.	165.00
1 SEEBURG SPEC., R.C.	350.00	KEENEY 5-25 SUPER BELL	295.00
1 SEEBURG REGAL, ESRC	350.00	KEENEY KENTUCKY CLUB	115.00
1 SEEBURG REGAL, Hidoaway	250.00	KEENEY '38 TRACK TIME	115.00
2 SEEBURG 9800, R.C.	525.00	KEENEY TRIPLE ENTRY	115.00
2 ROCK-OLA IMP. 20	225.00	KEENEY SUPER TRACK TIME	185.00
2 ROCK-OLA IMP. CEL., R.C.	195.00	KEENEY PASTIME, 9 Head	135.00
2 ROCK-OLA COMMANDOS	425.00	MILLS 4 BELLS	350.00
2 MILLS EMPRESS	295.00	PACES '40 SARATOGA	125.00
2 MILLS THRONE OF MUSIC	275.00	PACES '40 REELS, Comb.	125.00
BUCKLEY WALL BOXES, Used	17.50	PACES '40 SARATOGA JR.	100.00
BRAND NEW BERMAN SPEAKERS	39.50	SUN RAY, F.P.	135.00
BRAND NEW PACKARD BRACKET	4.50		



DAVAL GUSHER \$54.00



ABT CHALLENGER \$65.00



GOTTLIEB 3-WAY GRIPPER \$39.50

"SUPER STAR" POP CORN MACHINE—The finest at the lowest price! Heavy duty, large capacity theater model. Streamlined, stainless clad steel cabinet. Thermostat controlled popper—two-heat warmer. NOW BEING DELIVERED at \$548.00.

NEW EQUIPMENT FOR OHIO AREA

Jack Rabbit	\$475.00
Novelty Card Vendor & 1,000 Cards	29.50
Gottlieb Grippers	39.50
ABT Challengers	65.00
Silver King Peanut Vendors	10.50

Esquire Vendors	\$11.75 & \$ 13.75
Esquire 5¢ Vendors	14.75
Advance Vendors	10.50
Superliner	\$22.50
Baffle Card	\$22.50

Super Score	\$299.50
Genco Step Up	\$24.50
Sea Breeze	\$25.00
Opportunity	\$49.50
Deval Free Play	75.00
Ace Coin Counter	139.50

50 PANORAMS 50
Completely reconditioned and overhauled \$385.00 each. With Solovue, \$375.00. With Twin Solovue, \$395.00.

GUM VENDORS
1¢, 5-column, short tab ROWE Gum Vendors. All overhauled. Each, \$12.50.

2 25c MILLS Golf Ball Vendors. \$295.00

NEW JENNINGS BRONZE CHIEF	
5¢	\$299.00
10¢	309.00
25¢	319.00

NEW WATLING ROL-A-TOP	
5¢	\$175.00
10¢	200.00
25¢	225.00



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WE INVITE FOREIGN TRADE

Our staff is equipped and able to ship any and all types of coin-operated machines to any and all parts of the world. Correspondence in all languages.

TERMS: 1/2 DEPOSIT WITH ALL ORDERS, BALANCE C. O. D.

Cleveland Coin Machine Exchange

2021-25 PROSPECT AVE. CLEVELAND 15, OHIO
PHONE: PROspect 6316-6317-5518

Tax Calendar

- Alabama**
January 10: Tobacco stamp and use tax report and payment due. Tobacco wholesalers' and jobbers' reports due.
January 20: Quarterly reports and taxes from users of carbonic acid gas for beverages due. Sales tax reports and payments due.
- Arkansas**
January 10: Cigarette reports due.
- California**
January 15: Sales and use tax quarterly returns and payments due.
- Colorado**
January 15: Sales tax reports and payments due.
- Connecticut**
January 10: Cigarette tax report due.
- Georgia**
January 10: Cigar and cigarette reports due.
- Illinois**
January 15: Cigarette tax return due. Sales tax report and payment due.
- Iowa**
January 10: Cigarette vendors' reports due.
- Kansas**
January 5: Cigarette distributors' reports due.
January 20: Sales tax report and payment due.
- Kentucky**
January 10: Amusement and entertainment report and tax due. Cigarette tax reports due.
- Louisiana**
January 1: Tobacco wholesalers' reports due.
January 20: New Orleans City sales and use tax reports and payments due. Sales and use tax report and payment due.
- Massachusetts**
January 20: Cigarette distributors' tax report and payment due.
- Michigan**
January 15: Sales and use tax reports and payments due.
- Mississippi**
January 10: Admissions tax reports and payment due.
January 15: Sales tax reports and payments due.
January 30: Sales tax annual report due.
- Missouri**
January 15: Retail sales tax reports and payments due.
- North Carolina**
January 15: Sales tax report and payment due.
- North Dakota**
January 10: Cigarette distributors' tax payment due.
- Ohio**
January 10: Admissions tax report and payment due. Cigarette wholesalers' report due.
- Oklahoma**
January 10: Cigarette tax reports due. Coin-operated music boxes reports and tax payment due.
January 15: Sales tax reports and payment due. Tobacco products reports due.
- Rhode Island**
January 10: Tobacco product tax reports due.
- South Carolina**
January 10: Soft-drink tax report and payment due.
- South Dakota**
January 15: Sales and use tax reports and payments due.
- Texas**
January 10: Cigarette distributors' and solicitors' reports due.

McLaughlin Quits Jennings G-M Post

CHICAGO, Dec. 14.—O. D. Jennings announced this week that R. B. McLaughlin has resigned as firm's general sales manager, effective December 13.

McLaughlin has been affiliated with O. D. Jennings for the past 14 months, prior to which he served as a captain in the army. During his military career McLaughlin saw action in France, where he was wounded, received the Purple Heart and was decorated for meritorious achievement.

Future plans for McLaughlin, as stated in the announcement, call for his retirement to his 1,000-acre Rock River Farm located in Byron, Ill.

- Utah**
January 15: Sales and use taxes and returns due.
- Washington**
January 15: Cigarette reports due.
- West Virginia**
January 15: Sales tax reports and payments due.
- Wisconsin**
January 10: Tobacco products returns due.
- Wyoming**
January 15: Sales tax and payment due.



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500 N. CRAIG ST., PITTSBURGH 13, PA.
MILLS COIN MACHINES
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CORADIO
COIN OPERATED RADIO

Produced for Operators—
producing for operators—

CORADIO
COIN OPERATED RADIO
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MILLS COIN MACHINES
DISTRICT OF COLUMBIA AND MARYLAND

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Scientific Poker Tables
PENNYLAND
1658 Broadway New York City

We are proud to announce our appointment

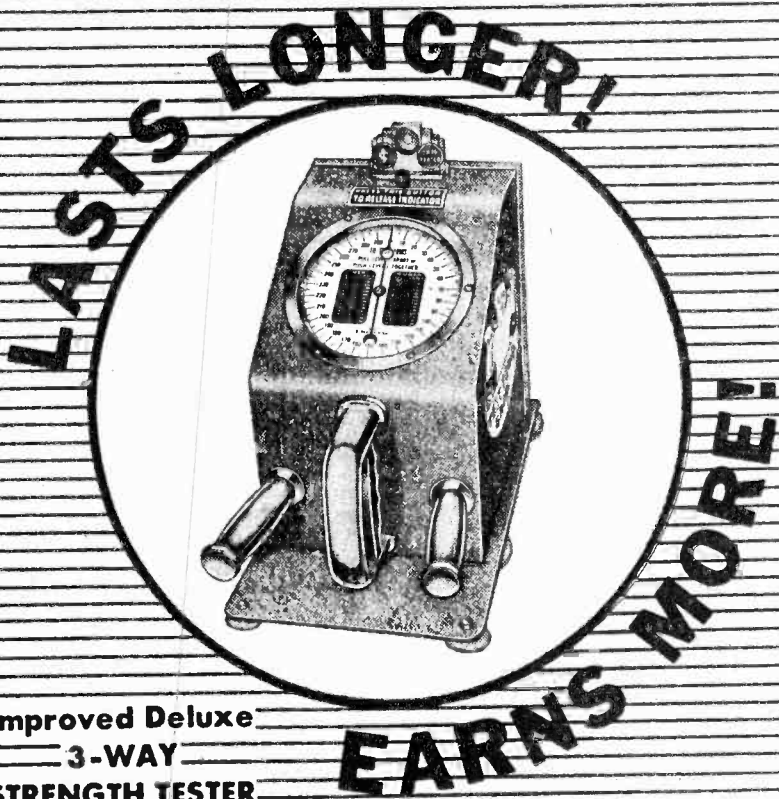
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TRIPLE BELL 3-COIN CONSOLE	DRAW BELL HOLD AND DRAW CONSOLE
MIDGET RACER 5-BALL NOVELTY GAME	
VICTORY DERBY MULTIPLE AUTOMATIC	VICTORY SPECIAL MULTIPLE RELAY
	
KING-PIN	
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Improved Deluxe
3-WAY
STRENGTH TESTER

RECORDS SHOW IT... Consistently Best—
Since 1927!

OPERATORS KNOW IT!

"THERE IS NO SUBSTITUTE FOR QUALITY"

ORDER FROM YOUR DISTRIBUTOR
D. GOTTLIEB & CO.
1140 N. Kostner Ave., Chicago 51, Ill.

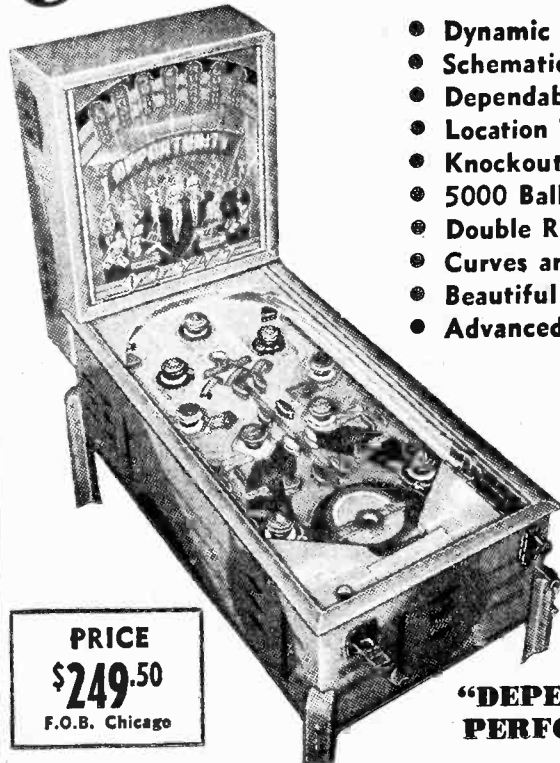


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G-R-E-A-T GAME

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- Dynamic Player Appeal
- Schematic Diagramming
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- Knockout Pocket
- 5000 Ball Return
- Double Roll Over Lane
- Curves and Color
- Beautiful Lite Box
- Advanced Scoring



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MONEY
MAKER

PRICE
\$249.50
F.O.B. Chicago

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PERFORMANCE"

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From Your
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or Write to Us
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MANUFACTURING CO.

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★ LOWEST PRICES—FINEST QUALITY ★ PHONOGRAPHS

WURLITZER		ROCK-OLA	
616	\$138.50	Monarch	\$159.50
616 Lite-Up	179.50	Windsor	159.50
61 Counter Model	115.00	Standard	229.50
24	189.50	De Luxe	239.50
42/24	215.00		
600 Rotary	265.00	SEEBURG	
600 Key Board	285.00	Hi-Tone, ESRC	\$325.00
500	289.50	Hi-Tone, ES	300.00
700	475.00	Classio	289.50
750	485.00	Cadet	289.50
800	475.00	Vogue	285.00
		Casino	189.50
		Regal	225.00
		Gem	189.50
		Plaza	189.50
		Wireless Cellar Job Gem	200.00

MILLS	
Throne	\$179.50
Empress	189.50

WALL BOXES	
Seeburg Wireless 24 Sel. Perf.	\$24.50
Seeburg 20 Sel. Wireless	30.00
Seeburg 20 Sel. 3 Wire	27.50
Seeburg 5/10/25¢ Baromatlo Wireless	45.00
Seeburg 5/10/25¢ Wireless	45.00
Buckley Lite-Up	\$10.50
Seeburg 5-10-25¢ Bar-o-Matlo, 3 Wire	\$40.00
Packard Boxes, like new	32.50
Rock-Ola, All Types	Write
Wurlitzer 120	19.50
Wurlitzer 125	17.50

PARTS	
5/10/25¢ Drop Slot for Wurlitzer 750	\$27.50
Wurlitzer Motor	29.50
Wurlitzer Motor (Counter Model)	22.50
Wurlitzer Tone Arms	21.50
Wurlitzer Counter Model Tone Arm	\$21.50
Hi-Tone Tone Arms, Complete	22.50
Gruen Diode Meters	12.50
D. C. Motors, Wurlitzer, Seeburg & Rock-Ola	9.50

LIMITED QUANTITY **WURLITZER 5c SLIDES** For 600, 500, 24, 616 and 61 **Ea. \$1.95**

IN STOCK NOW! **"AMITY" CIGAR VENDOR \$44.50** NEW STANDS \$11.50 EA.
WE HAVE A BIG SUPPLY OF CIGARS

NEW MACHINES
Firestone's Tally Roll \$469.50
Firestone's Skill Roll 379.50
Columbia De Luxe Club 209.50
Firestone's Bonus Roll \$479.50
ABT Challengers \$65.00
Watlting Slots, 5-10-25-50¢ Write
Columbia Twin Jackpot Bell 145.00

COMPLETE LINE OF GUARANTEED PLASTICS, NEW AND USED PARTS

FOREIGN BUYERS Write Today for complete list of equipment we have available for export.

All mdse. subject to prior sale! 1/2 dep., bal. C.O.D., F.O.B. Warehouse
All equipment guaranteed in perfect condition. We pride ourselves on our clean reputation! **WRITE—WIRE!**

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PINCH HITTER BASEBALL GAME

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NOW DELIVERING!

ALL NEW LEGAL
ROLLODOWN GAME—
SENSATIONAL PLAY
APPEAL!



FREE BALL
HOLDS
PLAYERS UNTIL
LAST BALL
IS PLAYED

Some
Territories
Still
Open

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PRICE \$459.00—F. O. B. LOS ANGELES

PICO SALES CO.

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Los Angeles 16, California

York 2345

FOR OPERATORS WHO INSIST ON THE BEST

Seeburg

DEPENDABLE MUSIC SYSTEMS
WITH SOUND DISTRIBUTION

EXCLUSIVE
DISTRIBUTOR
WISCONSIN AND
UPPER MICHIGAN

MILWAUKEE COIN HAS NEW EQUIPMENT
FOR IMMEDIATE DELIVERY!

Good Used Equipment—Prices Slashed!

BELL MACHINES

Fully Guaranteed BLACK CHERRY BELLS, Orig. Mech., Club Handles, D.P. Sides and Front, Knee Action, 3/5 or 2/5.

5c \$129.50	10c \$149.50	25c \$169.50
Mills New Vest Pockets Write	Jenn. 4-Star Chief, Compl. Recond. and Refin., 10¢ \$ 69.50	Jenn. Master Silver Chief, S.P., 10¢ 69.50
Mills Blue Fronts, Hand Load, Serial No. Over 400,000, 25¢ \$165.00	Jenn. Silver Chief or Silver Club Special, 10c, \$119.50; 25c 149.50	Pace All Star Comets, Comp. Refin., 3/5, 5c 69.50
Mills Orig. Gold or Silver Chromes, Drill-Proof, Club Handles, Knee Action, 3/5 or 2/5 5¢ 149.50	10c \$79.50; 25c 125.00	Pace Rocket or DeLuxe, S.P., 10¢ 69.50
10¢ \$169.50; 25¢ 179.50		

CONSOLES

Pace Club Consoles, 10¢ \$ 94.50
Caille Club Console, Late Mod., 25¢ 79.50
Bally Skill Field, 7-Coin Head 49.50
Pace Reels, 5c, Without Rails, A-1 Condition 69.50
Pace Reels, 5c, With Rails, A-1 Condition 89.50
Pace Saratoga, 5¢, without rails 49.50
Keeney Super Bells, 5¢, like new 199.50
The Favorite 29.50
Lucky Lucre, new type head 129.50

MISCELLANEOUS

Strips, S.P., C.H. or Club Special. Set of 3 \$.45
20 Stop Discs, S.P., C.H., or Club Spec. or Cherry P.O. Set of 3 3.00
20 Stop Star Discs, hardened60
Keeney Anti-Aircraft, Brown 49.50
Keeney Air Raider, like new 89.50
Champion Hockey, like new 94.50
Keeney Submarine, A-1 Cond. 89.50
Bally Defender, excellent shape 129.50
Bally Rapid Fire, Refinished and Reconditioned 94.50
Lite League, like new 169.50
Chicago Metal Double Safe Stands, Crackle Finish, Reinforced Type 64.50
Single Safe Stands 49.50

PAY TABLES

Skylark, F.P. or C.P. \$99.50
Bally Challenger 49.50
Race King 49.50
Mills Big Race 29.50
Turf Champ 49.50

PHONOGRAPHS

Mills Throne of Music, Completely Reconditioned \$225.00
Rock-Ola Super, Completely Reconditioned 349.50
Rock-Ola Standard, Completely Reconditioned 269.50
Wurlitzer 500, Completely Reconditioned, Like New 325.00
Wurlitzer 600, (Keyboard Model), Excellent Condition 295.00
Wurlitzer 42/700, Victory, Compl. Reconditioned 249.50
Wurlitzer 616, (Omit Lite-Up), Completely Reconditioned 149.50
Wurlitzer Twin 12, Completely Reconditioned 129.50
Rock-Ola Imperial, with adaptor and 4 Buckley Boxes. Lot 150.00
Rock-Ola Playmaster With Spectra-Vox, Excellent Shape 289.50
Seeburg Rex for Basement, with Universal Unit for wireless remote 139.50
8800 or 9800 E.S., mechanically perfect and Cabinet refinished in Marble-Glo, with new grille cloth 425.00
8800 or 9800 R.C., mechanically perfect and Cabinet refinished in Marble-Glo, with new grille cloth 435.00

Terms: 1/3 Deposit, Balance C. O. D.

Milwaukee Coin Machine Co.

3130 WEST LISBON AVENUE MILWAUKEE 8, WISCONSIN

Trade Directory

Following tabulation of trade reports received during the weeks of December 7 and December 14 is made for the convenience of the industry. Tho the listings may be incomplete because of omissions, they are offered as an aid in revising trade files:

Address Changes

Theater Candy Concessions, 791 St. Johns Place, Brooklyn.
Helene Curtis Industries, Inc., 505 North Sacramento Boulevard, Chicago. (Formerly known as NATCO.)

New Machines

Nut Vender (5-cent). Industrial Enterprises, 11 South LaSalle Street, Chicago 3.
Fiesta (pinball game). Exhibit Supply Company, 4222-30 West Lake Street, Chicago 24.
Sea Breeze (pinball game). United Manufacturing Company, 5737 North Broadway, Chicago 40.
Pop-Up (baseball counter game). Marvel Manufacturing Company, 2847 Fullerton Avenue, Chicago 47.
Pinch Hitter (baseball game). Pico Sales Company, 5426 West Washington Boulevard, Los Angeles 16.
Junior League Bat-a-Ball (baseball game). American Amusement Company, 164 East Grand Avenue, Chicago 11.

Branch Offices

Times-Columbia Distributors, Inc., Fourth Avenue, New York, have opened a branch office at 154 11th Avenue, New York.
Chunk-E-Nut Products Company, Philadelphia, has opened a new factory at 1261-67 East Sixth Street, Los Angeles.

Distributors Appointed

Webb Distributing Company, Chicago, has named the following sub-distributors for Rock-Ola machines:
National Coin Machine Exchange, 1411 W. Diversey, Chicago.
The Rudolph Wurlitzer Company, North Tonawanda, N. Y., has named the following new distributors:
Illinois Simplex Distributing Company, Chicago, for Illinois.
Brandt Distributing Company, Inc., Indianapolis, for Indiana.
Paster Distributing Company, Inc., Milwaukee, for Wisconsin.

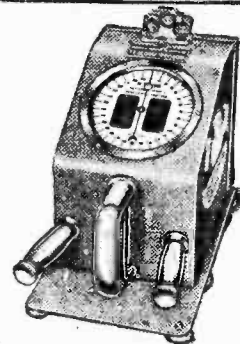
Personnel Notices

Preston Jarrell has joined the staff of Weymouth Service Company, Los Angeles, as general manager.
Myron Gluckman, former coin machine operator in New York, passed away recently at his home in Philadelphia.
C. D. Kemp was recently appointed regional sales manager of Packard Manufacturing Corporation, Indianapolis, for the Denver area.
Lieut. Col. Harry J. Rockafeller has been named sales co-ordinator for Tradio, Inc., Asbury Park, N. J.
Don Winston has been appointed Indiana sales representative for Amalgamated Distributors, Inc., Chicago.
Irving Ovitz and Oscar Schultz have been appointed field representatives for Automatic Coin Machines & Supplies, Chicago.
Ernest V. Morava passed away December 2 at his home in Long Island.
Loyal Haight has been named assistant manager of the candy sales department of Paramount Theaters' Service Corporation, New York.
Joseph Mangone announced the partnership of Milton Green and himself in American Distributing Company, Miami Beach, Fla.
William H. Kreig has been elected president and general manager of the Packard Manufacturing Corporation, Indianapolis.
Dan O'Day, well-known Buffalo music operator, passed away November 29 at Buffalo General Hospital, Buffalo.



UNITED NOVELTY COMPANY

DELAUNEY & DIVISION STS., BILOXI, MISS.
MILLS COIN MACHINES
MISSISSIPPI AND GULF COUNTIES OF ALABAMA



BRAND NEW GOTTIEB 3-WAY GRIPS \$39.50

Thoroughly refinished and reconditioned, **\$29.50**

THOMAS NOVELTY CO.
1572 Jefferson St. PADUCAH, KY.

New Firms

Andy's Music Company, 4929 Ashley Avenue, Detroit. (Music operating firm.)
Wesley Music Company, 13028 West Chicago Avenue, Detroit. (Music machine operating firm.)
Laundromat, 2413 East 100th Street, Chicago.
Edward J. Langevin, 4441 Syracuse Avenue, Dearborn Township, Southeast Detroit. (Music operating firm.)

Name Changes

National Industries, Inc., Chicago, has changed its name to Helene Curtis Industries, Inc.



HEINZ NOVELTY CO.

664 MARSHALL, MEMPHIS, TENNESSEE
MILLS COIN MACHINES
THE STATE OF TENNESSEE



'JACK RABBIT'
JUMPS PROFITS

AMUSEMATIC introduces a fascinating new, all-animated game—"JACK RABBIT" that will MULTIPLY YOUR CASH LIKE RABBITS!

This game of action and coordination invites a constant customer replay and corners amusement coins. Pin Game Operators and Arcade Operators live your amusement center, multiply your dollars and CASH IN ON "JACK RABBIT"!

This all-animated thrilling game is operated on a two-button principle—one button to increase speed of Dog—the other to make Dog leap for Rabbit.



\$475.00
1/3 DEPOSIT
BALANCE C.O.D.



AMUSEMATIC CORP.

4556 North Kenmore Chicago, Ill.
Telephone EDGewater 3500

WE ARE AUTHORIZED DISTRIBUTORS for MILLS BLACK CHERRY BELL



Available in 5c, 10c, 25c and 50c Denominations
1-CHERRY OR 2-CHERRY PAY
WRITE FOR PRICES TODAY!

BRAND NEW HEAVY GAUGE STEEL BOX STANDS FOR MILLS SLOTS \$27.50

BRAND NEW TALLY-ROLL \$469.50

HEAVY GAUGE DOUBLE REVOLVE-A-ROUND SAFES FOR SLOTS \$195.00

BRAND NEW ACE COIN COUNTING MACHINES \$139.50

WRITE FOR PRICES
ABT CHALLENGER
GENCO WHIZZ—Free Play
SILVER KING PEANUT MACHINES
SOLOTONE WALL BOXES & AMPLIFIERS

LATEST BRAND NEW 5-BALL F. P GAMES—IN STOCK!
Exhibit Fast Ball Gott. Superliner
Bally Midget Racer Bally Big League
Chicago Coin Spellbound

GUARANTEED RECONDITIONED EQUIPMENT

CONSOLES		BELLS	
Mills Jumbo, P.O.	\$ 99.50	Watling Rotatop, 5c	\$ 89.50
Evans Lucky Lucie	99.50	10c	\$94.50; 25c
Pace Saratoga	89.50	Jenn. 4-Star Chief, 5c	109.50
Pace Twin Reels, 5c/25c	175.00	10c	119.50
Pace Twin Reels, 5c/10c	175.00	Blue Front, 5c	124.50
Pace Marathon	99.50	10c	\$129.50; 25c
Mills 4-Bells	275.00	Brown Front, 5c	134.50
Mills 3-Bells	550.00	10c	\$139.50; 25c
Bally Club Bell, Comb. F.P. & P.O.	179.50	Gold Chrome, 5c	169.50
		10c	\$174.50; 25c

WRITE FOR NEW PRICE BULLETIN; COMPLETE LIST PARTS & MACHINES
TERMS: 1/3 DEPOSIT, BALANCE C. O. D.

AUTOMATIC COIN MACHINES & SUPPLY CO.

ALL PHONES: CAPITOL 8244

4135-43 ARMITAGE AVE. CHICAGO 39, ILLINOIS

Affiliate Office: IOWA STATE SALES CO., 567 Seventh St., Des Moines 9 Iowa

PRE-WAR PRICES

PINS

Army & Navy (Reg. Knockout)	\$ 82.50	Knockout	\$ 82.50
Big Parade	79.50	Santa Fe	149.50
Bombardier (Reg. Victory)	60.00	Sky Raider	82.50
Five-Ten-Twenty	72.50	Snappy	38.50
Grand Canyon	128.50	Stage Door Canteen	159.50
Hi Hat	62.50	Star Attraction	42.50
		Sun Valley	82.50

ARCADE EQUIPMENT

A.B.T. Big Game Hunter	\$ 19.50	Mountain Climber	\$ 65.00
Acco Theater	150.00	Mutoscope Solar Hroscope	85.00
Bally Basketball	79.50	Mutoscope 2c Card Venders	40.00
Bally Rapid Fire	74.50	Panorams With Viewing Conv.	209.50
Bally Sky Battle	69.50	Periscope	129.50
Bank-a-Ball	99.50	Pikes Peaks	19.50
Bolascore	199.50	Pre-Flight Trainer With Extra Stand & Coin Mech.	199.50
Casino Golf	14.50	Punching Bag (Muto.)	99.50
Chicoin Hockey	94.50	Radio Rifle	19.50
Drivemobile	199.50	Scientific Basketball	42.50
Evans Tommy Gun	59.50	Scientific Batting Practice	58.50
Exhibit Question Girl	44.50	See a Freak	39.50
Gates	239.50	Shipman Viewing Mach.	49.50
Grandfather's Clock	48.50	Shoot Your Way to Tokyo	58.50
Gypsy Palmist	24.50	Sky Fighter	94.50
Ideal Card Venders	19.50	Tiger Pull	39.50
Keeney Air Raider	62.50	Undersea Raider	189.50
Keeney Anti Aircraft	39.50	United Nations	39.50
Keeney Submarine	54.50		

PHONOGRAPHS

ROCK-OLA		SEEBURG	
'39 Standard	\$229.50	Vogue, R.C.	\$299.50
'40 Master Rockolite	249.50	Commander	310.00
'41 Premier	329.50	Hi Tone 8800	345.50
Commando	339.50	Hi Tone 8200, R.C.	360.00

WURLITZER

780M Colonial	\$409.50	Seeburg Wall-o-Matics	\$22.50
800	444.50	Seeburg Select-o-Matics	19.50
850	454.50	Wurlitzer Model 100	6.00

HIDE-A-WAYS

Wurlitzer:
1 Twin Twelve Steel Cab, Adp., Amp. \$115.00
3 24 Remote Adp., Amp. 125.00
1 Rock-Ola Twin Twelve Steel Cab. 125.00

1/3 DEPOSIT, BALANCE C. O. D.

OHIO SPECIALTY COMPANY
Phone Parkway 2900
29 West Court Street Cincinnati 2, Ohio

BRAND NEW FACTORY RELEASES FOR IMMEDIATE SHIPMENT! MONARCH SERVICE SAVES YOU MONEY! WRITE! WIRE! PHONE!

5-BALL FREE PLAY PIN GAMES

- STEP UP (GENCO)
- FIESTA (EXHIBIT)
- SEA BREEZE (UNITED)
- BAFFLE CARD (GOTTLIEB)
- SUPER SCORE (CHI COIN)
- SMARTY (WILLIAMS)
- BIG LEAGUE (BALLY)
- FAST BALL (EXHIBIT)
- MIDGET RACERS (BALLY)
- OPPORTUNITY (MARVEL)
- SHOOTING STAR (P & S)

LEGAL EQUIPMENT

- GOALEE (CHICAGO COIN)
- JACK RABBIT (AMUSEMATIC)
- GOTTLIEB 3-WAY GRIPPERS
- GRIP-VUE
- ABT TARGET STANDS
- SILVER KING PEANUT VENDORS
- ACE COIN COUNTER
- SCORE A BARREL

5 Brand new 1946 Model Evans Bangtails, Comb. F.P. & P.O. Write for Price.

BRAND NEW!!

Mills Golden Falls
Mills Black Cherry Bells
Jennings Standard & Bronze Chiefs
Jennings Super DeLuxe Lite Up Chiefs
Watling Slots, All Models
Groetchen Columbias, Standard & DeLuxe Models
Mills Vest Pockets—Daval's Latest "Free Play"
Mills 25c Q.T. Glittergolds

5c-10c-25c play
WRITE FOR PRICES

TOPS IN COUNTER GAMES

"POP-UP"—MARVEL'S SENSATIONAL WINNER \$49.50
ABT CHALLENGER—1 FREE WITH EVERY TEN! 65.00

DELUXE REVOLVE-A-ROUND SAFE STANDS

Single \$175.00
Double 250.00
Triple 295.00
Single Lock Box Type Slot Stand 27.50

BRAND NEW

BALLY VICTORY SPECIALS } WRITE!
BALLY VICTORY DERBIES } WIRE!
BALLY SURF QUEENS } PHONE!
BALLY TRIPLE BELL }

BRAND NEW SOLOTONE "AUTOMATIC VOLUME LEVELER" PRICE \$44.50
Eliminates over-loud tone problems automatically. A sample will convince you.

SPECIALS

Mills 3 Bells, 5c-10c-25c play, beautifully reconditioned. A real bargain at . . . Ea. \$495.00
10 Longacres, ready for location, \$275.00 ea. Jumbo Parades, late red & blues. Ea. 99.50
Panorams with viewing conversions, A-1 shape Ea. 350.00
Kicker & Catchers, \$29.50. Pike's Peaks, \$27.50. Gott. 3-Way Grippers 24.50

FOREIGN TRADE!!

Our Foreign Sales Department welcomes the opportunity to be of Service. We invite correspondence in all foreign languages and we are especially equipped to handle all coin machine adaptations and special export packing and crating. Send for our beautifully illustrated folder with full particulars describing all our coin-operated machines. **CABLE ADDRESS: "MOCOIN."**

TERMS: 1/3 DEPOSIT—BALANCE C. O. D.—SIGHT DRAFT

MONARCH COIN MACHINE CO.
1545 N. FAIRFIELD AVE., (PHONE ARMITAGE 1434) CHICAGO 22, ILL.

DON'T MISS THE

→ BIG

COIN MACHINE

→ SHOW

SHERMAN HOTEL, CHICAGO

Feb. 3, 4, 5, 6, 1947

COIN MACHINE INDUSTRIES, INC.

Marvel's POP-UP

THE COUNTER GAME THAT IS LEGAL EVERYWHERE!

1¢ PLAY
(5¢ Play if Desired)
A REAL MONEY MAKER



PRICE \$49.50
F.O.B. Factory
FULLY METERED — NO COIN COUNTING NECESSARY

POP-UP will 'score' every time in ANY location EVERYWHERE! POP-UP will out-earn any game of its kind. **POP-UP WILL TRIPLE YOUR PROFIT!** POP-UP is sturdily built — Natural wood cabinet with polished chrome-nickel fittings. Highly finished rust-proof parts. Precision built scoring unit and fool-proof mechanism. POP-UP is indestructible. Height 18", Width 12", Depth 8". Get POP-UP in all your locations for those 'soaring' profits.

ACCURATE COMPETITIVE SKILL SCORING
Order From Your Distributor or Write to Us



Cadillac Is CMI Gift to Man Best in Public Relations Job

CHICAGO, Dec. 14.—An annual award to the man in the coin machine industry who does the best job of public relations during the year was announced this week by Coin Machine Industries, Inc., thru its public relations department.

The announcement, released by James T. Mangan, director of the CMI Public Relations Bureau, stated that every manufacturer, distributor, jobber and operator is eligible for the award, which will be a 1946 or '47 Cadillac automobile this year.

To enter the competition, coinmen should write a letter stating in detail what they have done during 1946 in a public relations way. This would include: Activities aimed at building good will for the industry in a community, State or nation; new and effective ideas put into operation; any crusade or organization, fraternal, social, patriotic or charitable work carried out.

The letters should reach Coin Ma-

chine Industries Public Relations Bureau, Room 508, 134 North LaSalle Street, Chicago, before January 25, 1947. Letters will be judged on the basis of quality, quantity and special nature of work done.

Presentation of the grand prize will be made at a banquet at the Stevens Hotel, February 5.

Another Girl for Stanley

CINCINNATI, Dec. 14.—Paul Stanley, local juke box serviceman, is the father of another daughter, Pauletta, born recently. Child's birth occurred on the same hour and birthday of their other daughter, Beverly Mae.

One-Time Coinman Tells Experiences In St. Louis Paper

SPRINGFIELD, Mo., Dec. 14.—Andy Rebori, one time prominent Springfield coin machine operator, related his experiences in Italian concentration camps during the war in a recent series of articles in *The St. Louis Post-Dispatch*.

Rebori sold his routes in 1937 to visit relatives in Italy. At that time his operation was the biggest in this part of the country and the story is told here of how he used to lend his Cadillac to Guy B. Parks, then governor of Missouri, when the gov-ernor wanted to take a vacation.

In the articles, Rebori recounted that he was thrown into the Fascist concentration camps when war broke out because he was suspected of being an American spy. Altho of Italian descent, he could speak only a little Italian and could not even read the bulletins posted in the camps.

During his years in the prisons with Poles, Arabs and other foreigners nabbed in Italy at war's outbreak, he lost nearly 100 pounds in weight, dropping from well over 200 to 135 pounds when he returned to the United States. He recalls that he was often so hungry that the very sight of a small flat rock made his mouth water because of its resemblance to a hamburger. Sometimes it was difficult for him to restrain himself from attempting to eat these imaginary hamburgers, he said.

Rebori returned to Springfield last year, and he now is engaged in looking after his family's real estate here, but reports are current that he may return to the coin machine business soon.

Machine Burglaries Plague K.C. Coinmen

KANSAS CITY, Mo., Dec. 14.—Juke box and pinball operators here have been plagued recently by a series of burglaries of machines.

Most daring of these raids occurred recently in a Prospect Avenue lunch-room. Three men walked into the eatery about 1 a.m. and ordered hamburgers from the owner, who was on duty. They first sat at the counter, then moved back to a rear booth. After they left, the owner discovered they had pried the wallbox in the booth off the wall and looted it.

ACTION IN EVERY ROLL!



Book your OWN game and reap FAST profits! Here is a game that will out-earn anything of its kind.

SPEED—ACTION—A MONEY MAKER
No Coin Chute—No Federal Tax—Tamper Proof.
Great for ANY location with a counter or a table. Terrific for Taverns and Gasoline Stations.
WEIGHT, 4 3/4 pounds. **GUARANTEED PROMPT DELIVERY** on each unit via **PARCEL POST—SPECIAL DELIVERY.**
1/3 deposit with order, balance C. O. D. F. O. B. Chicago.

PRICE Each \$14.50
In Lots of 3 13.50
In Lots of 10 12.50

Send post card and receive illustrated catalog of general merchandise salesboard deals and new and reconditioned counter games.

EARL PRODUCTS CO.
221 N. Cicero Ave. CHICAGO, ILL.

QUALITY MERCHANDISE

RECONDITIONED PHONOGRAPHS GUARANTEED

2 61 Wurlitzers \$ 90.00	1 850 Wurlitzer \$585.00	1 412 Wurlitzer \$125.00
1 950 Wurlitzer 625.00	1 600K Wurlitzer 375.00	1 Mills Throne 250.00
	1 Seeburg Casino 300.00	

CLOSE-OUT FLOOR SAMPLES

1 Lite League \$195.00 | 1 Goalce \$295.00 | 1 Champion Hockey ... \$95.00

CLEAN CONSOLES—GUARANTEED

5 Silver Moons, C.P. ... \$100.00	1 Big Top, C.P. \$ 85.00	3 Silvermoon, F.P. ... \$100.00
3 Jumbo Parades, C.P. 85.00	1 Jumbo Parade, Conv. 125.00	1 Jumbo Parade, F.P. 90.00
1 Big Game, C.P. 95.00	1 Bally Club Bell 185.00	1 Big Game, F.P. 90.00
	1 Bally Club Trophy, 1 Ball Free Play \$160.00	

NEW MACHINES IN STOCK

ABT Challengers—Jottlieb 3-Way Grip—Daval Free Plays—Columbia Jackpot Bells—Mills Black Cherry Bells—Mills Golden Fall Bells—Evans Bangtalls—Evans Galloping Domino—Gottlieb Baffle Card—Chicago Coin Super Score—Williams Smarty—Genco Step UP—Exhibit Fleeta—Baker's Pacers—Victor Merchandise Vendors—Write for Prices.

Terms: 1/3 Certified Deposit, Balance C. O. D.

AUTOMATIC AMUSEMENT CO.

1000 PENNSYLVANIA ST. Phone 34508 EVANSVILLE, IND.

Small Ad—but BIG Values!

PHONOGRAPHS Seeburg 9800, RCES \$525.00

Seeburg Colonel, RC 450.00
Just Off Location. Immediate Delivery.

BAKERS PACERS 5¢ \$425.00
25¢ 495.00
F.O.B. Chicago

Mills Bonus Bells, 5¢ \$225.00
Mills Bonus Bells, 10¢ 250.00
Mills Bonus Bells, 25¢ 275.00

MILLS Q.T.'s. REBUILT, 5¢ and 25¢ PLAY

Blue, 5¢ \$ 75.00
Glitter Gold, 5¢ 100.00
Blue, 25¢ 125.00
Glitter Gold, 25¢ ... 150.00

DOWNEY-JOHNSON COIN COUNTERS \$177.50
GLOBE COIN SEPARATOR 290.00

F. O. B. Chicago

We are NATIONAL DISTRIBUTORS to the COIN MACHINE TRADE. WE REPAIR ALL TYPES COIN COUNTERS, COIN CHANGERS and COIN SORTERS
WRITE FOR COMPLETE PRICE LIST
CHARLES (JIMMY) JOHNSON



GLOBE DISTRIBUTING CO.

1623 NO. CALIFORNIA AVE., CHICAGO 47, ILL. ARM, 0780

ATTENTION

ARCADE OPERATORS!

Here's a HOT MONEY-MAKER!

Write for particulars on our **AIR COMPRESSED MACHINE GUN**

It was once Uncle Sam's BEST. Now it's your BEST BET! **WRITE TODAY.**

COIN AMUSEMENT GAMES, INC.
1335 E. 47th St. Chicago 15, Ill.

MUSIC BARGAINS

"Wurlitzers"

800 \$449.50 | 700 \$429.50
600K 299.50 | 600D ... 279.50

10—5 Balls for \$395.00

1 Silver Skates	1 G. I. Joe
1 Gun Club	1 Horoscope
1 Dixie	1 Ten Spot
1 Metro	1 All American
1 Legionnaire	1 ABC Bowler

M. J. EVANS COMPANY
662 Monroe Ave. Rochester 7, New York



LEADER SALES AND DISTRIBUTING CO.
4116 LIVE OAK ST., DALLAS, TEXAS
MILLS COIN MACHINES
OKLAHOMA AND NORTHERN HALF OF TEXAS

IF YOU DO NOT SEE WHAT YOU WANT JUST ASK US
WE CAN SUPPLY ANY BOARD THAT IS MADE
IMMEDIATE DELIVERY

No. Holes	Description	Profit	Net Price
280	25¢ TAKE IT NOW	\$33.20	\$1.90
320	25¢ HOT NUMBER	32.96	2.80
400	5¢ WIN A BUCK	7.00	.75
975	5¢ JUMBO INTRUDER	27.30	3.60
960	5¢ JUMBO FIFI	26.75	3.60
1000	25¢ JUMBO JACKPOT CHARLEY	53.00	2.62
1027	5¢ JUMBO BIG FIVE	26.25	2.00
1664	5¢ JUMBO HIGHWAY KING	46.55	3.75
2400	10¢ EXTRA SPECIAL BARREL JACKPOTS	95.22	6.70
1200	5¢ PICK A FIN	49.50	4.85
1200	10¢ PICK A TEN	77.00	4.85
1000	10¢ PIGGY BANK	44.80	2.62
1000	1¢ CIGARETTE BOARD, PAY OUT 32 PKG.		.82

Large stock of Plain Boards, 1¢, 2¢, 5¢; Cigarette Boards. Write for our Catalogue and Price List and state your needs. 25% deposit, balance C. O. D. 5% discount allowed if your check or money order accompanies order. Regular terms to rated accounts. We pay the freight on orders amounting to \$75.00 or more.

THE CARLTON PRODUCTS CO.
200 N. JEFFERSON ST. ANDOVER 1899 CHICAGO 6, ILLINOIS



SICKING, INC.
1401 CENTRAL PARKWAY, CINCINNATI 14, OHIO
MILLS COIN MACHINES
KENTUCKY, WEST VIRGINIA AND SOUTHERN OHIO

HERE'S A GOOD DEAL!
WILL TRADE THESE CONSOLES FOR GOOD ARCADE EQUIPMENT!

Keeney 2-Way Super Bells, 5-5
Paces Reels With Rails, 5¢
Bally Club Bell, 5-25
Keeney Super Bells, 5¢
Paces Races (Brown Cabinet)
Wattling Big Game, 5¢ Free Play
Bally Big Top, 5¢ Payout
Evans Galloping Dominoes, '41

Send Us Your Offer. Write Today.

COIN AMUSEMENT GAMES, INC.
1335 E. 47th St. CHICAGO 15, ILL.



VENDING MACHINE COMPANY
207 FRANKLIN ST., FAYETTEVILLE, N. C.
MILLS COIN MACHINES
NORTH CAROLINA, SOUTH CAROLINA AND VIRGINIA

WE CAN DELIVER

DAVAL FREE PLAY\$75.00
Cigarette or Fruit Reel	
DAVAL BUDDY\$33.00
AMUSEMATIC	Very Clean
LITE LEAGUE\$199.50
CHICAGO COIN	Clean as New
GOALEE\$229.50

Southern Amusement Co.
628 MADISON MEMPHIS, TENN.



UNITED AMUSEMENT COMPANY
3410 MAIN ST., KANSAS CITY 2, MISSOURI
MILLS COIN MACHINES
KANSAS AND WESTERN MISSOURI

6 Wurlitzer Skeeballs
READY FOR LOCATION!
\$275.00
1/2 Deposit With Order.
SKILL AMUSEMENT CO.
1845 E. 23 St. Cleveland 14, Ohio

ARE YOU ON THE RIGHT ROAD?


The right road is the fastest road to your destination. Naturally, Mr. Operator, your destination is "A Profitable Business." Hundreds of alert, aggressive operators are already skimming along the TRADIO highway to a successful operation despite strikes, embargoes, shortages, restrictions, etc. TRADIO's established record of uninterrupted deliveries proves that there are no STOPS nor DETOURS on this TRADIO highway to success. Don't miss out on choice locations. Start today the TRADIO way.

Only TRADIO offers all these advantages:

1. Immediate delivery!
2. All-metal permanent finish!
3. Heat resistant and warp-proof!
4. Continuous timing which runs out "playtime" AFTER being switched off!
5. Tamper-proof and insurable anywhere!
6. Quick, easy, permanent wall mounting!
7. Acoustics adjusted to fit any room!
8. Complete choice of colors!
9. Trouble-free reception of all stations!
10. 1, 2 or 3 hours for 25¢!
11. Unconditionally guaranteed for one year - Except tubes (for 90 days)!

Keep your eyes open! Tradjo, Inc. has already planned several more products in their series of outstanding "Famous Firsts." You're getting TRADIO now... TRADIOVISION (the world's first coin-operated television set) and TRADIOLA (America's first coin-operated intimate restaurant music radio) very soon. So watch for the next... the number 4... TRADIO, Inc. creation!

IMMEDIATE DELIVERY on TRADIO. WRITE, WIRE or PHONE TODAY!
Order Now From Your Nearest Distributor. Request Free Illustrated Booklet on All 3 TRADIO "FAMOUS FIRSTS" TRADIO... TRADIOLA... TRADIOVISION



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In Georgia Production Engineering 201 Denmead Street Marietta, Ga.	In Washington, D. C. Silent Sales Company 635-38 D Street, N. W. Washington, D. C.	In Missouri V. P. Distributing Co. 2336 Olive Street St. Louis 3, Mo.	In Va., W. Va. & Ky. Tri-State Tradjo Dis- tributors 430 High Street Portsmouth, Va.	In New York City Tradjo New York 140 West 42nd Street New York City, N. Y.
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In Illinois Bradley Distributors 1652 N. Damon Chicago, Ill.	In Texas B & R Sales 1028 Fort Worth Avenue Dallas, Texas	In Kansas N. Mancini Tradjo Distributing Co. 809 Central Building Wichita, Kans.	In Ohio, Mich. & Ind. Central Tradjo Distributors Hotel Garfield Prospect at 36th Street Cleveland, Ohio	In S. California Southwest Distributing Co. 3710 E. Anaheim Street Long Beach, Calif.
In Alabama H & L Distributors, Inc. 1542 2nd Avenue Birmingham, Ala.	In Colorado Colorado Tradjo 721 Logan Street Denver, Colo.	In South Dakota Rushmore Amusement Co. 613 Eighth Avenue Rapid City, S. D.		In Tenn., Ark. & Okla. W. R. Allen & Company 160 Main Boonville, Ark.



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800 Top Corners.....	\$16.50	Standard, Master, Deluxe or Supers:	
800 Lower Sides.....	13.50	Top Corners (Solid Red, Yellow or Green).....	\$12.75
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800 Back Sides (Green).....	9.50	SEEBURG	
800 Top centers (onyx).....	4.00	"Hi-Tone" Model 9800, 8800, 8200:	
600, 500 Top Corners.....	4.50	Lower Sides (Solid Red, Yellow or Green).....	14.50
700 Top Corners.....	7.50	"Hi-Tone" Grille Pilasters.....	2.25
700 Lower Sides.....	9.50	"Classic"—"Colonel"	
700 Back Sides.....	8.50	Top Corners (Solid Red, Yellow or Green).....	6.00
750 Top Corners.....	8.75	SHEET PLASTICS	
750 Lower Sides.....	8.75	20" x 50"—Pliable—Per Sheet.	
750 Top Center.....	4.25	50 Gauge, Red, Yellow, Green or Clear.....	\$12.50
750 Middle Sides.....	2.00		
850 Top Corners.....	9.50		
850 Lower Sides.....	8.75		
850 Top Center.....	11.00		
850 Peacock Glasses.....	3.50		
950 Lower Sides.....	10.50		
24 Top Corners.....	1.00		
24 Lower Sides.....	4.00		
41-61-71 Top Corners.....	4.50		

New Clear, Transparent PLASTIC WINDOWS for your Model 850 program holder . . . \$5.00 per set

If You Don't See What You Want . . . Ask For It! We May Have It In Stock!

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1514 N. Fremont Ave. • Chicago 22, Illinois • Phone: Michigan 1247

Richmond Juke Ops Up Prices

RICHMOND, Va., Dec. 14.—A survey of local music operators and distributors, conducted by *The Times-Dispatch* last week, revealed that all of the city's juke boxes will be upped to a dime, three for a quarter level by January 1, and that many machines already have been converted to the higher price.

Blaming rising costs of manufacture and operation, the Richmond operators said the nickel record inevitably must go the way of the traditional nickel glass of beer, the nickel shoe shine and the nickel cigar.

As one operator phrased it, "the arithmetic of the situation is coming home to roost. It is only a matter of time before the vast army of men and women who keep the turntables spinning on hundreds of thousands of juke boxes must face the music."

A distributor cited the fact that labor costs have zoomed while record prices have increased by as much as 100 per cent. At the same time, a wholesaler pointed out that a machine, which cost about \$129 in 1930, now costs approximately \$900. He also called attention to the increase in city, county, State and federal taxes during the past 15 years.

Another operator declared: "The average take which the owner of an establishment housing coin-operated record players gets is 50 per cent of the gross earnings. But you can't get him to absorb the increased costs, so we're having to raise the price of each record if we expect to survive."

Juke Operators Split on Boost In Washington

SEATTLE, Dec. 14. — Split on nickel price juke box play here, literally will take place when one manufacturer, whose machines make up a large portion of those on Seattle locations, ups his price to one play for a dime, three for a quarter. Another major manufacturer is holding out against the increased play price.

After company, in talking down any increase, pledges: "Since we feel that the 5-cents-a-tune phonograph is the music of the masses, it will remain our emphatic policy to keep our machines in the nickel class." Company favoring the increase states: "Arithmetic of operator survival points to the raised prices, which will become effective as change kits are converted to the revised policy."

Telephone music and personal music men indicated that they will not be affected by the increase.

CMI To Entertain Kids With Circus

CHICAGO, Dec. 14.—Coin Machine Industries, Inc., will entertain 50 little orphans and underprivileged children with a day at the circus during the Christmas holidays.

The treat was arranged by James A. Gilmore, secretary-manager of CMI, thru co-operation of the Sister Kenny Fund Committee. Committee, devoted to establishing a local infantile paralysis clinic, sponsors six "big top" performances for Chicago's lonely children at the Coliseum International Circus.

CMI's assistance in entertaining the children was offered by Gilmore, who highly approves of the circus as a means of achieving that end.

Employees at Mills Name Legion Post For Walter Altman

CHICAGO, Dec. 14.—Walter Altman Post No. 1030, American Legion, formed recently by Mills Industries for its veterans in memory of Walter Altman, is active in veteran affairs. Al Larson, World War I veteran, is post commander.

It was Altman who added the first gold star to the Mills roster of employees in military service, and his name honors the new post. After installation of officers last October 14, during which meeting *The Chicago Times* columnist Herb Graffis spoke, regular meetings were scheduled for first and third Fridays of each month. They are held at Garfield Park Field House, 100 North Central Park Avenue.

New post is encouraging new members. Objective of the organization is to assist veterans with their problems and promote fellowship among those who fought in all theaters during the war. Currently, the Altman post is sponsoring a Gifts-for-Yanks-Who-Gave drive, in which both Lake Street and Fullerton Avenue Mills plants are participating.

Commander Larson is contacting both Hines and Vaughn General Hospitals here for the plant's ex-wows, who desire to use remaining funds from former collections to purchase new wheel chairs for the veterans there.

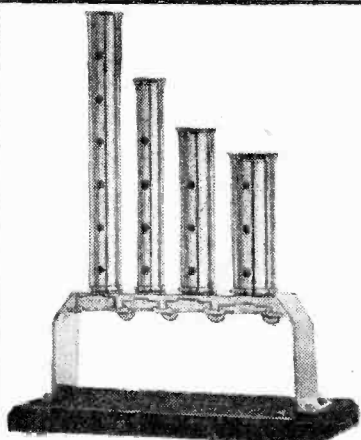


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MASTER CHANGER . . . \$27.50

COIN CHANGERS

- All metal—highly polished chrome finish.
- A flick of the finger automatically dispenses 5 NICKELS, 5 DIMES, 4 QUARTERS or 2 HALVES in the palm of your hand.
- No unnecessary trips to the cash register, as coin tubes hold quarters and halves offered for change.
- Solid die cast and precision machined coin slides assure positive accuracy.
- Encased coin slide mounting requires absolute minimum of effort to operate.
- Fully balanced on weighted non-slip base.

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IMMEDIATE DELIVERY

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TERRITORY

SPECIALS BY STEWART

4 Mills Panorams, Solo Vue Peeks	\$285.00
3 Muto. Punching Bags (Like New)	80.00
3 Astrosopes	55.00
1 Chicken Sam	65.00

2 Muto. Photomatic, Late Model \$625.00

1 A.B.T. Six Gun Automatic Rifle Range, Complete and in Excellent Condition \$825.00

1 Bally Bull 40.00

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1361 S. Main St., Salt Lake City, Utah



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COMPANY
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MILLS COIN MACHINES
DELAWARE, EASTERN PENNSYLVANIA
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ONE NEW ACE COIN COUNTER
Price, \$135.00.
Reason for selling, too small for our business.
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DOUBLE FEATURE
A One Ball Free Play Multiple Game that is "different." Drop slot motor driven shuffle board. New features as shown.

A one operation game.

The first one with a Motor Drive.
A newer, nicer, finer paint job.
Electrical solenoid Jackpot.
You only have to shuffle board once on Motor Drive.
On multiple — no shuffle.

A UNIT GUARANTEED
To reduce service to a minimum.
FIRST RACE
SECOND RACE
(First Race Remains Lit 'Til Hit)

STAINLESS SIDE RAILS
FIRST RACE
SECOND RACE
STAINLESS FRONT RAIL
BENT COIN RETURN
FREE PLAY BUTTON
HEAVY FRONT DOOR COIN RETURN

DROP CHUTE
METAL DIAMONDS

You receive every feature that is designated by lines.

Outright Purchase Price **\$489.50**

Complete as Pictured,
(On Following) **\$269.50**

Thoroughbred, Longacres, 41-47 Derbys, Dustwhirls, Whirlaway, Pimlico, Club Trophy, Dark Horse, Blue Grass, Sport Special, Record Time.

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NEW MONEY-MAKERS
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THE NEW BLACKSTONE
HIGH SPEED DOUBLE BARREL
COIN PACKER
Count and wrap \$4 in nickels in 20 seconds. Made in three sizes. Nickel—penny—dime. Guaranteed. Price \$3 each size.
S. R. BLACKSTONE
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FOR SALE
PENNY ARCADE, approximately 160 Machines, 1c-5c Floor and Counter Games, some Stock and Parts. If interested, will mail list. Price, \$2,000.00 cash. No crating, come and get them. Lease expired.
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1333 W. 5th Ave. Huntington 4, W. Va.
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WATCH PROFITS PYRAMID
WITH WHIRL-A-BALL
THE COUNTER GAME THAT HAS EVERYTHING!




- **WHIRL-A-BALL . . .** Like all Amusement Enterprises' games . . . Quick to Click!
- **WHIRL-A-BALL . . .** New, unique . . . Sparkling with player-appeal!
- **WHIRL-A-BALL . . .** Streamlined, colorful . . . Produced for profit!
- **WHIRL-A-BALL . . .** Compact (20 inches high, 13½ inches wide, 10 inches deep), fits anywhere . . . Earns everywhere! No up-keep involved!

Equipped for 5c or 1c play—optional—state preference
Immediate deliveries. Phone, write or wire your order . . . NOW!
DISTRIBUTORS, JOBBERS, OPERATORS . . . WRITE FOR FULL DETAILS!

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OFFICIAL SHOWPOSTER

DON'T MISS THE
BIG
COIN MACHINE
SHOW

SHERMAN HOTEL, CHICAGO
FEB. 3, 4, 5, 6-1947
COIN MACHINE INDUSTRIES, INC.

1947 COIN MACHINE SHOW Poster is now ready for distribution. The actual poster, which was designed by Herb Jones, advertising manager of Bally Manufacturing Company and chairman of the 1947 Show Publicity Committee, is 14 in. by 22 in. in size and printed in four colors. Distributors and manufacturers are urged to display the poster in their showrooms. Requests for posters should be addressed to
COIN MACHINE INDUSTRIES, INC., 134 N. LaSalle Street, Chicago 2, Illinois

Then and Now

(Continued from page 81)

Broadway in New York, had a liveried doorman in front with uniformed attendants of both sexes who acted as guards, change makers and explained how the various devices operated, even demonstrating them. It was not unusual to see the gentility in evening gowns and full dress amuse themselves after the theater in such an arcade. This particular arcade made many individual machines for its own use, among which was a small electric train with an open car attached to the engine which traveled under each machine, stopping long enough to collect the pennies. It then returned to the starting point and dropped the accumulated collection thru a chute to the basement of the arcade where the cashier's office was located.

After the St. Louis World's Fair, a change took place. Kinetoscopes and the first practical short reel subjects in movies made their appearance. In those days anyone could buy or lease them and the most logical place to display them was the Penny Arcade. The development was brought about cautiously. A few machines were removed to make room for seats, and a partition divided the new movie section from the arcade. Usually in the rear of the place an admission of 5 cents gave a short film—a comedy or a wild west show. Stereopticon slides were shown and there was the pianist and sometimes a singer who interpreted the slides. The show lasted about 30 minutes. These new performances proved so popular that the arcades, in a very short time, sold or stored their machines to make room for more seats and thus a new enterprise was born—the movie of today. The first reconverted arcades were named nickelodeons or nickel show, and many theaters of today are still in the original locations of the Penny Arcades of yesterday. Some of the owners of the larger arcades of that time became film producers and are the tycoons of the movie industry as we know it now, but they all had a start in the old coin machine industry.

Marvels of the Age

In addition to arcade machines we had the mechanical pay-off devices. These were truly marvels of the age for beauty, performance, earnings and endurance. The Owls, the Deweys, Centuries, various types of roulettes and many more in double and triple sections in large, beautiful quarter-sawed golden oak cabinets with artistic nickel and sometimes silver trimmings, were outstanding examples of craftsmanship and would give a good account of themselves today. With the progress and advanced knowledge in the application of electricity, modern, streamlined designs with effective light and color displays have replaced the old-timers.

Enormous advances have been made in the musical field with the discovery of radio, television and other "mystic" powers with and without wires. The development in that direction has just begun.

Vending machines in former years were few in number. In the last decade, however, these have made tremendous strides. Best known are the cigarette, candy confection and drink vending machines (with controlled temperatures). Some of the major manufacturers are already making surveys as to the future of vending all kinds of merchandise such as groceries, frozen products, package goods, drugs and any other commodity which will lend itself to vending.

So once more, as in the past, our industry will again be the cradle and the mainspring in the development of a future major industry—the automatic sales store, operated with coins and automatic change makers.



VALLEY SPECIALTY CO.
550 CLINTON ST. N, ROCHESTER 5, N. Y.
MILLS COIN MACHINES
WESTERN NEW YORK STATE

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**SLOTS—CONSOLES
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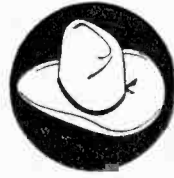
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MILLS COIN MACHINES
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NEW ABT
CHALLENGERS
\$54.00

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Quick Delivery
Thoroughly reconditioned and refinished

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COSTS YOU ONLY
\$12.50 Ea.
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HERE IS WHAT YOU GET . . .
NEW! Flashy 14-Color Score Glass
NEW! Large Size Bumper Caps
NEW! Score Cards

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5¢ Jumbo, C.P. . . . \$ 75.00
25¢ Jumbo, C.P. . . . 160.00
• New Columbias
• New Vest Pockets
• New Black Cherry Bells

MARVEL'S POP-UP
Immediate Delivery **\$49.50**

Blue & Gold Vest Pockets \$ 35.00
5¢ Blue Front 90.00
10¢ Blue Front 100.00
25¢ Blue Fronts 110.00
50¢ Silver Chrome
25¢ Brown Fronts 125.00
5¢ Jennings Chief 60.00
Rebuilt Buckley, 5¢ 125.00
Rebuilt Buckley, 10¢ 135.00
Keeney Texas Leaguer 30.00

WE HAVE ALL MILLS SLOT AND JUMBO PARTS

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THE COUNTER GAME THAT IS LEGAL EVERYWHERE!

POP-UP will 'score' every time in ANY location EVERYWHERE! POP-UP will out-earn any game of its kind.

ACCURATE, COMPETITIVE, SKILL SCORING

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PRICE \$49.50 F.O.B. Factory

SLOTS

- Brown Hammerloy (Mills), 5c, 10c, 25c. (Matched Set).....\$650.00
- Mills Chrome 225.00
- Groetchen Columbia, D-J (5c)..... 70.00
- Groetchen Columbia Gold Award, 5c 55.00

CONSOLES

- Keeney Super Bell (5c Comb.)....\$215.00
- Keeney Super Bell Twin, 5c-5c, P. O. 275.00
- Jumbo P. O. Animal Reel..... 99.50

ARCADE

- Shoof to Tokyo.....\$ 89.50
- Periscope..... 134.50

1/3 DEPOSIT WITH ORDER, F. O. B. CHICAGO

NEW GAMES

- Frisco
 - Opportunity
 - Spellbound
 - Surf Queen
 - Big Hit
- Immediate Delivery Write!!**

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Practically New

- Mercury (Cig. Reel).....\$18.50
- 1c Amer. Eagle (Fr. R.)..... 19.50
- 1c-25c Head or Tail..... 9.50
- 5c Liberty Bell (Fr. R.)..... 19.50
- 5c Bally Reserve (Cig. or Fr. R.)... 10.50
- 5c Bally Baby (Cig. R.)..... 8.50

**Wishing
You a
Merry
Christmas**

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AND COMPANY
CHICAGO 24 • ILLINOIS**

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find it necessary to use the automatic ACE Coin Counter to save time. Feather-Lite, easily carried to locations under your arm, ACE is perfect to wrap or "bag" pennies, nickels, dimes and quarters. Now being shown and delivered by nationwide distributor organization. Complete with money-tubes and carrying bag, 1-year guarantee . . . \$139.50.

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| Bosco | 49.50 | School Days | 39.50 |
| Capt. Kidd | 49.50 | Show Boat | 44.50 |
| Champs | 49.50 | Snappy, '41 | 59.50 |
| Five-Ten-Twenty | 79.50 | Speed Demon | 39.50 |
| Four Roses | 39.50 | Superliner | 219.50 |
| Fox Hunt | 39.50 | Trailways | 49.50 |
| Girls Ahoy | 44.50 | Venus | 69.50 |
| Goalee, Like New | 249.50 | Yacht Club | 29.50 |
| Gottlieb Playball | 49.50 | Zig Zag | 49.50 |
| Gun Club | 49.50 | | |
| Home Run, '42 | 59.50 | | |
| Jungle | 54.50 | | |
| Knockout | 79.50 | | |

ALL OTHER PIN GAMES AT COMPARATIVE PRICES—WRITE

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Says: "We want to take this opportunity in thanking the

**Manufacturers
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Jobbers and
Operators**



throughout America for the great part you have had in making 1946 the greatest year in the 25 years of our Coin Machine Business.

"Wishing you one and all a Merry Christmas and a Happy, Prosperous New Year.

"Remember, if we do not have what you want we will get it for you. Yours for a greater 1947."

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SHRINK-PROOF
RIGID MATERIAL
EXPERTLY MOLDED
PERFECT FIT • GUARANTEED

New! Unbreakable! Guaranteed! Clear-transparent plastic windows for Model 850 Program Holder. \$5.00 Per Set.

Determine Right or Left as You Face Phonograph

ROCK-OLA MODELS Each
Standard, Master, DeLuxe or Super
Top Corners \$12.75
Lower Sides 12.75
Top Door Plastics 6.75
The Above Available in Solid Red, Yellow, Green.

COMMANDO Each
Top Corners \$ 8.00
Top Center 7.00
Long Sides 12.75
Combination Yellow & Red Color Scheme.

SEEBURG MODELS Each
"Hi Tone"—Model 9800, 8800, 8200, Lower Sides \$14.50
"Cadet"—"Major" Top Corners 2.50
"Classic"—"Colonel" Top Corners 6.00

SHEET PLASTIC 20"x50"—Non-Brittle, Pliable, 60 Gauge Red, Yellow or Green (Thickness of a New Half Dollar). Per Sheet \$14.50. IF YOU DON'T SEE WHAT YOU WANT, ASK FOR IT! WE MAY HAVE IT IN STOCK!
TERMS: 1/3 Deposit With Order, Balance C.O.D., F.O.B. New York. Remit Full Payment and Save C.O.D. Charges. Checks Acceptable!
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24 Top Corners	Each	1.20
24 Lower Sides	Each	4.00
81-71-41-600-500 Top Corners	Each	4.00
700 Top Corners	Each	7.00
700 Lower Sides	Each	9.50
700 Back Sides	Each	8.50
800 Top Center, Right or Left Red.	Each	8.00
800 TOP CORNERS	Each	16.50
800 Back Sides, Green	Each	9.50
800 Lower Sides	Each	13.50
750 Top Corners	Each	8.75
750 Lower Sides	Each	8.75
750 Top Center	Each	4.25
750 Middle Sides	Each	2.00
850 Top Corners	Each	8.50
850 Lower Sides	Each	8.75
850 Top Center	Each	11.00
950 Lower Sides	Each	10.50

MILLS

Available in Red, Yellow or Green
Throne—Empress Top Corners \$14.00
Throne—Empress Lower Sides 14.00

CMI Show List Adds Up to 128

(Continued from page 80)

- Chicago Lock Co., Chicago
- Coan Mfg. Co., Madison, Wis.
- Coin-Arts Industries, Milwaukee
- Coin Machine Journal, Inc., Chicago
- Coin Machine Review, Los Angeles
- Columbia Recording Corp., Bridgeport, Conn.
- Consolidated Mfg. Co., Chicago
- Container Mfg. Co., St. Louis
- Daval Products Corp., Chicago
- Decca Distributing Corp., Chicago
- Deutsch Lock Co., Hammond, Ind.
- DuGrenier, Inc., Haverhill, Mass.
- Eastern Electric Vending Machine Corp., New York
- Edelman Amusement Devices, Detroit
- Electro-Amusement Game Co., Grand Rapids
- Electronic Amusement Corp., Rochester
- Empire Coin Machine Exchange, Chicago
- Etching Co. of America, Chicago
- H. C. Evans & Co., Chicago
- Exhibit Supply Co., Chicago
- Extrabell Co., Chicago
- Frantz Mfg. Co., Chicago
- Gam Sales Co., Peoria, Ill.
- Gardner & Co., Chicago
- Gay Games, Inc., Muncie, Ind.
- Genco Mfg. & Sales Co., Chicago
- Lamp Dept. of General Electric Co., Cleveland
- John N. Germack, New York
- Max Glass Distributing Co., Chicago
- Globe Distributing Co., Chicago
- D. Gottlieb & Co., Chicago
- Dan Gould Enterprises, Chicago
- Groetche Tool & Mfg. Corp., Chicago
- Guardian Electric Mfg. Co., Chicago
- Heath Distributing Co., Macon, Ga.
- Hirsh Coin Machine Corp., Washington
- Hollywood International Records, Los Angeles
- Hospital Specialty Co., Cleveland
- Illinois Lock Co., Chicago
- International Mutoscope Corp., Long Island City, N. Y.
- Independent Lock Co., Chicago
- O. D. Jennings & Co., Chicago
- Kruse & Connor, Chicago
- Malkin-Illion Co., Irvington, N. J.
- Harry Marcus Co., Chicago
- Mercury Radio & Television Corp., Chicago
- Monarch Coin Machine Co., Chicago
- Mike Munves Corp., New York
- Muscraft Records, Inc., New York
- Metropolitan Coin Machines, Inc., Brooklyn
- Music Master Corp., Chicago
- National Slug Rejectors, Inc., St. Louis
- National Vendors, Inc., St. Louis
- Jack Nelson Co., Chicago
- Northwestern Corp., Morris, Ill.
- Packard Mfg. Corp., Indianapolis
- Pan Confections, Inc., Chicago
- Pantages Maestro Co., Hollywood
- Perno, Inc., Chicago
- Personal Music Corp., Newark, N. J.
- Premier Coin Machine Mfg. Co., New York
- Quality Pictures Co., Hollywood
- Radio Corp. of America, Camden, N. J.
- Reliable Metal Engr. Co., Chicago
- Reliance Instrument Co., Chicago
- Revco, Inc., Deerfield, Mich.
- David Rosen, Philadelphia
- Runyon Sales Co., New York
- Runzel Cord & Wire Co., Chicago
- Scientific Machine Corp., New York
- Shipman Mfg. Co., Los Angeles
- Solotone Corp., Los Angeles
- Soundles Distributing Corp., Chicago
- Specialty Sales Co., Minneapolis
- Stoner Mfg. Corp., Aurora, Ill.
- Superior Products, Inc., Chicago
- Telotone Corp., Chicago
- Tradio, Inc., Asbury Park, N. J.
- Telequiz Sales Co., Chicago
- Triangle Mfg. Co., Minneapolis
- U-Need-A Vendors, Inc., Union City, N. J.
- United Mfg. Co., Chicago
- U. S. Department of Commerce
- Universal Mfg. Co., Kansas City, Mo.
- Universal Pacific Sales Co., Los Angeles
- Vendall Co., Chicago
- Victory Sales Co., Baltimore
- Viking Tool & Machine Corp., Belleville, N. J.
- Thos. A. Walsh Mfg. Co., Omaha
- Watling Mfg. Co., Chicago
- Williams Mfg. Co., Chicago
- World Wide Distributors, Chicago



DIXIE COIN MACHINE COMPANY
910-912 POYDRAS ST., NEW ORLEANS 13, LA.
MILLS COIN MACHINES
STATE OF LOUISIANA

SALESBOARDS

SPECIALS—IMMEDIATE DELIVERIES

Holes	Name	Profit	Price
1000	5¢ Nickel Charley	Def. \$17.00	\$.99
1000	5¢ LULU JR.	Def. 18.00	.99
1000	1¢ Cigarette (Girlie), 26 Pk.		.78
1000	5¢ Jumbo Hole Lulu, X Th.	13.50	1.42
1800	5¢ Lulu, X Thick	Def. 18.00	1.89
1000	5¢ Double Finn	Def. 24.00	.98
1000	25¢ J.P. Charley	Avr. \$50.00	\$1.15
1000	25¢ J.P. Charley	Avr. 52.04	1.22
1000	10¢ J.P. Ready Money, Seal.	50.70	1.79
1000	25¢ J.P. Tex. Charley, Seal.	50.28	1.49
1000	5¢ J.P. Home Run	Avr. 27.00	1.89
1200	25¢ J.P. Tex. Charley	Avr. 102.28	2.29
1000	5¢ J.P. Win Finn, Jumbo	\$24.80	\$1.79
1184	5¢ J.P. Jumbo Tens, Jumbo	33.00	2.49
1000	5¢ J.P. Beat This Card	Avr. 33.00	2.59
1020	5¢ J.P. Hot Stuff, Girlie	27.00	2.79
1000	5¢ J.P. Girlie, X Th.	Avr. 27.00	2.98
1020	5¢ J.P. Wanna Dough, Girlie	27.00	2.89
1800	5¢ J.P. Lulu, X Thick	32.00	2.89
2160	Rd. Wh. Bl. Single Bd. Tickets	\$36.00	\$1.55
2172	Rd. Wh. Bl. 5 Fold Tickets	36.00	1.88
2280	5¢ J.P. Ticket Deal	Avr. 44.00	2.89
120	Tip Ticket Books, Singles, Doz.		1.95

Grand Prize Boards, Real McCoy Boards, Etc.
SEND FOR CATALOG.

WORLD'S BEST BOARDS, TICKETS, CARDS

DELUXE MFG. CO.
DeLuxe Building Blue Earth, Minn.



SOUTH COAST AMUSEMENT CO.
314 E. 11TH ST., HOUSTON 8, TEXAS
MILLS COIN MACHINES
SOUTHERN HALF OF TEXAS

FOR SALE CONSOLES

3 Pace Saratogas, Ea.	\$79.50
2 Mills Stanco Bells, Ea.	79.50
1 Ray's Track, 9 Coin	99.50
1 Keeney Club House, 9 Coin	89.50
SLOTS	
5 Amer. Eagles, Like New, Ea.	\$12.50
1 Mercury Cig. Reels	12.50
1 Mills Q.T., 1¢, 3-5	39.50
1 Jennings Gooseneck, 25¢, 3-5	49.50
1 Mills 4 Coin Esc., 3-5	44.50
1 Watling Rotatop, 5¢, 3-5	44.50
1 Pace Bantam, 3-5	29.50
USED PINS READY FOR LOCATION	
2 Jeeps, Ea.	\$74.50
1 Sea Hawk	49.50
1 Girls Ahoy	54.50
1 Ten Spot	44.50
1 Catalina	129.50
1 '42 Home Run	74.50
1 Invasion	64.50
1 Silver Skates	54.50

25% Deposit, Balance C. O. D.
WESTWOOD VENDING SERVICE
4119 Hoover Ave. DAYTON 7, OHIO

MAX BROWN Says



WHY haven't you written us for our **SPECIAL PRICES** on ALL GAMES?

YOU'LL LIKE THE WAY WE DO BUSINESS

Phila. COIN MACHINE EXCHANGE
844 N. BROAD ST. — PHONE PO 5-4772 — PHILA. 30, PA.

NOW DELIVERING

PACKARD PLA-MOR PHONOGRAPHS—HIDEAWAYS, WALLBOXES AND ACCESSORIES
GOLDEN FALLS—BLACK CHERRYS—GOLD CHROMES—CLUB BELLS—JENNINGS—PACE—WATLING
KEENEY SUPER BONUS BELLS—FOUR BELLS—BALLY DRAW BELLS—BALLY TRIPLE BELL—FAST BALL—BANK BALL—WHIRL-A-BALL—WRITE!

TWIN PORTS SALES CO.

230 Lake Ave., So. DULUTH 2, MINN. 2027 Washington Ave., So. MINNEAPOLIS 4, MINN.

NEWS DIGEST

(Continued from page 80)

pign to inform the public that some few tourists are still allowed to enter.

PACKAGING—Outgrowth of the recent Packaging Institute Convention in Chicago is the 40-cigarette pack, a thin paper box designed to fit handily in women's purses or men's pockets. At the time the Institute met, promoters of the 40-per-pack said they had already interested at least one major cigarette manufacturer in the container.

2 Gottlieb Grippers, Used 2 Weeks, Ea.	\$37.50
1 Mills 5¢ Bluefront, Serial Over 400,000	95.00
1 Mills Bluefront Q.T., 1¢	35.00
1 5¢ Paces Reels, No Ralls	35.00
1 Marvel Non Coin	15.00

BARNES MUSIC CO.

1521 Broad Street SELMA, ALA.

IOWA STATE SALES

567 7TH ST., DES MOINES, IOWA

MILLS COIN MACHINES

STATE OF IOWA

ROUTE FOR SALE

Central New York — Price Reasonable

If you are seeking a well balanced, established and profitable Coin Machine Business with plenty of new equipment—Music—1 Balls—5 Balls—Slots—then we invite your inquiries and investigation.

Reply BOX D-394, THE BILLBOARD, CINCINNATI 1, OHIO.

MILLS NEW POST-WAR MACHINES

**ORDER TODAY
IMMEDIATE
SHIPMENT**

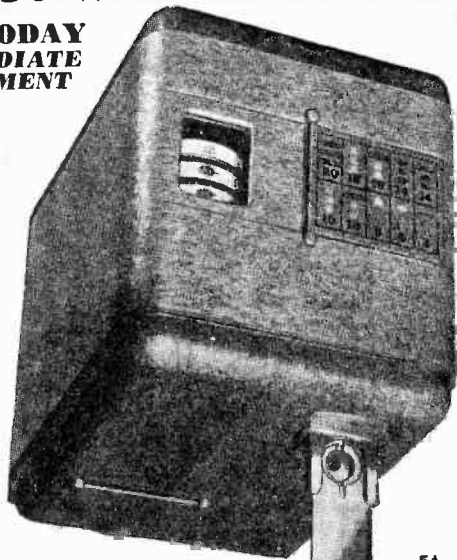


BLACK CHERRY BELL

This wonderful new Bell is now ready for delivery in 5¢, 10¢, 25¢ and 50¢ Play. This machine actually glows and sparkles with brilliant dashes of Silver, Black, Red and Green.

Write For Prices

NEW SAFE STANDS \$27.50
Send 1/3 Deposit With Order.



NEW VEST POCKET BELL

The Vest Pocket is a complete Bell, operating on 3-5 Mystery Payout system. Small payout cup in front is covered by drop flap. Reels can also be instantly covered, automatically removing the reward plate from sight. BLUE & SILVER or GOLD & SILVER.

\$74.50
5¢ Play

SICKING, INC.

1401 CENTRAL PARKWAY, CINCINNATI 14, O.

NOW DELIVERING IN MICHIGAN!

NEW MACHINES

FIVE BALL PIN GAMES

EXHIBIT FIESTA	\$320.00	UNITED SEA BREEZE	\$325.00
WILLIAMS SMARTY	334.50	BALLY BIG LEAGUE	WRITE
CHICAGO COIN SUPERSCORE	299.50	GOTTLIEB SUPERLINER	WRITE
BALLY MIDGET RACER	299.50	EXHIBIT FAST BALL	WRITE
GOTTLIEB BAFFLE CARD	322.00	BALLY SURF QUEENS	WRITE
GENCO STEP UP	324.50	MARVEL OPPORTUNITY	WRITE

CONSOLES

KEENEY 5¢ SUPER BONUS BELL	\$740.00	BALLY DRAW BELL, 25¢	\$497.50
BALLY DRAW BELL, 5¢	477.50	BALLY TRIPLE BELL	895.00

ARCADE MACHINES

MARVEL POP UP	\$ 49.50	AMUSEMATIC JACK RABBIT	WRITE
ABT CHALLENGER	65.00	GENCO WHIZZ	WRITE
GOTTLIEB 3 WAY GRIP SCALE	39.50	GROETCHEN METAL TYPER, 10¢	\$449.50

SLOTS

MILLS 5¢ BLACK CHERRY BELL	\$248.00	MILLS BOX STANDS	\$ 27.50
MILLS 25¢ BLACK CHERRY BELL	258.00	GROETCHEN COLUMBIA, J.P.	145.00
MILLS 25¢ GOLDEN FALLS	268.00	DELUXE CLUB COLUMBIA	209.50
MILLS VEST POCKET BELL	74.50		

ONE BALLS, ETC.

BALLY VICTORY DERBY, P.O.	WRITE	SILVER KING PEANUT VENDOR, 1¢ or 5¢	\$ 13.95
BALLY VICTORY SPECIAL, F.P.	WRITE	VICTOR MODEL V, GLOBE TYPE	11.75
DAVAL FREE PLAY, OIG or FRT. \$ 75.00		VICTOR DELUXE, CABINET TYPE, 1¢ or 5¢	13.75
ACE COIN COUNTER	139.50		

RECONDITIONED EQUIPMENT

Mutoscope Sky Fighter	\$209.50	Bally Club Trophy	\$204.50	Mills 5¢ Q.T., Late Mod.	\$ 89.50
Periscope	129.50	Bally '41 Derby, F.P.	214.50	Used Slot Stands	18.50
Chicago Coin Goalsee	289.50	Bally Record Time, F.P.	134.50	School Days	59.50
Champion Hockey, F.S.	109.50	Bally Dark Horse	149.50	Pan American	64.50
Wurl. Skee Ball, 14 Ft.	375.00	Mills 5¢ Blue Fronts, Late	129.50	Sky Rider	109.50
Bally King Pin	189.50	Mills 10¢ Blue Fronts, Late	139.50	Flat Top	189.50
Waiting Big Game, F.P.	89.50	Mills 25¢ Blue Fronts, Late	149.50	Laura	209.50
Jennings Silver Moon, F.P.	114.50	Mills Vest Pockets, Green	42.50	Liberty (Gottlieb)	154.50
Evans '40 Gal. Dominos, J.P.	175.00	Mills Vest Pockets, B & G	49.50	Big Hit (Exhibit)	209.50
Evans Lucky Star	125.00			Keep 'Em Flying	134.50
				5-10-20	109.50
				American Beauty	89.50
				'42 Home Run	89.50

1/2 Deposit With Order, Balance C. O. D. or Sight Draft

Robinson SALES CO.
7525 Grand River Ave. • Phone: Tyler • 7-2770 Detroit, Mich.

Marvel's **POP-UP**

THE COUNTER GAME THAT IS LEGAL EVERYWHERE!

1¢ PLAY
(5¢ Play if Desired)

A REAL MONEY MAKER

PRICE
\$49.50

F.O.B. Factory
FULLY METERED
— NO COIN COUNTING NECESSARY

POP-UP will 'score' every time in ANY location EVERYWHERE! POP-UP will out-earn any game of its kind. POP-UP WILL TRIPLE YOUR PROFIT!

POP-UP is sturdily built — Natural wood cabinet with polished chrome-nickel fittings. Highly finished rust-proof parts. Precision built scoring unit and fool-proof mechanism. POP-UP is indestructible. Height 18", Width 12", Depth 8". Get POP-UP in all your locations for those 'soaring' profits.

Empire Coin
MACHINE EXCHANGE
2812 WEST NORTH AVENUE • PHONE: HUMBOLDT 6288 • CHICAGO 47, ILLINOIS

<p>SPECIAL</p> <p>AMPLIFIERS RIFLES MOTORS REPAIRED PROMPT SERVICE</p> <hr/> <p>WANTED</p> <p>SEEBURG CHICKEN SAM AND JAILBIRD RAY GUNS WILL PAY \$40.00 Each</p> <p>WRITE FOR SHIPPING INSTRUCTIONS.</p>	<p>SEEBURG RAY GUNS</p> <p>CONVERTED TO "SHOOT THE BEAR"</p> <p style="font-size: 2em;">\$149.50</p> <p style="writing-mode: vertical-rl; transform: rotate(180deg);">SPECIAL</p> <p>COMPLETELY RECONDITIONED REPAINTED AND CONVERTED FROM SEEBURG RAY GUNS</p> <p>IMMEDIATE DELIVERY</p> <p>SOLD ON COINEX MONEY BACK GUARANTEE</p>	<p>SPECIAL</p> <p>PIN GAMES</p> <table border="0"> <tr><td>ABC Bowler</td><td>\$ 59.50</td></tr> <tr><td>Argentine</td><td>95.00</td></tr> <tr><td>Big Six</td><td>39.50</td></tr> <tr><td>Big Top</td><td>149.50</td></tr> <tr><td>Bolaway</td><td>89.50</td></tr> <tr><td>Champion</td><td>39.50</td></tr> <tr><td>Defense</td><td>39.50</td></tr> <tr><td>Fleet</td><td>49.50</td></tr> <tr><td>Follies</td><td>35.00</td></tr> <tr><td>Four Aces</td><td>125.00</td></tr> <tr><td>Four Roses</td><td>65.00</td></tr> <tr><td>Horoscope</td><td>84.50</td></tr> <tr><td>Keep 'Em Flying</td><td>139.50</td></tr> <tr><td>Knockout</td><td>129.50</td></tr> <tr><td>Landslide</td><td>39.50</td></tr> <tr><td>Play Ball</td><td>49.50</td></tr> <tr><td>Speedway</td><td>35.00</td></tr> <tr><td>Seahawk</td><td>85.00</td></tr> <tr><td>Sport Parade</td><td>75.00</td></tr> <tr><td>Spot Pool</td><td>89.50</td></tr> <tr><td>Super Six</td><td>45.00</td></tr> <tr><td>Thriller</td><td>39.50</td></tr> <tr><td>Victory</td><td>95.00</td></tr> <tr><td>Yankee Doodle</td><td>149.50</td></tr> </table> <p>REFINISHED--GUARANTEED</p>	ABC Bowler	\$ 59.50	Argentine	95.00	Big Six	39.50	Big Top	149.50	Bolaway	89.50	Champion	39.50	Defense	39.50	Fleet	49.50	Follies	35.00	Four Aces	125.00	Four Roses	65.00	Horoscope	84.50	Keep 'Em Flying	139.50	Knockout	129.50	Landslide	39.50	Play Ball	49.50	Speedway	35.00	Seahawk	85.00	Sport Parade	75.00	Spot Pool	89.50	Super Six	45.00	Thriller	39.50	Victory	95.00	Yankee Doodle	149.50
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Yankee Doodle	149.50																																																	

1/3 DEPOSIT WITH ORDER, BALANCE C. O. D.

COMPLETE STOCK OF SEEBURG RAY GUN PARTS

COINEX CORPORATION

Telephone GRAceland 0317 • 1346 Roscoe St., Chicago 13, Ill.

AMMCO'S EQUIPMENT ALWAYS SATISFY!

COUNTER GAMES

ARCADE EQUIPMENT

PIN GAMES

BELL MACHINES

GET ON OUR MAILING LIST TODAY!
FOREIGN TRADE CORDIALLY INVITED TO WRITE TO US

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2513 N. MILWAUKEE AVE. • CAPITOL IIII • CHICAGO 47, ILL.

BOWLING GAME BALLS

REGROUND AND LACQUERED—REFINISHED LIKE NEW

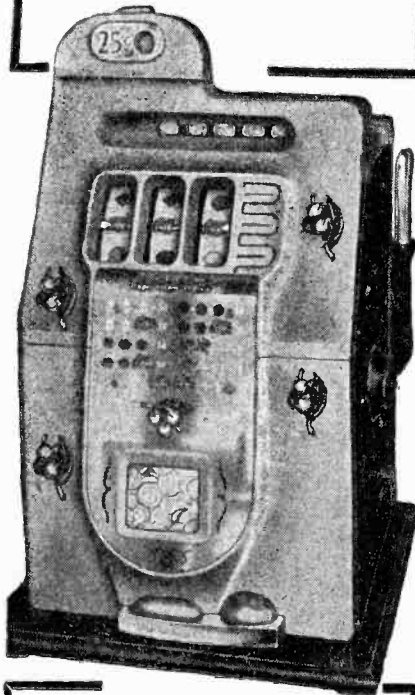
2 1/4" to 3 1/4"	\$25.00 per hundred	10-Day Service
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MACOMB

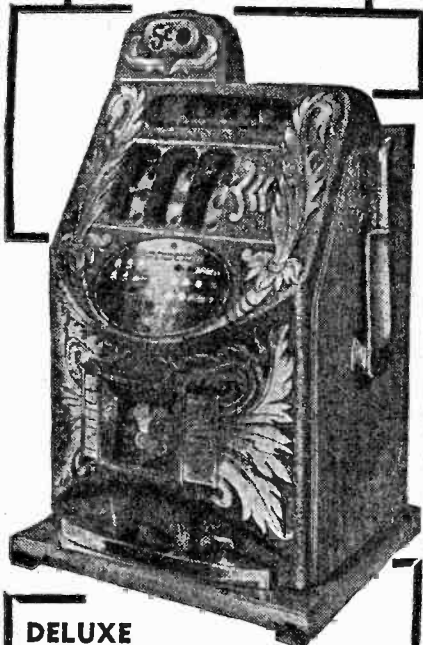
MUSIC SERVICE

16700 NINE MILE RD.
EAST DETROIT, MICH.

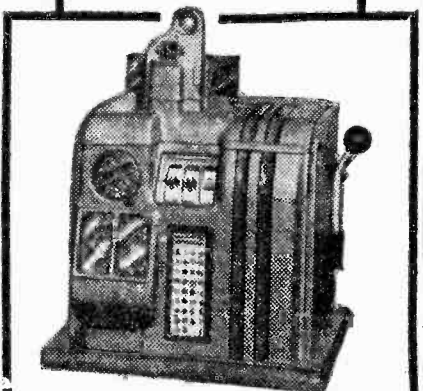
GET THE LATEST BELLS FROM HEADQUARTERS



MILLS BLACK CHERRY BELL



DELUXE EXTRA BELL



COLUMBIA TWIN-JAK BELL

BRAND NEW OR REBUILTS ALL MAKES — ALL MODELS SOLD WITH A MONEY-BACK GUARANTEE.

SEND FOR CATALOG

BAKER

NOVELTY COMPANY, INC.

1700 Washington Blvd. Chicago 12, Illinois

Per Capita Use Of Cigs Grows

(Continued from page 82)

cured varieties, and 22.1 cents per pound for burley. Because tobacco is itself the greatest factory cost factor in cigarettes, such price increases did much to cut earnings during price controls.

They are reflected in comparative earnings per thousand cigarettes between the two years. American Tobacco Company, in 1939, earned about 62 cents per thousand before taxes, but in 1945 its earnings were down to 35 cents per thousand before taxes. Similar reductions were experienced by other major producers.

Entering the picture here is the status of price ceilings. Cause for relief in the industry, according to Wootten, is chance for more equitable price structures with change in price control considerations.

About Product Improvement

Interesting assessment of the effect of product improvement on competitive advantages enjoyed by cigarette manufacturers is another subject explored in this report.

It is pointed out that the tobacco business basically is a business of service to the consumer. Improvements in packaging thru the years is cited as an example of how those who pioneer in this field enjoy rewards in the form of profits.

Thus, Liggett & Myers Tobacco Company was the first to use glassine wrappers on their Chesterfield brand, a move which American Tobacco Company followed in its Lucky Strike brand in order to meet competition.

Cite Innovations

Cellophane packaging by R. J. Reynolds Tobacco Company for Camels stole a march on both firms, who followed this trend. Further innovation was placing of an opening tab on Lucky Strikes, P. Lorillard entered the race by putting a red strip opener on their brands, a practice followed by most other makers with the exception of R. J. Reynolds. With each refinement, public appreciation rewarded the innovator.

While all of these varied observations concerning the cigarette industry are intended to apply to the manufacturing field, they may also produce valuable tips for operators of cigarette machines, in addition to providing the vending trade with fuller information about the product it dispenses.



FRIEDMAN AMUSEMENT COMPANY

441 EDGEWOOD AVE. SE, ATLANTA, GEORGIA

MILLS COIN MACHINES

STATE OF GEORGIA

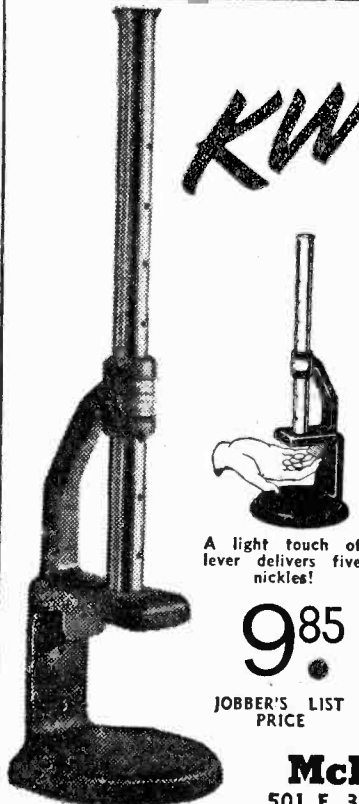
FOR SALE MUSIC & PINBALL ROUTE

IN AND NEAR CAMP HOOD, EXCELLENT LOCATIONS. Consists of fourteen Music Machines, twenty Pin Balls and other equipment; all new models. \$15,000 will handle.

P. O. BOX #1974, Waco, Texas.

READY NOW FOR IMMEDIATE DELIVERY!

KWIK-NIKLES Streamlined COIN CHANGER



A light touch of lever delivers five nickles!

9.85

JOBBER'S LIST PRICE

It's fast! A light touch of the handy lever delivers five nickles into your palm. Can't miss, can't fail. Pays for itself in time saved!

- Sturdy — All Metal!
- Feather Touch Operation!
- Holds a Full 200 Nickles!
- Guaranteed Accurate!
- Wall or Counter Mount!
- Plated Solid Brass Tube
- Distributors Wanted — Write for Discount Deal!

McPHERSON MFG. CO.
501 E. 34th STREET TACOMA 4, WASH.

Smash BELL RINGER

RING TWICE 10!

100 250 500 750 1000 1250 1500 1750 2000 2250 2500 2750 3000 3250 3500 3750 4000 4250 4500 4750 5000 5250 5500 5750 6000 6250 6500 6750 7000 7250 7500 7750 8000 8250 8500 8750 9000 9250 9500 9750 10000

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(Continued from page 92)
ing booklet containing copious notes on the electric guitar artist.

TREASURY OF GRAND OPERA
(Victor M-1074)

Tying in with Henry W. Simon's book on the opera, Victor has adopted the title for a desirable album of four 12-inchers presenting real opera treasures on wax. All the selections are Metop triumphs presented by top

drawer talent. Artistically, these operatic highlights are also in top order, and go a long way in stimulating appetite and interest. It's an all-star round-up with Arturo Toscanini and the NBC Symphony opening the "treasury" chest with the Act I prelude from Wagner's *Lohengrin* for both sides of the record. Outstanding gem is unquestionably the duet of soprano Licia Albanese and tenor Jan Peerce for *Un Di Felice, Etere* from Verdi's *La Traviata*, with Frieder Weissman conducting the Victor Orchestra. Other aria delights include James Melton singing *Il Mio Tesoro* from Mozart's *Don Giovanni*, Paul Breisach conducting; baritone Leonard Waren for *Si Puo? Un Nido Di Memorie*, which Tonio, the clown, sings in the prologue of the tragic *I Pagliacci* opera; soprano Zinka Milanov as the slave girl, Aida, singing *Ritorna Vincitor* an outstanding aria from Verdi's *Aida*; mezzo-soprano Gladys Swarthout, with orchestra and chorus, for the *Habanera* from *Carmen*; and for one of the most beloved male ensembles, Robert Shaw conducting the orchestra and chorus for the *Soldier's Chorus* from *Faust*. An absorbing compilation from start to finish.

BING CROSBY—JEROME KERN SONGS
(Decca 485)

With the forthcoming of the new movie keyed to the music of Jerome Kern, there is more than casual interest in this packaging of eight melodies by the master, some of which have been issued earlier as singing sides. Attention is also directed to two of the eight sides Bing Crosby had the missus, Dixie Lee, joining him vocally. Mr. and Mrs. Crosby share the lyrics for the ballads *A Fine Romance* and *The Way You Look Tonight* with Victor Young providing the musical background. Album plays down Mrs. Crosby, which is easy to understand once the sides spin out. Much more effective are the other six sides that has the Groaner giving out in his usual easy and relaxed style, bearing out all of the expression and understanding of the Kern songs. All ballads, and spinning mostly in tempo, selections include such favorites as *Till the Clouds Roll By*, which serves as the cover illustration, *Ole Man River*, *I've Told Ev'ry Little Star*, *Dearly Beloved*, *Long Ago* and *All Thru the Day*. Booklet included with the package includes copious notes on the singer and the composer. Toots Camarata accompanies five of the six

solo sides with John Scott Trotter's music for *Long Ago*. Movie association will heighten the merchandising appeal of this slap-together set.

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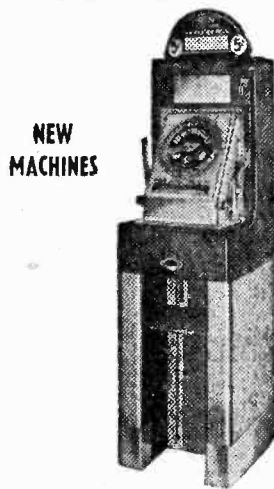
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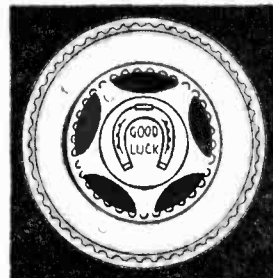


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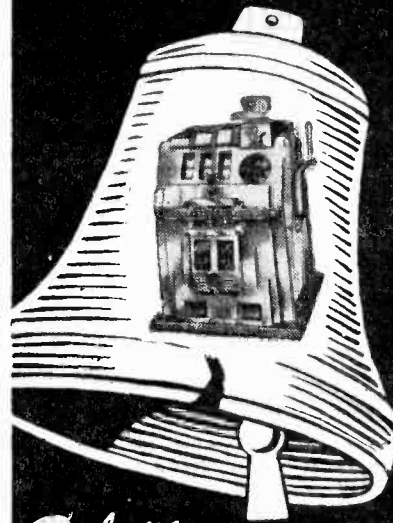
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Annual AOAA Meet Names F. M. Smith New Prexy; Plans National Confab

Consider Plans To Include All Amusement Operators

NEW YORK, Dec. 14.—F. McKim Smith, Smith's Gameland, Atlantic City, was nominated to be president

of the Arcade Owners' Association of America to succeed Al W. Blendow, sales manager of International Mutoscope Corporation, who has served as president for the past four years, at the annual election meeting of the organization December 12 in the Park Central Hotel here.

Only one ticket is ever nominated at these meetings and formal election is usually held at the first meeting in January. Nomination is tantamount to election for prospective officers of the association. Blendow will serve on the executive board of the organization.

List Officers

Named first vice-president of the AOAA was William K. Rodstein, Philadelphia arcade owner, who will serve in that post in place of Louis Fox, New York arcade owner, who will continue to help the organization as second vice-president. Max Shaffer, Times Amusement Arcade owner, New York, will serve as third vice-president of the association, succeeding Smith in the position.

Renominated to the post of recording and corresponding secretary was Al Meyers, Rockaway arcade owner. Bernard Katz, Coney Island arcade owner, was re-named treasurer of the AOAA. Also renominated were the regional directors: Meyer Wolf, New Jersey; Joseph Ash, Pennsylvania; Ken Wilson, Illinois, and F. M. Eagan, Texas.

Instead of regular monthly meetings in the Park Central Hotel here, it was decided at the meeting that in the future one national convention would be held a year and this would be closely allied to the National Coin Machine show, usually held in Chicago by the Coin Machine Industries, Inc. Other meetings of the organization will be rotated to various cities and tentative meetings in Atlantic City, Philadelphia and Chicago are now being arranged.

Admission Policy Changed

Change in policy for admission to membership in the AOAA will also be considered in the near future, Smith said. Operators of coin ma-

chine amusement establishments, regardless of whether or not they are arcades in the strict sense of the word, will be considered. Poker table establishments are the main type establishments falling into this scope. In Atlantic City, where Smith is president of the Atlantic City Arcade Association, these types of establishments are included in local organizational membership.

"Possible admission of all amusement game operators will be considered if a proposal to alter the name of the organization is approved," Smith added. "We plan to make the association a by-word on the tongue of everyone in the coin machine field."

On February 4, the second day of the CMI Chicago convention, a special session of the organization will be held, with James Mangan, CMI public relations chief, and James Gilmore, secretary-manager of CMI, acting as speakers. Another business meeting of the group is planned for the next day.

AOAA National Policy

Present national policy of the organization, according to both Blendow and Smith, will center around an arcade mechanics' school, the national excise tax situation and relief for seasonal arcades, the reduction in rates of insurance for members thru a group insurance program, and supervision of any local issue that may arise in any section of the country that could eventually affect the national arcade situation.

In the evening after the meeting about 125 members of allied trades gathered in the Village Barn for the annual dinner-dance entertainment of the AOAA. Led by Barnett R. Berkens, executive secretary, the group engaged in the spirit of the occasion and a festive time was enjoyed by all attending.

Among Those Present

Those attending included Smith, Blendow, Rodstein, Fox, Schaffer, Meyers, Katz, Wolf, Holzman, Joe Raziano, Bonra Amusement Company, Coney Island; William Rabkin, president of International Mutoscope; Bert Lane, Atlantic New York Corporation; George Posner and Irving Kaye, Amusement Enterprises; Frank Marcus, Herbert Weaver, Joseph Ash and Irv Morris, Active Amusement Machine Company, Newark and Philadelphia; Irving Hahn, Lou Klein, M. Schork, Louis Rabkin and Al Rodstein, Arco Sales Company, and Mike Munves, of Arco.

Max Levine, Scientific Machines Company; Dave Lowy, of the firm of the same name; Herman Broth (Smith AOAA Prexy on page 118)

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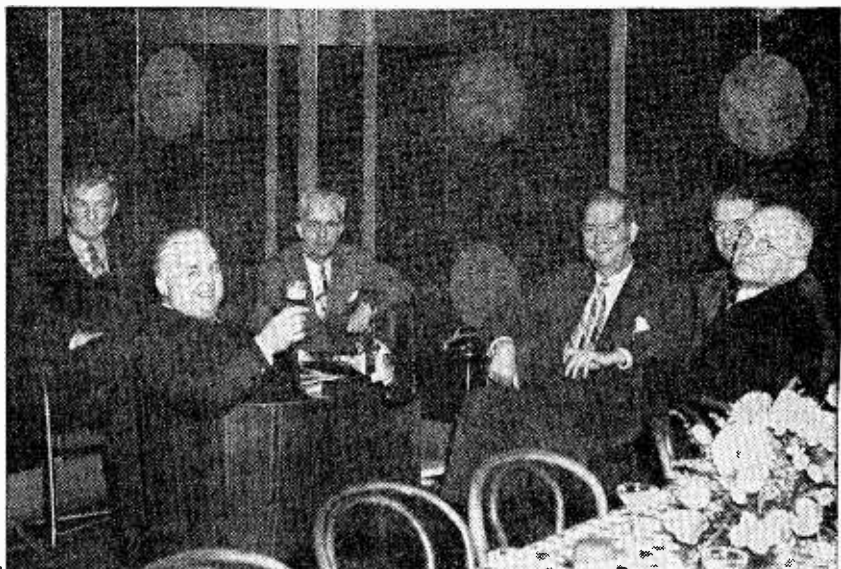
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PHEASANT HUNT of Bell-o-Matic's Vince Shay and Bill Mills started in South Dakota, had its climax at firm's plushy Owl Room. On hand to partake, among others, were (left to right): Art Cooley, firm vice-president; Paul Bowman, advertising agency man; Gran Shay, firm advertising manager; Jim Mangan, head of CMI Public Relations Bureau; Bill Mills, firm officer, and Joe Liska, foreman of Mills bell line.

Rowlett Opens Music Store

AUSTIN, Tex., Dec. 14.—Henry R. Rowlett, former operator of the Austin Phonograph Company, here, has opened a new radio, appliance and record store at 819 Congress Avenue.

APOA Holds Monthly Meet in Cincinnati To Map Party Plans

CINCINNATI, Dec. 14.—Automatic Phonograph Owners' Association held its regular board meeting during the afternoon of December 10 and its regular monthly meeting the evening of the same date.

With Sam E. Chester as chairman, the board made final arrangements for the APOA Christmas party which is scheduled for December 18 at the Twin Oaks Golf Club. Meeting took place in APOA offices in the Traction Building here.

Attending the board meeting were Charles Kanter, Ray Bigner, John Nicholas, John Weisenberger, Phil Ostand, N. Bartell, Abe Salmon, Harry Hester, Louis Schoenlaub and Morris Kleinman.

At the monthly meeting, held in the Hotel Gibson, with APOA President Sam E. Chester in charge, J. H. Souther and W. Kelly, of the Majestic Record Company, and Larry Price, Pearl Record Company, explained the present-day record situation. Food and refreshments were served at the conclusion of this meeting.

Among those in attendance at the evening session were William Harris, Herbert Black, Max Moesckel, Al Chasson, Tom Hastings, Jerry Levy, William Fitzpatrick and Al Lieberman. Board members present at this meeting were Charles Kanter, Harry Hester, John Nicholas, Morris Kleinman, Ray Bigner, N. Bartell, Abe Salmon and John Weisenberger, who attended with Mrs. Weisenberger.

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134 NORTH LASALLE STREET • CHICAGO 2 • ILL

Cleveland Juke Ops Entertain V. Monroe

CLEVELAND, Dec. 14.—Cleveland Phonograph Merchants' Association entertained Vaughn Monroe at a special luncheon held for him by the association at Hotel Cleveland De-

ember 3. Regular monthly meeting of CPMA was held December 5 also at Hotel Cleveland. During the meeting it was announced that the temporary members of the executive board for December, January and February would be Leo Malevan, Lester Bieber and George Zollos.

Park Meters Bring On Nickel Famine

PUEBLO, Colo., Dec. 14.—Operation of this city's 800 new coin-operated parking meters was causing concern to bankers here this week as it made inroads on the local supply of nickels.

Altho bankers declare the situation is not serious, one bank brought in 3,000 nickels to overcome the shortage in circulation. Nickels are kept, according to officials, out of circulation for about 10 days by the meter use. Because of the meters, motorists are carrying more change.

After money is deposited, it remains in the meter for about five days, officials report. After collection a few more days pass before the money is reissued thru the bank.

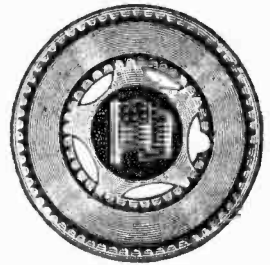
SMITH AAOA PREXY

(Continued from page 116) ers, legal counsel; Harry Berger, West Side Distributing Corporation; Ben Smith, DePerri Advertising; Ben Walinetz, Gem Enterprises, Rochester, N. Y.; Ralph Hotkins, Capitol Projector Company; Leo Bernstein, Byrd, Richards & Pound Advertising; Jack Firestone and Murray Goldberg, Firestone Games; Samuel Pinkovitz, Philadelphia arcade owner; Bill Alberg and Charles Aronson, Brooklyn Amusement Machines Company; C. M. Frost, Frost Vending Machines, Boston, and Irving Cohen.

Most of the guests attending the annual affair of the organization brought along their wives and entered into the festive mood of the night.

METAL TYPER DISCS

For Groetchen Typers



We Use Finest Aluminum Standard Thickness • Satin Finish

PRECISION DIES

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Money Back Guarantee.

\$8.50

Samples on request.

Per 1,000

METAL TYPEWRITERS

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MAX GLASS DISTRIBUTING COMPANY

914 DIVERSEY • CHICAGO 14, ILL.



SPEEDWAY'S "TALKING GOLD" has a "POT-O-GOLD" for OPERATORS

THE LETTER IS THE PAY-OFF . . . THE PAY-OFF IS . . . **\$100.00**

Operators are all agreed that "TALKING GOLD" is the world's finest grille cloth!

WHY? WHY? WHY? WHY?

SPEEDWAY would like to know:

Why you prefer "TALKING GOLD" Plastic Grille Cloth on your phonograph?

Why your locations prefer "TALKING GOLD"?

HOW "TALKING GOLD" increases your profits?

You may be the one to win this \$100.00. How? Simply write a letter to Speedway . . . stating why you prefer "TALKING GOLD" on your phonographs . . . Describe the reaction of your locations to "TALKING GOLD" . . . Tell us how "TALKING GOLD" increases your profits. SPEEDWAY is offering \$100.00 for the best letter! Here's your chance to hit the jack-pot for a solid C-Note! Write today . . . Now! BE SURE to mention the name of the distributor who sells you "TALKING GOLD". All letters must be postmarked no later than midnight, January 31, 1947. Shortly thereafter the winning letter will be published.

"Talking Gold" plastic grille cloth comes in sheets 20"x50" (or multiples of this size). Price: 1c per sq. inch. Full sheet (1,000 sq. inches) \$10.00. Save waste! Save money! Buy large roll. Use as needed. IF YOU HAVEN'T ALREADY PLACED YOUR ORDER —WHAT ARE YOU WAITING FOR?

DISTRIBUTORS: Some exclusive territories are still open. Write on your letterhead for our 100% co-operative deal.

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N. Y. 19, N. Y.

AL BLOOM, President
Tel.: LOnacre 5-0371

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VEST POCKET BELL	\$74.50
NOW IN STOCK	
IMMEDIATE DELIVERY	
Mills New Safe Stands for Bell Machines	\$22.50
Black Cherry Bells, 5c, 10c or 25c	
Deluxe Model Columbia Bells	
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A NEW VERSION OF AN OLD FAVORITE
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ONLY **\$285.00**
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ORDER NOW!
1/3 Dep. With Order, Bal. C. O. D.

PLUS THE FOLLOWING PLAY-PROVEN FEATURES:

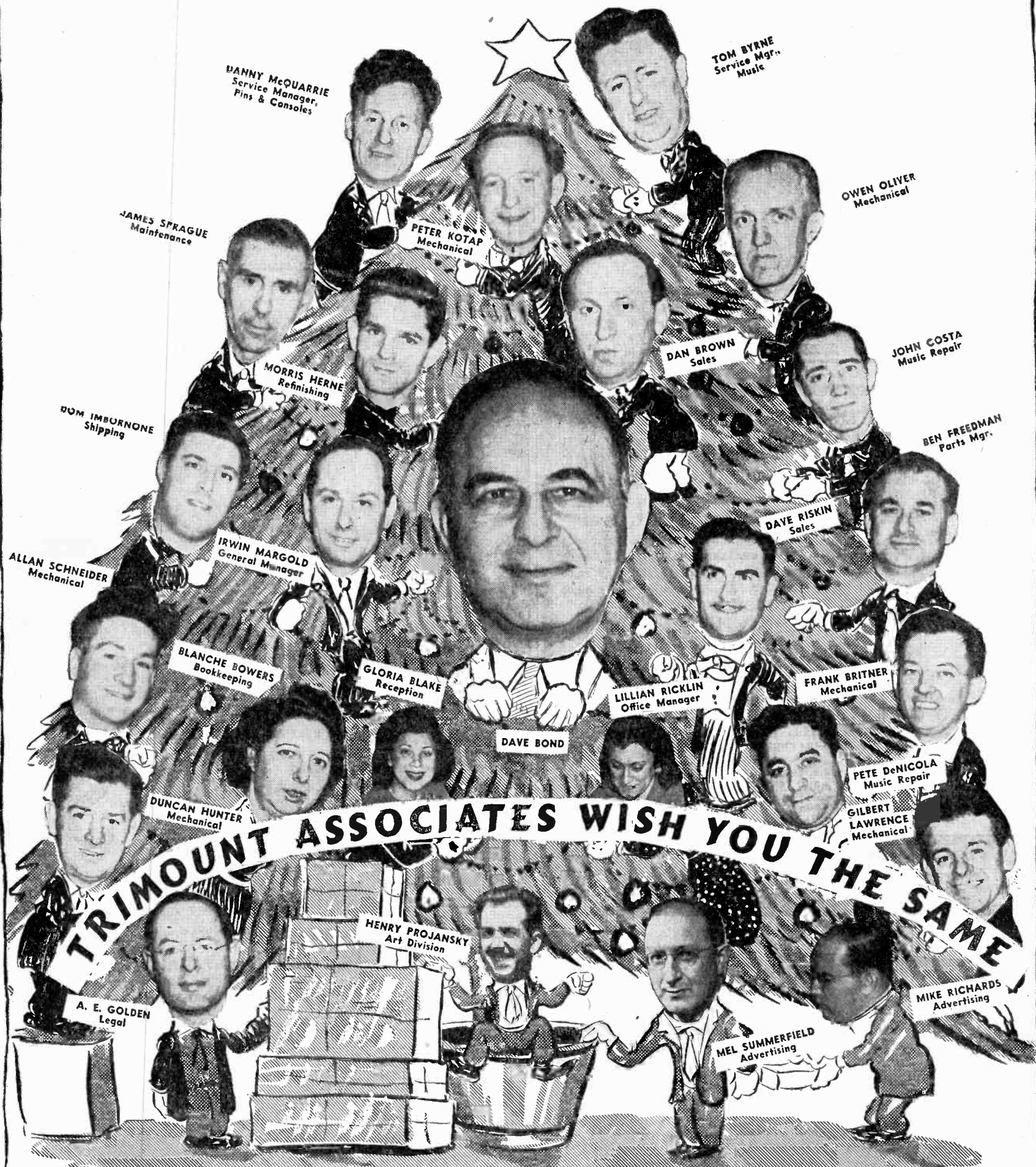
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THE ENTIRE TRIMOUNT STAFF WISHES ALL MANUFACTURERS, OPERATORS, SUPPLIERS AND FRIENDS A VERY MERRY XMAS AND A MOST PROSPEROUS NEW YEAR



In New, England - it's TRIMOUNT!

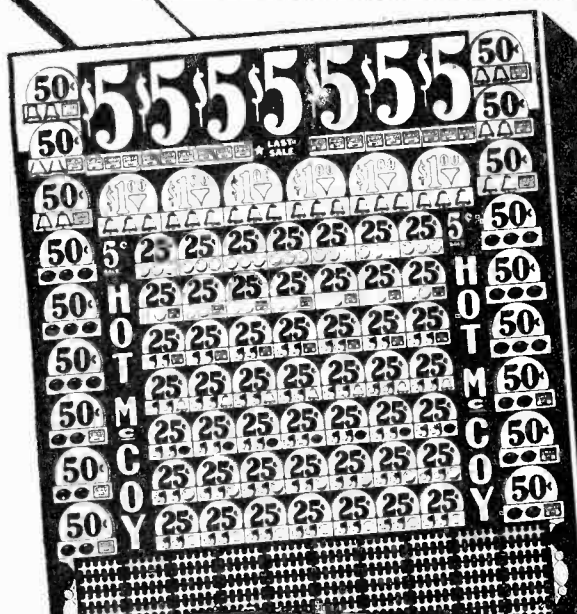
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**2520 HOLES
THICK
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TICKETS**

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5c PLAY
\$63.75
PROFIT**

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BIG McCOY
10c PLAY
\$109.50
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Wurlitzer 71 Counter Model	159.50	Seeburg Regal	189.50
Wurlitzer Twin 12, Buckley, Adaptor	189.50	Seeburg Gem, Cellar Job, Remote	225.00
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WURLITZER 42/24 VICTORY	215.00	Seeburg Vogue	295.00
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Wurlitzer 600 Keyboard	215.00	SEEBURG HI TONE, ES, 8800, 9800	324.50
Wurlitzer 700	495.00	SEEBURG HI TONE, ESRC, 8800	835.00
Wurlitzer 750 E	495.00		
Wurlitzer 800	475.00		

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Mills Throne	\$175.00
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Rock-Ola 16	\$ 89.50
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PACKARD BOXES, Brand New..\$38.95

Buckley Chrome (24)	\$ 6.50
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DRESS UP YOUR OLD MUSIC MACHINES WITH
Gold or Silver Jewel Grille Cloth - - - - \$2.95 per yd.
Gold Metallic Diamond Grille Cloth - - - - 4.50 per yd.
GOLD OR SILVER JEWEL GRILLE CLOTH
19"x23" (Machine Size) SAMPLE, \$1.00.
5 or more pieces 85¢ Ea.
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Send 1/3 Deposit, Balance C. O. D.

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DERBY '41	170.00		

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KEENEY SUBMARINE	75.00		

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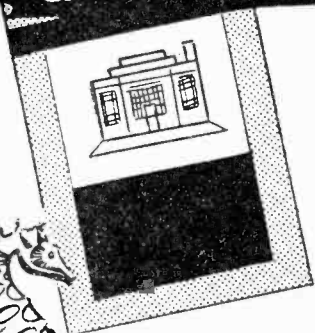


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(Phone: Franklin 3620)



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Contiene fotografias de toda clase de equipo automatico operado con monedas . . . maquinas para musica, diversion y venta.

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JOBBER'S WRITE FOR PRICES

KEENEY BONUS SUPER BELLS

SINGLES • TWINS • THREE WAY
Exclusive factory distributor for Louisiana, Mississippi and Western Tennessee.

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Super Bell, Comb.	\$125.00	Bakers Pacers, over 8,000 ser.	\$175.00	YANKEE DOODLE	\$ 75.00
Maybelle, 5-5-5-25c (like new)	250.00	THOROBRED	210.00	SUSPENSE	175.00
Pimlico	150.00	PACES RACES	75.00	STAGE DOOR	
GRAND CANYON	135.00	'41 DERBY	119.50	CANTEEN	165.00
				FLAT TOP	100.00

200 AMITY CIGAR VENDING MACHINES

PLENTY OF STOCK ON HAND
(USED ONLY 30 DAYS)
WILL SACRIFICE AT \$35.00 EACH
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Record
Reviews

(Continued from page 27)

CHUCK FOSTER (Mercury 3044)
Someday—FT; VC.
Mm, and a Little Bit More—FT; VC.

Chuck Foster's arrangements on these ballads are simple and in good commercial style. Tommy Ryan has a romantic voice that will please the bobby-soxers. *Someday* is a slow ballad at a restful tempo with which they can pet, dance or buy drinks. *A Little Bit More* offers the same romantic vocalizing by Ryan, answered by Betty Clark who also sings clear, clean and classy. She has a dash of personality and the kind of good taste that made Ginny Simms popular. Lyrics are clever and band sings an ensemble at the end a la Dorsey.

Excellent for the cuddle spots. Will get repeat nickels from the kids and the sentimental oldies.

DICK (TWO TON) BAKER (Mercury 3047)
Rickety Rickshaw Man—FT; VC.
Zip-a-Dee-Doo-Dah—FT; VC.

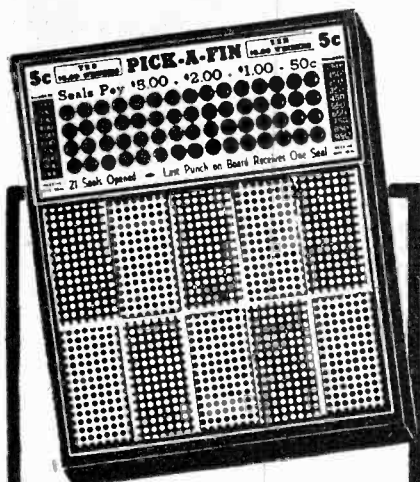
Rickety Rickshaw Man is tuneful singing with solid swing by Two Ton Baker, the white man's Fats Waller. This spinner opens with a couple of bars of boogie by Baker, who then packs a fistful of keys with a lift, while he sings the melody. A brief, but neat, guitar solo segues smoothly into Baker's right hand on the keyboard, and then the fat man is off again with more fine vocal phrasing. *Zip-A-Dee-Doo-Dah* opens with Danny Kaye vocal acrobatics in an up-tempo, but still bounces. Baker sings with feelin' that's appealin', knocks out an 88 solo in the middle and then introduces Emmy. Emmy's cute antics with the vocal chords have the same terrific possibility of hitting the jack-pot that Bonnie Baker did with *Oh, Johnny*.

Should be a hit tune. Good anywhere there're nickels and juke boxes.

HOMER AND JETHRO (King 571)
Rye Whisky—FT; VC.
Five Minutes More—FT; VC.

Homer and Jethro blend voices with a strumming guitar background. *Rye Whisky* is a folksy tune with quaint lyrics like "If the ocean was whisky and I was a duck; I'd dive to the bottom and never come up." They sing it good humoredly while sandwiching mountaineer chit-chat in a Will Rogers type of voice. Backwoodsy, but good. *Five Minutes More* is a pop-song shucked with whanging guitar background and a guitar solo.

For the square-dance country and neighborhood spots.



1200 Holes—Avr. Profit. \$33.05
60 Sewed Seals

Ten Spots 5c
1200 Holes—Avr. Profit. \$31.16

\$25 Special \$25
1200 Holes—Avr. Profit \$137.07

SUPER CHARLEY 25c
1200 Holes—Avr. Profit. \$84.50

CROWN PRODUCTS
322 E. COLFAX AVE.
SOUTH BEND 24, INDIANA

WE CARRY A COMPLETE LINE OF ALL THE LATEST EQUIPMENT OF ALL THE LEADING MANUFACTURERS—PLUS AN EXTENSIVE SELECTION OF GUARANTEED RECONDITIONED EQUIPMENT OF ALL TYPES.

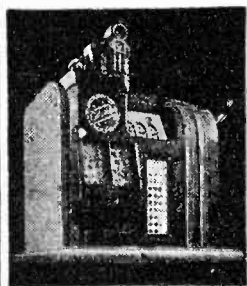
SPECIAL!! GLASSES AND PARTS FOR ALL CONSOLES.

GET ON OUR LIST FOR NEW DEVELOPMENTS

WRITE—WIRE—PHONE TODAY!

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Phone: Cliffside 6-2892-3

COLUMBIA DOUBLE
JACKPOT BELL



Completely Reconditioned Like New

\$85.00 EA.

Convertible from 5¢ to 10¢, 25¢ play on location.

These Machines are Completely Reconditioned and look like New.

GOLD AWARD - \$75.00 EA.

1/3 Deposit Required with Order, Balance C.O.D.

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WANT all types and makes of Counter Games. Many other makes of Counter Machines. Tell us your needs.

Abco NOVELTY Co.
812 W. RANDOLPH ST. HAYMARKET 9076 CHICAGO 7, ILLINOIS

COIN MACHINES AND MEN WHO KNOW THEM

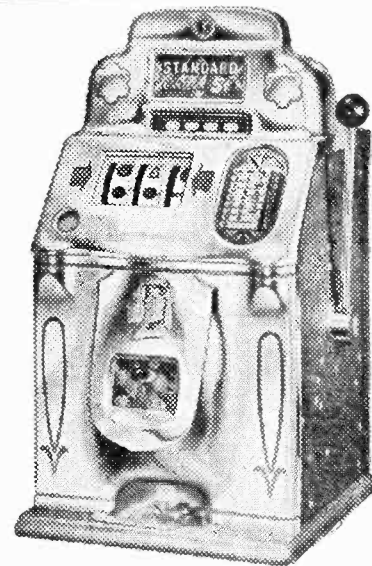
"THE CHIEF IS THE FINEST THAT I'VE SEEN AT ANY TIME!"



says **MAX ROTH**

Roth Novelty Co.
54 N. Pennsylvania Ave.
Wilkes-Barre, Pa.

Mr. Roth is one of the 75 enthusiastic Jennings dealers and distributors from coast to coast



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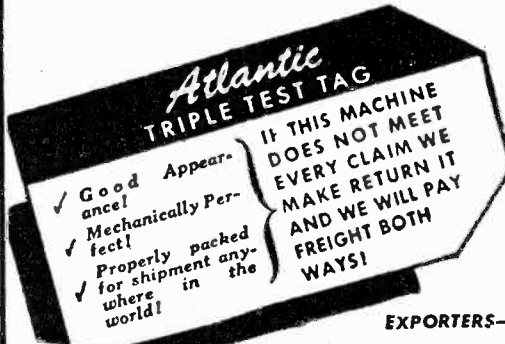
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NO BETTER BUYS THAN ACTIVE'S "BIG 66" LIST!
 ALL EQUIPMENT IN A-1 MECHANICAL CONDITION . . . RAILS SCRAPPED, SANDPAPERED AND LACQUERED. **READY FOR OPERATION!**

ONLY \$46.00 EACH
 VICTORY TOWERS
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YOUR CHOICE OF ANY 2 FOR \$66.00

- BIG CHIEF..... 2 for \$66
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- STAGE DOOR
CANTEEN.... 166.00

- BOBTAIL (F. P.).. \$46.00
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(F. P.)..... 46.00
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(F. P.)..... 56.00
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- KEENEY 4-WAY SUPER BELL, C. P. \$366.00
- 5-5-5-25 106.00
- BALLY CLUB BELL, F.P. OR C.P..... 106.00
- KEENEY SUPER BELL, F.P. AND B.O..... 136.00

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You Can Always Depend On Active - All Ways..

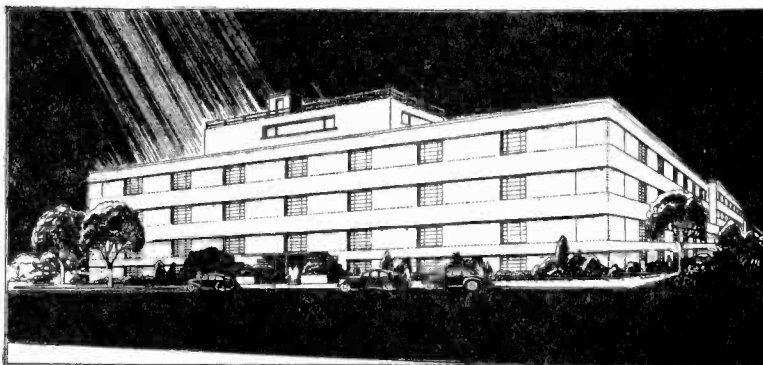
HAVE YOU SEEN IT?
HAVE YOU PLAYED IT?
IT'S THE 5 BALL NOVELTY SENSATION OF THE YEAR

49,000
73,000
58,000
48,000
65,000
64,000
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80,000
48,000
60,000
73,000
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64,000
58,000
72,000
50,000

SUPER SCORE

CHICAGO COIN MACHINE CO.
 1725 DIVERSEY BOULEVARD • CHICAGO 14, ILLINOIS

BORK starts the NEW YEAR in a NEW HOME!!



In our new, modern plant. Geared for speedy production, BORK is ready to give you IMMEDIATE DELIVERY on the FASTEST SELLING LINE of quality SALESBOARDS in the country.

HEARTY THANKS TO ALL OUR FRIENDS FROM FRISCO TO NEW YORK MERRY XMAS, HAPPY NEW YEAR FROM EVERYONE AT BORK!

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SEE IT AT BOOTHS 71A AND 72 IN THE COIN MACHINE SHOW AT THE SHERMAN HOTEL, CHICAGO, FEBRUARY 3-4-5-6.

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The Game of Today and Years To Come

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GENCO'S

STEP-UP

FIRST

IN

DRAWING

PLAYING

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POWER!

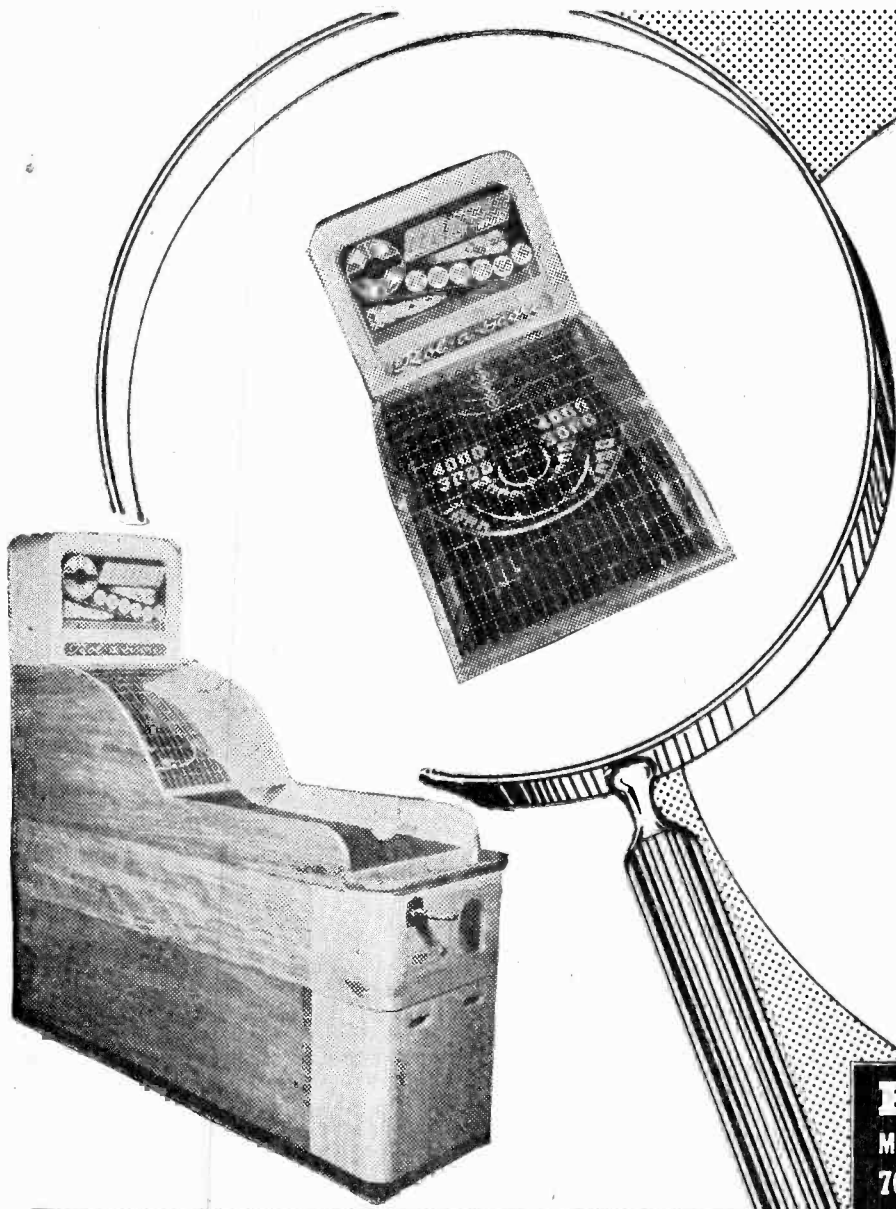
ORDER FROM YOUR NEAREST DISTRIBUTOR

\$324⁵⁰

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ELECTROMATON PROUDLY
PRESENTS . . .

ROL-A-SCORE

A LEGAL GAME

for the

MOST EXACTING LEGAL TERRITORY

ROL-A-SCORE, the new console model roll-down game, is chock-full of player-appeal and absolutely legal! The balls are propelled manually by the player over a smooth surface into four pockets which then register corresponding numerical values. Each pocket has a different numerical value and can only register its own total, which remains constant! When the four pockets are occupied, the score is automatically doubled. There are no hazards or obstacles . . . the score depends solely upon the skill of the player.

ROL-A-SCORE is so simple—yet the game requires the greatest amount of skill—and so thoroughly competitive that players are inspired to play, and play, and play again. ROL-A-SCORE gives the player a proud feeling of accomplishment as high totals are scored. ROL-A-SCORE is location-tested and has already proven to be a Big money-maker.

FEATURES

- Automatic Double Score
- Custom-built of birch and maple wood.
- Richly ornamented with chrome. Attractive, strikingly modern.
- New parts and ideas . . . not a revamp.
- All parts easily accessible for swift cleaning or adjustment.
- 6 feet long, 6 feet high and 2 feet wide.

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ONE *Keeney's* BONUS Super Bell a complete route in itself!

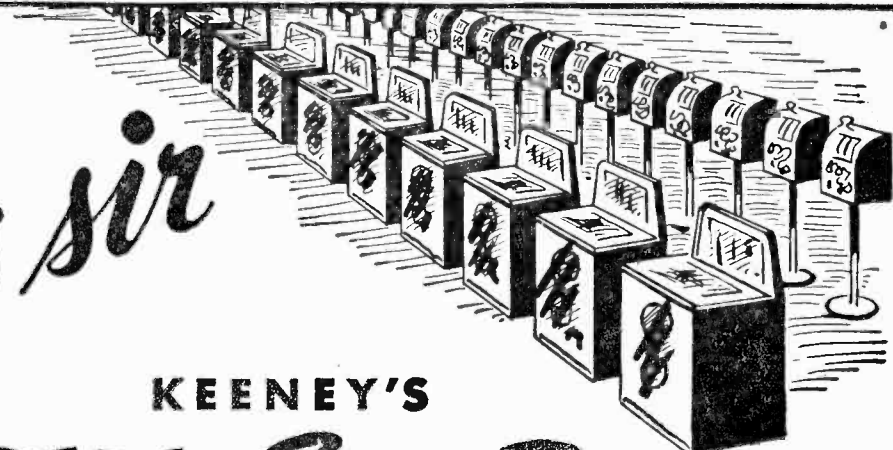


Yes sir

KEENEY'S
BONUS Super Bell

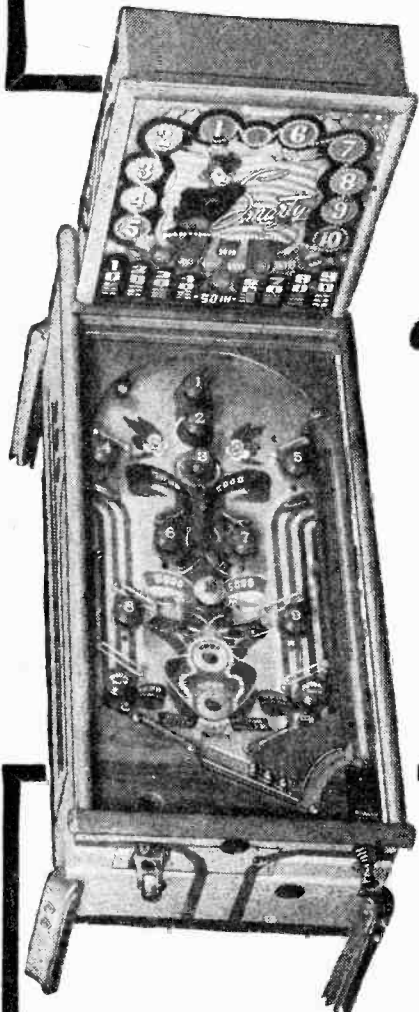
EARN MORE PER INDIVIDUAL UNIT THAN A ROUTE OF OTHER EQUIPMENT!

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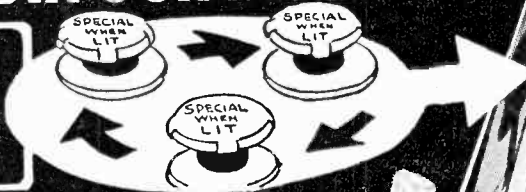
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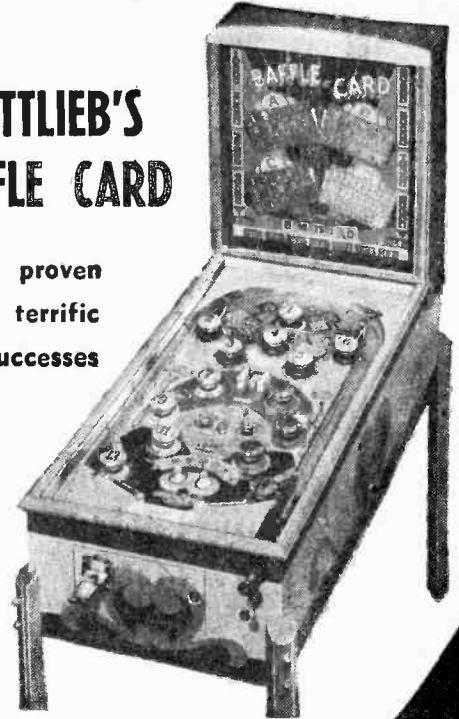
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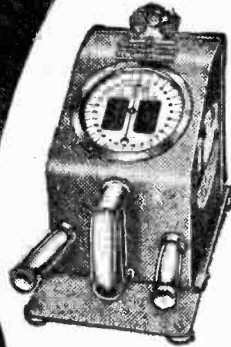
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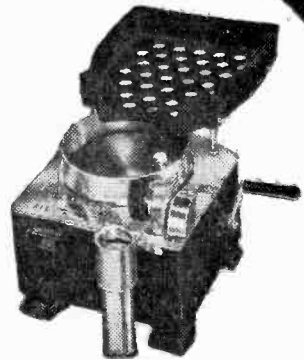


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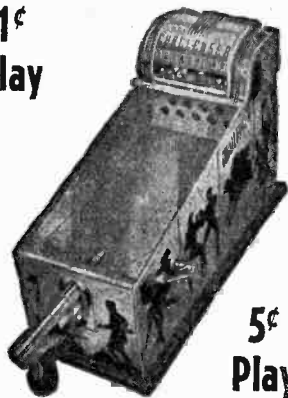
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DOUBLE PLAY	FIVE-TEN-TWENTY
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LEGIONNAIRE	KEEP 'EM FLYING
SKY RAIDER	LIBERTY
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SKY RAY	P & S SHANGRI-LA
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VICTORY, GENCO	HOLLYWOOD

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AMERICAN BEAUTY	AIR CIRCUS
DEFENSE, GENCO	BIG PARADE
DOUBLE PLAY	FIVE-TEN-TWENTY
HOME RUN, '41	FLYING TIGER
LEGIONNAIRE	KEEP 'EM FLYING
SKY RAIDER	LIBERTY
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5 Mills Blue Fronts, 10¢ Play 125 Each	5 Jennings Silver Chiefs, 5¢ Play 115 Each
5 Mills Cherry Bells, 10¢ Play 150 Each	7 Jennings Silver Moon, 5¢ Play 125 Each
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5c ROL-A-TOP BELL	\$175.00
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The Above Prices Are Net F. O. B. Chicago

WE CAN FURNISH ALL TYPES OF REEL COMBINATIONS TO MEET YOUR REQUIREMENTS:

- 1 CHERRY PAY 2 • 1 CHERRY PAY 3
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DON'T WRITE—WIRE!

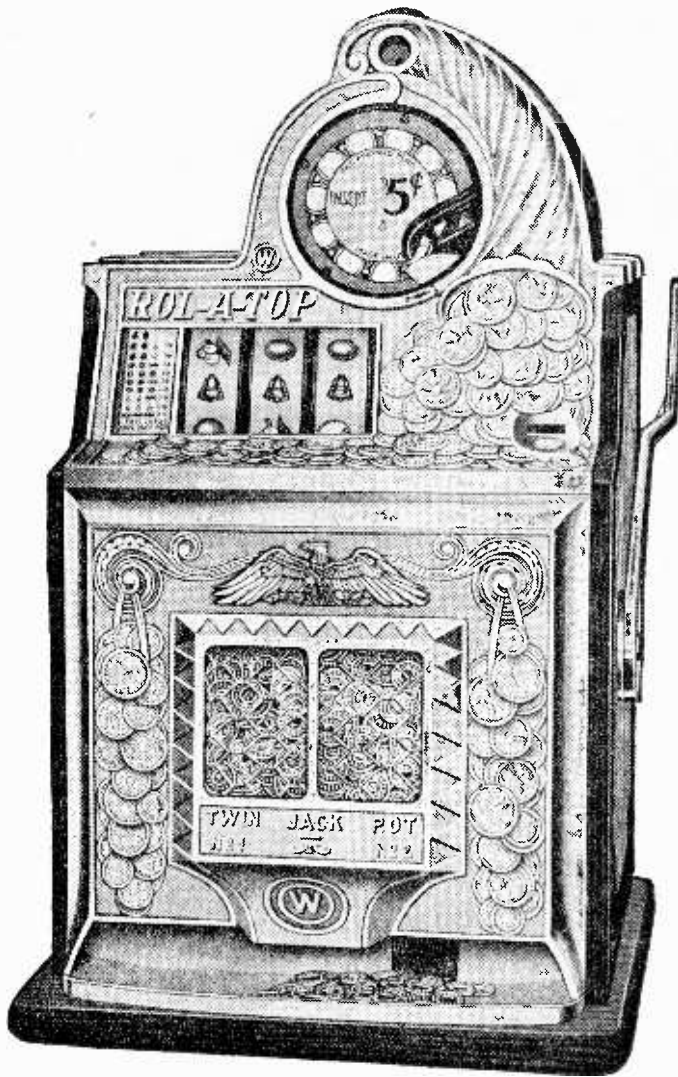
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OFTEN A FEW DOLLARS LESS SELDOM A PENNY MORE

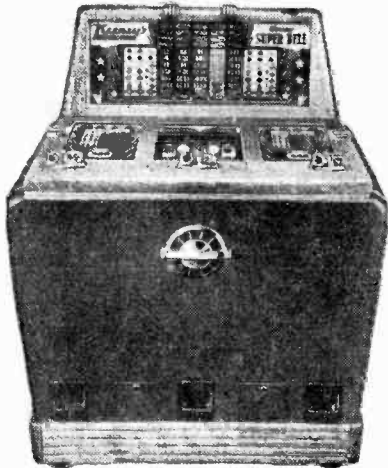
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KEENEY'S 2 WAY
KEENEY'S 3 WAY**

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NOW DELIVERING

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Our New 1946 Coin Machine Catalog, just off the press, contains reconditioned phonographs and accessories, most complete coin machine catalog ever offered. Don't fail to send for your FREE copy today.

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LARGEST STOCK OF DEPENDABLE CONSOLES ON THE WEST COAST

KEENEY SUPER BELLS, 5c, F. P., P. O.	\$199.50	MILLS FOUR BELLS, Late Heads, 5-5-5-25c	\$395.00
KEENEY SUPER BELLS, 10c, F. P., P. O.	219.50	MILLS FOUR BELLS, Late Heads, 5-5-5-5c	375.00
KEENEY SUPER BELLS, 25c, F. P., P. O.	219.50	MILLS THREE BELLS, 5c, 10c, 5c (Refinished)	495.00
KEENEY SUPER TWIN, 5c-25c, F. P., P. O.	345.00	MILLS THREE BELLS, 5c, 10c, 25c (Refinished)	595.00
KEENEY SUPER TWIN, 5c-25c, P. O.	274.50	MILLS FOUR BELLS, Orig. Heads, 5-5-5-5c (Refinished)	275.00
KEENEY 4-WAY, 5c-5c-5c-25c, New Refinished.	395.00	MILLS FOUR BELLS, Orig. Heads, 5-5-5-25c (Refinished)	295.00
KEENEY 4-WAY, 5c-5c-10c-25c, New Refinished.	395.00	BALLY CLUB BELLS, F. P., P. O., 5c	129.50
KEENEY 4-WAY, 5c-5c-5c-5c, New Refinished.	375.00	BALLY HI HANDS, F. P., P. O., 5c	119.50
EVANS LUCKY LUCRE, 3-5c, 2-25c	175.00	BALLY SUNRAYS, F. P., 5c	89.50
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BAKER'S PACERS, Late, Daily Double	199.50	MILLS JUMBO, Late, F. P.	89.50
PACE REELS, 10c, Late	125.00		
PACE SARATOGAS, Late, 5c	89.50		

RECONDITIONED SLOTS

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BLACK CHERRY BELLS (Rebuilt), 10c	224.50
BLACK CHERRY BELLS (Rebuilt), 25c	229.50
MILLS BLUE FRONTS (Refinished), 5c	119.50
MILLS BLUE FRONTS (Refinished), 10c	129.50
MILLS BLUE FRONTS (Refinished), 25c	139.50
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MILLS ORIGINAL CHROME, 5c	149.50
MILLS GOLD CHROME, 25c	159.50
NEW COLUMBIA BELLS	145.00

ONE BALL MULTIPLE TABLES

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BALLY CLUB TROPHY (Refinished)	129.50
KEENEY FORTUNE (Refinished)	129.50
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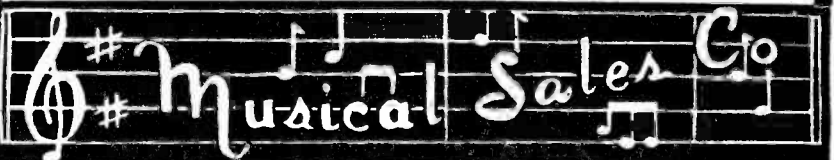
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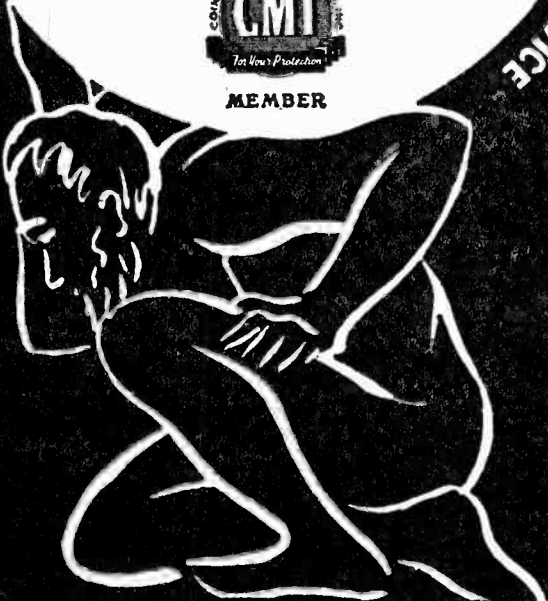
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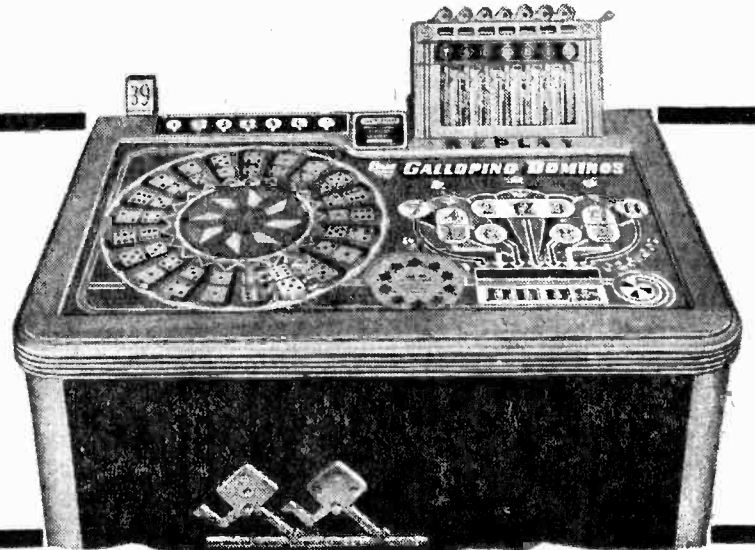
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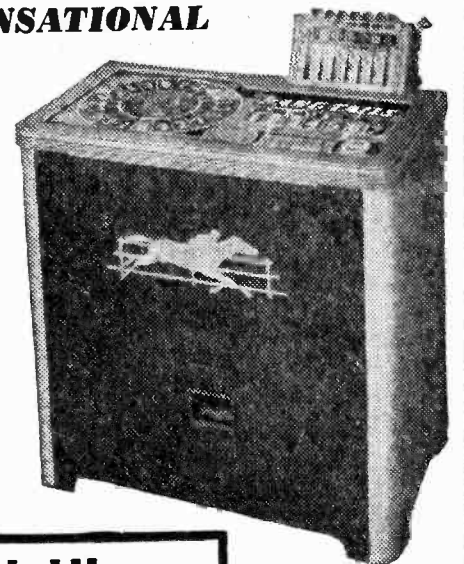
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BUDDY 1c GUM VENDOR, w/divider 33.00	POP UP, new 1c Baseball Game.... 49.50
AMER. EAGLE 5c TOKEN VENDOR. 17.00	

★ PHONOGRAPHS ★

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MILLS THRONE 245.00	WURLITZER 412, 12-Record 100.00
ROCK-OLA DELUXE 300.00	WURLITZER 61, 12-Record counter 100.00
SEEBURG ENVOY, RCES 310.00	WURLITZER 71, 12-Record counter 175.00
SEEBURG REX, 20-Record 180.00	WURLITZER 850, 24-Record 480.00
	WURLITZER 616, 16-Record 140.00

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★ ARCADE EQUIPMENT ★

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AECO 5c THEATER, w/16mm. Film 375.00	KEENEY AIR RAIDER 75.00
CHAMPION HOCKEY 45.00	UNDERSEA RAIDER 225.00
EXHIBIT BICYCLE 45.00	

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MILLS FOUR BELLS, 5c, #1867 ... 240.00	MILLS 25c CHROME, Hand Load ... 160.00
MILLS 5c JUMBO PARADE, F.P.... 67.00	MILLS 25c BLUE FRONT 140.00
MILLS 5c JUMBO CONV., F.P. & P.O. 120.00	MILLS 25c MYSTERY BONUS ... 160.00
MILLS 5c BLACK CHERRY, new... 225.00	MILLS 10c BLUE FRONT 120.00
MILLS 10c BLACK CHERRY, new... 230.00	WATLING ROL-A-TOP 45.00

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ABT TARGET GUN STANDS, new..\$ 12.00	WALL BOXES:
MILLS SLOT STANDS, new 26.50	Packard new 24-record\$ 38.95
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PHONOGRAPH REPAIR CRADLE... 39.95	Wurlitzer #310, 30-wire 7.50
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25c SILVER MOON, CP	169.50	CLUB BELLS, COMB.	179.50
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UNITED'S SEA BREEZE	330.00	BALLY VICTORY SPECIAL	WRITE
GENCO WHIZZ	189.50	BALLY DRAW BELLS	477.50
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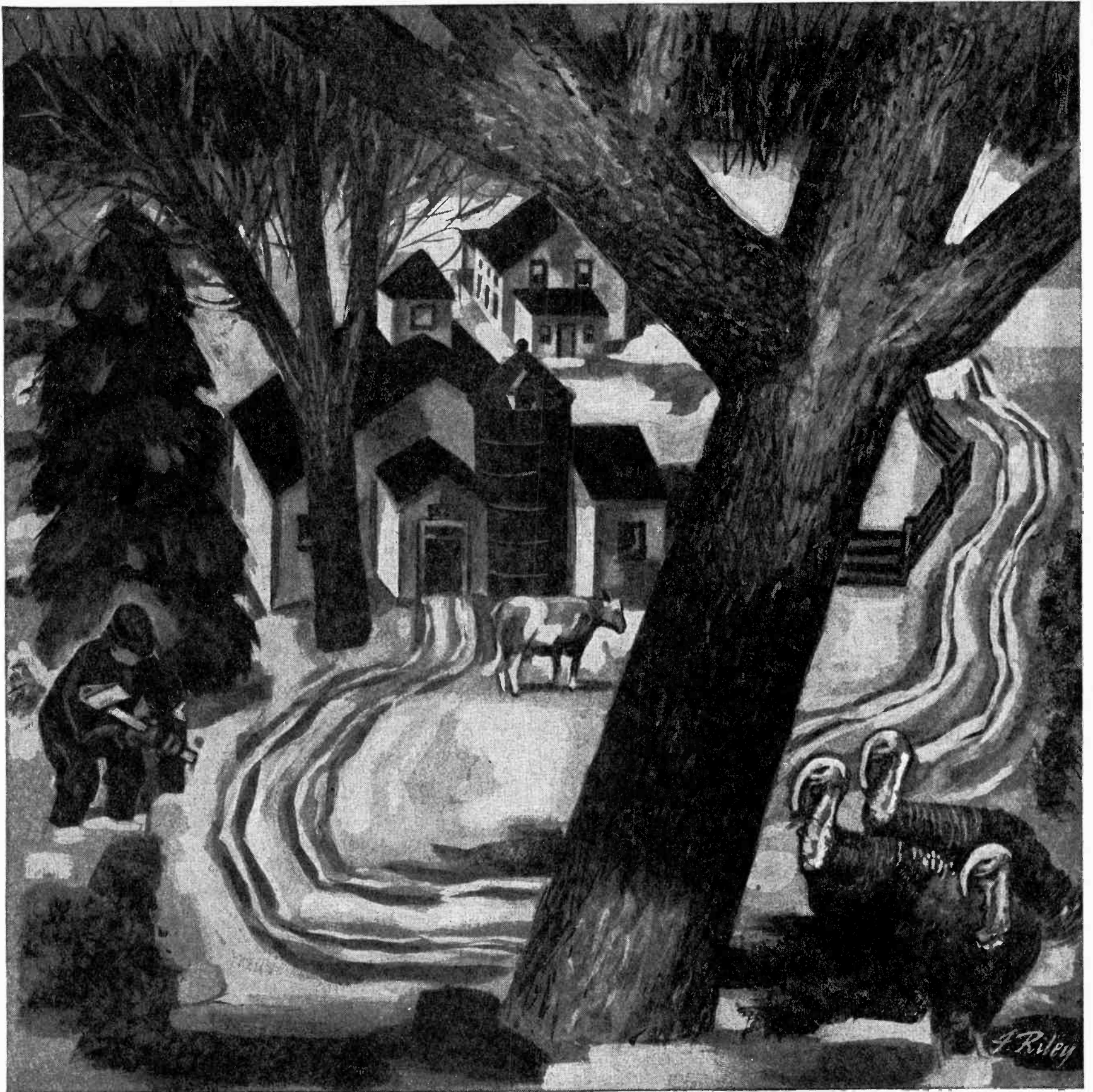
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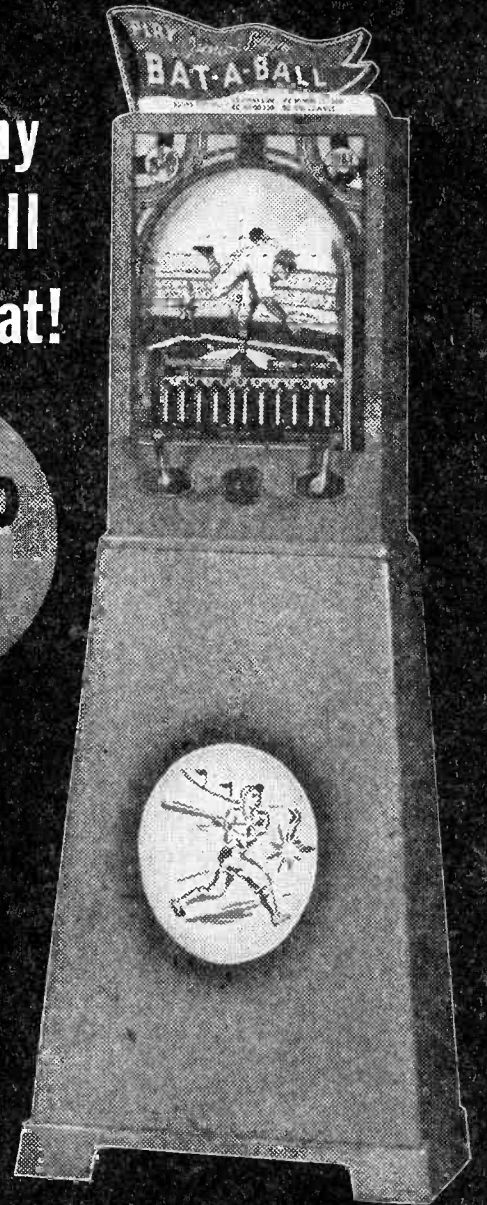
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The Seeburg Two-Year Plan has been developed to permit the operator to conduct his business profitably and retain the good will of the public by continuing to offer music at five cents a tune.

The Seeburg "1-47" Symphonola—beautiful in design, efficient in operation—is America's foremost phonograph. To protect the investment of operators in this model, the J. P. Seeburg Corporation will retain the present Symphonola mechanism in the Seeburg line during 1947 and 1948, and no changes in the "1-47" cabinet design will be made in that period.

More than that, the "1-46" Symphonola may be converted to the "1-47" design for a nominal charge. Thus, in effect, Seeburg has supplied its customers the only 3-year phonograph in the history of the industry.

This is not a pledge to stand still, for Seeburg will continue its leadership in the music industry. Our present line will be augmented from time to time as new Seeburg developments become available. However, such new products will be added to expand our line and not to replace the Symphonola.

It's pretty obvious that our success depends upon the success of the operator. He has to make money or we're both out of business. If we believed that doubling the price of music would benefit him, we would have been for it years ago. We don't believe it and here's why:

Music is something the public wants and needs; but at double the price, there is grave danger that they will get along without it. But that's not all. Our business depends upon the public's good will. Destroy that and we have destroyed our greatest asset. Everyone resents rising costs; and while the public will grumble and pay more for necessities—when it comes to ten-cent music, they'll just grumble. Remember, a nickel in the coin box means a lot more to you than ten cents in a customer's pants pocket.

There is another important factor in this argument: the location owner. Sure, he's interested in more revenue; but if he's smart, he won't sacrifice the good will of his patrons even if it means a few extra dollars. He's the one who will take the kicks—and don't think he won't pass them along with interest. If he gets the kicks and even less money he won't be a pleasant guy to get along with.

But that's not all. Did you stop to consider the effect on local taxing bodies? They already have an inflated idea of the riches an operator reaps from his locations. All they see is the nickel going in. They don't stop to figure that equipment—records—service—all cost money, too. Doubling the price of music will only tend to make them more avaricious.

Ten cents a tune looks like an easy out—it isn't—it will just get you in deeper. The only practical solution is to get more people to spend more nickels—this means more points of sale—better sound distribution—installations "tailored" to the location.



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1518 McGee Street
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1902 • DEPENDABLE MUSIC SYSTEMS • 1947**MOST COMPLETE MUSIC SYSTEMS—**



AMI

GREETINGS AND THANKS

We sincerely appreciate the great reception given our Model A phonograph and we thank you for your business and for your enthusiastic co-operation. In turn we wish everyone in the trade a very Merry Christmas and a highly Prosperous New Year.

AMI *Incorporated*

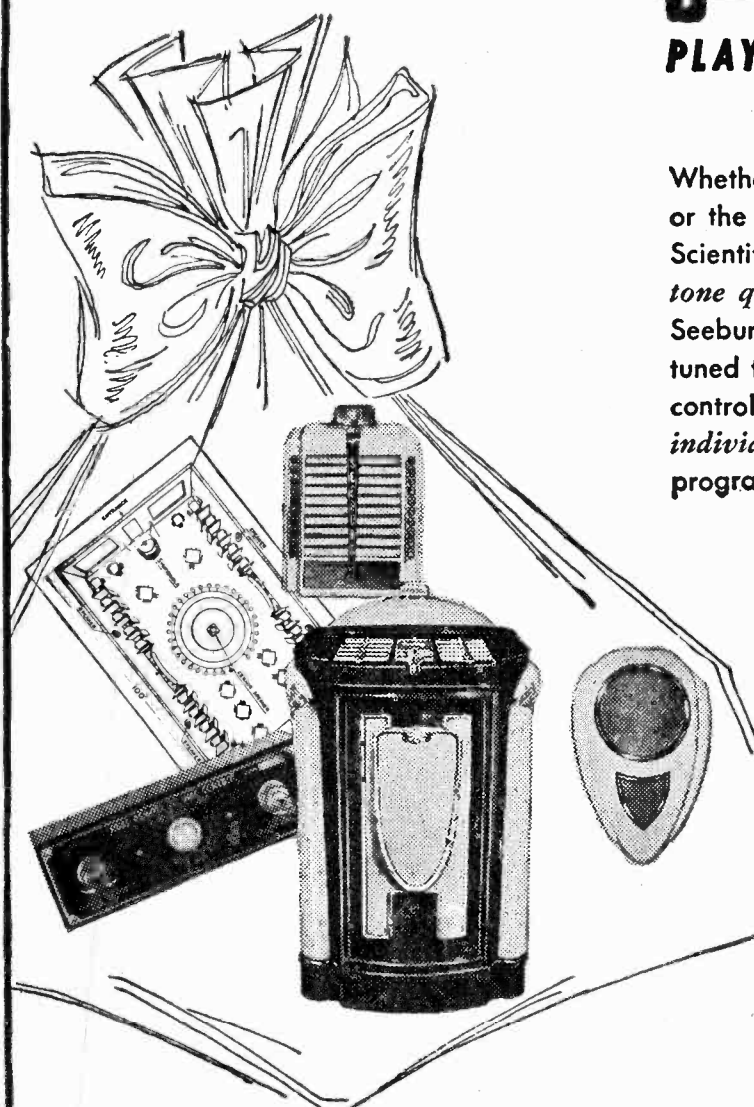
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Music is an Essential in the
Life of every American

Seeburg SCIENTIFIC SOUND DISTRIBUTION
DEPENDABLE MECHANISMS
PLAYS MUSIC AS IT SHOULD BE PLAYED . .

Whether it's the inspiring blendings of Christmas carols, or the festive arrangements of favorite popular orchestras . . Seeburg Scientific Sound Distribution plays it with the fullness and *tone quality of the artists in person!* The correct number of Seeburg impedance matched speakers . . the volume tuned to fit large and small crowds (via the dual remote control panel) and the push-button Wallomatics that permit *individual selections* (no dials to turn, no pre-arranged programs) combine to present music at its best.



S. H. LYNCH & CO.

Exclusive Southwest Distributors

- ★ DALLAS, Pacific at Olive
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SOUTHERN AUTOMATIC BACKS SEEBURG "HOLD THE LINE" POLICY 100%!

**MUSIC FOR THE MASSES
STAYS AT 5¢ A TUNE!**



**HERE'S WHY SEEBURG GIVES
THE PUBLIC AN EVEN BREAK!**

If any kind of automatic phonograph music is worth a dime a tune, it's Seeburg Music. But, that extra nickel imposes an obvious restriction on pleasure for a big part of the music buying public and America's most loyal phonograph patrons—the teen-age group. To double the cost of their innocent fun is to deal a severe blow to goodwill, not only among the youngsters but among adults as well. By keeping faith with the public, Seeburg 5c Music retains and strengthens national acceptance of automatic music . . . maintains *volume play* at a fair margin of profit!



**SEEBURG TWO-YEAR PLAN KEEPS
FAITH WITH MUSIC MERCHANTS, TOO!**

Developed to permit continued profitable operation on the 5c a tune basis, the Seeburg Two-Year Plan protects the investment of the operator with a radical but intelligent policy in phonograph production. The beautiful, efficient new Symphonola 1-47, retaining the current fine mechanism, will not be redesigned for 1948. Also, the Symphonola 1-46 may be converted to the 1-47 design at a nominal charge. Thus, in effect, Seeburg Operators will have the first 3-Year model in the history of the industry! This is but one of many phases of dynamic Seeburg Leadership as evidenced in the Two-Year Plan.

*Visit your nearest "Southern" office
for the complete new Seeburg story.*

SEEBURG MUSIC SYSTEMS
with
Scientific Sound Distribution

**FOR DELIVERY AT ALL OFFICES:
GOTTLIEB PRODUCTS • DAVAL PRODUCTS
KEENEY BONUS SUPER BELLS
EXHIBIT FIESTA • ABT CHALLENGER**

CORRECTION: Price on Ace Coin Counter quoted at \$100.00 in Dec. 14 issue thru typographical error. Price should be \$139.50.

SOUTHERN AUTOMATIC MUSIC CO. Inc.

"THE HOUSE THAT CONFIDENCE BUILT"



MEMBER

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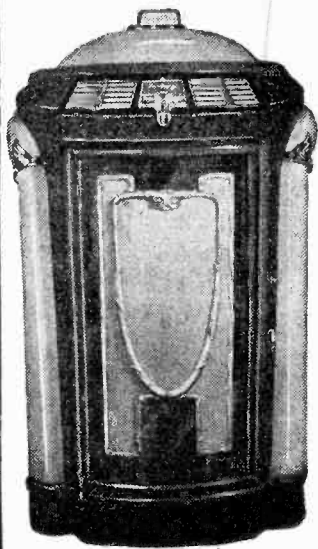
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**Associated Offices:
SOUTHERN AUTOMATIC SALES CO.**

410 Market Street
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SEEBURG WILL PROTECT MY NEW 1-47 INVESTMENT FOR 2 YEARS

YES, AND SHAFFER WILL CONVERT MY SEEBURG 1-46 TO THE NEW 1-47

Seeburg 2-YEAR PLAN AID OPERATORS 2 WAYS!

1902 • DEPENDABLE MUSIC SYSTEMS • 1946

Seeburg has met the challenge of today's conditions with the BEST plan to help the operator—Seeburg's 2-Year Plan. (1) The operator is protected on his Seeburg Symphonola 1-47 investment against model changes for 2 years. (2) He can convert his Seeburg 1-46's to the new 1-47's at a very nominal charge. See us now for full details about Seeburg's 2-Year Plan To Aid Operators.

DEAL YOURSELF THESE 4 ACES IN COUNTER MACHINE PROFITS

MARVEL'S POP-UP
Spot this new skill game now and watch profits soar.

ABT's CHALLENGER
Scores repeat profits as players challenge each other.

COLUMBUS VENDOR
A proven money-maker wherever you put it on the counter.

GOTTLIEB'S 3-WAY GRIP
The He-man appeal makes this a natural winner in pulling in profits.

Deal yourself a nifty handful of extra revenue every month. Put these winners in new counter models to work for you NOW. Wherever you spot one of these mighty little money-makers, it will draw odd change your way like a magnet. There's no need to wait for this extra income. We can give you immediate delivery. So start the counters in your locations collecting more profits for you. Send us your order today for these winners in new counter models.

FOR BETTER BUYS
in Better Used Equipment
Get Your Name
on Our Mailing List

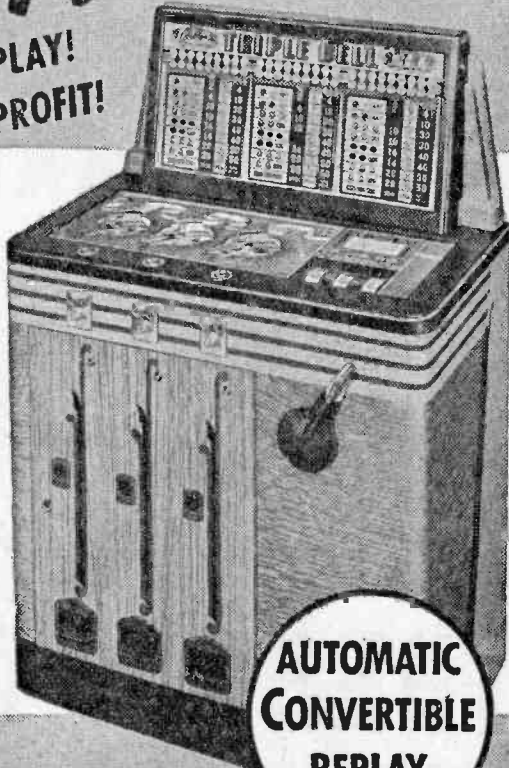
SHAFFER MUSIC CO.

CHARLESTON, W. VA. COLUMBUS 15, OHIO WHEELING, W. VA.
1619 W. Washington St. 606 South High St. 2129 Main St.
Phone 63381 Phone MAin 5563 Phone 784

Bally TRIPLE BELL

TRIPLE PLAY!
TRIPLE PROFIT!

Triple Coin Chutes permit three players—or three coins—every spin. 1000 Super Special Awards, plus plenty of other big awards and single-cherry awards that insure continuous repeat play. Deluxe cabinet in rich wood-grain finish. Trouble-proof mechanism. Any coin-combination—Nickel, Dime, Quarter.

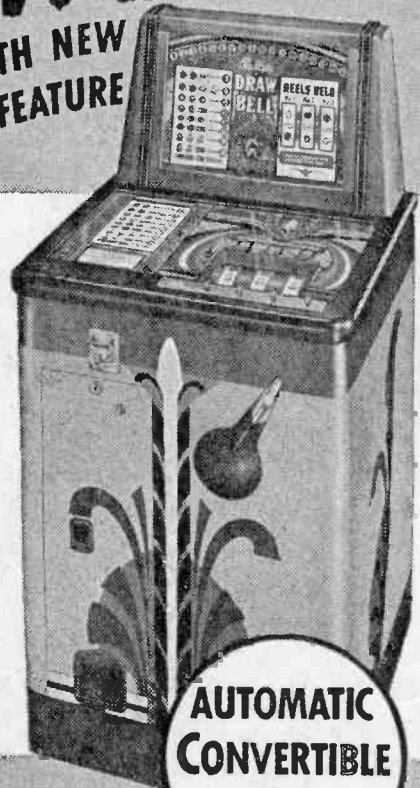


**AUTOMATIC
CONVERTIBLE
REPLAY**

Bally DRAW BELL

BELL-CONSOLE WITH NEW
HOLD-AND-DRAW FEATURE

Fast action of three spinning reels with flashy bell-fruitsymbols, plus new second-coin feature which permits player to hold desired reels and second-spin the remaining reels! Every non-winning combination on first spin "comes so close" that players can't resist a quick second coin to hold and draw for a winner—resulting in record-smashing profits. Get your share. Order your DRAW BELL now. Specify Nickel or Quarter play. Game is convertible to automatic award or replay.



**AUTOMATIC
CONVERTIBLE
REPLAY**

Bally midget racer

NEW FAST 5-BALL NOVELTY HIT!

A fascinating skill-game... yet ideal for competitive play... MIDGET RACER will increase profits in your 5-ball spots. Play Bally's MIDGET RACER, feel the fun of the exciting 3-WAY SCORE SYSTEM... watch the cars flash around the track on the big, brilliant back-box... note the tantalizing, tricky action of the playfield. You'll want MIDGET RACER on all your locations as fast as you can get delivery.

INNER-LOCK CASH-BOX
Cash-box may be locked with separate lock in addition to cabinet-door lock... or the inner-lock may be omitted, if not desired.



**NOVELTY
CONVERTIBLE
REPLAY**

Bally VICTORY DERBY

ONE BALL MULTIPLE
AUTOMATIC!

Packed with the profit-proved features of Bally's famous pre-war multiples... plus new play-provoking ideas that are pushing profits to a new all-time high! VICTORY DERBY games on location are consistently topping all previous collection records of pre-war and wartime operations. See your Bally distributor today for early delivery of VICTORY DERBY.



**VICTORY
SPECIAL**

Profit insurance in multiple replay territory. Convertible to one or five ball play.



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2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS



A DREAM COME TRUE

With the introduction of the Symphonola "1-47" the finest phonograph now becomes finer still.

Besides the handsomely styled cabinet that has won such popular acclaim:

The two independently controlled amplifiers that make possible Scientific Sound Distribution:

The angle panel title holder that gives greater visibility without stooping or squinting:

The simplified construction that means fewer service calls:

And many other exclusive Seeburg features . . .

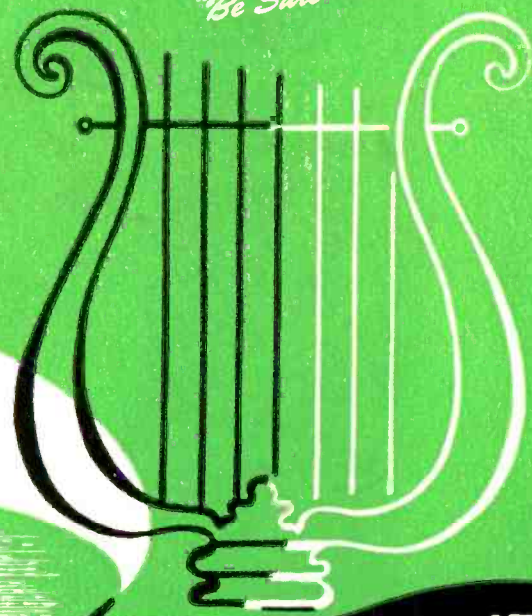
The Symphonola "1-47" now offers:

Dual lighting effects—in multiple colors—that add new beauty, brilliance.

A translucent dome with constantly changing patterns of soft colors that add animation.

SEE YOUR SEEBURG DISTRIBUTOR FOR A DEMONSTRATION

"Be Sure - Buy Seeburg"



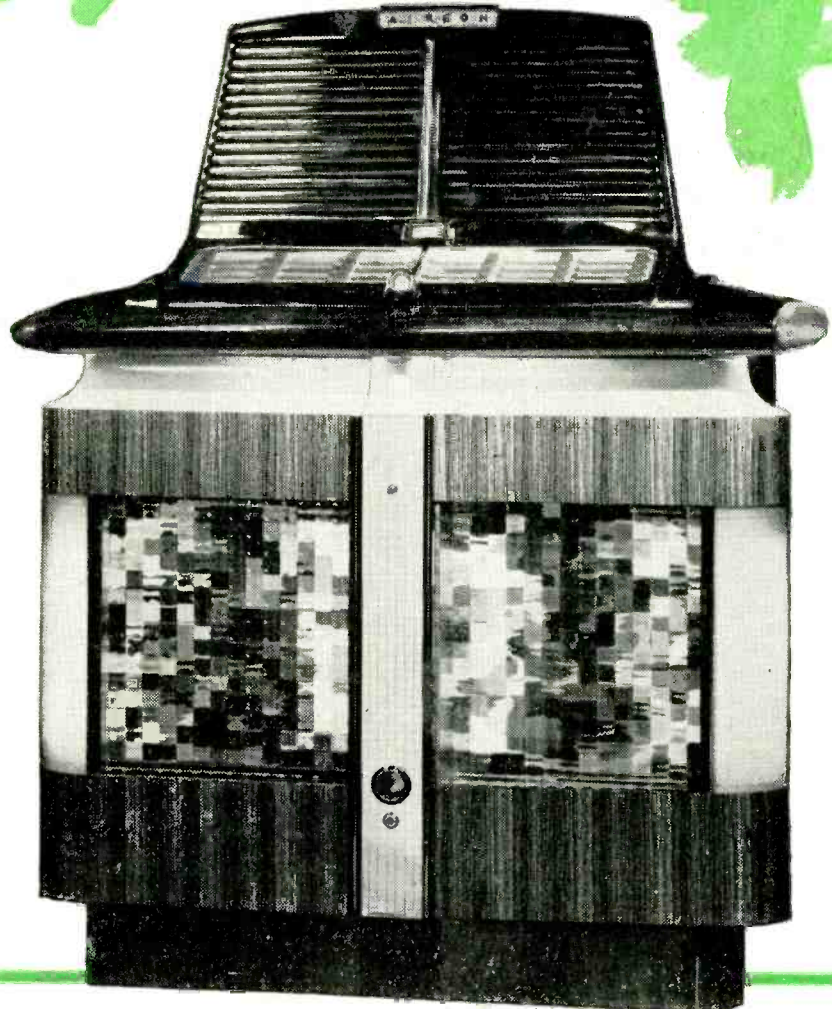
SYMPHONOLA "1-47"

Seeburg

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J. P. SEEBURG CORPORATION
1500 N. Dayton Street
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Joy to the World



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