

The Billboard

THE WORLD'S FOREMOST AMUSEMENT WEEKLY • 25 CENTS

• FEBRUARY 1, 1947 •



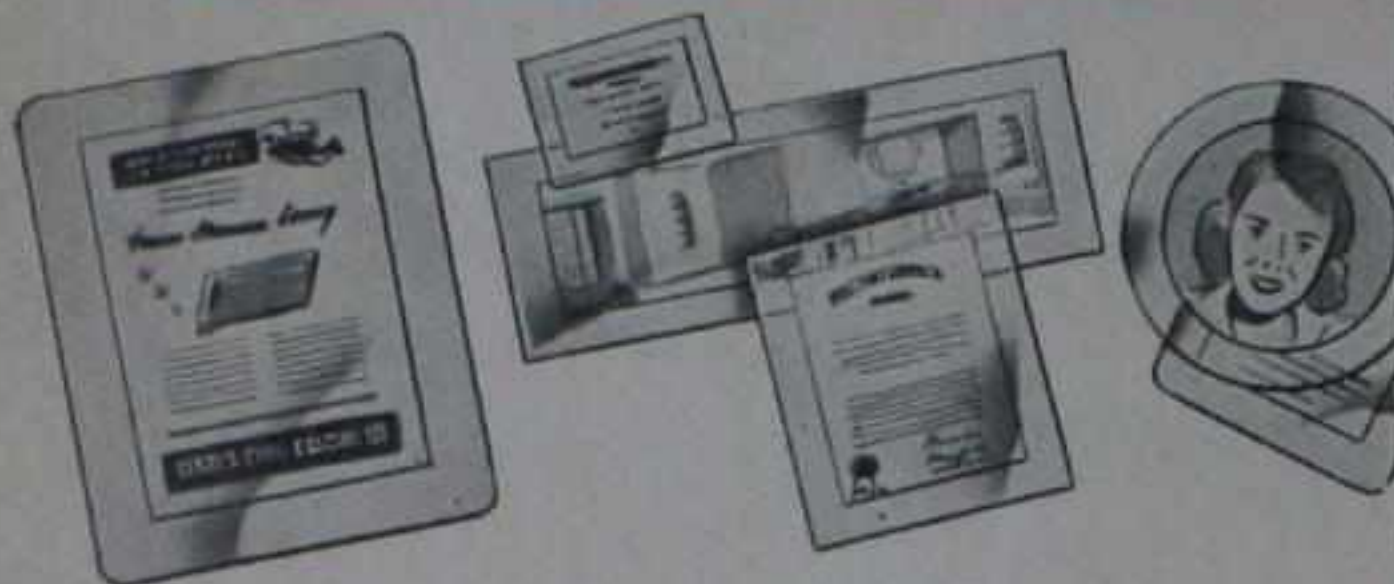
Dig Perry Como cutting an RCA-Victor platter in that free-and-easy manner which brought the Prisoner back to life and made record buyers Surrender heavy shekels for disks by the Canonsburg (Pa.) croonking. Add to the platter picture Mr. C's nicely Hooperated Chesterfield show, an occasional big dough personal appearance and an interest in Oxford, a hot new Santly-Joy-affiliated music firm, and you can see this is better than cutting hair.

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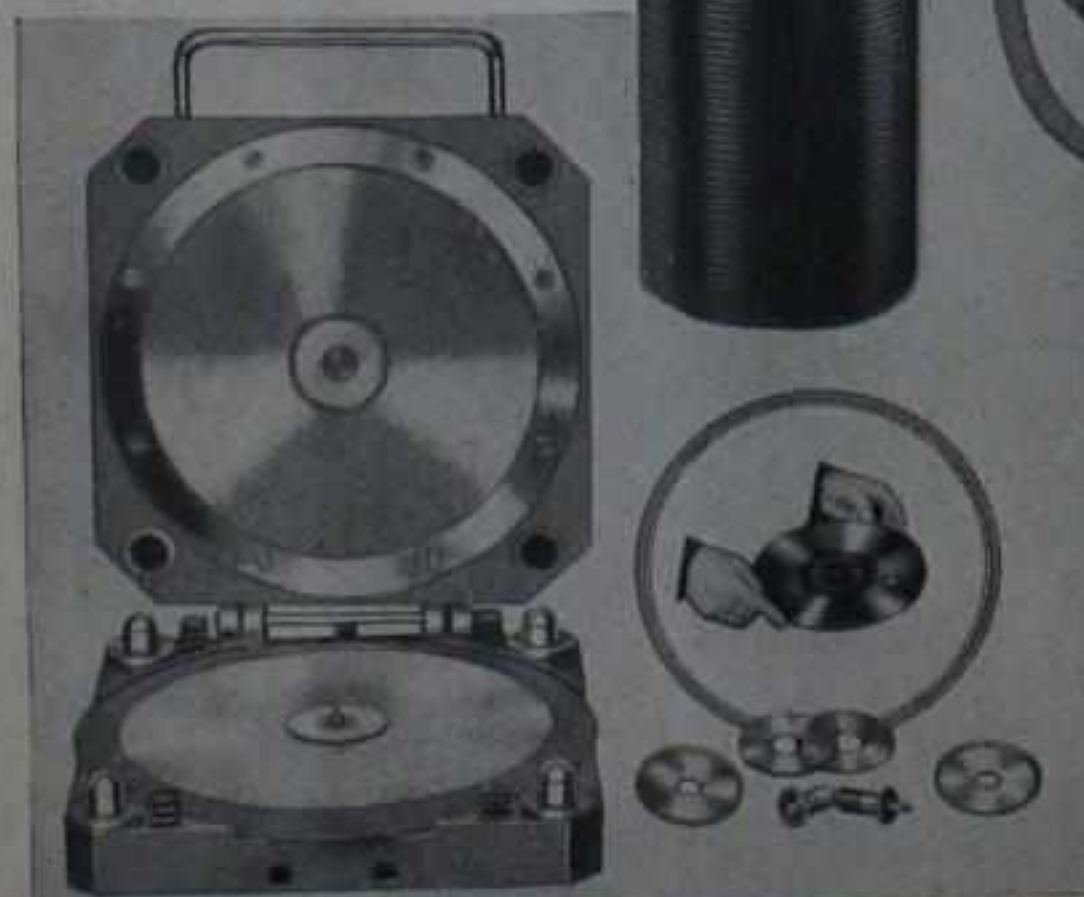
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CMI MEET A SHOWBIZ TREAT

Renew Drive To Cancel Upton Close

New Bigotry Charges Filed

NEW YORK, Jan. 27.—Friends of Democracy, which has been trying to get Upton Close, commentator, off the air, for some time, reopened its drive today (Monday) asking in twin letters to Mutual and the FCC that Close's broadcasts be discontinued. Renewed drive was spurred by the fact that Close's deal with Merwin K. Hart, his present MBS sponsor, comes up for renewal in February. Friends of Democracy previously has charged Close with being "anti-Semitic, pro-Fascist and irresponsible." Close has claimed that L. M. Birkhead, national director of FD, is the "number one character assassin in the country."

Birkhead, in his letter, drew attention of both the web and the commission to Close's broadcast of December 17, 1946, on which Birkhead alleges Close defended such convicted seditionists as William Dudley Pelley, George Sylvester Viereck, Ralph Townsend, George Deatherage, Elizabeth Dilling, Gerald Winrod and others.

"Close," stated the letter, "has continually set forth propaganda that has been praised and quoted by American bigots and anti-democratic (See RENEW DRIVE on page 13)

Aussies Yowl At High Taxes

SYDNEY, Jan. 25.—Aussie showmen, like their Yank counterparts, are yowling about the high tax bites on admissions to shows. To date, government shows no sign of weakening in its decision to keep the tax clamps on showbiz on the grounds that showbiz is a luxury operation. Besides, these gouges net the government about \$16,000,000 annually. Current taxes range from 12 cents on a 46-cent ticket (three pennies on a shilling ticket) to 86 cents on a ducat costing from \$2.30-\$2.50 (one shilling and 10 pence on tickets from five shillings to five shillings and six pence), and rising 12 cents for every additional 24 cents or part thereof in admission price (three pence on each six pence rise).

There were no squeals from Down-under showmen as long as wages were high, employment plentiful and audiences swelled by Yank and British armed forces. Now, however, with overtime slackening, numerous work stoppages due to strikes and a heavy drop in attendance, the tax bites a mouthful out of b. o. take.

Along with other countries, Australia is suffering from industrial unrest, a notable decline in savings deposits, dropped spending power and a choosey show public.

Hinterlands Wax-Happy as Platters Via the Postman Hit 5 Million Per Annum

DETROIT, Jan. 25.—Mail-order record biz, a smaller facet of the national wax trade, quietly has shown boom symptoms in recent months that indicate the two established systems of distribution via retail and juke outlets may be in for growing competition. In the Midwest and nationally, mail order disc peddlers, probing deeper and deeper into small towns and rural areas—hitherto neglected by regular distributors—report mounting sales and signs that the best is yet to come. Operators in the business estimate the number of firms selling disks by mail today at 500—from 5 to 12 in nearly every State, with a considerable number of New York City record stores building up Eastern average heavily. Total, however, includes department stores, most of which have had mail order departments for years, actual number of operators doing considerable volume is placed at 300—who do an average of 300 or more disks sales per week—about 5,000,000 disks per year.

New in Mail Order

Firms doing the growing business in the field are largely new in mail order, tho either the firms or personnel have a musical selling background as a rule. Typical is the Detroit situation ([Hinterlands Wax-Happy, page 17](#))

Berlin Song Chosen Theme Of Nat'l. Brotherhood Week

NEW YORK, Jan. 25.—A new song by Irving Berlin has been adopted as the official song of the American Brotherhood of the National Conference of Christians and Jews, it was learned this week. Announcement was made by former Ambassador John G. Winant from London. Winant is general chairman of National Brotherhood Week which will be observed February 16-23.

The Berlin composition, entitled *Help Me to Help My Neighbor*, was selected for brotherhood honors by a committee of three execs from major disk firms. They are Manie Sacks, Columbia Records; Eli Oberstein, RCA-Victor, and Dave Kapp, Decca. Previous reports that song *Brother*, by Charlie, Harry and Henry Tobias, had been selected were an error.

Berlin's contribution, according to NCOCAJ President Everett R. Clinchy, will be featured on radio networks during Brotherhood Week. Clinchy described the song as a prayer and hymn that "is likely to be sung in every school house throughout the country and heard in every home for years to come."

Profits from the composition will be assigned to several charities.

Apollo Merger With Musicraft Mebbe in Wind

New Feature to Atlas Role?

NEW YORK, Jan. 25.—Probable merger of Apollo Records with Musicraft diskery was foreseen here after discussions this week in which reps from Apollo, Musicraft and the Atlas Corporation, which holds financial interest in Musicraft, are known to have participated.

Pooling of Apollo-Musicraft is understood to be latest development in ([See APOLLO MERGER on page 14](#))

AGVA Bans Radio Stunt at Mardi Gras, Posts Spot as Unfair

NEW YORK, Jan. 25.—The Mardi Gras, which opened with a flash Tuesday (21), using Jack Eigen, disk jockey, as a strolling mike emcee, has been put on the AGVA unfair list. Talent union also notified AFRA that Eigen's stunt, a kind of radio celeb night, was a violation of AGVA's rules, and asked AFRA to take action.

AGVA move was based on the charge that spot was calling on celebs to talk into the mike (and to the visual audience). AGVA ruled this a celeb night, and these are not permitted without a certain cash deposit to AGVA and clearance from the union.

Radio, Tele & Films All in Coinmen's Act

Trade Org Builds a "Hit"

CHICAGO, Jan. 25.—Show business in the form of films, local radio and television will play an active part in helping to make the first post-war trade show and convention of the coin-operated machines industry one of the momentous occasions of its kind in the history of American business. Engineered by *The Billboard* (as part of this publication's continuing contribution to the development and welfare of the industry), and with the close cooperation of Coin Machine Industries, Inc. trade association running the show, film, air and video programs featuring coin machine personalities and events, as well as showbiz names, will be presented all thru the convention.

Billboard Cameras Roll

As the show swings into action at the Hotel Sherman here in its first day, Monday (3), *The Billboard* film-unit cameras will start rolling. The exhibit floors in the Grand Ballroom, the exhibition hall and the mezzanine will be covered, and spot interviews with CMI officials, association execs and other celebs will be celluloided. Since the filming is in the hands of one of the picture industry's most respected veteran cameramen, Jack Lieb (for 19 years one of Metro-Goldwyn-Mayer's top newsreel lensmen and now prexy of Telecolor Films, Inc.), the picture is guaranteed to capture all the drama and color of the convention itself. (For more details on Lieb's career see story "From Revolutions to Coin Machines" in the Coin Machine Department this week.)

When the day's shooting is completed, film will be rushed to the laboratories, printed, edited and readied for showing on Sonovision Machines all thru Wednesday and Thursday at the CMI Public Relations booth in the lobby of the Sherman and at *The Billboard* booth on the mezzanine. In the meantime *The Billboard* staffers will be making the factories, attending special manufacturer and distributor showings (and perhaps even an occasional cocktail party), collecting still shots which will be dubbed into the film after the convention is over. A running commentary then will be added so that the film is a compact, tightly produced package preserving the industry's first post-war get-together.

Shown at Meetings

Finished film subsequently will be roadshown at meetings, shown at operator association meetings, distributor openings and special industry events thruout the year. Purpose of the roadshow engagements is threefold: (1) They will serve as a means of enabling every coinman, anywhere in the Western Hemisphere, to "attend" his industry's 1947 trade show, even tho he may

(See CMI MEET on page 74)

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"Study" Pledged On Excise Levy

WASHINGTON, Jan. 25.—Altho GOP fiscal chiefs are standing pat on strategy for swift enactment of Grant Bill to keep excise taxes indefinitely at present levels, proponents of exemptions for relief of entertainment business succeeded this week in exacting promise from Chairman Knutson, of House Ways and Means Committee, for support of bill to launch immediate study of over-all revision of excise tax laws, it was learned.

Grant Bill has received blessing of House Rules and Ways and Means committees, and GOP chiefs are hoping to speed it thru House next week altho it is being sharply contested by a bi-partisan group of congressmen. Most persistent pleas for relief from current record-high excise rates are coming from showbiz, jewelers and furriers. Congressmen sympathetic to those pleas are trying desperately to block the Grant Bill, at least by amendments to exempt entertainment and a few other excises from the "indefinite" continuation measure.

GOP strategy is to make general cuts in income taxes and use the excises as a buffer source for revenues. Grant bill foes are not satisfied with the Knutson proposal to "study" the excise picture inasmuch as the study would provide no immediate relief.

Year-Round Opera Skedded for London

LONDON, Jan. 25.—For the first time in almost two decades, London is slated to have year-round opera. A new, permanent opera company has been formed under the title of the New London Opera Company, and plans to use the Cambridge Theater for its home. Outfit has taken a long lease on the house.

New company bills itself as an independent, self-supporting, non-profit-making org, aiming to raise opera standards in England to the highest international level, to build a year-round opera and to train British chirpers to sing with top international names.

Possibilities of the new outfit's chances are hard to gauge. London has not attempted permanent opera since the middle '20's when Sir Thomas Beecham, longhair batoneer, lost a pile of his father's pill millions trying to popularize opera after the brief summer six-week season at Covent Garden's Royal Opera House. Project finally fell thru, and only effort since then was the pre-war Sadler's Wells and Old Vic performances of opera in English, which shared nights with the Dolin-Markova Ballet troupe. This, however, was not year-round nor permanent.

Ice Cycles' 120G Sets Omaha Mark

OMAHA, Neb., Jan. 25. — Ice Cycles of 1947 left here Thursday (23) for Muncie, Ind., after setting an attendance record at Ak-Sar-Ben Coliseum. In 16 performances in 14 days, the show drew more than 70,000 persons for a gate exceeding \$120,000.

Attendance surpassed that at the Sonja Henie Show and the Skating Vanities. From Muncie, the blader will move to Washington and then to Springfield, Mass.

Bad weather gave the Icer a bad initial week-end, but that slump was brief. Two English teams, the Bosleys and Moss and Rogers, joined the show here. Also new was Comedian Howard Sullivan, who was teamed with Leo Loeb.

On the Line

NEW YORK, Jan. 25.—Recently the American Broadcasting Company discovered it needed a calliope—don't ask us what for—and so Ted Oberfelder, web staffer, phoned *The Billboard* to place a classified ad seeking one. Ted was connected with a classified clerk who noted the ad carefully (even spelling calliope correctly) and then told Oberfelder to send over the \$2.45 the ad would cost.

Request floored Oberfelder, who's more accustomed to having publications beg him to buy space, and he explained all about ABC, its financial rating and the fact that most people figured Ed Noble's good for two and a half bucks, maybe even three. Clerk, just as patiently, pointed out that those were his instructions — no billing on classified ads—and no dough, no ad.

After an hour's hassle, Oberfelder gave up and phoned his account exec at Batten, Barton, Durstine & Osborn, ABC's agency, to try his luck. It took another hour to convince the account exec—no dough, no ad. He gave up, too.

So Oberfelder brought over the \$2.45 personally—and the clerk got a \$5 raise. And if Oberfelder wants a witness for his expense account, we're willin'.

Kid Brother Army In Pacific Prefers Vaude Over Legit

NEW YORK, Jan. 25. — Legit shows don't click with Pacific USO-Camp Show audiences. Today the pitch is all for fast vaude groups, with knife-throwers, acrobats, rope twirlers, juggling, comedy adagio acts and, always, a girl line.

This switch in taste has been recognized by USO-Camp Shows since the Army of Occupation took over from the older soldiers. To determine exactly what type of show is best suited to the taste of the teen-age G.I.'s in the Pacific, Norman Drescher, who heads the Pacific trouping department of the USO here, is expected to leave next week to confer with units in Manila and Toyko and with army and navy heads. Meanwhile, legit companies are being readied for return home from the Pacific Theater and no more play groups will journey there.

Concentration of USO this year will be entirely in the Pacific, since its operations in ETO are closed. The last 200 entertainers to play Europe are already en route home. Authorities in the ETO feel there is enough entertainment in the cities there to satisfy G.I. needs. Whereas, on the other side of the world, occupation forces to a great extent, are dependant upon USO shows for home-style entertainment.

First of the new strictly vaude-revue units is expected to be shipped overseas shortly.

Brandeis Medal to Schwartz

NEW YORK, Jan. 25. — Maurice Schwartz, founder of the Yiddish Art Theater, has been awarded the 1947 Louis D. Brandeis Medal of the Jewish Forum for "conspicuous contribution to Jewish culture as the exponent and interpreter of the best in dramatic literature." Medal will be given to Schwartz at the Yiddish Art Theater, Second Avenue and Fourth Street, February 18, during the intermission of a special performance composed of acts from Schwartz's outstanding successes.

Caracas Hotel Spot Signs U. S. All-Gal Show for Feb. Deb

NEW YORK, Jan. 25.—Hotel Nacional, Caracas, Venezuela, slated for an early February opening, will use American talent booked by Stanley H. Willis. New hostelry, understood to be under control of same interests operating Hotel Nacional in Havana, will use \$3,000 to \$3,500 budget shows in its Roof Garden. Shows are being signed for three months, plus options.

Willis is setting an all-girl unit, *American Beauties Revue*, built around Honey Tones (5) and possibly fem magi Joan Brandon; Dagmar, exotic hooper, and two other acts. In addition to \$3,000 to \$3,500 pay roll, acts get lodging and meals at the hotel and round-trip transportation. Talent will be paid off in American money on which there is a local tax of about 5 per cent.

Caracas opening is held up by a delay in installation of elevators, but installation is expected within the month. Reported that backers have spent over \$2,000,000 in erection of hotel.

Willis also is setting a unit for Ritz, Panama City nitery. Package, *Hollywood Revue*, scheduled there January 6, has Leonora Fernandez, hooper; Eleanor Dale, accordionist; Dorida Barton, thrush; Anita Valdez, stripper; and Gloria Helm, ballad chirper. Indication of drop in American talent cost south of the border is Ritz's paying of \$85 to \$100 per week, plus room, board and round-trip fares, to acts. Six months ago acts there were getting \$600 to \$800 per month, plus the room, board and fare. *Hollywood* show is set for three months, plus options at end of which acts will work Panama on way back to States.

Copacabana, Colon, is slated for another Willis package, *Copa Revue*, with date to be set. Unit will have five singles and a five-girl line. Show will cost \$1,200 to \$1,500. Unit will be signed for three months, plus options.

Costumers Study Methods; Launch Historical Project

CHICAGO, Jan. 25.—Ways of supplying showbiz with better costumes at cheaper prices were main points on the agenda of the National Costumers' Association which met here in the Stevens Hotel (20-21). J. R. Hirschfield, Detroit, was elected prexy. Lester C. Essig, Chi, was re-elected secretary.

Org launched a project to locate all historical costumes in the U. S. and Canada and keep a description of each on file at national headquarters. This would make costumes for legit more authentic without research on the production end.

Members reported the finest biz in years during '46, and predicted even more customers in 1947.

Bagarozy's 25G Rescues U. S. Opera for Chi Bow

CHICAGO, Jan. 25.—United States Opera Company, skedded to open in Chi January 6 but twice delayed due to difficulty of obtaining visas for talent, was once again in a tough spot this week due to a 25G deficit with the AFM and stangehands' union. However, a New York backer, Eddie Bagarozy, came thru with the necessary cash at the last minute, and the opera will open Monday (27).

Company's fund ran out as 25 imported singers waited in hotel rooms without return tix to their native lands. Unions were adamant about advance dough. Plight of the company got wide press here.

Hollywood Ice Revue

(Opened Thursday, January 23, 1947)

MADISON SQUARE GARDEN,

Presented by Arthur M. Wirtz. Choreography and staging, Catherine Littlefield. Costumes, Kathryn Kuhn. Setting, and properties, Becker Bros. Studio. Musical director, Jack Pfeiffer. Musical arrangements, Paul Van Loan and Kendall Burgess. General manager, William H. Burke. Stage manager, Ray Gaylor. Press representative, Lillian Jenkins.

CAST: Sonja Henie, Freddie Trenkler, Fritz Dietl, Geary Steffen, Gene Theisof, Harrison Thompson, Gretle and Robert Uksila, Rudy Richards, John Farris, Tommy Travers, Jack Raffler, Iris Gordon, Elizabeth Kennedy, Pat Mahoney, Janet Van Sickle, Mary Jane Anderson, Peggy Egan, Sharon Fitzpatrick, Olenda Southard, June Statler, Betty Marie Wilkin, Trudy Eggers, Gloria Fauman, Jean Kaye, Louise Lovelace, Eleanor Monselle, Alice Rocklin, Bettelou Ross, Mary Morrison, Helen Smith, Suzanne Thompson, Betty Lou Vrooman, Eugenie Zanova, Lucille Coules, Catherine Husser, Joan Kaye, Janice Moore, Dorothy Peterson, Helen Willey, Gordon Carleton, Don Dillingham, Ralph Gaskins, Jack Hayden, Alan Moll, George Wagner, Manny Charbenneau, Eddie Edwards, Harry Gehl, Tex Mangrum, Richard Price, Ralph Coppinger, John Ferry, Fred Griffith, Mickey Michaels, Nels Quamma, Louis Such, Gil Dennis, George Flaherty, Gordon Harris, Gene Moorehead, Rudy Stuart, Tommy Travers, Terry Lovelace, Scottie Robertson, Gladys Rogers, Shirley Davies, Alex Lindgren, Jack Dowson, Arthur Little, James Carter, Charlotte Cushman, Katy Johnson, Jean Kaye, Sylvia Harris, Audrey Link, Marshall Chapple, Ted Kemp, Don Dillingham, Sherry Lynn, Susan Strong, Frank Kura, Helen Pfeiffer, Nola Modine, Ken Stevens, Andy Ione, George Ku, Mel Peterson, Harry Bailey, Danny Kuana.

A midwinter landmark was reached Thursday (23), when the first lady of the ice unveiled the 10th edition of her *Hollywood Ice Revue* at Madison Square Garden. As usual, a gala, first-night crowd of blade enthusiasts was on hand to look over the latest rink confections dreamed up by Sonja Henie and her troupe. They were not disappointed.

Since la Henie is essentially a showwoman and knows just who it is that the customers come to see, when she tops the bill, she is smart enough to give them what they want. The background is as lush as it ought to be for any top-drawer skating spec, but it's Henie the pew-buyers want (*See Hollywood Ice Revue, page 38*)

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Vend



AM HITS SATURATION POINT

Crosby ET Show In Steady Climb; Hooper Hits 20.6

NEW YORK, Jan. 25.—Bing Crosby's transcribed Philco show continues to climb, rating-wise, and is nearing the socko 24.0 Hooper registered by the opening show on October 16 which had Bob Hope as guest. Wednesday's (22) session, with Al Jolson guesting, registered a 20.6—giving ABC and Philco cause for rejoicing. Next Wednesday's show (29) is also expected to hit a high mark, the groaner having lined up Hope again as a guest, with the added attraction of Dorothy Lamour.

Ratings since show opened reveal an initial high rating followed by a sharp drop, in turn followed by a steady climb. Figures are as follows, and include special Hooper studies made in addition to the regular Hooper taken at two-week intervals:

October 16, 24.0; November 6, 12.2; November 13, 15.8; November 20, 15.6; December 4, 13.4; December 18, 15.8; January 8, 16.1 and January 15, 20.6.

This pattern of diving and climbing bears out thinking of ABC execs, who predicted such a course. Show opened on the wave of socko promotion. Weak gueststars, plus a fade in the initially strong promotion helped account for the dive; and a return to a stronger guest policy, plus Crosby's strong personal draw, is held accountable for the upward swing.

Proponents of the transcribed feature of the Crosby-Philco operation also point out that the boost in listening audience is a strong indication that it matters little to listeners whether a program is live or disked.

FCC May Relax FM, TV Duopoly

WASHINGTON, Jan. 25.—Possibility that Federal Communications Commission might relax slightly its multiple ownership restrictions in FM and TV is seen possible here as the February 7 hearing nears on the multiple ownership issue. With six now the maximum limit of FM ownership by the same interests and five the limit for television, some observers believe that mushrooming in both fields might induce FCC to relax its rules.

Major issue at the hearing, however, is expected to be whether one owner can operate more than one station in the same area. A large number of applications for FM and TV stations are coming from persons, groups who would like to operate more than one station in the same area. Also, question of interlocking ownership—control or participation in control of FM and TV in the same locale—is in need of clarification.

Singiser Back to WGY

NEW YORK, Jan. 25.—Frank Singiser, newscaster who broke into radio in 1928 at WGY, General Electric station in Schenectady, N. Y., returns there next month. Starting Sunday (2), he'll do a news round-up sponsored by Wultex Clothes in the 1-1:15 p.m. slot. Singiser, who will commute to WGY from his farm in Brandon, Vt., was for years a WOR fixture.

And I Quote

NEW YORK, Jan. 25.—Using a switch on a standard legit and picture practice, WNEW, New York, February 1 will start using quotes of newspaper critics' reviews to plug its own new programs. Quotes will be aired via a new set of spot announcements now being recorded, quotes coming from metropolitan dailies and newspaper reviews.

All the station needs now is some favorable notices.

August Group Sold To Revere Camera For Mutual Airing

CHICAGO, Jan. 25.—Jan August's four-man instrumental group will get a sponsored network show starting in February. August was sold this week by Raoul Kent, of MCA here, to the Revere Camera Company for airing on Mutual. Agency is Roche, Williams & Cleary, Chicago.

The August show will be heard in 17 cities, coast-to-coast, Saturdays from 5:45 to 6 p.m., but later, according to Phil Stewart, radio director for RWC, Revere will go to about 60 stations.

Program, as yet untitled, will be aired at intervals from Chicago, New York and Hollywood. For each originating city, a local gal vocalist will be signed. In Chi, the gal will be Nancy Evans. Other singers haven't been selected yet.

Applications Deluge FCC As Freeze Deadline Nears

WASHINGTON, Jan. 25.—Rush of applications to beat the February 7 deadline on three months' freeze is reaching flood proportions in Federal Communications Commission. With more than fourscore bids for all sorts of operations (new AM's, new TV's, new FM's and modifications in existing grants) pouring into FCC this week alone, commish Friday tossed a warning that "applications which are incomplete in any major respect will not be accepted for filing and following established practice, will be returned to the applicant." Unofficial word is that large number of applicants, trying to beat the freeze gun, were careless in filling out their bids and may find themselves waiting out the three months' freeze after all.

160 Bids Received

It was estimated that since FCC announced its freeze plan last January 8, more than 160 applications have been received with more than a score of these already returned because of incomplete data. An additional 50 or more are expected to roll in before the deadline. A third of the applications are for power increases or changes in transmitter locations, while an addition 40 per cent are for FM grants.

FCC stepped up its pace of actions in order to cut down the heavy backlog with nearly 30 CP's issued this week alone for new FM's and over two dozen actions taken for new AM licenses and upping of power. Among FCC's final decisions this week was one authorizing WWSW, Inc., Friday (24) to increase its power from 250 watts to 5 kw. in Pittsburgh. WICA, Inc., was authorized to change from daytime only with 1 kw. to full-time op with 5 kw. day and 1 kw. night power (See Apps Deluge FCC on page 12)

'47 May Mark End of New AM Stations Unless FCC Opens New Spectrum Bands

Government Freeze Order Seen as Saturation Tip-Off

By Our Washington Bureau

WASHINGTON, Jan. 25.—Saturation point for standard broadcast stations in the U. S. has been reached, according to government sources here. Current batch of 634 AM broadcast applications now pending before the Federal Communications Commission may well be the final splurge before reduction of AM processing to a trickle because of already overcrowded bands, a checkup has revealed. Reliable sources both in government and the trade attribute this as a major factor behind the FCC's 3-months' "freeze" on AM applications which starts February 7.

With 1,530 standard broadcast stations now on the air, best estimates here are for little more than 250 more grants in 1947. These, it is quite possible, may to all intents, bring down the curtain on new stations until FCC decides whether new bands are to be opened. In any event, FCC is not looking for such a decision for another three years at least, it has been learned. If FCC lets down the bars for more clear channels, maximum number of addi-

tional stations would be 50, according to current estimates. Maximum number of regionals, if latter get the nod, would be about 500.

Sole hope for any large-scale AM boom of new stations in distant future would come from lowering of present minimum band from 550 kc. to 540 kc. This would make room for an estimated additional thousand local channel stations (maximum power, 250 w.), but this could not come about before 1950, one reliable informant revealed. As a result, if FM is booming by that time, as it is expected to be, there would be little incentive for opening small AM's.

Industry Problems

Altho radio engineers and economists have been mulling for some time the prospect of saturation in AM, the cold reality that the point has finally been about reached is expected to cause some serious contemplation and self-appraisal in the industry. Problems of new investment, expansion and transition to FM are closely linked to the AM saturation issue. FCC is keeping mum publicly on the saturation issue, altho Chairman Charles Denny in a recent public talk ad libbed some remarks in which he seriously raised the question. Denny, at the same, withdrew from discussion. Denny, touched on that issue in contemplating the mushrooming of FM. Among further informed authorities, 1946 is regarded as the "last big year" of AM grants—a year in which FCC authorized 536 new stations, the bulk of them going to tank-towns, altho several big-time stations were added in metropolitan areas. One FCC official explained that the question of saturation is "an academic one" because "nobody can put the finger on exactly when the point will have been reached," but this same spokesman added that "from engineering and economic viewpoints—the two basic viewpoints in any consideration of the problem—there is no question that going into new AM's is fast becoming a terrific risk." "There just isn't any more room—engineering-wise or economically," the spokesman added.

FM Factors

While it has long been considered that the wide-open areas of the (See '47 MAY MARK on page 11)

WIND and WJDD Sign AFM Pact

CHICAGO, Jan. 25.—WIND and WJDD, local indies, yesterday (24) in a hush-hush session agreed to local AFM demands for a hike in staff musician's pay. Other Class B stations here are expected to sign with Petrillo next week.

Increase is a flat 18½ per cent, which affects staff musicians and platter turners.

Minimum for staffers on Class B stations was \$75. Increase brings it to approximately \$90.

Singing Temperature Reports Go on Sale

CHICAGO, Jan. 25.—New type of singing spot announcement, a temperature report known as "Temperature-Tunes," packaged by Chicago's Starr Radio Productions, has already been sold to sponsors in 11 Southern markets and is being considered by 10 nationwide users of spot radio as well as regional and local sponsors, according to Jack Starr, who originated the idea in collaboration with Vernon Morelock, of the Anfinger Agency, St. Louis.

Starr firm has already cut 120 singing reports, each running about 15 seconds and designed for live, open-end commercial announcements. Reports are given in form of musical limericks with comedy line done afterwards by Ray Suber. Material was written by Mort Hall, local CBS writer. Billy Leach sings vocals, and Dave Bacal provides organ accompaniment.

Package prices range from \$7 to about \$65 per week.

Petrillo Agrees to Nets' Contract Limits; Local 802 Asks 20% Pay Boost

"We're All Happy," Says AFM Chief—Talks Peaceful

NEW YORK, Jan. 25.—James C. Petrillo, president of the American Federation of Musicians, and the presidents of the four major networks agreed yesterday (24) to the negotiation of a one-year pact covering wage scales for musicians in key radio production centers. According to Petrillo, the scales will be determined by the AFM locals in the covering cities. Working conditions specified in the current agreement, which expires January 31, will carry over into the new pact. This will accomplish two things: It will give the webs a pact and it will keep Petrillo and the AFM out of conflict with the Lea Bill in the event the Supreme Court declares the bill constitutional. There never has been any question as to the AFM's legal right to negotiate wage scales.

Petrillo's action in calling a confab of web and union execs for the purpose of working out a better radio-music accord was tipped in *The Billboard* (January 18 and 25). AFM chief first ordered locals to hold off owing to the danger of concluding pacts which might conflict with Lea Bill—when and if that measure becomes constitutional. He then called to New York execs from key locals to plan an accord which would not endanger the union's position.

Negotiations for a pact covering New York musicians are to start Tuesday (28). According to union sources, the musicians will aim for an increase of 20 per cent in sustaining and commercial scales of all categories. Original demands may be higher, but it is believed both sides will agree to approximately 20 per cent more. This will add about \$26 to the present sustaining scale of \$131, and \$32 to the present commercial scale of \$160. Petrillo, who at the conclusion of the Friday (24) session with the webs stated "We're all happy," said the pacts (in Los Angeles and Chicago as well as New York) would cover the period from February 1, 1947, to January 31, 1948. He told *The Billboard* there would be no retroactive provisions in the new contract.

Original Bid

Originally, Petrillo sought to postpone all contract negotiations until after the Supreme Court decision on the Lea Bill is handed down, making any contract negotiated after that retroactive to the early part of this year. Four webs unanimously rejected this proposal, on several grounds. One was that they had utterly no bookkeeping facilities to provide for the involved back pay which would accrue in the respective broadcasting centers; that they would be unable to quote prices on package programs; that, were there to be an increase in pay, a network would have no legal means of collecting such back funds from advertisers who might leave the air before the Lea Bill decision comes down. Nevertheless, the webs would be responsible for such pay.

Apparently, the logic of the networks' position impressed the head of the musicians' union. It was reported that he accepted their stand Friday, the second day of the talks.

Web execs also queried Petrillo as to what he intended to do in regard to FM. AFM prexy stated he would take this up in the future, presumably after the Supreme Court had passed on the Lea Bill, which was recently declared unconstitutional in Federal Court in Chicago.

Present at the AFM-radio sessions this week, in addition to the AFM prexy and the web presidents, were Dick McCann and Charles Iucci, respectively president and executive secretary of Local 802, and Spike Wallace and Phil Fischer, president and radio exec of the Coast local.

Okla. U. Meeting On Radio, Video To Draw Toppers

CHICAGO, Jan. 25. — Some top names in radio and government circles will be on hand to discuss major radio and television problems at the annual radio conference of Oklahoma University in Oklahoma City February 27-March 2, it was announced this week. Subjects discussed range from Radio Education to Television Programming. Leaders expected to attend include Charles Luckman, president of Pepsodent; FCC Commissioner Paul Walker; Kenneth D. Fry, chief of the international division of the Department of State; Edgar Kobak; A. D. Willard, executive v.-p. of NAB; Wesley Nunn, and Leland Cooley, director of television for McCann-Erickson.

Subjects on the program include Frequency Modulation, Radio News, General Advertising Problems, School Training for Radio, Management Problems, Radio and Government, Public Relations and Promotion, Selling Local Problems, and Increasing the Effectiveness of Radio Advertising.

AFRA Pact Signed; Million Due in Retroactive Wages

NEW YORK, Jan. 25.—Distribution of back pay due AFRA members will start shortly, following final signing of the recently negotiated network-union contract. Contract had been signed or initialed in New York and Chicago last week and was due to be approved on the Coast over the weekend. Contract is retroactive to November 1, last year, and pay raises given AFRA's members total anywhere from \$500,000 to over a million, it is estimated. Meanwhile it is reliably reported that all four major webs have been getting an increasing number of squawks about the new AFRA deal from their affiliates. Some affiliates have been quite outspoken in their beefs against the webs, mostly on the agreement by the chains to maintain an unfair station clause as demanded by AFRA. Reports on such affiliate beefs have been published lately in *The Billboard* in the form of letters from the affiliates themselves.

Last stumbling block to approval of the new AFRA-network two-year contract concerned KFI, the Earle C. Anthony station in Los Angeles. This headache appears to have been circumvented, with AFRA now taking the position that it will hold Coast advertising agencies responsible for payment of the same commercial fees the union has obtained from other L. A. stations. Anthony had refused steadfastly to meet this demand term. Altho networks are not talent employers on commercial shows, they negotiate for ad agencies and indirectly sponsors, with AFRA thus seen in a position to require such Coast agencies as may be involved on KFI programs to meet the agreed upon commercial scale.

Unions To Swap Contract Data

NEW YORK, Jan. 25.—Association of Broadcast Unions and Guilds, recently formed council of local radio unions, will meet next Friday (31) to set up a central file of contracts. Labor execs figure knowledge will be invaluable in drawing up future pacts.

ABUG has dedicated itself to improving wages and working conditions and raising the level of broadcasting. Its three main aims are to work together in the economic, cultural and legislative fields where interests coincide; to exchange relevant information and experience concerning radio and to act together whenever possible for mutual assistance.

So far RWG and RDG officially have okayed the statement of aims, Local 802, NABET, AFRA and IBEW are considering them.

Longhair Stuff Can Pay; WEAW Sponsors Are Proof

CHICAGO, Jan. 25.—When WEAW-FM, Evanston, Ill., starts airing Saturday, February 1, it will be the first time here a commercial station has secured a complete tie-in with university students.

Students, in a co-op deal with Northwestern University, will provide the station with United Press and local news. Speech and drama students will furnish much of the programming.

New station is aimed primarily at listeners in Chi's lush North Shore suburbs and will go in strong for public service, drama, news and longhair music. However, as proof such programming can pay off, station has already copped 25 sponsors.

Heffron Lams NAB

WASHINGTON, Jan. 25.—Edward J. Heffron is quitting as exec assistant to NAB Prez Justin Miller at the end of January. He will enter private law practice.

SBAC Opposes Airing of Odds

CHICAGO, Jan. 25. — In a move to divorce radio programs from the adverse publicity sporting events have been getting recently because of heavy gambling of their outcome, the Sports Broadcasters' Association of Chicago last week passed a resolution stating the association was opposed to the airing of betting odds on various contests. The only sport that was not included in the stipulations of the resolution was horse racing. Reason for exclusion of horse racing was the fact that betting at tracks is legal in most States, including Illinois.

Resolution passed could have big effect on sports programs here because the membership of about 20 that the association has is comprised of sports programmers from all five major stations here and indies WIND and WJJD.

According to Jim Crusinberry, of WBBM, secretary-treasurer of the association, the resolution was prompted by an attempt to discourage heavy gambling on all sports recently, and primarily in college and professional football and basketball. Resolution also means that the broadcasters are opposed to broadcasting of odds even on big pro boxing bouts. Broadcasters will continue to name favorites in talking about various sporting events, but will refrain from giving specific betting odds.

Conn. Juve Commish Raps Crime Airers

HARTFORD, Conn., Jan. 25.—Radio crime and murder programs were rapped by the Hartford Juvenile Commission's annual report, filed with the city common council last week.

Report deplored the "ever increasing number of radio programs featuring stories of crime and murder." Report added that the body was "deeply concerned over the effect on juveniles" of such radio shows, especially those broadcast during the early evening.

It was also stated, "This is a problem which must necessarily be met on a nationwide basis to accomplish any positive results, for where it is possible to tune in a wide range of stations, local censorship would scarcely be sufficient."

Commission said that it had "written to several national organizations, but to date has been unsuccessful in contacting any group willing to assume leadership in a campaign to eliminate these programs, which certainly have a demoralizing effect on immature minds."

Pearson, Allen Try Again To Subpoena W. R. Hearst

WASHINGTON, Jan. 25.—New effort by newsmen Drew Pearson and Bob Allen to get FCC to subpoena William Randolph Hearst to testify at consolidated hearing on WBAL in Baltimore, February 24 is afoot, with outcome uncertain.

Previous suggestion by counsel for Pearson and Allen, who want WBAL's frequency, resulted in FCC insisting that formal request be made for such subpoena by the newsmen, whose organization is called Public Service Broadcasting Company.

Meanwhile, FCC this week (24) denied request for a subpoena for Gwilyn A. Price at a consolidated hearing involving WLIB, Brooklyn, and WOWO, Fort Wayne, Ind., a Westinghouse station.

Bill Goldman Gets WDAS, Philly; 450G

PHILADELPHIA, Jan. 25.—Purchase of WDAS by William Goldman, who operates a string of movie houses here, came as little surprise to trade insiders this week. Negotiations were started some six months ago and shortly thereafter disclosed exclusively in *The Billboard*. Altho announcement of sale did not disclose financial arrangements with A. W. Dannebaum, owner and operator of WDAS, it is reliably reported that Goldman fixed the figure finally at about \$450,000. Original asking price, it's said, was \$600,000.

Goldman will move the station to Keith Theater Building, which is to be erected on the site of the present Keith Playhouse. New theater building will also house television studios, WDAS having an application on file for a video license.

MBS FINISHES FIRST PHASE

WQQW Looks Like D. C. Click; One-Third Time Already Sold

By Our Washington Bureau

WASHINGTON, Jan. 25.—Rounding out its first three weeks on the air in the nation's capital, WQQW is turning up some interesting results from "long-hair" programming and a policy of not more than a one-minute commercial every quarter hour. Audience-wise, WQQW has received more than 1,200 letters and uncounted phono calls, even tho station is on only between sunrise and sunset. As to whether the station will pay, General Manager Edward M. Brecher (former Federal Communications Commission analyst) reports that a third of available commercial time already is sold and rosy prospects are in the offing. Two of the present 20 sponsors have become so enthusiastic, says Brecher, they have elected to have part of their commercial time used instead for music at commercial rates.

Station devotes 60 per cent of its program time to classical music and makes no attempt to air symphonic music at hours when listeners can turn elsewhere on dial for same. In fact, WQQW even recommends good music programs on rival stations in the district area and suggests especially good ones on WQXR, New York, and other out-of-city stations. Pierson W. Underwood, station's music director and member of the executive board of League of Composers, is credited with station's unusually wise policy of music selection. Listening is usually rewarded with rare and beautiful transcriptions, with few program notes and little other interruption. While WQQW cannot hope to reach mass audiences because of the presence of the capital's radio biggies and because of its limited hours on the air, it has untold possibilities for reaching a vast segment of listeners who prefer their music straight and good, and that prospective audience is figured as a sizeable one in the station's area of over 1,500,000 people.

Choice Records

Even a "hot jive" program is made up of rare jazz representing evolutionary stages and giving listeners music they would not be likely to hear on other programs. Day's programming runs the gamut of good classical music, starting on the lighter side in the early morning (typical: Rosenkavalier waltzes, *Merry Wives of Windsor Overture*, etc.) and varying to full-length symphony later in the morning, with afternoon music highlighted by a pair of unique programs—chamber music and folk music, the former running 45 minutes and the latter 15 minutes. Folk music program, airing rare records from Library of Congress and from many private libraries in the city, is a "natural" and its appeal seems to be ranging from the Washington area's large Negro audience to embassy row. One afternoon recently, Daniel Theard, of the Haitian Embassy, turned up at the station with transcriptions of Haiti folk music never before aired. Theard went on the air, too, to explain the music. A number of the capital's better-known figures have also volunteered loans of rare record collections to the station.

Announcing is done in an easy, sincere tone, with program director Paul Martin taboosing bombastic and "punch" talks. In commercials there is no pressuring of listeners. Singing commercials are out. No commercial can run longer than 120 words. Sponsor's phone number cannot be mentioned more than twice, and references cannot be made to liquor, professional services, funeral parlors, etc.

Last Sunday (19) the station went on the air with an hour-long chit-chat (See WQQW LOOKS on page 11)

AFRA Opens Chi Indie Powwows

CHICAGO, Jan. 25.—Negotiations for new contracts for AFRA announcers, actors and singers at Chi Class B stations will get under way next week, Ray Jones, head of AFRA here, said this week. Negotiations will be for contracts at WIND, WAAF, WCFL, WJJD, WAIT, WGES and WSBC. Altho Jones would not give any specific information as to what demands will be made, he indicated there would be a request for a "sizeable" increase. It is thought here that demands will be similar to those recently agreed upon by execs at Chi Class A network stations. Latter agreed to a general increase of about 30 per cent. Contracts at Class B stations expired November 10.

At present time, actors at Class B stations get about \$15 for basic rehearsal and air time on a 15-minute commercial program. Announcers get a basic \$63.50 per week. For 15 minutes of commercial programming on these stations singers get \$5.75, plus \$1.15 for one hour of orchestral rehearsal.

It also became known here this week that national AFRA contracts are expected to be signed Monday or Tuesday of next week, and that new contracts for network Class A stations here will be signed on the same day as the national, or shortly thereafter.

Local office of AFRA this week also announced that the controversy over the firing of announcers and a sound man at WGN (*The Billboard*, January 18) had been settled. The station hired back four of the seven announcers, and the sound man it had let go.

Coast Firm Taking Plea to FCC for Lone Coast Channel

HOLLYWOOD, Jan. 25.—Last-minute filing of a second application for a station on the same frequency has forced Burbank Broadcasters, Inc., to plead a previously-uncontested case before the FCC on February 10. Application for new AM outlet in Van Nuys was made last week by Maurice Cliffer, local radio disk jockey-writer, thus contesting the Burbank application for an FM-AM outlet. Listed in new application were Cliffer, president; John Jacobs, announcer of Mutual's *Those Websters*, as vice-president, and Ben Kaplan, Texas business man as business manager.

With flood of applications for local stations pending, Burbank-Van Nuys hearing will decide who is to get the

Station List of 400 Means Web Solving Coverage Woes; Up to Program Dept. Now

Network Strengthens Competitive Audience Position

NEW YORK, Jan. 25.—Completion of the first major step in the development of Mutual as a strongly competitive network under Ed Kobak will be completed within the next month or so, when MBS reaches the 400 station mark. Adding nine more stations this week, MBS now has 391 affiliates and expects to have 400 by mid-February. Mutual intends to add still more stations beyond the 400 mark, as is considered necessary, in order to plug such gaps as may remain in its coverage, but the 400 total means, according to Mutual's thinking, that it can now assure sponsors full U. S. coverage. In trade opinion, three basic problems confronted Kobak when he moved into the Mutual presidency late in 1944. They were, first, to build a physical network enabling Mutual to compete, marketwise with CBS and NBC; secondly, to maintain business at a satisfactory level until the first step was completed and a major sales drive could be inaugurated; thirdly, to build audiences with strongly competitive programs.

Over the Hump

Mutual now feels it is over the hump on step one. One MBS exec stated this week that the station and engineering staff of the web has built "the biggest and best theater, physically, and from now on, it's up to programming." Trade feeling thus is that Mutual's program department, headed by Phil Carlin, has to carry the ball from now on, if the Kobak-Mutual desire to have the web rank as a Class A network is to be realized.

Paul Hancock, research director for MBS station relations, figures Mutual now covers about 29,000,000 or 85 per cent of the total 34,000,000 radio homes. Two and one-quarter million of these homes were added between January 1, 1946 and January 1, 1947, during which period the web added 101 stations. Also during 1946, FCC granted power increases to 24 affiliates. Of these, six are operating (See *Mutual Solving* on page 12)

Miller Renews Plea For Editorial Say

WASHINGTON, Jan. 25.—Renewed pleas to the GOP Congress from the National Association of Broadcasters for crack-down legislation on the Federal Communications Commission is expected from the meeting of NAB and Radio Manufacturers' Association liaison committee here Thursday (30).

Prez Justin Miller, of NAB, is expected to continue his campaign for FCC "decontrol," having issued his latest anti-FCC blast Wednesday (22) in an address before the Los Angeles Chamber of Commerce. The NAB reiterated his plea for freedom for stations to air editorials.

Hart's Own Ad Agency

PHILADELPHIA, Jan. 25.—Ralph A. Hart, radio director of Harry Feigenbaum Advertising Agency, which has heavy radio billings, leaves at the end of the month to open his own ad agency here. Hart will partner with Leon Greenfield, Feigenbaum art director. Irv Rosen, who was with the Feigenbaum agency before war service, leaves Cox & Tanz here to take over Hart's radio directorship.

Coast Jocks Yelp 'Don't Bite Hand'

HOLLYWOOD, Jan. 25.—Thirteen of the area's top platter spinners met this week to survey what they consider an invasion of their profession by name band leaders. Situation arose when Al Jarvis turned over his Saturday KLAC slot to Woody Herman and word leaked out that MCA was circulating lists of available batoners to other outlets.

It was unanimously agreed that the disk jockeys would form an association to study this problem as well as others of mutual concern. While sentiment was strong among some to officially ban from their shows disks of batoners who have turned disk jockeys, no conclusion was reached. Instead, group will keep its eye on the scene and should one of the established spinners be forced to forsake his job to a band leader, then a course of action would be outlined.

A hint at what would happen was present in the org's statement that when a band leader turns disk jockey he no longer needs the help of other disk jockeys to promote his records. Feeling among many attending was that disk jockeys have spent years in building up the very names now threatening their livelihood. Dean of the spinners, Al Jarvis, contested this attitude on the part of his colleagues and pointed out that if it weren't for band leaders there would be no platter spinners.

Lads are uneasy about the many top name batoners who have disbanded their orks and are basking in California sunshine searching for easy dough until band biz will again permit their return to the podium. Station managers and time buyers, they feel, are name conscious and will fall for a batoner in preference to the ordinary local guy. While batoners may go into platter spinning for kicks, it means bread and butter to the lad who's whirling wax now. Among leaders mentioned as available for local station work was included Freddy Martin and Bob Crosby.

last available local channel on 1490 kc. Burbank Broadcasters has made a pitch for the outlet on the strength of community leadership and showbiz background, since principal stockholders include Sam Kerner, Hollywood personal manager, and Billy Gray, night club-radio comedian, both Burbank residents; David Street, radio-pie singer, and Don Forbes, pioneer West Coast newscaster.



THE BILLBOARD-HOOVER URBAN CIRCULATION INDEX

(Based upon C. E. Hooper audience measurement reports)

VOLUME No. II, ISSUE No. 5

PROJECTED FROM DECEMBER 30, 1946, RATINGS

PROGRAMS WITH TOP EVENING URBAN CIRCULATION

Table with 6 columns: Program, Hooperating, Net, Agency, Sponsor, Product, Urban Listeners. Includes programs like Jack Benny, Bob Hope, Radio Theater, and various game shows.

PROGRAMS WITH TOP MALE EVE. URBAN CIRCULATION

Table with 6 columns: Program, Hooperating, Net, Agency, Sponsor, Product, Urban Listeners. Similar format to the evening programs table.

PROGRAMS WITH TOP FEM EVENING URBAN CIRCULATION

Table with 6 columns: Program, Hooperating, Net, Agency, Sponsor, Product, Urban Listeners. Similar format to the evening programs table.

PROGRAMS WITH TOP JUVE EVE. URBAN CIRCULATION

Table with 6 columns: Program, Hooperating, Net, Agency, Sponsor, Product, Urban Listeners. Similar format to the evening programs table.

PROGRAMS WITH TOP DAYTIME URBAN CIRCULATION

Table with 6 columns: Program, Hooperating, Net, Agency, Sponsor, Product, Urban Listeners. Similar format to the evening programs table.

PROGRAMS WITH TOP MALE DAYTIME URBAN CIRCULATION

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Table with 6 columns: Program, Hooperating, Net, Agency, Sponsor, Product, Urban Listeners. Similar format to the evening programs table.

KEY TO AGENCY ABBREVIATIONS

Includes second broadcast on Pacific Coast. * Computed Hooperating. B&B—Benton & Bowles. BBD&O—Batten, Barton, Durstine & Osborn. DC&S—Doherty, Clifford & Shenfield. DFS—Dancer-Fitzgerald-Sample. FC&B—Folts, Cone & Belding. HB—Hill Blackett. JWT—J. Walter Thompson. K&E—Kenyon & Eckhardt. KR—Knox Reeves. L&M—Lennon & Mitchell. McC-E—McCann-Erickson. M&A—McCoy & Albright. NL&B—Needham, Louis & Broby. PAR—Podar & Ryan. R&R—Ruthsuff & Ryan. RW&C—Rocha, Williams & Charry. S&M—Sherman & Marquette. Y&R—Young & Rubicam.

The Billboard-Hooper Urban Circulation Index is protected by the copyright of The Billboard and infringements will be prosecuted.

WHN Eyes '48 Olympic Games

NEW YORK, Jan. 25.—WHN, already one of the top stations in the country in sports coverage, is developing long-range plans calculated to point up sports programming to an even greater degree. Station has in mind both the commercial and public service aspects, belief being that sports represents not only a booming market, but also a No. 1 opportunity to develop pub-serv programming in a field which has tremendous listener interest.

While plans are not yet crystallized, they are so long-range as to include comprehensive coverage of the juiciest sports plum of 1948—the Olympic Games. Games, which will be the first in 12 years, are scheduled to be held in London during July and August. Problems of covering them are now being mulled by Marty Glickson, WHN sports director and one-time Olympic athletic himself.

May Use Wire

Transatlantic broadcasting is expensive, and Glickman hasn't yet drawn up a blueprint for the broadcasts. However, he'll probably make extensive use of wire recording—a technique which the station has been using increasingly.

Glickman currently uses the recorder for pre-fight interviews, etc., later editing the material and incorporating it into live broadcasts.

Regarding coverage of Olympics, station sees in the offing not only a juicy sports fest, but an occasion loaded with aspects of international amity, etc. Pub-serv angle will be slanted along these lines, but it's doubted WHN would get exclusive Olympic coverage. What the station is likely to do, however, is to devote more time to such airings than any other outlet locally.

Proud Poppa

NEW YORK, Jan. 25.—Biow Agency was taking bows here this week, with two of its commercial shows being chosen to appear before President Truman at Saturday's (1) dinner tossed the chief exec by the Radio Correspondents Association. It's the first time, since the annual dinners were started, that one agency has copped two shows. Way the shindig works is that each year one web assumes responsibility for staging the affair, with each web contributing one show apiece. It's ABC's baby this year.

Biow shows are *It Pays To Be Ignorant* (Philip Morris) CBS and Henry Morgan's *Razor Thin* (ABC). Program to make the stand at the Statler Hotel, Washington, is the Abbott & Costello ailer. Mutual, as of Friday (24), hadn't made its choice.

See AFRA Amenable To Sounders Shift

HOLLYWOOD, Jan. 25.—Sound effects men employed by CBS here last week voted 11 to 3 to quit as members of the American Federation of Radio Artists and affiliate themselves with the International Brotherhood of Electrical Workers. Both are AFL unions. Soundmen decided to scram after voicing dissatisfaction with the new network terms achieved for them by AFRA.

It is believed doubtful that AFRA will call for an NLRB vote to settle the split officially. AFRA, the first performers' union in radio other than musicians, absorbed sounders into its membership some years ago, when no other craft organization was in the field to give them representation. Since then, IBEW and other technical unions have moved in, and there are some actor members of AFRA who believe sounders should be allied with a technical, rather than actors' union.

RWG Adopts New Contract Stand in Tactic Reverse; Follows AFRA Procedure

Writers' Union Demands Coverage for All Free Lancers

NEW YORK, Jan. 25.—Given carte blanche by Eastern, Midwestern and Coast members who have voted unanimously to endorse their execs' strategy, the Radio Writers' Guild, reversing its tactics to adopt AFRA's procedure, will demand Tuesday (28) that the networks negotiate contracts for commercial and sustaining free-lance scribes. Four principal points in RWG's demands are: (1) Guild shop on air scripts. (2) License, not outright sale of scripts. (3) Revision of present release forms. (4) Adequate arbitration machinery. First two are the most important from the RWG's point of view.

Mutual's Pa. Coverage Upped Via Power Boosts

NEW YORK, Jan. 25.—Mutual is upping its coverage in Pennsylvania with new stations and power boosts. New Pennsy stations joining the web are WPAM, Pottsville, 250-watter on 1450 kc., and WJSW, Altoona, 250-watter on 650 kc. WPAM, owned by the Miner's Broadcasting Service, joins the web January 19 and WJSW, owned by the Altoona Broadcasting Company, comes in February 15. Latter as a daytime station only.

WBAX, Mutual's station in Wilkes-Barre, formerly operated on 100 watts but has been upped to 250 day and night power.

MBS also adds WLOE, Leaksville, N. C., to the web effective Wednesday (15) as a bonus station. Percolator is owned by Douglas L. Craddock.

Line-up of MBS stations, including four above, now totals 386.

While the union is anxious to negotiate and is not rattling any sabers, policy endorsement by members means that in case a stalemate develops, the nets, agencies and sponsors may face a strike and find themselves without scripts.

Possibility of a strike is inherent in the members' vote of support of any strategy their executive board may pursue.

Cite Precedent

On sustaining free lancers, RWG is answering webs' claim that writers are "independent contractors" by citing a case involving home-working tailors who were legally classified as union members, not indies. If this tactic fails, the next step would be an NLRB election to establish the RWG as bargaining agent for scribes. This would take months. However, it is felt the nets may grant RWG's claim without going thru all this rigamarole. Trade talk has it that CBS is studying the question to determine whether to bargain with (See RWG Asks Coverage page 12)

Chi Role as Soaper Cradle Outlined by Hawkes, Moore

CHICAGO, Jan. 25.—Chi radio was given another kick upstairs this week by two well-known radio men, Kirby Hawkes, producer, and Sam Moore, prexy of the Radio Writers' Guild, in town for a Chi origination of *The Great Gildersleeve*, of which he is scribe.

Hawkes, who returned to Chi to produce Mutual's *Captain Midnight*, delivered a talk on Windy City radio before a meeting of the Radio Management Club. He was formerly with Benton & Bowles and helped establish Chi as a center for soap opera origination.

Hawkes blamed agency execs for dissolution of commercial radio here, but also blamed webs and "a defeatist attitude of actors, writers and producers" for not evolving more new shows to take the place of those which left.

He listed several reasons why soap operas and situation comedies should be produced here instead of in New York or Hollywood.

"Writers in New York or Hollywood don't understand the soap opera," he declared, "because they lack certain fundamental simplicities which Midwestern writers seem to have as part of their make-up. Trace the history of every soap opera that left Chicago and you'll find it's either off the air or way down in ratings."

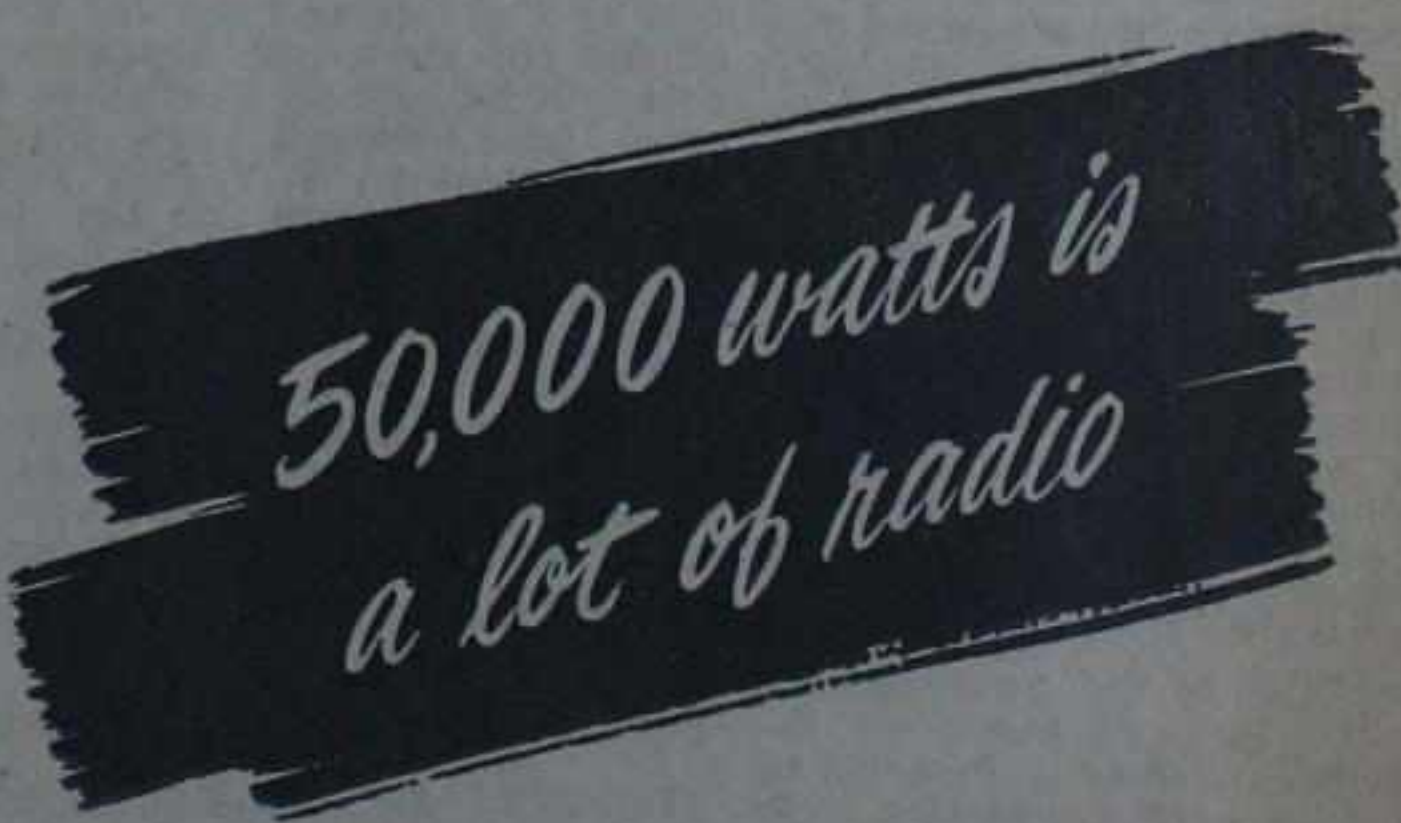
Hawkes claimed the reason for decline of soapers that left Windy City origination was that Eastern and Western writers tend to make them more hysterical and fuller of "false, demented emotions which tend to undermine the heroine's personal integrity."

He predicted the NBC General Mills hour which left here last September would be back soon or else off the air along with the other soapers which have exited from Chi.

He admitted Chi would never be a great originating point for star shows, but said it should become a center for building stars and shows which would, if they became big enough, probably gravitate to New York or Hollywood.

"Our job is to concentrate on building new shows and discovering talent," Hawkes said, "and it's square'y up to agencies, account execs and directors."

"Radio writers now have to go to New York or Hollywood to get established," Moore declared, "and this is basically wrong . . . because writers never learn anything but viewpoints of Hollywood and New York, which are often hysterical and warped." Moore was especially alarmed over the fact that even the Main Stem is slipping fast as an origination center.



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Power Coming

February 10 Seen as Payoff On Color Video Hearing; N. Y. Demonstration Starts

Exceedingly Difficult Decision Facing Commission

WASHINGTON, Jan. 27.—Main fire of black-white versus upstairs color video battle is expected to be reserved for the wind-up phase of the Federal Communications Commish hearing in Washington February 10 as television biggies vie for FCC favor with a series of demonstrations today thru Wednesday (27-29) in New York and Princeton before S.R.O. houses. More than 1,500 persons who wanted in on the New York color demonstrations are doomed to disappointment because of lack of accommodations (250 seats) in the Federal Courthouse. FCC's decision to defer until February 10 a cross-examination phase of the hearing is based on the unusual trade and public interest in the proceedings and also is viewed as made necessary because of the vast importance of the final ruling which will ensue. With charges and countercharges of monopoly flying in back-stage talk here, the television battle is regarded as one of the biggest communication developments in recent years. Fate of commercial television will be determined by the outcome, government spokesmen acknowledge, and the decision is one of the toughest facing FCC.

It was learned today that upward of 1,000 people from various segments of radio industry alone have evinced interest in watching the demonstration skedded by Columbia Broadcasting System, DuMont, Radio Corporation of America and Philco. Because of cramped New York quarters, general public will find itself barred, while relatively few observers are likely to get accommodations other than press and official participants.

Hearing Schedule

CBS will put on its ultra high frequency color show today (27), and DuMont will follow with its downstairs electronics color. Hearing will move to Princeton, N. J., on the 29th, skedded to get under way at 10:30 a.m., with RCA slated to show its black-white first and Philco skedded to demonstrate in the afternoon. The Princeton demonstration will take place at the Penn's Neck Community Club, a half mile from RCA laboratories.

Some verbal cracking is expected intermittently at New York and Princeton, but at this phase of hearing, FCC is putting main emphasis on the demonstrations. Chairman Charles Denny will be accompanied by all commissioners with exception of Commissioner Clifford J. Durr, who will attend to other commission business during the three-day period.

In addition to the commissioners, seven FCC key men will attend the demonstrations. Among these will be heads of legal and engineering staffs and their key assistants. Legalists will include Ben Cottone and Harry Plotkin, while George Adair and Kirtland Plummer will be on hand from the engineering division.

Meanwhile, in New York this week, Maj. Gen. David Sarnoff, RCA president, denied reports that his company would quit television activities were the FCC to decide in favor of CBS's petition for ultra-high color frequencies. RCA is getting ready for the resumption of hearings February 10 and for its all-electronic color demonstration for the FCC

KTLA Commercial Debut Only So So

TO KICK off its commercial operations, Paramount corralled some of its top pic names plus additional acts into an hour-long variety seg (22). Talent-heavy but not too entertaining, home viewers who have followed this outlet's product during the experimental years and found it more satisfying in the past must have sensed over-anxiety on the part of KTLA to capitalize on the fact that it's the first station in the area to get FCC's commercial blessing.

It all appeared like a last-minute scramble thrown together in a thoughtless fashion. Time lagged between acts, and muffed cues and lines made this a below-par offering. Surely, the outlet knows better than to scan Bob Hope reading his gags from a script, nor can it be satisfied with Jerry Colonna's dubbed in antics to his Capitol disking of Caroline.

Eddie Bracken's panto routine of a baseball game could have clicked, but it lost some of its edge when performed before a backdrop showing a lawn drinking fountain scene. Use of two singing groups (De Castro Sisters and the Rhythmairs) seemed unwise. Both groups did far better in keeping actions in synch with their waxed voices than Colonna. William Demarest's burlesque of a radio commercial as compared to a tele plug fell flat. There was nothing exceptional about KTLA's sales pitch on Tupman's Lincoln autos. Slide showing a car was flashed on as Keith Heatherington went into usual spiel. If anything this prompted looking away from the receiver.

Screen names participating in the show seemed unconcerned about their success or failure on tele. Film thespis knocking down top dough seemed to toy with their video bow as legit toppers of another era played with cinema. In watching Bob Hope fluff his way thru, one could tell he was running things the way he saw fit and that no tele director could tell him what to do. This general attitude among the participants was probably more to blame for the show's shortcomings than lack of foresight on the part of tele director Klaus Landsberg and J. Walter Thompson's Leon Benso.

Lee Zhitto.

Milwaukee Journal Gets FCC Tele OK

WASHINGTON, Jan. 25. — One more commercial television station has the Federal Communications Commission's green light. Milwaukee Journal was granted a CP Friday (24) for a new station in Milwaukee.

On Channel, 3, 60-66 mc. FCC, meanwhile, issued a batch of television license renewals for the period ending February 1, 1948. Renewals went to following: W9XBB, W9XBK, W9XBT and W9XPR, Bala-ban & Katz Corporation; W3XCZ, W2XEM, W2XVT, W2XWV, W3XWT, W10XFT and WABD, Allen B. DuMont Laboratories, Inc.; WRGB and W2XGE, General Electric Company; W2XBT and W2XBU, National Broadcasting Company; W10ZAF, W10XAD, W3XE, W3XPD, W3XPI, W3XPK, W3XPL, W10XP, W10KPA, W10WPC and W10XPR, Philco; W3XAD and W3XEP, Radio Corporation of America, W9XCZ and W9XZV, Zenith.

NBC this week (22) asked FCC for renewal of its commercial TV license for WNBT, New York, while Television Productions, Inc., asked for renewals of experimental video licenses in Los Angeles and Pasadena, Calif.

One-Tube Color System Claimed Available Soon

NEW YORK, Jan. 25.—Perfection of a one-tube all-electric color television transmission system was announced in New York and San Francisco this week by the recently organized Color Television, Inc., announcement being made on the eve of the reopening of the FCC's ultra high frequency video hearings in New York Monday (27).

New outfit has been formed to market inventions of George E. Sleeper Jr., one-time CBS (1937-1940) video engineer. Color Television, Inc., has been assigned Sleeper's two patents, listed as Nos. 2,389,645-6. Backers of the company include George Hilp, San Francisco building contractor; Joseph Blumenfeld, Coast theater operator, and Louis Hoenig, of Hoenig-Cooper, Coast advertising agency.

Equipment enabling demonstration of the Sleeper system is half completed now, it was stated, with further equipment on order with Polaroid Corporation. Public demonstration will not be possible for some months.

System was described as using a scanning device to convert filtered color into single pictures, which are then restored to color in the reception tube. It is also claimed that both color and monochrome receivers can receive the Sleeper system signals.

Dr. Peter Goldmark, CBS's video expert, has been working on a one-tube color system for some time.

Chi Assn. Sets Up Tele Installation Plan for Dealers

CHICAGO, Jan. 25.—Formal presentation of a plan to instruct radio-television dealers in the fundamental techniques of video set installation took place here last week at a meeting of representatives of various committees of the local Electric Association's "Promote Chicago Television" organization. Plan to train engineers is of importance here and in other video markets because of the shortage of engineers trained for video installation, especially since without proper amount of engineers it will be impossible to put into operation the large number of video sets that are expected to be sold in 1947.

Chicago plan is to have dealers' representatives attend video classes three hours a night, once a week for 10 weeks. At these classes, supervised by Bill Eddy, head of local video Station WBKB, attendants will learn fundamentals of video. Later they will be given advanced installation and service instruction by representatives of the manufacturing companies whose sets they will be installing. Cost of the initial courses will be underwritten by the dealers, manufacturers and other members of the association.

At Thursday's meeting, Chick Showerman, head of NBC here, and Jim Stirton, video sales chief for ABC here, promised their webs would be operating video stations here as soon as equipment becomes available. A message from Frank Schreiber, manager of WGN, stated that his station hopes to get into operation of their video station "in the very near future," and Eddy promised that his station would accelerate its activities constantly in the future.

Trammell Sees Tele Web Set This Year

NEW YORK, Jan. 25.—NBC Prexy Niles Trammell, at a dinner this week in honor of the web's 20-year affiliates, predicted 1947 would mark the "real beginning" of television and the first television network.

Trammell stated "Just as the end of 1925 and the year 1926 saw the beginning of network broadcasting, the year 1947 will be the real beginning of television in this country. By the end of the year we should have a network from Boston to Washington comprised of six stations—which, incidentally, was all we had at the beginning of sound broadcasting."

GE Planning Video Set Sales in Feb.

ALBANY, N. Y., Jan. 25.—General Electric will start distributing video receivers between February 1 and 15, according to statements made this week before the Albany Appliance and Radio Dealers' Association by Phil Caldwell and Joe Kerr of the GE electronics department. Sets will be sent to distributors in areas where stations are now operating—Schenectady, N. Y.; New York, Philadelphia, Chicago and Los Angeles. First model will be a direct-view console, with a screen 6 by 8 inches. It will also have a standard AM band.

According to Caldwell, several tele transmitters are in production at the Syracuse plant and receivers are coming off the production line at Bridgeport, Conn.

Tele To Cover King, Queen

LONDON, Jan. 25.—BBC mobile unit will televise the departure of the king and queen of England, scheduled to leave for South Africa late this month. Elaborate arrangements have been made to catch the arrival of the royal couple at Waterloo Station. In addition, there will be a tele camera inside the train.

Wednesday (29). Clash between CBS on one hand and B-W proponents on the other, he said, represents "a fundamental difference of technique opinion as to what is best in the public interest."

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Thinking Aloud

Reviewed Sunday (19), 8:40-9:10 p.m. Style—Drama. Sustaining over WNBC (NBC), New York.

Making its "world premiere" thru tele, this new play by English scripter Emlyn Williams, plotwise, is strictly run-of-the-mill psychological suspense drama. Only the finished playing of Bramwell Fletcher and, to a lesser degree, that of Carol Goodner lifted it a notch above mediocrity. Script, ("adapted for video," according to screen credit, "by NBC," meaning some six or seven NBC-ers, including producer Frederic Coe), is slapped down by the longest arm of coincidence this side of a Dick Tracy strip. Fletcher, playing a vet knocked somewhat daffy by a buzz bomb while in a London filmery, has a passion for filmstar Goodner, whose face on the screen was the last thing he saw before blacking out, and has nurtured this pash in the manner of a berserk bobby-soxer for a couple of years.

Since La Goodner doesn't know him from a hole in the ground, and is furthermore married to a no-good industrialist, Fletcher has come to the conclusion that he must murder the husband. Somewhat co-incidentally he arrives at the London suburban railroad station to carry out his scheme on the very morning that Goodner has already disposed of her spouse via a pistol. Also, somewhat co-incidentally Goodner is at the depot, making her getaway at the same time Fletcher arrives. It is at this point that the tele adaption begins with the above-mentioned plot line developing from thoughts going thru Goodner's and Fletcher's heads as they sit opposite one another in the same train compartment on the way to London.

It is in the execution of the acting assignments that the play develops into better-than-average tele fare. Both leads had to express, solely thru facial expression and other gestures, emotions indicated by their off-stage recorded voices. Fletcher, in a role made difficult by silly spots in script, did a top job. Miss Goodner doesn't have the Fletcher range, but turned in a creditable performance on an equally difficult assignment.

Coe did a top-drawer production job on the play, with film shots perfectly selected and blended into the live portions of the show. Pace was beautifully maintained, particularly in view of the script's inherent shortcomings. Effect of the rocking train, panning in and out of the compartment and other production effects, were excellently executed. Sets were realistic.

While it is hoped that this show won't represent eventual peak video dramatic offerings, it certainly compared favorably with 99 per cent of similar shows on radio today. Experimentally, it was a well-done piece of work. If author Williams has any ideas of producing the thing on the legit stage, however, we would like to recommend he save both his dough and rep.

Joe Csida

Merrill Lynch Starts One-Shot Video Series

NEW YORK, Jan. 25.—Merrill Lynch, Pierce, Fenner & Beane, world's largest stock brokerage house, will sponsor one-shot video showings of the film, *Money at Work*, over tele stations thruout the country. Campaign starts Thursday (30) over CBS's station, WCBS-TV, in the 8:30 p.m. slot. Contract for CBS was negotiated by Frank Stanton, president of the web, and for the brokerage house by Winthrop Ames, managing partner.

Pic was carried by NBC tele about a year ago as a sustainer. Merrill Lynch is one of the most active Wall Street advertisers and for some time sponsored a nightly business round-up on WOR.

So You Want To Sing

Reviewed Thursday (23), 7:45 to 8 p.m. Style—Musical. Presented sustaining on WBKB, Chicago.

A surprisingly good talent bet for future television airings was uncovered on this program. Altho many video programers have been keeping away from opera and concert stars, Morton Bowe, Metropolitan Opera singer, star of this program, proved he had the right stuff for the medium. Bowe proved he had not only singing and acting ability, but also writing know-how.

Bowe wrote and appeared in a short feature in which he gave a stooge, Don Walker, pointers on what it takes to be a good singer. Program was short, but in it were comedy, good acting, top singing and all around good entertainment.

Bowe opened the program singing a concert aria. Musical accompaniment was provided by a recording. Bowe wove in the use of a disk by writing himself into a living room scene in which he was rehearsing next to a phonograph. Walker, cast as a weakling with ambitions to be a singer, then entered the scene and Bowe proceeded to give him pointers on how to develop lung power, giving him an opportunity to do more singing and comedy.

At times Bowe overplayed his role by using unnecessary gestures, but most of the time he played it straight and naturally.

Cy Wagner.

Come Into the Kitchen

Reviewed Thursday (23), 8:30-8:45 p.m. Style—Cooking instruction. Sustaining on WCBS-TV, New York.

This one-time-only presentation, geared as a showcase for ad execs, should bring results. It was nicely handled thruout, with good camera work, a smooth showing by Heloise Parker Broeg and good direction by Gil Fates. Telecast reveals that video can appeal in this type of fem audience show—a cooking school where, unlike radio, viewers can see as well as hear directions on how to make drool-creating dishes, such as this show's broiled lobsters.

Mrs. Broeg, an old hand at culinary instruction via WEEL, Boston, and as a newspaper home economist, handles her chores with ease. She has charm that comes thru as real, not the professionally synthetic brand so often peddled in cooking demonstrations. She makes her explanations clear and concise and the job of getting a lobster ready for broiling looked like a cinch as she took her audience thru the various stages of preparation.

Camera panning frequently in to close-up gave viewer a chance to see just what was being done and how the dish looked when finished.

Kitchen has commercial possibilities.

Frank Gill.

NBC Goes to WHN, To Get A Roosevelt for Video

NEW YORK, Jan. 25. — WNBC, NBC tele station here, goes out of its own bailiwick Monday (27) to pick up WHN's *Books on Trial* show. Program, which originates at the Barbizon Plaza, will be aired over radio and tele simultaneously.

NBC was anxious to get the show because Elliott Roosevelt, who recently returned from a Moscow interview with Soviet Premier Joe Stalin, will be on the witness stand. Elliott's book, *As He Saw It*, will be under fire from Norman Cousins, of *The Saturday Review of Literature*. Leland Stowe, radio correspondent and journalist will be defense. Sterling North literary critic of *The New York Post* will be presiding justice.

WHN will broadcast the session in its usual radio format making no changes for the tele airing.

Video Prices Too High, Says RMA Head

NEW YORK, Jan. 25. — Radio manufacturers will turn out at least 2,000,000 FM sets this year, virtually 10 times the number produced in 1946, and 300,000 tele sets as compared with 6,465 last year, according to R. C. Cosgrove, Radio Manufacturers Association prexy and Crosley Corporation v.-p. Cosgrove addressed the American Marketing Association's radio group here yesterday (24).

Speaking of tele set manufacture, Cosgrove emphasized that manufacturers will have to take losses until lower prices make sales volume a certainty. "Until we turn out a good set for \$150," he said, "we are not going to get a profitable volume." He added that "it would be an outrage now to hold up the industry by large-scale introduction of color video."

Mowery To Remain ABC Tele Director

NEW YORK, Jan. 25.—Paul Mowery, ABC director of television, in answer to rumors that he would resign from the web, today stated that as far as he was concerned, he was "happy and going full blast."

Report that Mowery would exit gained credence when Adrian Samish, web's top radio programing exec, was upped to a post which included jurisdiction over tele programing. This move was subsequently followed by a reshuffling of ABC personnel and a cut in the ABC tele budget.

WQQW Looks Like A Cinch D. C. Click

(Continued from page 7)

dren's program comprised of storytelling with breaks for good children's-taste music. Program after half an hour got tedious. WQQW will keep the program, but it will be cut to a half hour. Brecher explains that programing is still in an experimental stage. While a "quality" audience is the objective, station is seeking to avoid specializing, and the day is dotted with discussions while theater and radio talks are daily features. A five-minute "shopping guide," with unpaid-for suggestions on "good buys," in the manner of New York PM's original column, will start February 1. Station intends to add a forum program and a variety of others, but music will continue to predominate, according to present plans. Brecher says that WQQW will continue to insist on preparing its own programs rather than letting agencies or sponsors dictate.

Board Sets Programs

All programing is talked over weekly by a board representing the 125 stockholders (nobody holds more than 1 per cent of stock), with the board headed by Philip Dunwoody. WQQW has no plans nor license now for night-time AM, but will start its FM programing this spring. Station is charging a basic rate of \$50 per hour.

Sponsors so far are on the "class" side, including book shops, an art gallery, a jeweler, picture frame shop, specialty furnishings shop and theaters that specialize in foreign and "arty" films. Staff of 25 is working in sort of college-enthusiasm spirit in three floors of a narrow building on fashionable Connecticut Avenue, where station has two small studios. Station's collection of fan mail is remarkable for the absence of gripes, with pattern of comments characterized by one which reads, "The late Gertrude Stein would have designated WQQW, wonderful quality, quality wonderful."

'47 May Mark End Of New AM Unless FCC Makes a Move

(Continued from page 5)

Southwest still offer best possibilities for new AM's, industry economists point out that opening up new stations in those big stretches is likely to turn into a risky financial venture after mid-1947 because of imminent FM upsurge and because grabbing onto an AM to make money while FM bides its time may not be a paying venture in non-populous areas.

Analysis of pending applications shows that crowded areas of the Middle Atlantic States and Pacific Southwest are still being sought by prospective AMers. Tank-towns in Texas also continue to be the objective of newcomers. At the same time, scores of applicants are trying to crowd their way into big cities, and upwards of three score of big-city stations are asking for power boosts. Two dozen seek 50 kw. Contrary to popular belief, in some segments of industry, expansion of AM by means of directional antennae is neither being sought to any extent nor is deemed practical for economic reasons. Latest crop of applications is for straightaway new stations, 105 of them in the 250-watter class, and for power increases.

Pending Bids

Crowded AM spectrum situation, bad as it is, may be even worse if FCC approves some of the many pending bids. In California, already heavily laden with stations, 60 applications pend. Napa, for example, has 3 bids pending; San Bernardino, 3 more; San Fernando, 4; Santa Cruz, 2; San Francisco, where there are now 7 stations, has bids for 2 more.

New York State offers a like picture. Albany, where WOKO is fighting to keep its frequency, has three newcomers who are trying to get the other wave lengths, plus one filing for the WOKO frequency. New York has several power boost bids, plus three new applicants, Metropolitan Broadcasting Service, Bruno Shaw and Donald Flamm, each of whom is after another station.

In the District of Columbia, where there are now seven AM stations, five other proposed stations are being sought. Additionally, there are four more stations on the D. C. periphery.

Demand is similarly heavy in Pennsylvania, Texas, North Carolina and Ohio.

Russell for Kyser Air Shot

HOLLYWOOD, Jan. 25. — Jane Russell, of *Outlaw* fame, will take a stab at radio when she does a guest shot on the Kay Kyser show Wednesday (29). She is said to be fed up with Hollywood film treatment and anxious to make her way as a radio thrush. It's understood that Kyser is interested in pacting Miss Russell to a term contract if the guest shot works out. Kyser show, meanwhile, will trek to New York for a four-week shot beginning February 5.

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MULSON STUDIO BRIDGEPORT, CONN.

Mutual Solving Coverage Woes

(Continued from page 7)

on the higher power, with 18 still to make the switch.

In 1946 too, the web added measurably to its coverage of major markets—adding about 20 outlets in such centers as Little Rock; Waco, Tex.; Reading, Pa.; Birmingham; Charlestown, S. C.; Utica, N. Y.; Roanoke, Va.; Huntington, W. Va., etc.

Since the beginning of 1947, four stations have received power increase grants and will start operation this year with the new wattage. In addition, 44 outlets have power applications pending before the FCC. In short, while 25 or 30 new stations may be added this year in areas where Mutual needs them—such as a full time outlet in Tulsa and stations in Grand Rapids, Mich., and Toledo, the coming year is also extremely important from the standpoint of inward growth. In a report being prepared for Kobak, the MBS stations relations department states that coverage will benefit in 1947 "particularly in the South, where major improvements are pending. It can be expected that we'll add another 1,000,000 radio families in 1947."

Mutual's policy—"add 'em where we ain't"—has resulted in some jocular criticism, the web having percolators in many whistle stops. But the philosophy behind the physical expansion has been simple—namely, to blanket all areas of the country with a good signal. Thus, the situation ultimately resolves itself to a point where power, as such, becomes unimportant. "In cities where you can hear all webs, you don't think of power."

Mutual's coverage problems—which now show promise of being almost obviated—trace back to 1934 when the web was organized as a co-operative venture with key outlets in New York, Chicago, Detroit and Cincinnati.

NBC and CBS, which were organized in the 1920's, already had grabbed outlets in major markets and these outlets became power-houses. When Kobak moved over to Mutual, on the theory that the other webs were there first, he emphasized so-called secondary markets. With the power hikes pending and other stations on the way in, web figures that it can now match other nets on potential audience.

Frisch Set for WMCA Stint

NEW YORK Jan. 25.—Altho not announced officially up to press time, it appeared certain this week that the away and home games of the New York baseball Giants, to be aired this summer by WMCA, would be handled by Frank Frisch, one-time giant infielder star. News broke when it was revealed that Frisch had turned down an offer to join the Brooklyn Dodger organization. WMCA has the Giant games sewed up, but still has to find a sponsor.

TOO SHORT FOR A HEAD

Kate Smith Noontime News Segs Likely To Go Mutual

TED COLLINS, manager of Kate Smith, has signed an option with Ed Kobak, president of Mutual, giving that network the right to sell Miss Smith as a news commentator. Now on CBS noontimes for General Foods, Miss Smith is being dropped shortly by this sponsor, both on the news series and her weekly variety stanza. Mutual deal calls for the same noon time. Proposed series would differ in one respect from previous news shows the singer has done, in that neither she nor Collins would be able to do the sales plugs, but would have to be faded out for each local account.

Kenyon & Eckhardt elected Joseph P. Braun as vice-president and has consolidated the space and time-buying departments under his supervision. Within the newly-merged department, Frank Palmer remains chief of radio time buying, with David J. Gillespie and Robert Erath in charge of mag and newspaper buying, respectively. . . . Sylvia Hartman named beauty and fashion editor of Young & Rubicam's radio publicity department, replacing Elise Gaines, who resigned to wed Joseph Revlon, of the Revlon clan.

John Poindexter, night manager of WINS, New York, has resigned. He plans to enter the radio package production biz shortly. . . . Drew Pearson's new show, Sunday at 7 p.m., over ABC, switches to 6 p.m., starting February 9. Monday Morning Headlines, which now follows Pearson in the 7:15 p.m. slot on ABC, will also go on one hour earlier—at 6:15 p.m. Court of Missing Heirs, currently in the 6-6:30 p.m. slot on the web, will move into the 7-7:30 p.m. period. . . . Preston L. Taplin, former announcer at WHCU, Ithaca, N. Y., named production manager of WELM, Elmira, N. Y.

Will Guzendorfer has been moved up to general manager of KROW, Oakland, Calif. Other spots filled this week were the designation of Richard C. D. Bell, formerly of KPAC, Port Arthur, Tex., as assistant to Guzendorfer, and Russ Coughlan, station's special events head, as program manager.

Al Paul Lefton Company has been appointed ad agency for WOV, New York. . . . Paul W. Morency, vice-president and general manager of WTIC, Hartford, Conn., elected chairman of the NBC stations, planning and advisory committee in New York last week. . . . WNEW, New York, last week received a Distinguished Service Award from the Veterans' Administration. VA cited the station's co-operation thru the radio series, Operation Homecoming. . . . Jane Connelly, until recently women's editor at KOY, CBS outlet in Phoenix, Ariz., has opened a freelance radio writing and producing agency there in partnership with her husband, Bill Taliaferro. Operating as Radio Production Studies, they will turn out live and wax package shows.

Lois Roach has joined KWSC, Pullman, Wash., as producer-director. . . . Walter Blake, formerly associated with Warner Bros. Pictures, has joined Blaine-Thompson ad agency as an account executive. . . . Arthur P. Horan has joined the announcing staff of WSAR, Fall River, Mass. . . . Lee Magid, former Mills

Music song plugger, has joined the radio sales staff of new package agency, Griffin, Boyle & King.

WASHINGTON CHIT CHAT—WRC's *Coffee With Congress* resumed January 25 for third successive season. Program lasts 45 minutes and originates in the home of a different congressman each Saturday. Rep. Estes Kefauver provided the 1947 opener. . . . New mystery show, *Murder at Midnight*, preems over WMAL January 26 at 6 p.m., directed by Tony Leader. . . . *Open House*, has attracted classes to the studio from three different schools in past two weeks. Youngsters took part in a program emceed by Ray Morgan. . . . King Cole Trio staged Washington broadcast over NBC January 25 from WRC. . . . Lou Brott, WOL publicity director, named to head Junior Board of Commerce drive to get daylight saving time for D. C. . . . Veterans' Administration announces that 13 more "star-studded" transcriptions of *Here's to Veterans* series will be ready for distribution February 1. . . . WRC news editor, Arthur Barriault, aired an appeal for AB-type blood for a stricken Alexandria, Va., man. Line to patient's home became so jammed with calls from volunteer donors that WRC vocalist Gene Archer, who has AB-type blood, was unable to offer a donation himself.

Ben Potts, formerly with N. W. Ayer and McCann-Erickson, has joined Federal as assistant to Frank Barton, radio director. . . . The Robert Sturdevants—he's ABC correspondent in Paris—have a new baby daughter. . . . Sam Kaufman, advertising director of Bozell & Jacobs' Minneapolis office, appointed manager, effective February 1. He succeeds Tom Hastings, resigned. . . . Ruth Brummer, ex-WLIB (Brooklyn) flack, leaving for Coast February 1 to do video research for Sackett & Prince. . . . Jack Traxler, recently back from six years' service in the navy, added to staff of KGVO, Missoula, Mont., as account exec. . . . Doyne McReynolds, resident of Joliet, Ill., has returned to his home town as announcer on WJOL.

DR. CHRISTIAN script award competition, with \$2,000 as first prize, gets under way on the Wednesday (29) program over CBS. In addition to the winning play, about 50 scripts per year will be used on the show and paid for at rates ranging from \$150 to \$350. Program has used more than 235 scripts submitted in five previous annual competitions. . . . Richard G. Lancaster transferred from Chicago to New York office of C. E. Hooper, Inc., where he is working on sample distribution. . . . New staffers at KCMO, ABC outlet in Kansas City, Mo., are Dorothy Aldrich in the continuity department and Helen Shipman in publicity.

National Council of Farm Cooperatives announced at Washington this week that Ohio Farm Bureau is using radio to educate rural listeners by bringing digests regularly to listeners. Farm Bureau has set up series of discussion programs broadcast over WOSU, Ohio State University each week. . . . David C. Adams moves up from chief rate counsel of FCC to assistant to general counsel. Adams succeeds Walter I. James, who quit to enter private practice.

RWG Asks Coverage For All Free-Lancers

(Continued from page 9)

RWG on free lancers without calling in the NLRB.

RWG demands include 16 other points, including free lance minimums, credits, audition fees, trial or outline script fees, rewrite responsibility, and standard-form contracts.

Staff Stalemate

RWG is also involved in negotiation for local staffers at NBC, ABC and CBS. Initial union pitch was for a 20 per cent salary increase. Webs have countered with an offer that RWG claims is too low and cannot be accepted. It is believed that RWG will insert a clause in the new staff pact making certain that staffers will not work in case of trouble on free lancers.

Current drive is the strongest organizational campaign yet conducted by the writers' union. It is believed that this time the guild is moving not only with the already-recorded support of its members, but of its parent body, the strong Authors' League. Guild members feel that if they fail this time they will be relegated to the position of a mere social group. Hence, their attitude is that the chips are down.

Brain-trusting this drive for RWG are Sam Moore, prexy; Roy Langham, national executive secretary; Michael Davidson, eastern regional director, and Peter Lyon, assistant national executive secretary.

HOLLYWOOD, Jan. 25.—Radio Writers' Guild this week opened wage negotiations with National Broadcasting Company here covering the web's three newswriters. Guild is asking for parity with New York rates. Eastern scribes are paid between \$330 to \$475 per month as compared to Hollywood's \$272 to \$300. Guild reps met with Lou Frost, NBC assistant v.-p., who will take the matter up with the web's Coast chief, Sid Strotz, when the latter returns from an eastern jaunt. Current RWG pact expires February 1 next year.

APPS DELUGE FCC

(Continued from page 5)

in Ashtabula, O. WEBR, Inc., Buffalo, was authorized to increase power from 250 w. to 5 kw. unlimited. Both of the latter stations will use directional antenna. FCC denied application of Shenandoah Valley Broadcasting Corporation in Harrisonburg, Va., to up its power from 1 kw. to 5 kw. on WSAV. Among contested applicants, Green Bay Broadcasting Company got the nod for new station in Green Bay, Wis.

Texas Case Settled

Commish this week (20) finally disposed of Texas Quality Network stations' case in which Homer P. Rainey, unsuccessful candidate for governor of Texas, had charged the network's four stations with conspiring to limit political broadcasts at expense of Rainey's candidacy. The stations, WOAI, San Antonio; WFAA, Dallas; WBAP, Fort Worth and KPRC, Houston, were exonerated by FCC which explained however, that it has received assurance from the stations that the amount of time set aside for political broadcasts "will not be arbitrarily determined in advance but will vary from time to time as the public interest requires. Upon the basis of these representations," stated FCC, "we feel that this feature policy will constitute an acceptance by the licensees of the responsibilities which lie with each of them individually."

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GENUINE GLOSSY PHOTOS 5 1/2 EA. 8"x10"

Unsurpassed in Quality at any Price

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| 100, 8"x10", \$6.48 | MOUNTED ENLARGEMENTS |
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WE DELIVER WHAT WE ADVERTISE

AIR'S \$2,500,000 BONANZA

Renew Drive To Cancel Upton Close

New Bigotry Charges Filed

(Continued from page 3)

leaders. His program of last night (letter was dated December 18, 1946) was a continuation of his general thesis, but at the same time it was one of his most outspoken broadcasts and leaves no question as to where he stands.

Asks Balance

"His programs cannot by any stretch of truthfulness be said to be in the public interest and unless some form of balance can be presented to the statements he has made on the air, his continued use of broadcasting facilities must be seriously questioned in the light of responsibilities attendant under our guarantees of free speech.

"The American people have a right to expect various viewpoints on the radio programs presented in this country, but at the same time they also expect these persons using our radio stations to be in sympathy with the democratic system of government and to march alongside persons who can be said to be in sympathy with freedom and democracy.

"Mr. Close has obviously placed himself alongside those persons who do not believe in our form of government. The radio industry is faced with a serious problem if he is allowed to continue his broadcasting unchallenged."

Long Campaign

Close has been a target of the Friends of Democracy for some time. In a previous letter to MBS, dated August 23, 1946, Birkhead branded Close as a breeder of hatred, bigotry and intolerance and as one of the leaders of the anti-democratic movement in this country today. Birkhead alleged that Close "has associated with leaders of subversive organizations," and he excoriated the spieler's sponsor (Merwin K. Hart's National Economic Council) as opposing democracy, acting as a Franco agent in this country and as sponsor of a convicted traitor, Jane Anderson, who broadcast over the Nazi radio.

Birkhead also stated that "Close is using the radio as a one-way street to spread gospels of hate and fear. Irresponsibly, he condemns everything that might bring us to a better understanding among ourselves and between our people and the nations of the world. Upton Close is by his own statements anti-Semitic, anti-labor, anti-liberal, anti-progressive, but pro-Fascist."

STAGE FRIGHT?

No, nothing scares me. I've got friends! All big stars . . . and all using MOSS photo reproductions!

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

Write for
Free Samples
and
Price List



Radio's Giveaway Record

Following is a list of 24 network audience-participation programs, showing estimated total giveaways for each show. Tabulation lists the program, estimated figure, sponsor, weeks on air during 1946, and network.

| Program | Total Giveaway | Sponsor | Weeks on Air | Web |
|-------------------------------|----------------|--------------------------------------|--------------|-----|
| Bride and Groom | \$598,000 | Sterling Drugs | 52 | ABC |
| Ladies Be Seated | 260,000 | Quaker Oats (1st 15 min.) | 52 | ABC |
| Truth or Consequences | 143,000 | Procter & Gamble | 44 | NBC |
| Present From Hollywood | 78,000 | Wm. S. Scull Co. | 44 | ABC |
| Queen for a Day | 70,000 | Procter & Gamble, Mills Laboratories | 52 | MBS |
| Dr. I. Q. | 70,000 | Mars, Inc. | 52 | NBC |
| Give and Take | 51,000 | American Home Products | 52 | CBS |
| Married for Life | 59,700 | Sustainer | 46 | MBS |
| People Are Funny | 39,744 | Brown & Williamson | 45 | NBC |
| Vox Pop | 39,000 | Lipton Tea | 39 | CBS |
| Prof. Quiz | 37,200 | American Oil Co. | 48 | ABC |
| County Fair | 35,000 | Borden | 52 | CBS |
| Break the Bank | 34,190 | Bristol-Myers | 26 | ABC |
| Take It or Leave It | 30,760 | Eversharp | 52 | CBS |
| House Party | 30,000 | *General Electric | 52 | CBS |
| Information Please | 29,684 | Mobilgas | 31 | NBC |
| Grand Slam | 26,000 | Parker Pen | 13 | CBS |
| Double or Nothing | 26,000 | Continental Baking | 13 | CBS |
| Darts for Dough | 20,800 | Pharmaco Co. | 52 | MBS |
| Hollywood Jackpot | 20,300 | Dr. Pepper | 52 | ABC |
| Breakfast in Hollywood | 16,900 | Whitehall Pharmacal | 13 | CBS |
| Pot o' Gold | 13,000 | Kellogg Co. | 52 | CBS |
| What's the Name of That Song? | 9,760 | Tums | 13 | ABC |
| Quick As a Flash | 2,400 | Sustainer | 52 | MBS |
| | | Helbros Watch | 46 | MBS |

*Two days carried sustaining by CBS since April when sponsor dropped them. No giveaway figures available from CBS.

Cuffo Gifts Hit All-Time High Figure

"Bride-Groom" Tops List

NEW YORK, Jan. 25.—Cash giveaways, plus merchandise, handed out by 24 top network audience participation programs hit an all-time high of \$1,730,438 for the year just past, a study completed this week reveals. Total given away on all network programs is much more, figured by trade sources as totaling \$2,500,000 last year. What radio's all-over giveaway bonanza, including scratch and gifts handed out on network and local programs, comes to each year, is anybody's guess, but the feather-your-nerve programs really add up to a tidy sum, that's a certainty.

Actually, because of cuffo deals arranged whereby sponsors get free goods to giveaway in exchange for free air plugs, it's exceedingly difficult to assay the total value of radio's annual participation loot. The \$2,500,000 estimate, however, is quoted by agency and production execs close to the giveaway picture, as a close tally insofar as network shows go.

The \$1,730,438 figure, however, can be tallied closely, since the gifts have more or less staple values.

Majority of the shows surveyed scored their totals principally with cuffo merchandise. Some shows, like *Information Please*, *Bride and Groom* and *Breakfast in Hollywood* stick to specific handouts. On merchandise, figures were based at retail market costs.

Program which is most liberal with its handouts is *Bride and Groom*, which last year gave studio audience contestants more than a half a million dollars worth of stuff—\$598,000 worth, to be exact.

Runner-up is the Johnny Olsen *Ladies Be Seated* ABC shindig, which doles out nylons, cigarette lighters, refrigerators and other handy household doodads. Total weekly alms-giving on *Ladies* is rated as worth \$5,000 weekly, retail value.

Truth or Consequences prizes have covered just about everything from a wrist watch to an apartment with rent paid for one year and trips to the Arctic circle, round trips, that is. Topper of all was the now-historic bonanza nabbed by a 22-year-old navy ensign, Richard Bartholomew, from Fayetteville, Ark., last January 26.

Bartholomew walked off with a haul conservatively estimated by the Ralph Edwards office at \$13,500. By naming Jack Dempsey as the mysterious "Mr. Hush" after other contestants fluffed during five consecutive weeks, the ensign received, among other things, a 1946 Mercury car, a round trip to New York, two-week vacation for two at Banff in the Canadian Rockies, two complete men's wardrobes, a spinet piano, washing machine, refrigerator, vacuum cleaner, kitchen range, a two-year nylon supply, a year's free maid service, a \$1,000 diamond ring, a \$1,000 silver fox fur coat and a \$1,000 watch.

List of 24 web shows reaching the \$1,730,438 total, together with estimates for each, is in an adjoining column.

Click Air-Pix Deal Seen As Lever for More Pacts

HOLLYWOOD, Jan. 25.—Universal-International's precedent-shattering radio deal, under which Hedda Hopper's *This Is Hollywood* airtel for Camay, and other air dramatic segs, were given new film properties, has set radio big shots on the trail in an effort to snag similar deals. (*The Billboard*, November 30, 1946.) Apparent success of the U-I plan has brought hints that the big boys are gradually going to open up and allow radio the use of top properties concurrent with national release dates.

Hopper seg has been a guinea pig for both radio and film execs to determine the effect of new properties on Hooper ratings and box office. So far, both have profited. U-I radio men spotted 17 properties on airshows in 10 weeks (most of them new shows), and plan an even greater program in months ahead. Pic firm launched the promotion by tying up the Hopper show for eight consecutive weeks, beginning November 30, altho the first Camay-U-I was launched October 5.

Hooper-wise, the show has done okay, climbing from a poorish 4.8 on October 5 to a healthy 9.9 on January 4 (last published rating). Share of audience jumped from 18.5 to 27.3 during the same period, and is still climbing.

U-I boys beam brightly in talking of their radio tie-ups. They point out that studio properties and stars have benefited from the big flack and promotional campaign and that networks' airings are good for box office. Despite earlier qualms, there have been no squawks from exhibitors. Finicky directors, producers and stars are apparently well satisfied with radio's treatment of expensive story properties, which is said to be main reason for other studios' negative attitude toward radio.

Skedded for future airing are new U-I pix still awaiting national release. *Swell Guy*, *Wicked Lady*, *Stairway to Heaven* and *I'll Be Yours* are a few of the shows lined up for either the Hopper show, *Screen Guild Players*, *Lux Radio Theater* or *Holly-Star Time*.

Still in its embryonic stage, an industry-wide acceptance of the U-I-Hopper plan will open countless new avenues of pic-radio promotion and add even greater impetus to the growing importance of Hollywood as radio's No. 1 spot.

Sinatra Exit Still Uncertain

HOLLYWOOD, Jan. 25.—Status of Frank Sinatra Old Gold show was still undecided as *The Billboard* went to press. Recurring rumors had it that the Voice may remain on after all and will not bow out as previously indicated. Talk has it that after Sinatra was told that because of his fade from the airshow other participants on the show would be left holding the bag until they could line up other air deals the bow-tie balladist decided to reconsider and that there was a good chance he would stay on until summer.

Lenen & Mitchell's Mann Holiner, in the meantime, remained mum on his plans, stressing the fact that the agency has not as yet signed its release with Sinatra.

Asked if any possible replacements had been secured, he replied in the negative. However, it is known that L & M still holds its option on Mr. and Mrs. North, which could be moved into Sinatra's present Wednesday night CBS slot.

NEW BAND "SYNDIE" STIRS

Ex-MCA-ers Map Plans in Chi Meeting

MCA Band Dep't Threat?

By John Sippel and Joe Carlton

CHICAGO, Jan. 25.—Big new band "syndicate" which the music trade has been talking about in recent weeks has begun to crystallize here. Today Jack Whittemore, Howard Christiansen, Russ Facchine and Lyle Thayer were still huddling in talks begun yesterday, and indications are that the four well-known bookers may be set up with an org by next week.

Whittemore told *The Billboard*, "We four are very close friends and we're trying to determine the practicability of our contemplated operation. We have to proceed carefully. I don't know if our venture will be a personal management or a booking-office arrangement."

Acting as spokesman for the foursome, he added that the Christiansen-Facchine booking office in Chicago would be open by the middle of next week, with Facchine due to remain in Chi and Christiansen set to act as trouble-shooter, going wherever he was needed. Lack of comment on New York and Hollywood areas is considered significant, since these are customary watchposts of Whittemore and Thayer, respectively.

As to the possibility of Arthur Michaud-Tommy Dorsey interests being linked with the syndicate, Whittemore would only say, "We've talked to Michaud but have arrived at no definite decision."

NEW YORK, Jan. 25.—Conjecture about the prospective "syndicate" has been a favorite pastime of band biz here for week. Central point of the hubbub dwelt with possibilities of the new group (if it becomes a booking agency rather than a p.m. combine) making heavy inroads on the band department of Music Corporation of America.

Gossipers have pointed up the fact that three of the four apparently definite members of the syndicate are all ex-MCA bookers who figure to hold strong personal ties with bandsmen under MCA contract. Ever since the walk-out of Facchine and Thayer last year and especially after Whittemore's exodus last week, tradesmen have circulated reports that a dozen or more bands had been sounded out by the syndicate on the possibility of breaking, or getting releases from MCA contracts and going with the new group. Support from maestri themselves was said to be favorable in many cases due to the alleged economy policy of MCA Veepee Larry Barnett, who cracked the band department whip in the past year of operations so that a flock of lesser (See *Ex-MCA-ers* on page 19)

Tony Martin Links With Simon Pubbery

HOLLYWOOD, Jan. 25.—Tony Martin, recently pacted RCA-Victor artist, has acquired interest in George Simon music pub firm, it was learned here, with pubbery getting rights to unaffiliated songs Martin may build in the future. Deal includes pix scores to be used by Martin in forthcoming indie screen bows.

Band & Act Routes Available!!

Paper limitations still make it impossible to publish current locations of leading bands and acts in *The Billboard*. This service is still maintained and routes of Acts, Units and Attractions are mailed free each week to those interested. Write Supplemental Route Service, 25 Opera Place, Cincinnati 1, O.

Woody Top Web Show May Pop

HOLLYWOOD, Jan. 25.—Orkster Woody Herman, whose band busted up a month ago, may zoom back into showbiz spotlight as a "single" star of a top web commercial in which Herman probably would emcee a variety format. It is understood here that deal may be consummated in 10 days, which may explain Woody's disk-jock chores over KLAC on Al Jarvis's Saturday a.m. stanza; platter piloting would figure to tune up maestro's radio patter technique.

Air-show deal, if consummated, would confirm reports that Herman's current exodus from the bandstand will be permanent.

That he will remain an important musical figure, however, is assured since he will continue to do recordings for Columbia Records under a pact which still has two years to go. Herman is skedded to cut a new Columbia album early in February. His first album, featuring the Woodchoppers from Herman's fractured ork, is skedded for release and shipment this week. Future disk sales, too, figure to hike considerably if maestro commands a radio spot with major listening audience.

Herman's decision to drop traveling band chores is said to be prompted by poor health and a desire to remain in California.

Mac 2½G in Bridgeport

BRIDGEPORT, Conn., Jan. 25.—Hal McIntyre drew 1,580 persons at the Ritz Ballroom Sunday night (19), grossing \$2,528. Ducats were priced at \$1.60. Tomorrow Jimmie Lunceford comes in for a one-nighter.

Music Biz at Convention Preview

Music industry's attention this week is focused on the first post-war trade show and convention of Coin Machine Industries, Inc., skedded for the Hotel Sherman, Chicago, February 3-6. Hence this coin machine convention special issue of *The Billboard*. And joining the rest of the music biz for a convention preview in the coin machine section this week are the music and record advertisers normally found in this department, as well as "The Honor Roll of Hits" and the "Music Popularity Charts." All will be back here in the Music Department next week.

Pubs Play Follow Leader on Sonora 1¼ Cents--SPA Snag?

NEW YORK, Jan. 25.—Sonora's 39-cent record venture, announced last week, has stirred up considerable "what's the other guy doing?" discussion among major music pubs here who are fretting about the question of mechanical royalties and possible snag that may develop when it comes to paying off songwriters for Sonora cuttings. Pubs got off on royalty kick after Marie Reubens, Sonora artists and repertoire director, canvassed music firms this week on question of paying 1¼-cent royalty for the 39-cent tallow. In the past commercial practice has called for 1¼ payoff on 35-cent disks but no standard has ever been adopted for 39-cent wax. When Victor company raised its price from 50 to 60 cents recently, the major diskery's offer to pay ¼-cent above the statutory rate of 1½ cents were generally accepted by pub trade. But the Sonora proposal has created a new problem which may involve pubs with Songwriter's Protective Association in connection with negotiations over new uniform penner contract. SPA can be expected to hold the line on its demand for a clause providing that writers get 50 per cent of the statutory rate and, if so, course open to pubs who accept Sonora proposals will either take one of two directions.

Pubs' Position

First would be that pubs would pay the writers full rate and absorb the loss in mechanicals themselves. Such pubberies would defend action on grounds they're more interested in wax exploitation than revenue or else that by helping Sonora to put out low-priced tallow, they'd be helping to up disk firm's volume (See *Pubs Play Follow* on page 17)

Kalcheim Still WM Band Biggie

NEW YORK, Jan. 25.—Despite reports to the contrary, Nat Kalcheim still retains the post of executive head of the William Morris band department.

Story that Cress Courtney had succeeded Kalcheim (not printed in *The Billboard*) was denied by the agency exec, who says, that while Courtney was put in charge of all band sales in the WM New York, Chi and Beverly Hills, Calif., offices he, Kalcheim, retains his post as band topper in addition to supervising p. a.'s of acts and units in theaters, hotels and clubs.

Apollo Merger With Musicraft Mebbe in Wind

(Continued from page 3)

recently brightening picture for Musicraft label, with Atlas reportedly ready to push in nearly a half million dollars on top of its original investment of about \$400,000 in connection with the new combine. Financial aspects may be expected to take on an even more solid appearance with reports that not only Atlas but Gar Wood Industries, multi-million dollar corporation, is interested in the prospective A-M set-up. Comm. John J. Bergen, chairman of the board of directors for Apollo, has close contact with Gar Wood firm and probability exists that once A-M deal goes thru he may bring new money interests in with him.

Diamond Role

It is also known that along with other provisions governing Atlas' coming thru with another nest-egg, personnel situation at Musicraft probably will have to be revamped. Milton Diamond, former Decca Record executive who still represents British Decca as attorney, has been mentioned as participating in new arrangements, probably in top exec post, but no final determination on Diamond role has been reached. Same goes for other changes being mulled in personnel ranks.

Krupa, Gluskin Divulge Split

NEW YORK, Jan. 25.—After an association of half a dozen years, ork leader Gene Krupa has parted with his lawyer and personal manager, John Gluskin. Neither cared to divulge the reason for the split, the gossipers figured that money discrepancy brought long association to an end. Krupa said that henceforth he would handle his own biz affairs and added that despite biz split, Gluskin and he remain the best of friends.

Krupa, who just finished an abbreviated stand at the Aquarium Restaurant, will go into theaters at Hartford and Providence and fill in remainder of two weeks cut from his New York booking with one-nighters and shooting of a movie. His ork has been set for a three-week date at Frank Dailey's Meadowbrook March 4.

Leeds Pub Credits Fletcher on Tune; "Door" Case Shut

NEW YORK, Jan. 25. — Legal squabble over publishing rights to *Open the Door, Richard*, novelty tune sensation recorded by virtually every diskster in the land, has been peacefully solved, it was learned this week.

Duchess Music, Leeds BMI pub affiliate, announced that Dusty Fletcher, vaude comic on whose routine *Richard* is based, has been cut in as a fourth writer on the tune along with John Mason, Jack McVea and Dan Howell. Fletcher will receive equal royalties with the others.

National Records, which originally brought on the possibility of a legal entanglement due to the wax firm's claim on publication rights, is reportedly satisfied with the new arrangement covering its recording artist, and has bowed out of the pub picture.

ASCAP Names Leslie To Board; Shape Up Nominating Group

NEW YORK, Jan. 25. — Board of directors of American Society of Composers, Authors and Publishers at their monthly meeting here Thursday (23) named writer Edgar Leslie to the board seat vacated recently by Composer Richard Rodgers. Official confirmation awaits Leslie's acceptance.

The Leslie technically wins the post for only a short time—annual ASCAP elections come up in a month's time—his naming as replacement now is figured to stand him in good stead for re-election when new board ballots are cast.

Society board meanwhile recommended a batch of pubbers and writers for the nominating committee which picks the slate for coming board elections. Two or three names for each position on the committee were selected and until Society can check off acceptances, actual roster will not be drawn up.

Other business included admitting new writers and pubs to membership. Pop scribes Leroy Anderson, Harlow Barlow, H. O'Reilly Clint, Will E. Dulmage, Sylvia Fine, Joseph J. Lilley, Leonard C. MacKenzie Jr., Harold Mott, Max Terr, Jaime Yamin, and standard penners John W. Duke and H. Maurice-Jacquet were admitted. Pubs elected were Argosy Music Corporation; Clay Boland, Inc.; Goldmine Music, Inc.; Woodward Music, Inc.; J. J. Robbins, Inc., and Sinatra Songs, Inc. Robbins pub is the fairly new one run by Jack Robbins, ex-Big Three mentor and Sinatra firm is affiliate of Edwin H. (Buddy) Morris group.

NEW YORK, Jan. 25. — ASCAP General Manager John G. Paine on Friday (24) received his second award from French Government for contribution in field of international copyright. French Consul Henri Bonnet presented Paine with the award of Chevalier of the National Order of the Legion of Honor at the office of the French Cultural Attache here.

Initial French honor won by Paine was in 1939 when he was elected an Officier D'Academie.

PHILADELPHIA, Jan. 25. — Sapphire Records here will expand into the kiddie disk field for the first time. Frankie Adams, waxery head, signed Wayne Cody, known for more than a decade as Uncle Wip, children's entertainer heard nightly on WIP, local Mutual station. Cody, who sings to his own piano, will cut the albums.

One-Night Trail Winds Smoother

Ross Sues Barton & Pub Counters

NEW YORK, Jan. 25. — Charlie Ross, ex-Barton Music professional manager who moved to Republic-World pubs two weeks ago, is suing Barton pub for royalties he claims are due according to a contract held in 1945 and '46. Burton firm, meanwhile, has launched a countersuit claiming Ross "ran out on his contract."

According to Ross, the Barton firm (co-owned by Ben Barton and Henry Sanicola) only paid him a small part of the dough due him on a copy deal. Says in 1945 he was supposed to receive 1 cent a copy on sheet music sales up to 250,000 and 2 cents for all copies thereafter. In '46, Ross claims, he had a straight 1-cent arrangement. Ross's lawyer, Jack Katz, also claims that Barton firm had only a few thousand on account and was remiss for a much larger sum. Ross is making no claim for salary due but says that before he quit Barton, he had not been paid for three weeks and didn't get this money until after he left.

Counterclaims

Counterclaims by Barton charges that Ross not only deserted his contract—Ben Barton claims Ross left without notice while he was in California—but was using firm's time in the interests of W. K. (Cartoonist) Al Capp. Ross has long been connected with Capp as a sort of unofficial business manager, handling Capp's affairs with newspapers and magazines as well as working out promotional gimmicks in the music biz such as the Barton pubbed *Li'l Abner, Don't Marry That Girl* tune which Capp plugged liberally in his top-rated comic strip.

Contention that he was using Barton time for his Al Capp duties was termed "ridiculous" by Ross who says Barton knew all along that he worked for Capp, had nevertheless appointed him a veepee, and that Capp's relation was helpful to the firm in connection with song exploitation, bringing in much moolah to the pubbery.

Love That Song

Curious wrinkle to the suit and countersuit hubbub is that Ross says he hopes all of Barton's songs for next year, including current plug, *Roses in the Rain*, will make dough since he alleges his contract on "royalties" covers all of the pub's tunes for one year after his departure.

Barton firm has figured considerably in trade news ever since Frank Sinatra bowed out of ownership tie with the pubbery this year and set up a subsid with Edwin H. (Buddy) Morris combine. Barton and Sanicola currently are still dickering with Sinatra for purchase of the Voice's interest in their firm.

Victor's Lease on Fourth Plant Set

NEW YORK, Jan. 25. — Deal for lease of former war plant from War Assets Administration was completed this week by Radio Corporation of America for its newest Victor pressing plant. Located in Canonsburg, Pa., it will be ready to roll this summer.

Lease will run for five years at \$40,683 annual rental. Canonsburg plant will be Victor's fourth, supplementing output of its Camden, N. J., Indianapolis and Hollywood factories.

AFM Doings

NEW YORK, Jan. 25. — Annual convention of American Federation of Musicians shifts to Detroit this year with headquarters of the musickers' confab marked for Hotel Cadillac. Session will be held during week of June 9.

This week, too, Prexy James C. Petrillo revealed that a solution to problem of negotiations with the radio nets while the Lea Bill hangs fire had been worked out. (For full details, music tradesmen are urged to turn to the Radio Section).

Decca Tightening "Plug" Releases; Drive on Quality

NEW YORK, Jan. 25. — Exec confabs at Decca offices all this week with division managers drawn in from company branches thruout the country were keynoted by word from Prexy Jack Kapp that company henceforth would be tightening up on number of pop songs recorded.

Known Decca caution on waxing of "plug" tunes in advance of any indicative reaction from early juke or air play, was understood to have been even further stressed as future policy with execs. However, room was left in their figuring for "quickies" such as *Open the Door, Richard* and drop-in pops akin to *To Each His Own*. Sense of meeting was that competitish days are back to stay and Decca, with 75-cent platters to peddle, was not going to gamble on cutting many tunes in hopes one might be a hit. Company, which has always expressed little interest in being first with songs, feels it'll profit most by shoving top talent on "safe" ditties and compete on basis of artist and rendition rather than release date.

Also understood that Kapp dwelt on improvement of record quality in all plants. Decca boss is said to have straightened out situation at New York plant with CIO United Electrical Workers Union—it is known that some time ago Kapp threatened to pull out the New York factory altogether if production trouble didn't cease—and firm expects better platters all the way round from now on. Quality drive wasn't limited to New York presses, word going out to all plants that it henceforth would be better biscuits or else.

Drake's Ill Health Forces SPA Vamp

NEW YORK, Jan. 25. — Milton Drake, secretary of the Songwriters' Protective Association negotiating committee, left New York today, headed for Denver. Drake's physician told him he must move to a high, dry climate immediately. Cleffer expects to stay in Colorado for a couple of months, but plans ultimately to live on the West Coast.

Drake will be unable to continue his work in the SPA, where he was one of the most active and most militant members. Trade has claimed that many proposals, considered extreme by publishers, were Drake's brain children. It is possible that his exit (even tho temporary) from the scene may have a decided bearing on the present SPA-Music Publishers' Protective Association meetings and ultimate contract. Fact that Drake is expected to wind up in

Road Dates Up; Troubles Down

Ork skeds full and firm—Weems says 30% better than end of 1946

By Hal Webman

NEW YORK, Jan. 25. — One-night band-booking picture has perked up considerably since beginning of the year according to a survey of the major ork agencies. Art Weems, head of General Artists Corporation band department, says GAC one-night bookings have jumped up over 30 per cent compared with bookings for the last part of 1946.

Howard Sinnott, one-nighter exec for GAC, had earlier indicated that his date-book showed considerable improvement over the same period.

Jimmy Tysen, Music Corporation of America, and Phil Brown, William Morris Agency, both one-night bookers, agree that booking difficulties have slackened considerably and that ops are buying more readily now than for past several months.

Skeds Strong

Tysen says MCA orks' one-night gross figures have shown improvement in the last few weeks, and pointed to current Sammy Kaye tour of the South, which has pulled heavy box office sugar. It's said that Blue Barron pulled well on the road in December and the early part of this month, and that Glen Gray has been drawing good crowds on his current tour. Tysen claims he has found little difficulty in lining up one-night schedule for Gene Krupa ork.

Weems said GAC band bookers had lined up full one-night skeds for Johnny Long, Ray McKinley and Tony Pastor, without trouble, each of whom is or shortly will be going on the road. He said that Stan Kenton's current series of one-nighters has been very successful, and that Elliot Lawrence ork showed handsome percentage profits for its recent tour. He added that the Lawrence ork is the hottest ork on the GAG roster in requests for college dates.

Brown indicated he is having little difficulty in setting jump dates for William Morris orks.

All three concurred that present happy situation is above and beyond the normal college prom demand, which normally hypes one-night booking biz for February.

Super Disk Names Distributions

NEW YORK, Jan. 25. — Indie Super Disks plattery, which heretofore shipped its records direct to the retailer, is instituting a merchandising policy via area distributors. Firm has lined up five distributors to date. They are Runyon Sales for New York, New Jersey and Connecticut; David Rosen for Pennsylvania and Delaware; Schwartz Brothers for Maryland, Virginia, West Virginia and District of Columbia; Southland Distributing Company for Georgia, South Carolina and Eastern Tennessee, and McGee Radio & Electric Company for Texas.

Hollywood eventually, may also see a change in the Coast SPA picture, since (if he regains his health) Drake is figured to attempt to hypo the Coast end of the writers' org. No replacement on the negotiating committee set as yet.

Coast Ballroom Ops Light Into BMI Licensing Drive; Mull Ork Biz Hypo Plans

BMI Fees Worry; Talk Block Booking, Flacking

HOLLYWOOD, Jan. 25.—Coast terpsery ops this week turned an indifferent ear to BMI licensing overtures. Harry P. Somerville, BMI director of licensing, told a meeting of Western Ballroom Operators' Association he came here to set up BMI's Coast anchor for its nationwide drive to collect licensing fees from all users to live music, including danceries, night clubs and skating rinks.

Within the next 10 days, Somerville said, he will have a staff selected to contact ops and open negotiations for contracts. He then explained BMI's method of basing license fees upon the percentage of annual expenditures for music as opposed to ASCAP's more involved system of graduated rates figured on size of dancing area, whether food and drink is served, etc.

BMI Levies

As in the East and Midwest, BMI here will levy a tax of one-half of 1 per cent of the first \$50,000, and one-fourth of 1 per cent above that figure of an operator's annual outlay for live music. BMI will ask no less than \$40 and no more than \$750 per location each year—considerably lower than ASCAP's minimum-maximum rates. WBOA board of directors will meet three weeks hence to weigh the BMI proposals.

General feeling among ops contacted here was that BMI chose an inopportune time to stage its Coast invasion. Actually, the meeting Somerville addressed was called for the purpose of surveying the present meager biz and to see if some conclusion could be reached whereby Coast ballrooms could be pulled out of the slump. Marty Landau, WBOA exec secretary-treasurer, told the BMI rep that many Coast terperies are in the red and that locations once thriving on six-day-a-week skeds have now tightened their belts to week-end operations. Additional expenses thrown upon the already overloaded backs of ops and promoters, Landau said, will eventually force them out of the dancery biz and the music industry as a whole will suffer.

Claim Countered

Somerville countered this claim by pointing that BMI, unlike ASCAP, does not demand a straight fee per

location but bases its tax strictly on the amount of money spent on music. Hence, a spot operating six nights a week and dropping to two nights per week cuts its music expenditures and automatically slashes its debt to BMI in ratio to its reduction of music cost.

Some ops, who in recent months have been crying that the ASCAP load is unbearable, were impressed by Somerville's proposed guarantee of a \$40 minimum and \$750 maximum. Others, however, appeared wary of the BMI bid, saying that it is only natural for the licensing org to ask low fees while securing its initial contracts, but once it gets its foot in the ballroom door renewal pacts will be much stiffer. One ballroom manager told *The Billboard* that he will include a clause in his band contracts forcing batoneers to guarantee they will not play BMI tunes, and that if they do, they remain solely responsible should any legal action be taken. A WBOA exec said that altho the board will survey the BMI problem, he feels association will not act as a body but will leave it up to individual members as to what course of action they choose to take. While the majority of ops apparently favor keeping BMI tunes out of their spots, a manager of one of the larger Los Angeles danceries said ops will have to recognize BMI as a necessary evil and play ball. The way the situation now stacks up, BMI's Somerville will find it an uphill battle if he pushes one- or two-year contracts, but if he grants long-term pacts at the low rates offered, ops may grudgingly fall into line.

Seen As BMI Wedge

Presence of a BMI rep at the WBOA meet was apparently interpreted by ASCAP's Coast chief, Larry Shea, as wedge by which ops will attempt to force lowering of ASCAP fees. When WBOA's prexy, A. V. Bamford (Northern California promoter), said ASCAP's rates were staggering ops under present biz conditions, Shea told the group it was not in his power to lower assessments and that if ops here and in the Midwest and East banded and approached ASCAP's national office for an industry-wide rate, matter would be considered. So that those present would not lose sight of ASCAP's importance, Shea threw open the current issue of *The Billboard* and pointed to the music popularity charts. Of the 10 tunes listed on the Honor Roll of Hits only one was BMI-controlled, the others under ASCAP's wing. Of 31 songs with greatest radio audiences, Shea read four BMI tunes, the remainder being ASCAP. After reading the chart breakdowns to the assembly, Shea stated he was not battling BMI but wanted ops to realize ASCAP's value.

Afternoon portion of the all-day session was devoted to discussion of band biz problems with booking agency reps. One op said the way the picture now stands, both the band leader and his agency are assured of their money while the op takes all the risks. After a few hours of buck passing, suggestion was made by Frederick Bros.' Tom Kettering that ops themselves line up a string of engagements and offer them as a block to the agencies.

This would save commission houses considerable expense and (See Coast Dansant Ops on page 19)

"The Music Law Journal"

APC Gets AKM Funds
Pubs File Vs. Nitery
Mechanical Test Case
High Court Nixes Review

NEW YORK, Jan. 25.—After ruling that Harry M. Propper, as temporary and permanent receiver of AKM, Austrian performing rights society, had no interest or title in funds held by American Society of Composers, Authors and Publishers for AKM, Federal Judge Alfred C. Coxe awarded summary judgment to James E. Markham as alien property custodian, claimant of those funds under a 1943 vestry order, in U. S. District Court this week. Alien property custodian is also seeking funds allegedly held by ASCAP for French and German performing rights societies. Total amount claimed is over \$398,000.

ASCAP, altho a defendant in the alien property suit, had maintained thru attorneys Louis Frohlich and Herbert Jacoby, that APC was proper custodian of any money held in escrow for three foreign performing rights societies. But ASCAP lawyers also contended that the society is due the dough from performance of ASCAP tunes in the three countries and that the total sum due at least offsets any royalties due foreign societies.

In ruling Propper out of action, Judge Coxe held that an executive order, issued June 14, 1941, froze all assets of an alien corporation. Propper, appointed temporary receiver on June 12, 1941, therefore lost title to any monies. Later, in 1941, Propper was appointed permanent receiver, but under the freezing order it was illegal for ASCAP to transfer any assets.

Contracts between ASCAP and the three foreign societies were made in 1933. Royalties were paid from 1936 to 1938. Custodian Markham is seeking royalty-money accrued since last payment.

Pubs Vs. Nitery

NEW YORK, Jan. 25.—In a combined action filed in U. S. District Court Friday (24), Harm's, Inc.; Mills Music, Inc.; Irving Berlin Music Company, and M. Witmark & Sons filed suit against the Green-Jack Restaurant Corporation, which operates the La Conga night club, for alleged infringement of their copyrighted tunes without proper license. Action seeks injunction and damages of not less than \$250 for each music publisher.

Complaint alleges that, on November 15, 1946, and various other times, the defendant gave public performance of the publishers' copyrighted tunes without license. Unlicensed ditties mentioned in the claim include Harms's tune, *Begin the Beguine*; Mills' number, *Between the Devil and the Deep Blue Sea*; Berlin song, *You Keep Coming Back Like a Song*, and Witmark's *South America, Take It Away*.

Mechanical Test Case

NEW YORK, Jan. 25.—Test case has been started by Longines-Witnauer Watch Company in U. S. District Court against T. B. Harms, publisher of the Jerome Kern tune, *Smoke Gets in Your Eyes*, and Harry Fox, agent and trustee, over mechanical reproduction of the tune on records.

Suit seeks a declaratory judgment to declare rights and legal relations of parties, and asks for a decree which will give the plaintiff the right to use tune on records without threats or charges of infringement.

The complaint alleges that Harms asserted ownership of the copyrights and had charged the plaintiff with infringement on the tune by recording it. Plaintiff claims that use of the tune is free and clear from infringement and asks right to record without hindrance from others claiming the rights. Plaintiff further claims that the copyright owner failed to file in the copyright office a notice required by Section 1(E) of the Copyright Act of 1909.

Complaint alleges that on or about June 28, 1946, plaintiff, intending to use the tune, notified Harms, and remitted a check for \$4 to cover royalty payment for 200 recordings at the rate of 2 cents each. Check was returned, it is alleged, with defendants charging that plaintiff infringed on its copyright.

High Court Nixes Review

OMAHA, Jan. 25.—The United States Supreme Court, January 20, refused to consider an appeal from the Eighth Circuit Court of Appeals in cases brought against the Fontenelle Hotel and Peony Park, as well as other music users here.

A group of song copyright owners had brought suits in lower court to collect damages for commercial use (without license) of music which belonged to them.

In 1944, after a trial here, Federal Judge John W. Delehant decided in favor of the copyright owners. The Circuit Court upheld his decision in favor of the copyright owners. The Circuit Court upheld his decision in an appeal taken to it.

The music users contended that over-the-counter purchase of sheet music gave the buyer the right to use the music commercially.

Another question arose out of a Nebraska law requiring copyright holders to file their selections with the Nebraska Secretary of State. The law also required that all copies be stamped with the price required for playing the music publicly for profit. The charge was to be collected thru music dealers.

The lower court also held the Nebraska law unconstitutional.

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British Firm's Wax Up to 98c

LONDON, Jan. 25.—Prices on English Brunswick disks went up last week from 79 cents to 98 cents per platter. The British transport strike and coal shortage were cited as reasons for the price hike. English Brunswick is a subsid of British Decca and features the waxings of Bing Crosby, a top selling artist in the British Isles.

None of the other major British labels, including Parlophone and His Master's Voice, have made the move toward hiking prices. British disk prices recently were cut 25 per cent when the government excise tax was slashed by two-thirds, but much as in the American market, production costs have risen since the end of the war, making a general price rise on the English platter market not unlikely.

Victor Inks Cooley; Leaves Columbia

HOLLYWOOD, Jan. 25.—Another name this week slips from Columbia's fold when Spade Cooley moves to Victor. Altho Cooley's pact with Columbia expires the first of next year, the Western Strad-scraper and batoner asked for and was granted a release. Under the Victor set-up, Cooley gets four releases as opposed to his Columbia guarantee for three releases per year. Understood his Victor royalty deal will boost Cooley's platter take to almost 50 per cent above the Columbia figure.

In entering the Victor clan, the Cooley aggregation becomes label's only Western swing band. His departure from Columbia was preceded in recent weeks by Count Basie's switch to Victor and Benny Goodman's move last week to Capitol.

Burton P. M.-Flack Office for H'wood

HOLLYWOOD, Jan. 25.—Bill Burton, top Hollywood personal manager, will open his own publicity and advertising office here, thus becoming the first Hollywood personal rep to bring flack and promotional activities under the same roof.

New outfit will handle Burton clients exclusively, including Dick Haymes, Margaret Whiting, Barbara Whiting, Helen Forrest, Louanne Hogan, Joannell James, Joseph Myro, Kenny Williams, Margo Woode, Noreen Nash, Bob Eberle and Helen O'Connell.

Bobby Weiss, Musicraft Records veepee, was set to head the office, but turned down the deal at the last minute, wiring Burton that he would remain with the plattery, since "the Musicraft picture is much brighter."

Pitt. Niteries Arch Backs at BMI License

PITTSBURGH, Jan. 25. — Night Club Owners' Guild here will meet Tuesday (28) to discuss plans for a BMI license-rate structure laid before Joe Leiber, exec secretary of the nitery org, this week.

The BMI proposals which were presented by Harold Orenstein, touring rep of the licensing org, have already aroused opposition from ops contacted at end of this week. They told *The Billboard* they were unanimously opposed to BMI licensing program and expressed feeling that they would seriously consider eliminating use of BMI tunes. They claim that they can get along without rumba tunes, BMI strong suit in this area, and can easily omit a few BMI pop tunes such as *I Love You (For Sentimental Reasons)*, which get cafe calls.

Pubs Play Follow Leader on Sonora; See SPA Snag?

(Continued from page 14)

and actually net equivalent amount of dough per disked song.

Other pubs, however, may be expected to go to bat with SPA on the question. New contact with writer org has yet to get half-way thru ponderous negotiations and one major pub already has stated he'll vote against "50 per cent of statutory rate" to the last if fellow pubs are going to agree to the Sonora 1 1/4-cent deal.

Meanwhile, according to Miss Reubens, several pubs, including majors such as Shapiro-Bernstein, Mayfair Music and Bourne already have given license okay on 1 1/4-cent rate and Miss Reubens expressed her belief others would play ball on grounds that increased volume would mean just as much dough going into pub mechanical bank.

Big pubs, besides those already reported agreed, were equally convinced that all of them would eventually have to go along, one ASCAP-pub-combine topper saying, "It's typical of the music biz, they'll never stick together—we'll do what the others do." No such unanimity was expressed on the question of the songwriter's share of the Sonora dough, however, with small and large pubs both predicting a tussle on this point.

Wax Buyers Split

Meanwhile Sonora 39-cent records were developing conflicting merchandising points of view in the disk trade with juke box operators and retail dealers apparently differing sharply on reaction. Juke disk buyers in the East have indicated general sentiment that 39-cent tallow will be a big break for them if talent and tunes hit reasonable quality. They say their overhead per disk has been growing with major diskeries pegging their prices more and more at 60-cent and 75-cent list levels—Decca has virtually abandoned most of its 50-cent tallow—and ops like the idea of Sonora launching a price-cutting trend.

Retailers, on the other hand, particularly in New Jersey, have raised beefs about 39-cent wax, which they buy at 40 per cent off. They say their unit profit per Sonora disk sale would be too small to warrant stocking and that with mounting costs in their shops, they're not keen on the idea. Sonora's answer to the retailers takes the course that buying power for 60-cent and 79-cent disks will level out and that dealers will benefit in increased volume on 39-cent disks, thus overcoming possible profit loss. Company spokesmen predict that dealers will do an about face within three to six months and that then Sonora will be congratulated for getting in first with low-priced disks.

Talent Prime—?

Principal job on Sonora's hands—conceded by the diskery—is to get the right songs and artists on pressings and company is going ahead with expansion plans in this direction. Pianist-Maestro Ted Straeter is latest to join talent stable with comic Henny Youngman, not confirmed, but reportedly ready to sign papers.

Arcadia for Names Again

NEW YORK, Jan. 25.—Arcadia Ballroom here goes into name-ork policy January 30, kicking off new policy with two-week Jimmy Palmer ork engagement followed up by Randy Brooks' four to eight-week stay. Brooks comes in February 13. Arcadia has used name orks from time to time but recently has been favoring local or territorial crews. Dancery will carry two wires per week and may add network shots if biz warrants installation.

Hinterlands Wax - Happy as Platters Via the Postman Hit 5 Million Per Annum

Gimmicks Aid Peddling of Disks, Mostly of Indie Output

(Continued from page 3)

ation, with three new firms organized recently for this purpose—Bamco Distributors, Sully's Record Studio, and Idessa Malone—in addition to old-line firms that have their own mail order lists. The newer firms are the ones going in for more aggressive merchandising.

Firms building their mail trade are using generous advertising space in papers that have small-town or specialized circulation such as community weeklies. Most commonly employed newspaper appears to be *The Pittsburgh Courier* where a large part of Negro readership favors mail order wax buying. *Courier* has numerous local editions in other cities with total circulation reported around 400,000.

Altho mail order record biz has been around to some extent for years—mostly connected with retail stores or distribs—added impetus to the boom has been given in past year or so by the increasing number of *Record of the Month Club* gimmicks which have sprung up in New York, Chi and Hollywood. Patterned on the *Book of the Month Club* idea, these orgs were originally retarded by unwillingness of major wax firms to sell them tallow and give them real strength in come-on circulars they send out to mailing lists built up by initial national mag and newspaper spreads. Situation, however, has changed somewhat for the better with some of the majors and many of the stronger indies making partial deals with the clubs to dispose of albums and single sides that moved too slowly thru normal channels.

National Sales Mostly Indies

In the national scene most records sold via m. o. are the product of indies except for Michigan and Ohio, where lettered wax is almost entirely of major-label origin. Michigan-Ohio area indicates, however, that any type of wax—indie or major—will sell if properly exploited. Labels are not mentioned in most m. o. disk advertising and indies find they have less to fear from "brand" resistance than they do from artist and tune selectiveness on customer's part.

Biggest single reason for the steady growth in m. o. biz is the forced indifference on part of major and minor wax distribs who don't bother with mail order. These outlets find it unprofitable to send salesmen into the remoter regions—disk salesmen for

a new firm covered scattered Michigan towns in the 10,000 population class recently and reported that merchants had not seen a disk peddler in years. But while standard distrib set-up finds it not economical to hit these outpost areas, influence of radio and movies has whetted musical appetites of rural denizens, started them buying phonos and radio-consoles and accordingly stimulated their demand for disks.

Potential Market Indicator

Potential market is indicated by mailing list maintained by Sully's, Detroit, distributor in four States for a number of independent labels. Mailing list is now 5,000 and rapidly growing with customers. Receiving a fat mimeographed catalog initially and a follow-up notice at least once a month.

Analysis of Sully's sales records show that 50 per cent of the sales come from the South, many coming in from post office boxes and R. F. D. numbers. It is estimated that 90 per cent of the Southern business comes from Negro patrons as against a national average of 75 per cent.

Preference of record buyers in the mail group shows marked difference from major national sales—race and jazz, 90 per cent; popular, 50 per cent (95 per cent of this figure is accounted for by buyers in the North); spiritual, 50 per cent (entirely in the South); classical 15 per cent and Latin-American, 10 per cent.



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Glen Island Casino Opens May 12: Beneke

NEW YORK, Jan. 25.—Glen Island Casino, famed band-springboard spot in Westchester, N. Y. (owned by orkster Shep Fields), will unshutter for the summer May 15, instituting name ork policy. Opening band will be the Tex Beneke-Glenn Miller crew due to stay for two weeks at about \$6,000 per. No follow-up to Beneke as yet skedded.

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| <p>STOCK TICKETS</p> <p>One Roll \$.75 Five Rolls 3.00 Ten Rolls 5.00 Fifty Rolls 17.00 100 Rolls 30.00</p> <p>ROLLS 2,000 EACH. Double Coupons, Double Prices.</p> <p>No O. O. D. Orders. Size: Single Tkt., 1x2"</p> | <p>Plato: "The Beginning Is the Chiefest Part of Any Work."</p> <p>Mail Your Order for</p> <p>TICKETS Of Any Description</p> <p>Now and Avoid Any Delay, We Want Your Business.</p> <p>THE TOLEDO TICKET COMPANY Toledo (Ticket City) 2, Ohio</p> | <p>SPECIAL PRINTED Cash With Order. Prices:</p> <p>Roll or Machine</p> <p>2,000 \$ 5.50 4,000 6.30 6,000 7.10 8,000 7.90 10,000 8.70 30,000 12.10 50,000 15.50 100,000 24.00 1,000,000 190.50</p> <p>Double coupons, Double prices.</p> |
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Uncle Sam's Clasp With Canada Music Biz Firm; Pubs, Bands Buy American

Local Tunes Trifle Without U. S. Plugging

TORONTO, Jan. 25. — Post-war survey of the music market here and in other key areas reveals that so far as talent and tunes are concerned, Canada still goes "the American way." Greatest percentage of the sheet music going over the counters still emanates from the U. S., with best sellers usually paralleling the American Hit Parade. The band biz appears to concentrate on one-night jobs featuring American names with a sprinkle of Canuck orks varying the diet slightly. Latest American influence came via the song lyric magazine field January 10, when Lyle Engel's *Song Hits* magazine launched Canadian distribution with initial circulation of 50,000 copies.

Heaviest sheet sales in Canada are in the the Quebec and Ontario provinces, which contain about half of the country's 11,000,000 population. They are closest to the U. S. and boast the major Canuck cities, Montreal, Toronto and Ottawa. Majority of the pop sheets sold are American tunes, with few Canadian efforts ever reaching best-selling status.

Pub set-up in Canada is mainly one of American firms using Canuck bizmen as agents for distribution and printing of sheets and books. Some American firms ship finished copies to jobbers for disposition, while others arrange for printing on Canadian presses. Three top Canuck pubs are located in Toronto. Gordon V. Thompson, Ltd., represents Robbins, Feist and Miller; Carl Fischer; Bregman, Vocco and Conn; Sam Fox, and Mutual Music. Canadian Music Sales Corporation, Ltd., handles Mills Music, Peer-Southern, Marchant Music and others. North American Music, Ltd., rounds out the list.

French Lyrics

Canadian pubbers, in addition to the normal run of biz headaches, still cope with the bilingual problem, caused by heavy French-speaking population in some parts of Canada. Pubs generally use one of three methods to surmount the language barrier. Some print the French lyric on pamphlets and insert them in the American or Canadian printed sheets. Other print the French on the inside front cover of the sheet, but this method is used only for hit tunes. Third method covers pop standards

of the Stardust category with which the French lyric is printed directly on the music beneath the English. French translations are usually done by French-Canadian interpreters.

French lyric gimmick throws some additional red tape into the normal copyright procedure. Most American songs are protected by an international copyright, with copyright registration made in U. S. and Canada simultaneously. This, because sheets must go on sale simultaneously in U. S. and Canada to seal international rights. For French lyrics, Canadian pubs usually apply to native copyright offices in the name of the American publisher concerned for a special copyright covering French words.

Province Faves

Outside of Quebec and Ontario, cowboy and hillbilly music are prime favorites. Newfoundland and the maritime provinces are hottest for Western and hill stuff, with the prairie provinces, Manitoba, Saskatchewan and Alberta, following closely on their heels. Latter provinces also go for sweet and swing stuff.

Newfoundland and maritime provinces sell 75 per cent American, 15 per cent Canadian and 10 per cent English sheets. These areas have seen a good number of new retail sheet music and musical instrument shops open recently. British Columbia sells 60 per cent American music to less than 1 per cent Canadian.

Most music written and pubbed by Canadians is of standard or religious type. Biz is heavy in classics, beginner's music books, Christmas carols and kid ditties. Religious books are printed in languages suitable to various denominations.

Canuck pop tunes rarely hit pay dirt without American plugs. Latest Canadian ditty to attract some American interest is a tune tabbed, *I'm a Lonely Little Petunia* (in an *Onion Patch*), which the American Mercury diskery is due to wax. Other top Canadian plugs are *True Love, My Heart Skipped a Beat* and *Bow and Arrow Boogie*.

Band Biz Pic

Band biz in Canada is limited mostly to one-nighter and week-end jobs. There are few location spots in the country and most ballrooms are too small to take on bands other than locals or territorials. Hub music town like Toronto has only one spot that books name orks, American and Canadian. Maritime provinces occasionally book American orks from New England territory, while British Columbia is limited to one U. S. band booking a month, according to a stipulation of AFM Local 145. Prairie provinces had American name orks for the first time this past year, with ops disappointed in both takes and orks. Ops reported the high ork price and small spots forced prices up too high for the average customer and leveled a holler at name orks who, they claim, could have delivered more workmanship for their dough.

Top Canadian name orks are Bert Noisi and Mart Kenney, both big-gate attractions. Other native namers include Art Hallman, Norman Harris, Frank Bogart, Stanley St. John, Stan Patton, Maynard Ferguson, Ellis McLintock and Trump Davidson.

Music—As Written

NEW YORK:

Illinois Jacquet six-piece combo, playing solo, pulled 2,368 customers into Renaissance Ballroom at \$1.50 per person Sunday (19). . . . Flack Jim McCarthy off on 10-day exploitation trek starting in Hartford, Conn., and finishing in Detroit. . . . Sy Oliver pact with William Morris was finally signed this week. . . . Tune, *The Bible My Mother Left To Me*, penned by Pinky Herman and Bill Barry and pubbed by Manor Music, drew a couple of indie waxings last week. . . . Harry Moss agency signed Yale Collegian Ork as experiment. Ork will be sold for week-end and summer work as starter.

Signature diskery's stock issue, reported last week, approved and for sale over the counter at Willis E. Barnside & Company, Inc. . . . Sonora diskery will hire line of show gals to act as guides for Chicago coin machine conventioners. Gals will sport bells in specially designed bonnets and will be tagged Sonora Belles. . . . Columbia Records will issue complete waxing of Handel's *Messiah* in two albums with 38 sides. . . . Vogue diskery got three-page spread in *Detroit Free Press* Sunday graphic section, including front page. . . . Muscraft diskery Gordon MacRae now on Saturday a.m. *Teen-Timers* NBC air show.

Professional Music Men, Inc., holding annual benefit theater party May 5. Show this year is *Finian's Rainbow*. . . . Chirp Ann Hathaway cut two sides for new Lamb diskery in Schenectady, N. Y., with Mickey (ex-Woody Herman tenor man) Folus Quintet.

Pianist-Leader Ted Straeter signed diskery pact with Sonora Records for its new 39-cent black label. . . . Disk platter has series of albums on market featuring on-location recordings of folk music of Haiti, Cuba, Central East (USSR), Micronesia, Ethiopia and whoops from an Indian powwow at Wisconsin Dells, Wis. Package group has been tabbed *Ethnic Series*.

Hegira: Glenn Wallichs, Capitol Records' veepee, due in here next week from the Coast. MGM diskery's Harry Meyerson to the Coast next week for one month to confer with Jesse Kaye and help arrange new platter's California recording set-up. Big Three general manager, Abe Olman, to the Coast next week to co-ordinate MGM flick score pubbing matters. Columbia Coast recording director, Bill Richards, after a short stay in New York, for talks with main office execs, back to the Coast.

Chirp Doris Day, former singer with the Les Brown ork, will sign a Columbia Record pact to wax as a single. Deal will be for three years. . . . Sy Oliver ork and Johnny Moore's Three Blazers have been pacted for a theater tour by William Morris agency, with first booking set for *Detroit's Paradise Theater* March 21. . . . Unable to get Ella Logan to do songs she chirps in *Finian's Rainbow* for their proposed original cast album, Decca has pacted Gracie Fields as Logan's replacement.

CHICAGO:

Eddy Howard and his ork make their first New York location stop, starting January 30 at the Commodore Hotel, for six weeks. . . . Milt Herth Trio doing one-nighter theater tour of Midwest, starting February 2 in Des Moines. . . . Jimmy Joyce, throater with Alvino Rey, fathered a son this week in Toledo. Frau is Betty Gene, ex-chirp with Rey. . . . Tiny

Hill and his wife, Jenny Lou Carson, the folk-singer-composer, have adopted a month-old girl and are setting up housekeeping in their new home in Fort Wayne, Ind. . . . June Richmond, ex-Andy Kirk chirp and Mercury recording star, married Howard Wood in Virginia last week. . . . Joseph Gates, veteran music man, will supervise BMI's licensing program thru the Midwest and Stan Myers, former McConkey booker, is first of several contact men he is hiring.

Cat Anderson reported out of the Ellington band. . . . Fate Marable, the famed showboat jazz band ironer, died in St. Louis January 17. . . . Lani McIntyre opens at the new Copacabana, Detroit, January 31, with Victor Lombardo following for two weeks February 14. . . . Sonny Dunham doing a series of theater dates in Midwest with star Vivian Blaine. . . . Teddy Phillips opens with his new commercial 14-piecer at the Music Box, Omaha, January 28. . . . Jan August opens with a quartet at the College Inn, Hotel Sherman, Chi. January 28, with Dusty Fletcher following for two weeks February 14. . . . King Cole Trio's *Wildroot* ailer will emanate from Chi March 6. . . . Al Jahn's ork is held over indefinitely at the Providence (R. I.) Biltmore Hotel.

DETROIT:

Bernard Besman, of Pan-American Record Distributors, in New York conferring with George Mendelsohn of Vox, Moe Asch of Disc, and Herman Lubinsky of Savoy in connection with expansion of his wax outlet. . . . Artie Fields and his orchestra, who recently cut a number of sides for Gala featuring Nan BlaKstone, given an indefinite contract at the Club Bali, Detroit. May do some sides for Vogue Recordings.

Roy Tracy, music director of Vogue, flew to Hollywood Monday (20) to direct and handle arrangements with Benny Carter for four new sides to be cut by Joan Edwards.

CINCINNATI:

Jimmy Wilbur ork moves into Lookout House, Covington, Ky., February 12, replacing Bob Snyder's crew. Teddy Raymore Trio takes over the intermish spot on the same date from the Bruce Orion Three. . . . Step Weigand Trio, with Edith Blane at the piano, set indefinitely at Cafe Metropole, Hotel Metropole. . . . Lionel Hampton inked for a one-nighter at Taft Auditorium January 30.

HOLLYWOOD:

Exclusive's second album (a follow-up to Herb Jeffries' *Magenta Moods*), will spotlight Johnny Moore's Three Blazers. . . . At a meeting of the Hollywood area disk jockeys, spinners unanimously agreed to junk all disks that smack of questionable lyrics. Tip-off sheet will be started, listing banned platters, and will be circulated among the wax whirlers. Since the lion's share of listeners are kids, jockeys want to clamp down on double entendre disks. Opinion was stated that many indie waxeries are stooping to smut in an effort to hypo faltering sales.

GAC, Hollywood, is completing bookings for an extended tour by Spike Jones, starting February 15 in Denver. Jones, who grossed \$125,000 in 29 nights in his last p.a. swing, will tour approximately 50 dates during his forthcoming tour. . . . Burke Meyer & Associates, Inc., purchased masters for six kiddie albums from Cartoon Records. The Dave Fleischer wax production will be released retaining the Cartoon label.

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ON THE STAND

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

Gene Krupa

(Reviewed at Aquarium Restaurant, New York, January 22. Booked by Music Corporation of America.)

TRUMPETS: A. Anelli, R. Triscari, D. Fagerquist, A. Porcino.
TROMBONES: D. Taylor, C. Harvey, J. Zimmerman, E. Mazanec.
SAXES: H. Terrill, B. Wise, C. Kennedy, M. Melnic, J. Schwartz.
RHYTHM: Gene Krupa, drums; B. Eanelli, piano; R. Strahl, bass; R. Lester, guitar.
VOCALISTS: Carolyn Grey, Tom Berry.
ARRANGERS: George Williams, Gerry Mulligan.

The present Gene Krupa crew is much revamped from the last version of his ork to hit New York, but is musically as good an ork the drummer man ever sported. It's a crack outfit, but if the customers weren't aware of Gene with the light brown sticks behind the tubs, it might be one of several crack outfits. Krupa is the difference that makes this band box-office.

Krupa ork plays a 50-50 mixture of cleanly tooted commercial swing and ballad arrangements that are tightly written. There aren't as many Krupa specialties as there once used to be, but he still pounds the skins for all they're worth on numbers like *Valse Triste* and *Lover*. Beyond that The Drum lays down a solid foundation for the ork, displays a showmanly front behind his tubs, but when Krupa becomes just the drummer in the band then the outfit becomes just another good crew.

Krupa's girl singer, Carolyn Grey, is a good-looking chimp, who is singing better than she has ever done in her name ork career. Gal does most of ork's rhythm singing but does her best job on the newest ballad addition to the Krupa library, *Old Devil Moon*. New boy singer, Tom Berry, asked to replace Buddy Stewart in his first big league assignment, doesn't quite come off, but when some of the inexperience wears off he might do very well. Lad looks good and has pleasant pipes. Just needs additional experience before final appraisal should be made.

In the final analysis, the ork is built up around Krupa, and on him it looks good. He lays down a solid beat, chooses good tempos, displays top showmanship in drumnastics and is amiable with the customers. Tho Krupa may not have gone completely sacchrine, as many orks have done, his band still is loaded with commercialism, if only because of The Drum himself. *Hal Webman.*

Arvin Dale

(Reviewed at Lejcar's Melody Mill, Riverside, Ill., January 15. Booked by Frederick Bros. Agency.)

TRUMPETS: Charley Claycomb, Joe Roeder.
TROMBONES: Art Oosterveen, Hank McCarthy.
SAXES: Bob Glenn, Don Tuttle, John Brewer, Art Compant.
RHYTHM: Fred Gollner, piano; Clarence Corella, tuba; Al Linden, drums.
VOCALS: Arvin Dale and Art Oosterveen.
ARRANGER: Bob Glenn.

Arvin Dale, who, since his stint in the service, has dropped the "M" off his first name which he used in pre-war days, re-formed his commercial ork 15 months ago. Crew is the answer to the op who is looking for a small-sized unit that stresses salesmanship, both vocally and instrumentally.

Band has been strengthened greatly by addition of Bob Glenn, reedman-arranger, who was instrumental in building early Jan Garber and Don Reid aggregations. He has worked up a blend of baritone sax and tuba that makes for a fuller and more melodious sound than most 11-piecers achieve. Dale saxes often switch reeds for variety of blend that adds sparkle. Book, which stresses danceability, has every tune on the Honor

Dick Jurgens

(Reviewed at the Aragon Ballroom January 16. Personal manager: Will Jurgens. Booked thru Music Corporation of America.)

TRUMPETS: Ralph Larson, Ed Erickson and Stuart Welch.
TROMBONE: Virgil Freeman.
SAXES: Bud Riffe, John Soper, Jimmy Castle, Glenn Lindberg and Rudy Fons.
VIOLINS: Nino Ravarino, Al Gallante, Mike Panchestn, and Steve Katsaros, viola.
RHYTHM: Vince Roasi, piano; Walt Goodwin, drums; Connie Melton, bass, and Ray Blanco, guitar.
VOCALISTS: Ray Blanco and Jimmy Castle.
ARRANGER: Carl Brandt.

Dick Jurgens' one-year-old post-war crew uses same musical approach that the curly headed fronter's pre-Pearl Harbor aggregation did. Band stresses the full ensemble arrangements, again done by Carl Brandt, that made it terp fave. Only change Jurgens needs to make to regain the 1941 sound is stronger baritone man to bolster the saxes. Tho he's added four strings, general musical effect is the same, only gut-scrappers make band sound prettier on the extra-sugary ditties and improve quality on rich scorings like *Clair De Lune*. Band's book is flexible, featuring standards, waltzes, pops, original novelties, some Latin tunes, all in danceable tempo. Rhythm section's co-ordinated beat makes this ork's dance beat one of the finest around.

Leader, as always, sparks the entertainment work of the aggregation. Flashes loads of smile and personality to sell, especially, the novelties. Jurgens has worked up two novelties, best of which was *Lampighter* bit, in which sideman, costumed as lamp-ighter, breaks up smooching couple, played by two other sideman. Props used are battered lantern, a clothes tree for the lamp and three old hats and a coat. Bit is two-minute pantoplaylet and pulled yocks. If series of such bits are worked up, Jurgens will have distinctly original gimmick, especially suitable for floor-shows and vaude.

Vocalists haven't reached standard of Eddy Howard, Harry Cool and Buddy Moreno, all ex-Jurgens alumni, but Jimmy Castle, saxist, who does lighter ballads and novelties looks promising. Guitarist Ray Blanco, only a month with the band, handles heavier romantic ditties, but needs experience.

Organist Hal Pearl, who works intermission, should consult with band here for he continually does repeats on numbers which ork just finished. *Johnny Sipple.*

Long Island Wire

NEW YORK, Jan. 25.—Song plug-gers making the New Jersey and Upper New York route soon will expand their activity into Long Island. The Melody Lounge, Queens, owned by Joe Galkin, Tommy Tucker's p.m., and MCA booker Johnny Dugan, boasts a Mutual wire beginning February 2.

Roll of Hits and has heavy backlog of standards and waltzes plus a dozen Latin tunes and several two-beat jazz numbers.

Vocals are handled by fronter, a handsome lad, who barys much like Vaughn Monroe. His voice is focal point whenever he's warbling and he gets hefty mitt for his efforts. Teams up with two other boys, Art Oosterveen, who also handles novelties, and John Brewer, for Dale-Tones, harmony trio. Leader is personality boy, with ingratiating smile and a very quick wit, which he should utilize more often, for dancers love it. *John Sipple.*

Ex-MCA-ers Map Plans for Band "Syndie"

(Continued from page 14)

MCA booking personnel such as Marty Goodman, Mack Davis, Jack O'Boyle, Jerry Barrett, Phil Blum, Sam Rosey and others got off the pay roll. Only vet band peddlers left at MCA are Johnny Dugan, Earl Bailey and Al Gazley. George Walker and Julie Wintz have a couple of years' experience and Jimmy Tyson and Len Lucas have been vending less than a year.

Question of what properties would go with the ex-MCA exec syndicate has been another favorite point of discussion, with trade savants tossing in names of Carmen Cavallaro, Buddy Morrow, Art Kassel, Jimmy Joy, George Towne, Jan Garber and others. Kassel and Joy orks are currently p.m.'d by Christiansen. Morrow is known to be strong for Whittemore, and Thayer-Facchine carry top weight with a few more.

MCA Position

From MCA's standpoint, however, the syndicate threat may be exaggerated. Larry Barnett claims that the greatest percentage of MCA band properties have contracts which run for three to four years more, and that no requests for releases have been received. Says he certainly is making no attempt to "second-string" his band department, but is merely effecting necessary economies in ork-salesman wages in the best interest of MCA. Barnett's feeling is understood to have been that band sales figures had not justified many salaries; hence a check was placed on the reins.

Dorsey-Michaud?

Major adjunct to the trade murmurs was the Arthur Michaud-Tommy Dorsey role, if any, in the syndicate. Rumors had circulated wildly that Michaud-TD were in on the deal, some of them based on the fact that Christiansen has been using Michaud's office for New York biz, others on TD's renowned emnity for MCA—just this week TD cracked that "as long as MCA can make 5 cents commission on my band I'm not going to work"—and still others based on the fact that TD owns Casino Gardens out West and has long talked plans for booking his own ork into that and other spots.

Dorsey himself, queried on a possible tie with the syndicate, replied that, "as far as I know now it's not true." Meanwhile, however, curiously contradictory reports floated out this week about Dorsey and Michaud. One version claimed Tommy had been to the American Federation of Musicians to talk over an alleged split with his p.m., the other said Tommy and Michaud both had been up to AFM to confer on the question of breaking contract with MCA on grounds of mishandling. Pact has four years to run. No confirmation of either report could be gotten from AFM.

Teaming of Michaud-TD with the syndicate would be significant not only because of box office weight of the fabulous D, but also because they control Sy Oliver, Ziggy Elman and Buddy Moreno orks.

20th-Century Adds Presses

NEW YORK, Jan. 25.—The 20th Century record firm has added eight presses to its plant in Philadelphia, which diskery claims will mean an annual 3,000,000 disk production potential. Ivan Ballen, firm prexy, says his pressing facilities, heretofore used for production of other labels, now will be used exclusively for his own label.

Coast Dansant Ops Light Into BBI's Licensing Drive

(Continued from page 16)

will make it pay for batoneers to go on the road at reduced rates since they will be assured of working most of the time. By this system, ops share expenses with each other. A band having to play a select few engagements in a certain territory will naturally demand more than if it can take a full swing around an already prepared circuit.

Kermit Bierkamp, Casino Gardens manager, proposed agencies and ops pool resources to promote dancing and bands. Bierkamp's plan called for agencies to cut, at their expense, a series of electrical transcriptions boosting various bands. These e. t.'s would then be made available to ops free of charge, who in turn buy time on local stations to promote bands prior to their openings. GAC's Ralph Wonders agreed that drumbeating will hypo biz, relating experiences during Spike Jones's successful swing thruout the Midwest.

Altho agency reps agreed to Bierkamp's plan at the meet, some reneged later, with majority saying agencies will co-operate as far as suggesting to batoneers to make e. t.'s but that commission houses will not be able to stand the waxing costs.

NEW YORK, Jan. 25.—RCA Victor is prepping for a spring release an album of speeches from Shakespeare's *Henry V* by Lawrence Olivier to coincide with general release of the flick, now being shown on roadshow policy. Diskery is said to have paid Olivier heavy advance—close to \$20,000—for this and a second album, which he is due to make next time he hits the U. S.

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2 Combos Replace Names at Aquarium

NEW YORK, Jan. 25.—Despite earlier statements that the Aquarium Restaurant was going to be converted into a cafeteria following the conclusion of name-band policy last Thursday (23), spot op Ben Harriman decided to put in two small combos to replace big orks and to bring his food and liquor prices down. Harriman claims that his Friday (24) opening under the new policy drew the biggest biz his spot has enjoyed since last September. He says new policy talent cost is quarter that of name ork, but added that when names return to reasonable price levels, he may return for fling at big ork policy. Combos currently at spot are Cass Harrison, a society unit, and Frank Ramoni, Latin crew.

DETROIT, Jan. 25.—Alex Agree-noff, showbiz veteran and formerly with the Gus Sun office here, has joined the A. B. C. Theatrical Booking Agency, headed by Ted Rothstein. Agree-noff will handle the night club and fair departments, while Rothstein will spend more time on the road handling personal contacts.

IN SHORT

New York:

Jose Curbelo's Rumba ork, now at La Conga, has been signed to a Victor recording pact.

Singer-tram man Dickie Wells joined J. C. Heard's ork. . . . Boyd Raeburn will do CBS Saturday afternoon Treasury show from Vanity Fair when ork opens there late this month. . . . Mike Nidorf back from Florida, heads for California for an additional two-week vacation.

Pancho and Diane at the Glass Hat, replacing Blair and Dean, so latter team could work at Loew's State last week. Blair and Dean leave for Honolulu soon. . . . Golden Fiddle has Edo Lublich heading its anniversary show.

Bob Martin ork (6) new at the Village Barn with Mutual wires. . . . Vincene Gomez held over Indef at the Blue Angel.

Chicago:

Sophie Domelick, of the Five Leonards, doubling for Flora Corwin, of the Corwin Sisters, currently with Ted Lewis at the Latin Quarter, Chi, while Flora recuperates from an appendectomy. . . . Ralph Berger, Chi Latin Quarter op, won a case of liquor

at a benefit given last week at the Aragon, by the Variety Club. . . . Hal Otis Trio going into the Vanity Fair, New York, to back up Gertrude Neisen, starting January 29. . . . Mannie LaPorte, former combo leader, now doing a piano single. . . . Mel Henke working staff piano at American Broadcasting outlet, WENR, here. . . . Joe Vera's Five-Some, with ex-combo fronter, Sam Bari, opened at the Glass Hat of the Congress Hotel this week.

Deany Holland, Milwaukee lounge op, has sold his Town House spot and purchased the downtown Spa. . . . Fred and Elaine Barry are on the program which will be presented March 1 for President Truman and his family by the White House Correspondents' Club. . . . Stace Pheasant has left the Eddie Sligh Agency to set up his own personal management office. . . . Sam Honigberg, ex-Billboard Chi staffer, has dropped his flack duties for Colosimo's and is doing press chores for the Rio Cabana. . . . Betty Jane Smith, tapstress, will marry Jack Lenny, New York agent. . . . Tommy Dix, singer, and his bride, Margaret Ann Grayson, expect their baby in April. . . . Fran Wood is the new flack for the Martinique, South Side dancery. . . . Art Van Damme Quintet renewed for another year by ABC outlet, WENR, here. . . . Maria Karsen, former cocktail combo fronter, has recovered from an illness and will marry a New Jersey doctor in Chi next month.

Hollywood:

Jeanne Maxey gal quartet set for Tonopah Club, Tonopah, Nev. . . . Lamplighters Quartet held over at Traum's Club, Sun Valley, Idaho. . . . Bobby True Trio drew another hold-over at Chi Chi, Palm Springs. . . . Lorraine Baker, current at Bonanza Club, Reno, Nev., set for a February 7 shot on Meredith Willson air show. . . . Tremier Twins, held over at Cricket Club, inked by Berle Adams for Mercury Records.

Grace and Nicco bow into Last Frontier Hotel, Las Vegas, February 14. . . . Jack "Open the Door" McVea set for L. A. Lincoln Theater. . . . Buddy Banks started an eight-week stint at Dude Ranch, Portland, Ore., January 24. . . . Marilyn Hare closing at Florentine Gardens after a five-month run, to open at Las Vegas Biltmore February 19. . . . Allan Jones into Nevada Biltmore in March. . . . Dick Haymes will tour this summer. . . . Vivian Garry Trio into Lindsay's Sky Bar, Cleveland, February 4.

Detroit:

Ralph Proctor unit replacing Ralph Lane at London Chop House. . . . Al Whyte, pianist, is completing a solid year at the Sarong Room, Club Ball. . . . Larry Bennett's band opens Wednesday (29) at the Club Burgundy.

Ben Ribble's unit opened Monday (20) at Ted Lipsitz's Bar. . . . Konnie Walker, vocalist, moved into the Tropics Monday (20).

Boston:

Phil Regan current at the Copley Plaza Oval Room. . . . Martha Raye due February 9 at the Latin Quarter. . . . Fred Keating now at the Show Bar, new musical lounge that was formerly the Copley Terrace.

Newest cocktail lounge here is the Darbury Room of Copley Square. Spot debts with thrush Ray Downey in the lounge and Howard Jones ork playing for dancing in the supper room.

Cincinnati:

Tommy Callahan, Latin Quarter, Newport, Ky., op, is recovering from a stomach ailment. New show, bow-

Ky. Policing Decish Arouses Ops' Fears

CINCINNATI, Jan. 25.—Niteries ops in Kenton and Campbell counties, Kentucky, outside the jurisdiction of Newport and Covington, are plenty worried over the possibility of losing their liquor licenses if the Kentucky Court of Appeals upholds the decision of the Harlan Circuit Court. Principal clubs involved would be Beverly Hills Country Club, Latin Quarter and the Lookout House.

The decision revolves around an interpretation of the State's involved liquor policing and the Kentucky law which provides that liquor licenses may be issued only in counties maintaining an adequate policing system. Some counties have a patrol system, others are policed by sheriffs' offices. The heavily populated counties (where the major niteries are located) have the patrol method. Smaller counties are handled by local sheriffs.

Harlan Circuit Court held recently that the county patrol system violated the State constitution, ruling that all laws in the State must be uniform. As most Kentucky counties are run by sheriffs, the niteries fear the patrol system may be knocked out, endangering their licenses.

Calif. Bills Affect Niteries Closing Hours, Food Rules

SACRAMENTO, Jan. 25. — Two measures affecting niteries were introduced during the opening week of the California Legislature.

First proposal would make the State's wartime midnight closing law permanent for all night spots. If the lawmakers pass no legislation on this subject, the closing hour returns to the pre-war 2 a.m. July 1.

Second measure is a constitutional amendment which would eliminate the requirement that bars must serve food.

ing here Friday (24), includes Vince and Gloria Haydock, Lew Nelson and Marilyn Ress. . . . Jack Roach, feature of Hotel Netherland Plaza's *Holiday on Ice*, signed to teach ice skating at the new Cincinnati Arena, currently under construction on the old Chester Park site. . . . Joe Rio heads up new show at Lookout House, Covington, Ky. . . . Lester Lake's Marionettes, Toni Weaver and Vicki Morgan new for Casa Grande. . . . The Jordanaires in for an indefinite run at Listermann's Gardens.

Pittsburgh:

Club Belvedere, which cost \$263,000 to build, has eliminated shows and now is operating with a small house band. Spot failed to click from the start and stars like Maxie Rosenbloom, Max Baer, Gypsy Rose Lee and Bonnie Baker could do nothing to hypo biz. . . . Five niteries are on the block with no takers.

Harry Walton Quartet bowed out of Medcur's Music Bar after a two-year run in favor of Buddy Martin combo. . . . Only spot in town now using out-of-town acts is Jackie Heller's Carousel.

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LONG PULL FOR NITERIES?

Chi Nitery Overheads May Get Ax Unless Biz Shows Perk-Up

CHICAGO, Jan. 25.—Tho biz is a bit up over the preceding three months, Chi nitery ops are ready to pare overheads drastically unless patronage continues to mount during the next two months.

Brightery owners are watching closely the moves of Hilton hotels here, the Stevens and the Palmer House, which during the past two weeks have started paring talent budgets. The Stevens's Boulevard Room, which once housed heavily manned commercial crews and big variety bills, has cut to Don McGrane's 13-piecer and two acts. The Palmer House, currently using Griff Williams's ork and a variety bill highlighting the Barrys, dance team; Dorothy Shea, plus another act, is cutting to a policy of a single headliner and a semi-name ork for its next show, starting in March. Rumor, tho unconfirmed, is that the Stevens may soon cut out the Dorothy Dorben 10-girl line, following announcement last week that Merriell Abbott's 10-girl line was exiting from the Palmer House with the March revue.

Nitery ops are also doing plenty of mulling over the much-argued Chi policy of running three shows per night. Two-show policy, which was tried in the past in several niteries not too successfully, is getting considerable pondering, for all hotels have been using it for years and they seem to be doing okay without the early morning stint. Ops are thinking of cutting the wee-hour revue because: (1) Many name acts are shying away from Chi to play cities where they get the same moo for only two shows, and (2) the conventioners' special showing in the a.m. isn't pulling enough to warrant keeping the high-scaled show-backing orks on tap for three hours after the second show and a full service staff on hand until 4 a.m., normal closing hour. Ralph Berger, op of the Latin Quarter, currently housing the Ted Lewis revue, is doing biz

well into the black and is currently using only two shows nightly. Ops figure that they may be able to use the shorter working hours as a wedge when headliners, who have been asking a boost for each return stay, want more moo and are reminded that hours are shorter.

Sam Pearlman New Manager At Loew's State in New York

NEW YORK, Jan. 25.—Loew's State has a new manager-producer, Sam Pearlman, who took over Friday (17) when Ed Douglas resigned. Douglas's reasons for quitting, according to insiders, were sharp differences of opinion, tho nobody would speak for the record on what the differences were. At Douglas's home it was stated that he had "gone South for a rest."

Pearlman has been with Loew theaters for the past 14 years. His most recent job was manager of Loew's Triboro. He also was an assistant manager at Loew's State about nine years ago.

Harris To Open Chi Office

CHICAGO, Jan. 25.—Sid Harris, for six years in the Chi act department of the William Morris Agency and a former staffer of *The Billboard*, ankles from that office February 3 to set up his own agency here, together with his frau and show producer, Selma Marlowe. Harris, who serviced several important Midwest clubs while with WM, may take several accounts with him. He already has concluded a deal with Ralph Berger to act as exclusive booker for Chi's Latin Quarter. Replacement for him, according to Morris Silver, WM chief, is George Debbbar, the past three years in charge of USO domestic booking in New York.

Band & Act Routes Available!!

Paper limitations still make it impossible to publish current locations of leading bands and acts in *The Billboard*. This service is still maintained and routes of Acts, Units and Attractions are mailed free each week to those interested. Write Supplemental Route Service, 25 Opera Place, Cincinnati 1, O.

Talk East-Midwest Link of Cafe Ops To Buck 20% Bite

CHICAGO, Jan. 25.—With cafe ops becoming more aggravated weekly over continuance of the 20 per cent federal nitery tax, talk of a union between Midwest and East Coast nitery associations is again being heard. While both groups are working independently to try to force congressional slicing of the present stipend, New York and Chi cafe group reps have been exchanging phone calls and correspondence designed to oil the linking move.

Ops who have previously made several attempts to fuse the two groups, have been stymied partly by disagreement between the East and Midwest over who would head such a national association if it were formed. Word is that several prominent East Coasters who are members of the New York group have their eye on leading such a movement, while Midwesterners would like some leading political figure with a past record of achievement to head the movement.

While cities of the Midwest are not linked to the Chicago Cafe Operators' Association, associations from other cities, such as Detroit, Cleveland and Cincinnati, have on the occasion of threatened moves by AGVA, flocked to Chi. They would become part of a Midwest group in the event of a national link, members of the Chi group agreed.

Chi Bookers Boot Stinkeroo Acts as Supply Pic Improves

CHICAGO, Jan. 25.—With the supply of cocktail entertainers, for the first time in four years, starting to meet demand, local bookers are starting to separate chaff from wheat, preparatory to strengthening their activities for the post-Lenten period.

For a long time bookers admitted they were forced by the talent shortage to peddle mediocre stuff to keep the market supplied. The honeymoon is over for the so-so entertainers, they aver, and only the boys who toe the line are staying.

While plenty of units and singles are booking direct, bookers point out that major spots which utilize top talent are sticking to legit agencies. If musickers want to lift their aggregations out of the run-of-the-mill moola, they sked thru a booker. Using this argument, bookers have been able to swing more top talent into their stables. In plenty of cases, especially with independent agencies, this has caused an overflow, and the resultant elimination is taking place. Jack Russell, of Mutual Entertain-

ment Agency, told *The Billboard* that he has dropped six units in the past two months while picking up four new ones. Russell said he dropped these units for several reasons: (1) Unwillingness to accept price adjustments necessitated by the drop in lounge biz. (2) Temperamental attitude of entertainers about accepting engagements. (3) Failure of entertainers to realize that the day of playing jazz for kicks was over and that currently, entertainment must be stressed.

Plenty of units desirous of linking with McConkey Music are being turned down, Dick Shelton, manager of the MC Chi office said, because they fail to meet requirements. Shelton said his office is still building its talent personnel, since its entry into the Midwest field a year ago, and that recently he hasn't let any units go because the agency has taken over southern territory once handled by the K. C. office.

Several MCA attractions have been axed recently, Dick Stevens, Midwest

Trade Sees Six Months Of Poor Biz

"Survival of the Fittest"

NEW YORK, Jan. 25.—That niteries aren't making heavy dough today is no secret. Ops all over the country are crying fit to bust or are getting ready to use the towel. The \$64 questions today are how long will this slump last? What will pick it up? What's behind it all, and what can ops do about it?

To get some of the answers it is necessary to go back almost 30 years; not because history repeats itself, but certain patterns common to all economic cycles keep cropping up. So what happened years ago may be indicative of what may recur.

Before the first World War top New York niteries included the Ziegfeld Roof, Reisenweber's, Golden Glades, Churchills, etc. It's true they were restaurants, but they were the forerunners of today's night clubs. When the war came they were doing a land-office business. With biz so good, others opened, and they too made money. The war worker of the first war was loaded too.

First Recession

About six months after World War I a nine-month recession set in. During this period some Johnny-Come-Latelies folded. Well heeled spots stayed in business but takes dropped. It is interesting to note that the nine months drop of 1918-'19 brought yells that heavy taxes were responsible for the depression. Sound familiar?

In 1928 lush niteries started flourishing. A boom stock market brought in the Hollywood, Paradise, Everglades, Connie's Inn and other spots. They, too, made money. But the lush times attracted new competitors so, instead of good business for all, it was fair-to-bad business for some and no business for others. The crash of 1929, of course, was murder, too. New clubs brought about by the end of prohibition also watered down incomes. As the depression deepened, club after club gave up the ghost and the panic was on.

By 1936 biz had started to climb again. Legal liquor made niteries bloom like weeds. Overnight new ones came in, most using talent. The (See NITERIES ARE IN on page 25)

cocktail chief for MCA averred, because of their inability to co-operate with lounge ops. During the war years, Stevens pointed out, plenty of entertainers got rashly independent and disregarded the op's commands and got away with it. Now, he said, communiques from disgruntled ops bring firings because bookers have ample talent and servicing an op properly is the paramount interest of the booker.

Joe Musse, chief of the FB local office, said that he, too, is still building his talent stable. He said he is able to use more discrimination in selecting talent, now that the supply is better. Units, he said, have to show a record of some pretty fair location dates before he'll consider them for a tryout under the FB aegis.

Stripped Strippers

BRIDGEPORT, Conn. Jan. 25.—Local niteries were notified last week by the police that strippers would no longer be permitted in cafes. As a result, Walter's Night Club, located in the center of town, is dropping floorshows beginning this week, confining entertainment to a hillbilly band.

N. Y. Dixie's Plantation Room Dropping Acts

NEW YORK, Jan. 25.—Plantation Room of Hotel Dixie will close as nitery and resume straight restaurant policy February 2. Spot has been using a \$1,600 talent budget and currently has Lew Seiler, Laverne and John, Ava Lorraine and Don Bestor ork.

Room has been losing dough, according to hotel manager George Craig and hadn't been doing biz since November 15. Hotel will keep its Terrace Room going, however. Room has Kay Arden, organist, and Arthur Prince, piano and accordionist, for an indef period.

Marine Dining Room, Edgewater Beach Hotel, Chicago

(Tuesday, January 21)

Talent Policy: Dancing and floorshows at 8:30 and 10:30. Owner, William M. Dewey; publicity, Marjorie Winston; production, Dorothy Hild. Prices: \$1.50 cover.

This North Side Hotel continues keeping the talent nut high, while Loop hotel rooms have slashed budgets during past weeks. Result is that this show room continues its policy of presenting top variety bills.

Lathrop and Lee teed off smartly with their standard tap routines. Gal, who's curvaceous, uses just enough s. a. to sell well, but not too much to embarrass sedate diners. Pair's relaxed terping and clowning elicited salvos.

Ben Beri hasn't changed his act, but his top comedy juggling, not seen here in several years, brought chuckles and mitting. Beri goes over much better in smaller confines of a nitery than in theaters where his lackadaisical humming and mugging are lost.

Los Hermandos Trio, two men and a gal, making their first local stop, scored heavily, the males' acro work and the gal's Latin vocalizing setting the tempo for their work. The males are outstanding for their full somersaults done from understander's shoulders. Would get a bigger mitt if they used intros or some gimmick to make their work look more difficult. They're so smooth the crowd doesn't realize how difficult the tricks are they perform.

Dorothy Hild Dancers (10) worked twice, best being a Gaucho-senorita routine to intro the Los Hermandos Trio. Henry Brandon's ork, making its third stop here in a year, backed the show capably and played faultlessly for dancing.

Johnny Sippel.

NIGHT CLUB REVIEWS

Latin Quarter, New York

(Sunday, January 19)

Talent Policy: Floorshows at 8:30 and 12:30. Operator, Lou Walters; publicity, Zussman & Bayne. Prices: \$3.50-\$4 minimum.

New show is notable for the expectation it generated in the Stern appearance of Myron Cohen—an expectation supposedly loaded with dynamite because of Cohen's dialect gags. But nothing really happened—except that the bald-headed, ex-silk salesman got terrific yocks. However, Cohen did show one thing, which may or may not be attributed to the campaign started by the w. k. columnist. He now opens his act with perfect diction, like a guy who has taken elocution lessons, before going into his dialect bits. The contrast is pronounced and makes for a better selling job. Cohen is not a caricaturist, he is a character actor. His small bits of biz and mugging, accentuated by a ptosis of the right eyelid, plus a realistic interpretation, makes him a genuinely funny fellow. If there was anything offensive in his material, this reviewer couldn't find it.

The Craddocks, also new, are a slick novelty. The three boys, part of the famous Fratellini family, long in European vaude-circus, are amusing to watch. They worked beautifully, segueing from one routine into another without a flaw. Boys just about knocked themselves out and in the process practically knocked out the customers.

Chandra Kaly with two gals, Mariana and Leila, with their East and Near East terps and later with a Caribbean dance, were as effective as ever. Costumes from the belled (See Latin Quarters on opp. page)

Iridium Room, St. Regis Hotel, New York

(Tuesday, January 21)

Talent Policy: Floorshows at 9 and 12. Owner, St. Regis Hotel; manager, Pierre Bultink; publicity, Marjorie Benchley. Prices: \$1.50-\$2.50 minimum.

Second edition of *Ice Pictorials* is a solid job and should draw biz. Show has four scenes, each with different costumes, starting with *Twilight Trail*, a Western motif, with Patrick Kazda and John Brett and the four gal line skaters, Sally Templey, Marion Lulling, Barbara Johnson and Sharlee Munster. Fetching blue and white costumes made an attractive picture on the small rink. Timing was good and routine well paced. Brett, incidentally, a tall, slim lad, resembles Ray Bolger in facile features and foot suppleness.

Carol Lynne, star of the icer, bowed in the second scene for an interpretation of Debussy's *Clair de Lune*. Attired in an aquamarine costume, gal displayed some difficult and exhausting skate-terping. She executed ice figures beautifully and won hands with her leaps, turns and spins.

Third scene, a *Slaughter on 10th Avenue* ballet, brought out the cast in colorful Apache costumes. Scene was sparked by Miss Lynne and the two boys. Altho choreography was excellent, number could stand cutting. Lynne girl shone in *Slaughter* also.

Finale, *Mardi Gras*, was most colorful of the production. Opened with Sally Templey and Marion Lulling in a cakewalk routine, segueing into a group number with Sharlee Munster and Barbara Johnson. Next, Kazda and Brett came on with a fair *St. Louis Blues* interpretation. Floor cleared for Miss Lynne as *A Gal in Calico*, good for chuckles. Miss Lynne can do more than get around on a pair of blades, registering perfect timing and poise in all her floor work. Entire company closed to a *Swanee* finale.

Pictorials was directed by Mack Davis; choreography by John Brett. Costumes designed by Jac Lewis and executed by Follies Costume Company.

Paul Sparr's ork cut the show in top-drawer manner. Cued acts on and off with precision and backed skaters with well-done arrangements. Especially good on Ferde Grofe's *On the Trail* and Debussy's *Clair de Lune*. Theodora ork relieved.

Don Marshall.

Chase Club, St. Louis

(Saturday, January 18)

Talent Policy: Dancing and floorshows at 8:15 and 11:30. Owner, Harold Koplar; publicity, Jeanne Dunaway. Prices: \$2-\$3 minimum.

Frankie Carle ork is main attraction here, supported by Christine Forsythe, terper. Carle's ivory handling clicked solidly. He opened show by introing his vocalists, daughter Marjorie Hughes and Gregg Lawrence. For her stint here, the lass did *Five Minutes More* and *Rumors Are Flying*. She is a looker and was in excellent voice on night caught. Boy has a pleasing set of pipes and might go to bigger things.

Long-legged Christine Forsythe added variety, offering ballet and tap routines to a good hand.

Remainder of show made up of Carle at the keyboard. He did six numbers for the show. Maestro is solid and customers couldn't get enough of his piano skill.

A. L. Morris.

Kasee's, Toledo

(Monday, January 20)

Talent Policy: Dancing and floorshows at 10 and 1. Owner-manager, Doris Rockicki; K. C. Rockicki Jr. and Dave J. Rockicki, assistants. Booker, Pete Lodge. No cover of minimum; \$1 door charge night; ladies free Mondays and Fridays. Dinners from \$1.50; drinks from 40 cents.

This 450-seater, located three miles from the heart of town, operates on a middle bracket budget and splurges with an occasional name when the price is right. General nitery slump has hit here, too, but not too hard, and biz was churning above average on this look-in.

The Little Red Caboozers, Deke Moffitt's new comedy band (GAC), hailing from Cincinnati, premieres with this new show. Phil Kaye, emcee; Andre and Delphine, dance team, and the Stylists, five-girl line headed by Annabelle Simpson and Martha Hanson, round out the bill.

Caboozers have Moffitt on piano and clarinet; Clarence Loos, bass fiddle; Morrie Seltzer, drums; Tiny Bismeyer, piano, trumpet and voice; Stanley Pates, clarinet, and Ilene Faller, singer and tapper. Outfit plays a corking show, captures the dancers with rhythm and tempo, and in its initial try fared well on the comedy end altho not displayed to proper advantages on this stand.

Comedy repertoire is ample, with all the lads participating in the horseplay. What's needed, however, is an assortment of gags and few comedy situations to break the spell between comedy song and music sessions. Clarence Loos handles the bulk of the funmaking and turns in a bang-up job. An entertaining trombonist is being added after this engagement and should strengthen the outfit considerably. Ilene Faller is a luscious looker but lacks the verve, dash and comedy flair necessary to a band of this type.

Phil Kaye, hampered by hoarseness which crabbed his singing, handled the emcee chores and his own slot in routine fashion. Andre and Delphine sport an unusual assortment of lifts and holds and work in showmanly fashion. Lad handles his sister like a feather, and the pair scampers to a solid hand. The Stylists are a young and shapely group but hit only average with their dance efforts. Bill Sachs.

Empire Room, Hotel Schroeder, Milwaukee

(Sunday, January 19)

Talent Policy: Dancing and floorshows at 9 and 11. Owner, Walter Schroeder; manager, Frank Econom; publicity, Owen and Elliott. Prices: \$1.75 minimum.

Show this week has only two acts, but the timing and at-ease stage presence of both make for a smooth performance. Johnny Allen, star vocalist with the Will Back ork, handled the emcee chore but limited it to introducing the acts.

Ray and Lane, sister acro team, were beautiful, both in appearance and in performance. Timing was perfect, and different types of dancing segueing from one into another smoothly. Cakewalk routine was especially appealing. Went off to a big hand.

Mel Hall, ace unicyclist, gave a hold-your-breath performance with customers prepared to flee when his still-bicycle swayed toward them. His headstand atop his towering bike brought ohs and ahs and a socko mitt.

Will Back ork deserves special praise for its swell backgrounding of the show, for perfect musical timing was absolutely necessary to the finished quality of the acts.

Eunice Clark, femme vocalist with the Back group, handled her vocals nicely, and Johnny Allen did an outstanding job on his ballads and straight pops. Sylvia Schuster.

The THREE CRADDOCKS

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JOE FLAUM, ASSOCIATE

Billingsley's Bocage, Hollywood

(Tuesday, January 21)

Talent Policy: Floorshows at 9 p.m. and midnight. Owner-manager, Glenn Billingsley; publicity, Maury Foladare. Prices: \$1 cover.

Prelude to his New York Copa opening, Mel Torme's four-week prep course at this spot should do him good. The responsive opening night crowd attending his club debut turned a willing ear to the youthful balladist and appeared impressed with his song-selling talents. Once warmed up, this spunky little showman held the ringsiders in the palm of his hand, captivated to the point that they were willing to overlook obvious flaws in his projection.

Making a welcomed return to this room following its recent New York bow, Page Cavanaugh Trio added immeasurably to the evening's enjoyment. Threesome's (piano-guitar-bass) deftly defined instrumental phrasing, its highly polished interweaving of piano and guitar and its whispered vocals leaves the ear hungry for more of the same. In addition to drawing cheers on its own, trio's mood building accompaniment to Mel Torme injected a luster into the singing that doubled the enjoyment.

For a 21-year-old youngster, Torme shows considerable promise. He already possesses an ability to create a mood and sells with the ease of a veteran. While there's a measure of individuality to his styling, Torme should try to avoid the usual misty-eyed mike-clinger approach to his ballads. Since he is no longer cushioned by his Mel-Tones, Torme should watch his dynamics. Instead of tapering his volume, he often times tends to bear down on certain phrases in sharp contrast to preceding quiet passages. In spots he appears unsure of his pitch, wavering around the tone before hitting it. During the first show, his tune selections leaned too heavily to ballads, but this was righted during the second set by mixing in a few novelties.

Haywood and Allen held over from last show.

Lee Zhitto.

5 o'Clock, Miami Beach

(Friday, January 17)

Talent Policy: Dance band and floorshows at 8:30 and 12:30. Owner-operators, Sam and Joe Barken; publicity, Les Simmonds. Prices: From \$3.

A large and fashionable audience greeted Joey Adams and his troupe here in a manner to befit a potentate. Adams' return is a triumph.

The comic acknowledges he obtained his start at the Beach a few years back. There is little new in the act but the material is sock and Adams maintains a fast tempo with giggles and guffaws plentiful.

Pat Rooney opens and runs thru his soft shoe steps until he is exhausted. Impression of Joe Frisco imitating him was a wow. Teamed with Adams for an Irish reel encore for a hand which shook the rafters.

Adams and Tony Canzoneri came next with their familiar tomfoolery of chatter, gags and side biz, all funny. Canzoneri did an Edward G. Robinson impression, Clark Gable, Amos 'n' Andy and Harry Richman, and is getting funnier all the time.

Mark Plant chirped *The September Song* for a starter. Following with the oldie, *I Hum a Waltz*. Medley from *Porgy and Bess* a show stopper. Plant and Adams finished with their *Sonny Boy* stunt. Entire gang gave a strong finish to the show using Pupi Campo, ork leader, whose deadpan had the folks rolling in the aisles.

Production ran 80 minutes. Campo band cut the show and played the dances well.

L. T. Berliner.

Boulevard Room, Stevens Hotel, Chicago

(Friday, January 24)

Talent Policy: Dancing and floorshows at 8:30 and 12. Manager, Robert P. Willeford; production, Dorothy Dorben; publicity, Fred Joyce. Prices: \$2.50-\$3.50 minimums.

Dorothy Dorben grabs top accolades for this hostelry's newest revue, appropriately titled *Spangles*, and based on a circus theme. Stage backdrop is standard midway set-up, with big freak and menagerie posters and huge doors that close when show opens, shutting out sight of Don McGrane's ork.

Whatever the hotel has saved in cutting out one act from its usual three-act bill and cutting down band from usual 17-piece to McGrane's 13-piece was evidently spent in costuming that's well worth the expenditure. Three production numbers are steeped in circus tradition, with chorus girls playing trained horses and poodles, tight-rope walkers and cooch dancers. Neatest touch was lifting of gals long skirts, while they pranced in a circle, revealing strobe horses and simulated into carousel effect. Steppers reaped several mitts during numbers and hefty ones at bowoff.

Whirlwinds (two boys and two gals) had revue stepping lively from the start with their breath-taking duo roller skating. Troupe does some daring, original tricks at a speedy pace. Use of strobe as closer earns them a potent salvo.

Bob Hall, back after a year's absence, again startled with his amazing memory and ad-lib rhyming. He memorized at least 150 names and covered about 30 tables. Rhyming his talk all the way, tho he worked 15 minutes without a second's respite, he kept attention high by constantly inserting glib lines. Built up to terrific palming at bow-off.

Frontier Don McGrane uses too much brass (three trumpets and a trombone) in this small band, with horn men shading reeds and violins too often. Brass went over big when it played circus, but must tone down for dinner and dance period. Crew is an example of sad plight of jazz, revealing Cappy Lewis, ex-Herman hot trumpet, sitting all night playing lead horn. Production singer, Dennis Kelly, needs stronger song material than the two over-worked standards he did at opening.

Johnny Sippel.

Mardi Gras, New York

(Tuesday, January 21)

Talent Policy: Continuous entertainment. Owner, Harry Finklestein; manager, Sandy Ehrman; publicity, Frank Law. Prices: No cover or minimum.

Show was confusing all the way. In addition to three acts, Jack Eigen, night club reporter, teed off with something claimed to be an innovation for a Broadway nitery—a disk jockey show with celeb interviews, airing from 12:30 to 1:30 over WINS. After intro, lad roved with mike between balcony and main floor, nabbing brief interviews. Usual stuff, like "glad to be here," was repeated constantly. Immediately after being interviewed, most celebs lammed. Eigen mentioned Toots Shor's at least nine times, while Mardi Gras came in for only five plugs. Harry Finklestein was brought on for comment frequently. His only remark was, "Jack, this is costing me a lotta dough!" Between interviews, Eigen spun platters requested by patrons. Eigen was nervous thruout most of his stint, anxious not to overlook any opening nighters. Result was a fouled-up production, but repeat performances might eliminate most defects.

Entertainers worked on a large stage above and behind bar. Platform was well lighted and performers were within easy sight of all tables.

Frank Gary Quintet held down long session on stage and displayed

Follow-Up Review

GLASS HAT, HOTEL BELMONT PLAZA, NEW YORK: New addition is ballroom terp team, Pancho and Diane, in their first New York date. Two personable kids, with considerable class, won table holders from their entrance. Both are attractive, lad working in tails and gal, a pretty redhead, in a beautiful aquamarine gown. Gal's one fault seemed a tendency to smile too much.

Pair does floor work mostly but showed some flash air stuff. Went thru four routines with a casual stride that probably was the result of long hours of rehearsal. Their *Moonlight Sonata* number, following a boogie-woogie routine, was especially solid, getting biggest hand, and was a serious interpretation of Beethoven's piece. Gal worked simple classical gyrations with a flowing ease and grace. She dropped the smile for this stint. Bob Russell and Frakson are holdovers. Eddie Stone's band backed terpers in top fashion.

Don Marshall.

Gene Austin, McIntyre Ork To Deb at New Det. Copa

DETROIT, Jan. 25.—Copacabana, new downtown nitery, skedded to open January 31, will use semi-name band policy. Spot was formerly operated as Cafe Madrid and Coffee Dan's. Copa owners are Albert Dere-tany and Louis Friedman, local restaurant men.

Preem bill will have Gene Austin and Lani McIntyre ork, plus original McNamara's Band and two vocalists. Shows will go in for two-week stands. Victor Lombardo ork due February 14 and Enric Madriguera set for February 28.

nothing outstanding. Instrumentation, made up of Gary, guitar; Pete Castravona, bass; Frank Russo, accordion; Frank Maisi, violin, and Red Rocco, vocals, was weak. Not enough rehearsal might be the reason. Rocco, who did a single, sang and made with amateur gestures. Combo did pops and several novelty numbers.

Carlos Cortez, piano and voice, showed a pleasing baritone, but might sound better backed by a band. Did current pops and standards.

Michael and White, piano and guitar, did 20 minutes of loud novelty tunes which registered okay with bar patrons.

Don Marshall.

Jersey Spot Calls Out Cops To Handle King Cole Draw

NEW YORK, Jan. 25.—King Cole Trio, which closed a six-day engagement Wednesday (22) at D'Jais, Se-caucus, N. J., did such good biz that Don Francello, op of spot, said he had to call out cops every night. Francello said that threesome tripled take at his 350-seat nitery, far outgrossing any other attraction which ever worked there. Op reported that cops parked at door and would only permit customers to enter when others left. On closing night, place was sold out at 8 o'clock.

D'Jais will have Dusty Fletcher opening February 7 for a week. Phil Brito, in for four-weeker, will follow.

LATIN QUARTER

(Continued from opposite page)

ankles to Oriental headgear gave authenticity to their routines.

Moro and Yaconelli seemed to conflict with the Craddocks. It's true they do music and voices and the Craddocks do knockabout and only a little voice, yet there was a similarity. In any event, M. & Y. didn't register. In fact, all they did was a quickie. Martin Kent, new boy production singer, is a fresh looking, handsome kid. Voice was adequate, indicating better results with more experience.

Productions were basically a hold-over. Vincent Travers' ork cut a difficult show with amazing ease and skill. Buddy Harlowe band relieved.

Bill Smith.

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EPHY PEARSON

Very truly yours,
E. Pearson
Club Charles

Loew's State, New York (Thursday, January 23)

Ever since Barry Gray, WOR's contentious disk jock was booked into the State, there's been trade conjecture as to the sort of act he'd do. Answer came this week, when Gray opened at the house. He don't do nothin'.

Gray built his WOR Dawn Patrol audience with a somewhat fresh approach; arguing and insulting listeners who phoned him, feuding with columnists and cashing in on a somewhat surly personality, with phonograph records mixed in. He exhibits none of this dubious talent at the State, for the simple reason that he exhibits no talent whatsoever. He has no turn of his own—a stage is no place to harangue a paying audience or spin records—and so his vaude appearance is limited to routine introductions of the other five acts on the bill. Five shows a day, seven days a week—at the reported \$1,250 Gray is drawing—is pretty good pay for introducing. As far as Gray's intros are concerned they are strictly in the cliché department. "A great act," "Give 'em a big Loew's State Welcome," and others of the same "fresh, inspired" genre. Gray starts a new WOR-Mutual series soon in which he'll review plays, pix and whatnot. It will be interesting to see if he is as tolerant of other performers as, apparently, he expects his State audience to be of him. When people pay cash to see a billed attraction, they expect to get entertainment. They don't get it from Gray. Whether his radio rep will attract trade is anyone's guess. There was scant indication of it Thursday afternoon, with Buffalo holding down the rear quarter of the orchestra.

Rest of the layout is moderately diverting. On first is Merebeth Old, who has a standard contortion routine. Worked to a coolish hand. First rabble rousers are the Crosby Sisters (2), a hokey, slapdash, raucous team doing vocals and two effective impersonations. They maintain a sizzling pace from their opening Zip-a-Dee Doo-Dah. They may not know the meaning of finesse, but they get results. Only thing missing was a pratfall, but give 'em time. Spark-plug of the duo is the guitar playing sister, whose imitash of Jerry Colonna was a boff. Other take-off was of the Ink Spots, fair.

Two semi-names are next. First is Johnny Downs, from pix and legit Are You With It? and Bonnie Baker. Downs gets by nicely on his hoofing. He was especially good with a time tap to Begin the Beguine. His song-and-dance opening to It's a Good Day is hammed way too much, but he displays an affable personality and a clean-cut appearance. He can hold his own on a vaude bill and clicked neatly. Miss Baker, likewise, clicked well, chanting three numbers, payoff tune being, of course, her Oh, Johnnie hit tune of some years back. She sings in a rather deadpan style, but effectively withal. Gown was n.s.h.

Closer is Lionel Kaye in his standard auction routine. Worked 25 minutes to hit the house for a fare thee well.

Louis Basil and his sidemen, on stage, backed up capably thruout.

Picture, The Jolson Story, in its second week. Jerry Franken

VAUDEVILLE REVIEWS

Chicago, Chicago

(Friday Afternoon, January 24)

Whole bill misses fire when closing act, headliner "flicker star" Diana Lynn, did just piano turn. Only fair mitt. La Lynn, abetted by a padded house band (five strings were added to original two), confined her activity, except for two minutes of uninteresting patter with house fronter Lou Breese, to straight keyboarding. Gal was so intent upon her 88-ing, which was not up to headliner standards, that she utilized no showmanship whatever in her presentation.

Breese got the program underway smoothly with a medley of top 1946 tunes, with enough novelty work thrown in to make it highly palatable. Lane Brothers followed with their comedy acro turn, which, altho it hasn't been spruced up since last seen here a year ago, got solid results.

Bill Johnson, lesser-known film singer, acquitted himself creditably, showing plenty of poise and stage savvy, in addition to a robust baritone that he enriched with clever shading effects. Guy had bobbysoxers with him immediately and his pleasant smile had won over even the oldsters at the wind-up. Got his best results from dramatic melodies like Stand Up and Fight, from Carmen Jones.

Bob Evans, perennial here, manages to spruce up his ventro stint each time, altho, technically, guy has no peers. His asides by dummy Jerry O'Leary, while he's laughing, and top ventro gimmick. Won consistent laughs and hefty mitt. Johnny Sippel.

Strand, New York

(Friday Evening, January 24)

New bill is topped by a Charlie Barnet ork consisting of tootlers especially rounded up for this date. Made up of eight brass, five saxes and three rhythm, the band, sparked by Barnet's alto, tenor and soprano sax work, kicks off with half a dozen Barnet-recorded faves, follows with a sweet medley of three featuring Billy Usher's bary pipe, cuts a moody For Sentimental Reasons behind Barnet's alto and closes the 55-minute program with a sizzling jumper. Full house, mostly younger set, received the ork's hot offerings with solid mitting.

Dorothy Claire, former band chirp, proved surprisingly effective as a single, singing and clowning thru special material and rhythm tunes in a manner reminiscent of Betty Hutton. Garbed in the lowest-cut strapless gown possible, gal drew the heaviest ovation this audience handed out.

Ray English's comic turn, with its falls and impressions, was yock provoker, with comedian closing to heavy mitting and howls at his boogie-woogie routine. Tap dance team, Honi Coles and Cholly Atkins, terped well to good reception. Rex Stewart, former Duke Ellington trumpeter and ork leader, came down front for cornet specialty on Caravan. Stewart's talking trumpet gimmick drew some laughs and a good hand.

Show is fast moving, well lighted and adequately and economically emceed by Barnet, but for the most part, it's a bill that's strictly for the hipsters.

Pic, The Man I Love. Hal Webman.

New Conn. Booze Bill Bans Brand Subbing

HARTFORD, Conn., Jan. 25.—New liquor control regulations adopted by Connecticut provide that customers must be served the type or brand of drink ordered and not a substitute. Law prohibits use of neon or other luminous sign outside of a liquor

Million Dollar, Los Angeles

(Wednesday Afternoon, January 23)

For its next to closing live show, the Million Dollar has built a half-hour presentation of What's the Name of That Song, Don Lee-Mutual radio quizzer. Packaged musical giveaway proves to be better-than-average stage presentation, altho it can stand tightening.

Contest gimmick is relatively simple. Quizzer Dud Williamson picks five contestants from the audience. Idea is to name tunes played by Al Lyons's house ork. Prize dough is doubled if the contestant can give the first line of lyrics and redoubled if he can sing the first two lines. Tunes are old standards and far from difficult to guess. Jackpot idea is introduced at show's end, with jackpot winner (required to name three special tunes) returning on the last day of show's run to compete with winners from other performances for the grand prize.

Comparatively, the show had none of the flash nor zany quality of other radio segs adapted for vaude. Contestants aren't required to make complete idiots of themselves to snare the prizes. Williamson's approach is warm and sincere. He catches on quickly and wears well, winning over nervous contestants with ease. Moreover, he is one of few giveaway pilots who avoids direct insults.

Show's routine was uncertain at opening stanza and should be pruned for expediency. For example, contestants guessed song titles after first four bars were played, yet action was held up until ork played a full chorus. Stage was actionless for several minutes while Williamson explained gimmicks to contestants. Time lag can easily be filled by an ork or thrush. Song titles were oversimple so that every contestant came away with cash. Tougher queries would excite more interest.

Pic, Personality Kid. Biz, surprisingly okay. Alan Fischler.

Feeley, Hazleton, Pa.

(Monday Evening, January 20)

Five acts of vaude three days a week has been the policy here for some time, and customers seem to like it. Current bill is good, with pew-sitters heavy on hands for each act.

Opener is the comedy terp team of Ducat and Kaxe, a good showing in which Ducat's knockabout mugging brings plenty of boffs, plus recalls.

Chirper Paul A. Smith, billed as a former singer in the show Carmen Jones, handles his chores okay, getting top hands with Chloe, Indian Love Call and Ol' Man River. Smith came thru despite poor mike and crowd wouldn't let him off until he had sung the Pagliacci tenor aria.

Ted Lester, playing a variety of instruments, including harmonica, sax, clarinet, trumpet, mandolin and fiddle, sells well, despite slightly rugged playing. Recall was a novelty number, the Flight of the Bumble Bee, on the harmonica, played via a rubber tube.

Morris and Ryan did well with their comedy, built around the male member of the team. Act is a top yock-getter. Ron and Mary Norman close bill with a roller-skating act seguing into acro dance.

John Stanziola and ork (?) played a good show.

Film, The Whistler. Biz good. Frank Hoffman.

Capitol, New York

(Thursday, January 23)

Tex Beneke-Glenn Miller band carries the load for this show but total effect was more load than could be carried well. Band was surprisingly dull and vacuous on the stage and, tho shows were reportedly changed all during the day, last show at night still found the right formula undiscovered. Were it not for the familiar, still funny mandolin-comics of Gene Sheldon and the fine acro work of the Fontaines, mits would have been weak.

No one failing plagues the Beneke ork—lack of spark pervaded most of offerings and was shared equally by maestro, Ginny O'Connor and Mellolarks, singing group, and vocalist Gary Stevens. Beneke did a surface emcee job that showed need of a script writer; Mellolarks and gal sang without push, and Stevens couldn't get rid of unsure qualities in a voice that has sounded far better before.

With 30 pieces plus maestro, ork had an impressive stage size for opening, but stands and props were no help. Ork segued into Years and Years Ago, which spotted the 12-fiddle section for lead, followed with a couple of plug tunes and then yielded to acts. Fontaines, two guys and a gal in top-groomed wardrobe, went thru acro turns with interesting accent on fem muscle strength. Boys used her as a fulcrum in most balancing stunts and came up with enough new twists to hold the audience firm. Stunt with gal balanced on partner's knees, back-flipping to light cigarettes, went off especially well. Relief afforded by acts was strongest, however, with Sheldon, his rubber-finger stunts with Mandy and chair, clowning with the bumps, sewing up the digits and making patter with a gal stooge in ultra-decollete. got the greatest share of limited crowd enthusiasm.

Beneke ork capped the show with the Miller fave, In the Mood, which brought out the most pep from the tootlers, but further vocals by the Stevens lad still sounded much unlike his recent location work.

Picture, Lady in the Lake. Joe Carlton.

Music Hall, New York

(Thursday Afternoon, January 23)

Lavish and fast moving presentation follows the standard clicco pattern of most productions here. Built around a carnival theme in four settings, show is loaded with typical Music Hall ingredients.

Standard acts include Gil Maison, Robert Marshall and Ted and Flo Vallett. Maison, who works in the third scene, didn't have his plant out front as usual, instead bringing him on from the wings, in a house uniform. Plant's dummy routine did all right. Maison's standard pooches and monkey turn, as usual, had no trouble getting across.

Ted and Flo Vallett, baton twirlers, did sock stick tossing. Lad missed only one stick, but was quick to recover without missing a beat.

House regular, Patricia Bowman, assisted by Charles Laskey, showed her topnotch toework.

Ballet line brought pair on and moved offstage for their solo, coming back before closing to terp them off.

Singer Robert Marshall worked in the second scene, which opened on a darkened stage spotlighting a couple in a gondola thru a guitar motif scrim, revealing a venetian drop with water scene effectively done. Lad soloed with pop Italian ballads and showed a well-trained voice. Choral ensemble supported well.

Lighting was good on all numbers. Marshall's songs and Maison's chatter were difficult to hear, p.-a. system obviously needed stepping up.

Pic, The Yearling. Biz, capacity. Don Marshall.

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New applications for permits also must be accompanied by a statement from the local fire authority, and, with certain exceptions, a photo of the premises.

New York:

B'way Biz Holds Own; State Strong; Roxy OK With 120G

NEW YORK, Jan. 25.—Three new bills helped give Stem houses a shot in the arm this week. Six flesh-filmers polled a total \$453,300 against previous week's \$401,770. A good assist came from Loew's State (3,500 seats; average \$25,000), which pulled \$50,000 for its first week with *The Tolson Story* (holds over another week), Martin and Lewis and Thelma Carpenter. Last time house got such a figure was about six years ago with the Eddie Cantor show, when take was \$51,000. Previous week's income for Jimmy Palmer ork, Roy Smeck and *Count of Monte Cristo* was \$25,000. New bill, reviewed this issue, has Barry Gray, Lionel Kaye and Bonnie Baker.

Radio City Music Hall (6,200 seats; average, \$110,000) ended its eight-week run with the Nonchalants, Shryettos and *Till the Clouds Roll By*, with a total of \$1,113,500. Bill started with \$169,000, followed by \$141,500, \$152,000, \$145,000, \$142,000, \$137,000, \$116,000, with the eighth and final stanza bringing in \$111,000.

Boston:

Bad Weather Fails To Stop Boston 36G

BOSTON, Jan. 25.—Even bad weather failed to dent the b.o. at the Boston Theater for the week ending Wednesday (22). With the Andrews Sisters heading a sock stage show and a pleasant pic tabbed *Betty Co-Ed* keeping cash customers in a mellow mood, the gross bounced up to \$38,000, which is plenty good, or \$9,000 over the house average.

Current show, with Johnnie Johnston and Kathryn Grayson in top billing and Jan Murray as added attraction, looks good to keep grosses up. Pic is *Boston Blackie and the Law*.

Indianapolis:

Slack Ork, Boswell Take 18G at Circle

INDIANAPOLIS, Jan. 25.—Fredie Slack and his ork did a fair \$18,000 at the Circle Theater here (2,800 seats, 74 cents) last week. Sharing the bill were Connee Boswell and Leonard Barr with Helen Estes, dancers. Added attraction was Freddy Bartholomew.

Pic, *Falcon's Adventure*.

Indpls. One-Nighter Hits 3G

INDIANAPOLIS, Jan. 25.—The second *Show of the Month*, sponsored by Page, Byrne & Ross and presented in the Murat Theater Sunday (18) in a one-night engagement (2,121 seats, 60 cents to \$1.80), grossed a good \$2,931. Return to old-time vaudeville has caught on here. Mel Ross reported more than 500 were turned away.

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New bill, reviewed this issue, has Gil Maison, Patricia Bowman, Ted and Flo Vallett and *The Yearling*. Roxy (6,000 seats; average, \$85,000) drew \$120,000 for its preem with Gracie Fields, Arthur Blake and *13 Rue Madeleine*.

Para N. S. H.

Paramount (3,654 seats; average \$75,000) attracted \$70,000 for its first stanza with Elliot Lawrence band, Mills Brothers, Tim Herbert, Olga San Juan and *Perfect Marriage*.

Capitol (4,627 seats; average \$72,000) wound up its four-weeker with a total of \$310,998. Show with Tommy Dorsey band, Jack Carter, Virginia Austin and *Secret Heart* started off with \$113,350 followed with \$79,078, \$62,770 and the final frame counted for \$55,800. New bill, reviewed this issue, has Tex Beneke ork, Gene Sheldon, the Fontaines and *Lady in the Lake*.

Strand (2,700 seats; average \$40,000) ended its four-week stand with Vaughn Monroe and *The Time, the Place and the Girl* with a total of \$285,500. Kicked off with \$95,000, followed by \$65,000, \$52,000 and \$46,500. New bill, reviewed this issue, has Charlie Barnet band, Ray English, Boni Coles and Cholly Atkins and *The Man I Love*.

Chicago:

52G Oriental Take Good for 2d Week; Cab Cops at Regal

CHICAGO, Jan. 25.—Vaude houses registered hefty grosses here this week, aided by fourth-week runs in most of the competing film theaters which offset two days of frigid weather. Oriental (3,300 seats, 95 cents), in the second week of a bill comprising Milt Herth Trio, Dorothy Rae and Fred Lowery, Terry and Ralph Rio, Paul Remos and the Toy Boys, and the Three Wiles, plus *Strange Woman*, adult-only flicker, netted \$52,000. Figure is \$14,000 under the first week, but \$6,000 over average for the past six months.

Regal, Negro nabe vauder, turned in a hefty \$23,500 for its 3,000 seats with admishes from 65 to 95 cents. Vaude fare was Cab Calloway's ork, with Patterson and Jackson, Peters Sisters and the Miller Brothers and Lois.

Los Angeles:

Milton Pulls Weak 18G at Million \$

LOS ANGELES, Jan. 25.—Roy Milton's combo was able to barely scrape up a weak \$18,000 last week at the Million-Dollar, altho crew cashed in on a chunk of West Coast popularity. Bill included vocalist Art Duncan and the Trenier Twins. Pic was *Gas Range Kids*.

Dud Williamson and his *What's the Name of That Song*, airshow currently holding forth on stage, should just about meet last week's \$18,000 gross. Pic is *Personality Kid*.

Morro, Yaconelli Quit LQ

NEW YORK, Jan. 25.—Morro and Yaconelli called it quits Sunday (19) at the New York Latin Quarter. Team, which was in for four weeks, drew full pay.

Niteries Are In For Six Months Of Poor Business

(Continued from page 21)

cycle repeated and joint after joint did a fold.

It was the New York World's Fair which gave biz a hypo. Again new clubs opened, but as in previous eras, too many came on the scene so all started to suffer. In practically all cases these spots were geared too high and with not enough biz to go around the pay-off was inevitable.

World War II started it all over again, and again operation raps caused fatalities. For even while clubs were making money fast, costs were rising in proportion and higher. Yet the lure of easy money brought in new clubs. In 1940 there were about 2,000 niteries in the country. Today AGVA estimates there are about 3,750 spots using some kind of talent.

Same Old Song

Now with biz falling off, the cries of panic heard in previous eras are cropping up again. Answer appears to be that the industry has over-expanded to such an extent that again folderos are inevitable.

Big Stem spots today include the Diamond Horseshoe, Latin Quarter, Carnival, the to-be-opened Vanity Fair, Copa and a few others. The trade doesn't believe there is enough business around for all to run profitably.

Nat Harris, managing director of the Latin Quarter, who used to run the Trocadero, Hollywood; French Casino, New York; London Casino, London; Paramount Grill, New York, and others dating back to World War I and knows the nitery biz, offers as a solution tighter control over expenses and 24-hour-a-day management. "A club can't be run by easy money boys in for kicks. A show needs daily checking and handling. Kitchen details, dining room items and other minute matters must be watched constantly, otherwise the dollar which comes in the front door will take a friend with it out the back door."

So far as shows are concerned he admitted costs have zoomed, "but if you don't put it on the stage, you don't do the business. I would rather over-pay a good act than under-pay a bad one."

The Fit Survive

According to trade sources a well-heeled well-run nitery which can stand the gaff, figured to last another six more months and which can come up with good shows, not necessarily names, most likely can survive. Others will powder, as of yore.

The 20 per cent tax, say insiders, doesn't really make any difference. It's just something else on which to hang an excuse, they say. Actually, they admit if the tax went back to the pre-war 5 per cent, few clubs would cut prices, but merely pocket the difference.

Big New York niteries now have to draw a total of about \$250,000 a week to stay out of the red. Until out-of-towners start flocking back to New York, there will not be that kind of money around. It is estimated that the break-even points for New York niteries are about as follows: Diamond Horseshoe, \$29,000; Latin Quarter, \$35,000; Vanity Fair (new), \$42,000; Carnival, \$43,000; Copacabana, \$35,000, and La Martinique, \$18,000. In Chicago the *Chez Paree* nut is about \$30,000; the *Rio Cabana*, \$35,000, and the *Latin Quarter*, \$26,000.

Niteries that can stay at their break-even points, or have reserves to dig into for the next half year, will survive. It's farewell for the others—that's trade consensus.

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Theater Guild May Cancel D. C. Subscription Dates

NEW YORK, Jan. 25.—The Theater Guild will stop sending shows to Washington if the current situation regarding the banning of Negroes from the National Theater, the town's only regular legit house, isn't cleared up, according to talk in the trade. Approached for a statement on the matter by *The Billboard*, Lawrence Langner, co-director of the Guild with Theresa Helburn, claimed the org was awaiting Miss Helburn's return from England to set a policy. He refused further comment. Guild, which has 15,000 subscribers in Washington and supplies six shows each season there, has several plays skedded for next fall scripted by writers who have pledged themselves not to allow their plays to be done in the town, including Richard Rodgers and Oscar Hammerstein's *Allegro* and S. N. Behrman's *Jane*. Altho Behrman still is in England, it is believed certain he will go along with the rest of the writers and refuse to have his script done in Washington.

In addition, the American Veterans' Committee has been circulating pledge cards among legit actors. Cards "condemn and decry the practice of discrimination in the theater," expressly stating, "I will not knowingly contract to perform in any play in any theater in the city of Washington which practices such discrimination toward either audience or performers." Thesps who have signed the cards include Helen Hayes, Jose Ferrer, Frederic March, Judith Anderson, Eva Le Gallienne, Cornelia Otis Skinner, Burgess Meredith, Ingrid Bergman, Margalo Gilmore, Victor Moore, Alfred Drake and about 975 others.

Many producers have also refused to play Washington, including Margaret Webster, Irene Selznick, Frank Satenstein, Mark Marvin, Shepard Traube, Oscar Serlin and the Playwrights Company. There is a good chance that both Herman Shumlin and Kermit Bloomgarden will go along with these managers. Already Washington has lost such shows as *The Story of Mary Surratt*, *Born Yesterday* and *Dream Girl*, with *The Greatest of These* and *Heart Song* both are expected to skip the town in the near future. Since the scripters pledged themselves to keep their shows out of the town, only *Love Goes to Press*, *Blossom Time*, *Up in Central Park* and *Magnificent Yankee* have made Washington stands.

Marcus Helman, lessee of the National, is threatening to turn the theater over to films unless the pressure on him to change the anti-Negro policy is lifted. Sentiment at the League of New York Theaters seems against forcing Helman to reverse policy, but the combination of the scripters and actors may be too much for him.

Truman Denies Knowing He Passed Theater Pickets

WASHINGTON, Jan. 25.—Side-light of the local battle against racial discrimination in legit house came with President Truman's denial of a statement by the Committee for Racial Democracy here that there was intent by the presidential family to effect a sneak entrance into the National Theater, Wednesday (22).

Committee, which has been picketing the house in protest of the management's refusal to admit Negroes, told the Associated Press that Press Secretary Ross and the Secret Service "sought to effect a sneak entrance of the President of the U. S. into a Jim Crow theater" when eight pickets were herded aside on arrival of the presidential party for a performance of *Blossom Time*.

The President declared that he only learned that the theater was being picketed via published accounts of the incident on Thursday (23). He stated that he went to the theater completely unaware that it has been the focal point of a campaign against racial discrimination.

Abridged *Dream Girl* In Dorfman's Mag Ruled Infringement

NEW YORK, Jan. 25.—Attorneys for Elmer Rice, playwright, and Nat Dorfman, publisher of mag *Stage Pictorial*, have consented to entering of final judgment in Rice's suit against Dorfman for latter's alleged infringement in publishing a condensed version of Rice's play, *Dream Girl*, in the mag. Order was signed by Federal Judge Simon H. Rifkind.

Decree, consented to by attorneys for both sides, declared that the publication by the magazine, *Stage Pictorial*, of a condensation entitled, *Dream Girl*, constitutes: (a) an infringement by defendant of the plaintiff's copyright in dramatic composition; (b) an invasion by Dorfman of Rice's rights of privacy in violation of sections 50 and 51 of the Civil Rights of the Laws of the State of New York; (c) an engagement by the defendant in unfair trade practices and unfair competition.

It was further adjudged that Dorfman is permanently enjoined from infringing on plaintiff's copyright and disposing of any copies of defendant's condensation of the play, which appeared in the February, 1946, issue, and from publishing Rice's name as author and from using Rice's name as author in connection with said condensation. Dorfman is also tagged for \$500 in attorney's fees.

Play by "Billboard" Staffer To Preem in Chicago Feb. 4

CHICAGO, Jan. 25.—Experimental showcase for plays by Midwestern scripters is announced for unveiling here by Driftwood Players, semi-pro org. Skedded opener February 4 will be *Sail to the Sky*, authored by Herb Bailey, Chi *Billboard* staffer.

Sky has been promised 50G backing for professional production by a group of local angels, provided crit and public react favorably to experimental bow-in.

More Legitters Pledge Boycott

WASHINGTON, Jan. 25.—Helen Hayes and at least a score of other showfolk, including top-flight actors, producers and actresses are reported to have signed pledges to boycott Washington's legit theaters until Jim Crow policy is lifted. This action is a follow-up to a similar pledge made several weeks ago by a group of 30, headed by Robert Sherwood, and including several well-known playwrights and stars. The latest group in the boycott pledge reportedly includes besides Miss Hayes, Jimmy Savo, Ruth Draper, Victor Moore, Frederic March, Cornelia Otis Skinner, Stella Adler, Burgess Meredith, Judith Anderson, Zero Mostel, Eva Le Gallienne, Ruth Gordon, Florence Eldridge, Paula Lawrence, Alfred Drake, Jose Ferrer, producer Oscar Hammerstein II, dancer Sono Osato and composers Aaron Copeland and Harold Rome.

Last USO Legit Co. Sails for Pacific

NEW YORK, Jan. 25.—With the recent departure of *Is Zat So* to the Pacific, the USO-camp shows legit program comes to an unofficial end. Tho no more scripts are skedded, there is a possibility that a few shows may be sent out on the hospital circuit, if some formula can be worked out to present them in the wards.

During its three years, USO-Camp Shows sent out 99 legit shows and employed 1,025 thespes, 565 of them men and 460 women. Over 21 began the program in April, 1944. *Kiss and Tell*, *What a Life* and *Blithe Spirit* rated one, two, three, respectively in terms of G.I. demand as reported by special services. Those three scripts were played by the most companies.

Such legit luminaries as Alfred Lunt, Lynn Fontanne, Raymond Massey, Peggy Wood, Annabelle, the late Charles Butterworth, Erin O'Brien Moore, Sam Levene and many others helped make G.I.'s theater conscious. USO legit department first was headed by Teddy Hammerstein, with Ed Sobol, Frank Heller and Robert H. Gordon following in that order. Legit is certain to miss the CSI for it provided employment for thespes during slack seasons, developed talent and became a modern version of the old stock companies.

Chi Legit Grosses Hold

CHICAGO, Jan. 25.—Legit grosses held their own in Chi this week, a slight decline being registered by only one production. *Lute Song*, opening Wednesday (23) at the (Studebaker), was the hottest show in town. First five days *Lute* will gross around 16G. *Pygmalion* (Selwyn) closed today to a strong 21G. *Harvey* (Harris) slipped slightly to 19G. *Student Prince* (Blackstone) copped a heavy 25G.

ROUTES Dramatic and Musical

All My Sons (Playhouse) Newark, N. J.
Anna Lucasta (Geary) San Francisco.
Anna Lucasta (Locust) Philadelphia.
Apple of His Eye, with Walter Huston (Davidson) Milwaukee.
Best of Spirits (Walnut St.) Philadelphia.
Blackstone (Weller) Zanesville, O. 29: (Hippodrome) Marietta 30: (City Aud.) Charleston, W. Va., 31-Feb. 1: (Cox) Cincinnati 2-2.
Blossom Time (National) Washington.
Born Yesterday (American) St. Louis.
Call Me Mister (Shubert) Boston.
Carrot & Club (Shubert) New Haven, Conn., 30-Feb. 1.
Come On Up, with Mae West (Curran) San Francisco.
Craig's Wife (Playhouse) Wilmington, Del., 31-Feb. 1.
Dangerous Woman, with Zasu Pitts (Shubert-Lafayette) Detroit.
Dear Ruth (Rialto Aud.) Montgomery, Ala., 29: (Ryman Aud.) Nashville 30: (Bijou) Knoxville 31: (La Fayette H. S. Aud.) Lexington, Ky., Feb. 1.
Duchess of Malfi, with Elizabeth Bergner (Forrest) Philadelphia.
Eagle Rampant, with Tallulah Bankhead (Nixon) Pittsburgh.
First One Hundred Years (McCarter) Princeton, N. J., 31-Feb. 1.
Glass Menagerie (Erlanger) Buffalo, N. Y., 27-30: (Auditorium) Rochester 31-Feb. 1.
Glass Menagerie (Auditorium) Natchitoches, La., 29: (Auditorium) Texarkana, Ark., 30: (Municipal Aud.) Shreveport, La., 31: (Robinson Aud.) Little Rock, Ark., Feb. 1.
Hamlet, with Maurice Evans (Metropolitan) Seattle 29-Feb. 1.
Harvey, with Joe E. Brown (Harris) Chicago.
It Takes Two (Wilbur) Boston.
John Gielgud (His Majesty's) Montreal.
Lute Song (Studebaker) Chicago.
Magnificent Yankee (Erlanger) Chicago.
Oklahoma (Cass) Detroit.
Pygmalion, with Gertrude Lawrence (Cox) Cincinnati.
Red Mill (Ford) Baltimore.
Song of Norway (Shubert) Chicago.
Springtime for Henry, with Everett E. Horton (Selwyn) Chicago.
State of the Union (Texas) San Antonio, Tex., 29: (Paramount) Austin 30: (Worth) Fort Worth 31-Feb. 1.
State of the Union (Lyceum) Minneapolis.
Story of Mary Surratt (Biltmore) Los Angeles.
Student Prince (Blackstone) Chicago.
Up in Central Park (Shubert) Philadelphia.
Voice of the Turtle (Hartman) Columbus, O.
Washington Square (Colonial) Boston.

Legitters Join To Succor ART

NEW YORK, Jan. 25.—Spurred into action by the plight of the American Repertory Theater (*The Billboard*, January 18), a group of legit stars—Helen Hayes, Raymond Massey, Jose Ferrer, Elliot Nugent, Mady Christians and Aline MacMahon—have formed a committee to insure the continuance of the ART. The thespes will do three things immediately: (1) Raise dough. (2) Meet with the unions, perhaps on Tuesday (28), to see if they can get concessions enabling continuance of the repertory previously skedded. (3) Put themselves at the disposal of the ART for services, such as radio appearances, which will stimulate interest of the public in the company.

Pledges Already Made

ART already has received financial backing for an ad and it is reported that Helen Hayes will donate a week's salary to the org. Contributions are being handled thru American National Theater and Academy, a non-profit corporation, thus granting the contributor a tax exemption.

However, ART altered its four-show policy earlier in the week when it decided that beginning February 27 it would present Sidney Howard's *Yellow Jack* for four weeks at the International. On April 5 *Alice in Wonderland* will be presented jointly with Rita Hassan, owner of the show's rights, for an indefinite run, depending on demand for it.

Weekly Nut Near 19G

Change of policy was caused by heavy repertory operating expense. Present weekly nut is close to 19G. The new one will be 15G. By running one for a month, ART will be able to use fewer stagehands. Grips' ruling is that same number of men be employed for the smallest production as is required on the largest. This means that whenever ART presents *Henry VIII* which uses 27 deckhands, the top number, for one performance during the week, they have to pay the same number of stagehands for the rest of the week. Musicians' union, by classifying *Henry VIII* as a musical, added an extra \$900 to the weekly budget.

If committee of legit stars can raise some real dough or persuade the unions to relax their rulings, ART will go back to its old schedule. The thespes feel strongly about the fact that the U. S. is without repertory, except for ART, and claim that if it can be established, repertory will grow here.

Form New Rep Troupe

NEW YORK, Jan. 25.—National Repertory Theater, a new legit org, will concentrate on supplying the University Circuit with shows next season. William J. Browder and Jack Cook, the producers, expect to play *Tartuffe*, *The Importance of Being Earnest* and *The Duchess of Malfi* in their repertory.

Company will play one night to one-week stands, depending upon what the traffic will bear. Budgeted at 25G, the NRT is tentatively skedded to open the last week in September. Outfit is expected to assemble on the Coast and come East. Booked by CRA.

Preps Strauss' "Masquerade"

NEW YORK, Jan. 25.—*The Gay Masquerade*, an operetta with music by Johann Strauss, is being readied for production by Theodore Bachheimer. Budgeted at 100G, show has a book by Howard Greenberger and Jack Gordon. Bachheimer co-produced *Yours Is My Heart Alone*, musical which folded earlier in the season.

APARTMENT 17-B

(Opened Tuesday, January 21, 1947)

WILBUR THEATER, BOSTON

A comedy by Virginia Faulkner and Dana Sussie. Directed by George Abbott. Setting, John Root. General manager, Charles Harris. Press representative, Richard Maney. Stage managers, Robert Griffith, George Smith. Presented by George Abbott and Richard Aldrich.

| | |
|---------------------|---------------|
| Connie Frazier..... | Martha Scott |
| Mr. Pine..... | Julius Bing |
| Mrs. Loebrock..... | Reta Shaw |
| Bee Clark..... | Vivian Vance |
| Elevator Boy..... | Robert Edwin |
| Todd Frazier..... | Hugh Marlowe |
| Monk Rathburn..... | Anthony Ross |
| Walker Clark..... | George Smith |
| Comfort Gibson..... | Temple Texas |
| Bill Renault..... | John Forsythe |

When *Apartment 17-B* arrives on Broadway it will be known by its original moniker, *It Takes Two*. Whether it will remain on Broadway is another matter, for as it stands, *Apartment* is a silly, contrived, inept little excuse for farce-comedy which offers no more than a few sharp cracks in the name of entertainment. A lot of skull work will be necessary to make it acceptable.

Also the authors start off with a couple of situations of comical promise, their invention flags almost from the ring-up and they people their play with a tiresome collection of pasteboard dumbheads for characters. That leaves them with practically nothing to work on, and the development of their charade moves by fits and starts. As soon as a scene gets going, it bogs down in time-filling cliches. While there are occasional laughs, it's pretty hard to stay awake thru a lot of the shenanigans.

As the present title suggest, *Apartment* has a lot to do with post-war real estate. The new title suggests domestic quarrels. And that's about all there is to it. After camp-following her husband thru four years of war, Connie Frazier is happy to settle down with him in a nice New York flat. But a friend shows up to spill the beans about an engineering job down South which had interested friend husband. Because he had said nothing about it to Connie, this news touches off a whizzer of a fight. Two weeks of separate bedrooming doesn't help.

As Connie is about to take off for a divorce, the pair catch each other in what appears to be compromising extra-marital situations. Actually, these are only real estate deals, but the authors wouldn't have had a third act if they cleared up the misunderstanding too soon. The confusion persists for an unconscionable time, until, as it had to be, everything is straightened out. Meantime, the audience has been treated to the staggering boredom of dull domestic quarrels, further misunderstandings and frantic goings-on.

It just doesn't add up. It is conceivable, with the players involved and the play-doctoring talents of George Abbott, that *Apartment* can be made into a lightweight possibility for a modest Broadway run. But will it be worth the labor?

There are some good actors in this show, but they are largely wasted on a combo of bad lines and bad theater. Martha Scott has a lot on the ball. She struggles seriously with a part which is meant to be comedy. And Connie Frazier certainly is one of the most annoyingly obtuse females encountered on the stage in a long while. So far as the words are concerned, the husband is a dense bonehead. And Hugh Marlowe finds the going hard, altho he expends plenty of effort. Vivian Vance gets off the play's few good lines in her expert, vinegary manner. Anthony Ross works nervously as Marlowe's pal. The minor roles are passably done.

Abbott's direction, of course, is in the tradition of frantic farce. But it is not enough. John Root's setting appears to come from a bargain basement, but perhaps that was intended.

Bill Riley.

OUT-OF-TOWN OPENINGS

STORY OF MARY SURRETT

(Opened Monday, January 20, 1947)

BILTMORE, LOS ANGELES

A drama by John Patrick. Directed by the author. Designed by Samuel Leve. Lighting by Girvan Higginson. Costumes by Jane Edgerton. Company manager, Louis Lessner. Stage manager, Glen Jordan. Press representative, Bert Stern. Presented by Russell Lewis and Howard Young under auspices of Theater Guild.

| | |
|--|-----------------|
| Anna..... | Elizabeth Ross |
| Mary Surratt..... | Dorothy Gish |
| Louis Welchman..... | Bernard Thomas |
| Louis Payne..... | Don Shelton |
| George Atzerodt..... | Zachary Borgee |
| David Herold..... | Michael Fox |
| John Surratt..... | John Conway |
| John Wilkes Booth..... | James Monks |
| Gen. Joshua Holden..... | Richard Sanders |
| Father Wiget..... | Harlan Briggs |
| Reverdy Johnson..... | Kent Smith |
| Graham Denton, Larry Johns, Douglas McEachin, Wallis Roberts, Edward Harvey, Frank McFarland, Robert Neff, Thomas Glynn, Robert Morgan, Dallas Boyd, Lee Malbourne, Arthur Stenning, Tom Daly, Gordon Barnes, Bill Hitch, John Pimley. | |

In *The Story of Mary Surratt*, author John Patrick, has delved deep into history to bring to light what he believes to have been a gross miscarriage of American justice. Yet his desperate plea is written not to prove the guilt or innocence of a woman executed for implication in the plot to assassinate President Lincoln. It is rather a dramatic storm warning against relaxed vigilance and indifference when free men take their heritage for granted. Justice under law, Patrick warns, cannot be compromised lest such justice in its true sense be dissolved, only to be supplanted by modern inquisitions.

First act labors heavily to establish the widow Surratt as a kind and gentle woman, devoted to her wayward son and emotionally unstable daughter. Once the scene is set, however, the play moves swiftly. Patrick's fine direction quickly builds tempo for the second act trial scene, during which Mrs. Surratt's martyrdom is indelibly etched. There is never any doubt that she will be convicted, despite the thin trail of purely circumstantial evidence which links her to the murderers. Efforts to plead her defense are futile when a bigoted military tribunal turns a deaf ear to all arguments in her favor and trumps up false witnesses to weave a chain of guilt about her. Trial by secret military boards, rather than by established courts of law, is brutally portrayed in all its barbaric hypocrisy.

Dorothy Gish is superb as Mary Surratt, playing her sympathetic role with great poise and dignity. Kent Smith, as Mary Surratt's defense lawyer, breathes life and color into a difficult characterization. Elizabeth Ross as Anna Surratt shows markings of a brilliant newcomer and easily steals supporting cast honors. Others who handle their roles with perfection include Harlan Briggs as Father Wiget, Richard Sanders as General Holden, John Conway as John Surratt, James Monks as John Wilkes Booth and Bernard Thomas as Louis Welchman. Samuel Leve's settings are well done.

With its minor imperfections cleared up, especially in the over-long first act, Rialto Theatergoers should take to *Mary Surratt* easily.

Alan Fischler.

Equity Backs License Bill

NEW YORK, Jan. 25. — Actors' Equity council threw its support to the Connolly Bill at the bi-monthly council meeting. Bill, slated for action at the next session of city council would amend current licensing laws to make it mandatory that a conviction be obtained before the license commissioner can revoke a theater's permit or refuse to renew or transfer it. Legislation is now in the hands of city council's welfare committee, headed by Samuel Di Falco. Other legit unions are considering endorsement of the bill.

THE IMPORTANCE OF BEING EARNEST

(Opened Thursday, January 23, 1947)

GRAND THEATER, LONDON, ONT., CANADA

A comedy by Oscar Wilde. Producer, John Gielgud. Set and costumes, Motley. Stage director, William Conway. General manager, Peter Davis. Theater Guild. Canadian tour manager, Brian Doherty, Toronto. Presented by the Theater Guild and John C. Wilson in association with H. M. Tennent, Ltd., of London, England, by arrangement with the British Council.

| | |
|-----------------------------|---------------------|
| Lane..... | Richard Wordsworth |
| Algernon Moncrieff..... | Robert Fleming |
| John Worthing..... | John Gielgud |
| Lady Bracknell..... | Margaret Rutherford |
| Hon. Gwendolen Fairfax..... | Pamela Brown |
| Cecily Cardew..... | Jane Baxter |
| Miss Prism..... | Jean Cadell |
| Rev. Canon Chasube..... | John Kidd |
| Merriman..... | Stringer Davis |
| Footman..... | Donald Bain |

It has been many years since the legit stage in Canada has seen anything to come up to Gielgud's presentation of *The Importance of Being Earnest*. Gielgud has taken Wilde's farce-comedy and built it into fine theater.

However, Gielgud will have to look to his laurels when the comedy bows into New York. He has a close runner-up for thespian honors in the person of young Robert Fleming. It is evident in *Earnest* that Gielgud's forte is Shakespeare. Comedy, even if Edwardian and dated, is not where he shines the brightest. His acting is frequently stiff and he has a tendency to strike Hamletian poses which gripe until it is remembered that he has been acclaimed the world's "greatest actor."

The Wilde yarn, making a play on names, is weak. It could be simpler and thus more effective, but the Wilde touch is in every line. There is never a dud line from the first curtain to the final drop. Pamela Brown plays the sophisticated but English aristocrat with canny understanding and an added jibe which comes from personal observance of the ilk in real life in London. Margaret Rutherford, as Lady Bracknell, makes good use of every syllable to come her way.

Jean Cadell turns in a perfect Miss Prism. Jane Baxter, as Cecily, offsets Pamela Brown's sophistry with a plainness that was good to see. Her lines, like all others in the play excepting the butler's, footman's and the clergyman's, were witty and sharp and snapped across the footlights, with a clutching audience hanging out of their seats to catch every epigram.

Stage settings are good, exact duplications of those used by Gielgud in his Haymarket appearance in *Earnest*. Credit for decor goes to Motley.

There is no doubt about *Earnest* taking New York audiences by storm.

W. J. Binkley.

Two Small Theater Groups Plan Early London Shows

LONDON, Jan. 25.—The new year may see many small, intimate theaters making news here. Step in that direction is a group of ex-service actors, actresses and playwrights who launched a new theater group January 21 with the *Lake of Swans* in a converted movie house. Production deals with the life of Tchaikovsky.

In addition, a group of students from the Royal Academy for Dramatic Art, under the leadership of Basil Ashmore, has started its own show in a London assembly hall. First play is to be James Elroy Flecker's *Don Juan*, which hasn't been seen here for 30 years. The company calls itself the Elroy Players.

WASHINGTON SQUARE

(Opened Thursday, January 23)

SHUBERT, NEW HAVEN, CONN.

A play by Ruth Goodman and Augustus Goetz (suggested by the Henry James novel). Directed by Jack Minster. Settings and costumes, Donald Oenslager. Company manager, Jesse Long. Press representatives, Harry Forwood and Sol Jacobson. Stage manager, William Mendrek. Presented by Oscar Serlin.

| | |
|------------------------|------------------|
| Maria..... | Fiona O'Shiel |
| Lavinia Penniman..... | Louise Prussing |
| Dr. Austin Sloper..... | John Halliday |
| Catherine Sloper..... | Barbara Leeds |
| Elizabeth Almond..... | Ivy Troutman |
| Marian Almond..... | Joy Page |
| Arthur Townsend..... | William Corrigan |
| Morris Townsend..... | Peter Cookson |
| Mrs. Montgomery..... | Betty Linley |

It's too bad John Halliday, after being AWOL from local stages for over a decade, should return in such a piece as *Washington Square*, because the show that unveiled in New Haven has little chance of surviving on the Stem. Authors Ruth Goodman and Augustus Goetz have faithfully adapted a sequence from the Henry James novel, but brought forth a wordy, thrillsless Victorian drama that had the auditors squirming thruout.

While life in 1847 very likely moved slowly and primly, and the authors certainly portray it so, it makes for dull, uninteresting listening. The situations are too trite, too wordy and too lacking in action to make the play anything but top-heavy. First-nighters were intrigued, at first, by the Victorian atmosphere and grand manners of the players, but the long, fancy speeches of the principals soon got them down.

John Halliday did magnificently by the part, as the aristocratic father, and despite a bad case of opening night jitters, and an extremely apparent siege of bad memory, gave his heavy role a grand job. Barbara Leeds, who plays his plain-Jane daughter, was unable to maintain the pace set by the veteran trouper, and instead of interpreting the daughter as a slow-witted, mousy creature, as the authors, no doubt, intended, insisted on playing her as a dumb-Dora, in the "boy meets girl" manner. She was completely unable to capture the sympathy that the authors intended the character to attain.

Peter Cookson, as the fortune seeker, brought the only sparkle there was to the play, and succeeded in creating a completely lovable and charming rascal. His quarrel scene with Halliday was exceptionally well done, and found him crowding the veteran.

The supporting roles were in capable hands, with Louise Prussing doing a great job in a role that could very easily have been mis-handled. Fiona O'Shiel, as the maid; Ivy Troutman, Joy Page and William Corrigan, as the neighbors; and Betty Linley, as the adventurer's sister, all contributed handily to the opus.

Donald Oenslager's fine, luxurious drawing room set is outstanding, and his Victorian costumes are exactly in mood and period.

There seems little chance to save *Washington Square*. Even with the lengthy dialogue shaved to a minimum, and a rewrite job to inject life into the script, the play can scarcely hope to be more than a vaguely interesting, but still unmoving drama. Producer Oscar Serlin and Director Jack Minster have done the best they could by a play that looks doomed from the opening curtain.

Sidney Golly.

"Norway's" Million Plus

London Gross-in 1 Year

CHICAGO, Jan. 25.—*Song of Norway* will celebrate its first year's run at the Palace Theater, London, tomorrow. Production has played to capacity biz for the two years it has been in England, copping over \$1,000,000 at the Palace alone—a sensational figure for English runs. Edwin Lester, producer, is in London for the occasion.

Broadway Opening

SWEETHEARTS

(Opened Tuesday, January 21, 1947)

SHUBERT THEATER

A musical. Original book by Harry B. Smith and Fred De Gresac. Revised by John Cecil Holm. Lyrics, Robert B. Smith. Score, Victor Herbert. Staged by John Kennedy. Ensembles, Catherine Littlefield. Choreography, Theodore Adolphus. Sets, Peter Wolf. Costumes, Michael Lucyk. Vocal director, Pembroke Davenport. Musical director, Edwin McArthur. Musical arrangements, Russell Bennett. Company manager, Samuel C. Brin. Stage manager, Fred Hebert. Press representative, Zac Freedman. Presented by Paula Stone and Michael Sloane.

- Daughters:
- Doreen Marcia James
 - Corinne Nony Franklin
 - Elleen Janet Medlin
 - Pauline Betty Ann Busch
 - Kathleen Martha Emma Watson
 - Nadine Gloria Land
 - Gretchen Eva Soltesz
 - Hilda Muriel Bruenig
 - Lt. Karl Robert Shackleton
 - Dame Lucy Marjorie Gatonson
 - Pessanis Robert Reeves, Raynor Howell
 - Liane June Knight
 - Mikel Mikelovis Bobby Clark
 - Sylvia Gloria Story
 - Prince Frans Mark Dawson
 - Peter Richard Benson
 - Hans Ken Arnold
 - Baron Petrus Von Tromp Paul Best
 - Hon. Butterfield Silingsby Anthony Kemble-Cooper

Prima Ballerina Janice Clouff
Adolphus, Homburg (footmen) John Anania, Cornell MacNeil
Ambassadors Robert Feyti, Louis De Mangus
Captain Laurent Tom Perkins

SINGING GIRLS—Ella Mayer, Florence Gault, Peggy Gavan, Gertrude Hill, Nora Neal, Lillian Shelley, LaVern Yetti, Alice Arnold, Marjorie Wellock.

SINGING BOYS—Richard Benson, Phil Crossie, Louis DeMangus, Arnold Knippenburg, Wilbur Nelson, Robert Reeves, Charles Wood, Raynor Howell, Robert Feyti, Tom Perkins, Frank Whitmore.

DANCING GIRLS—Jeanette Tannan, Aura Vainio, Bernice Brady, Ingrid Secretan, Connie Wege, Marie Louise Poraythe, Olivia Cardone, Jeanne Lewis, Dorothea Weidner, Alma Lee, Sally Sorvo.

DANCING BOYS—James Russell, Bruce Cartwright, Peter Holmes, John Ward.

SONGS—Iron, On Parade, Sweethearts, For Every Lover Must Meet His Fate, Lorelei, The Angelus, Jeanette and Her Little Wooden Shoes, Pretty As a Picture, Land of My Own Romance, I Might Be Your Once-in-a-While, Pilgrims of Love.

There's an old wives' adage to the effect that you can dress a monkey up in a silk coat—but it's a monkey just the same. That is just about what Paula and Michael Sloane have accomplished with a refurbished *Sweethearts*—the coat in this case being tailored to fit the comic talents of Bobby Clark. Clark is, as may be expected, a whizz-bang, particularly when he throws the book out of the window and lets go with the old B. C. drive that makes you forget that *Sweethearts*, except for a nostalgic tune or two, is strictly off the Golden Bantam stalk. But it is doubtful that even the Bobby Clark antics, both high and low, can save the show from being what it is—just another revival.

John Cecil Holm has revised the original book of Harry B. Smith and Fred DeGresac (circa 1913) to give Clark considerable juice to spark his nonsense. Naturally, he makes the most of it, plus painted eye-glasses, stick, leers and all the rest of the familiar bag of Clark tricks. When he is on, doing his stuff, *Sweethearts* gets a hefty dose of comic adrenalin. When he's off, show is a victim of coronary thrombosis. The answer seems to be that nobody could do much with the preposterous book of *Sweethearts*. It isn't even enough for Clark to goose it with over-the-foots audience asides and ad libs. It's still first crop corn, no better and no worse than it was 35 years ago.

True, it is nice to hear Victor Herbert's title melody pleasantly sung again, along with *Land of My Own Romance*, which has also held up over the years. Even *I Might Be*

Your *Once-in-a-While* may evoke happy memories in an older generation, but Clark inimitably leading a hilarious male chorus of *Pretty As a Picture*, puts tenors and sopranos to shame. Too bad, it's not enough.

In such a set-up, it is fairly obvious that other players, good or bad, can come off no better than second best. What there is of *Sweethearts* is all Clark. The rest is just a frame, tarnished as it is. Marjorie Gatonson gives him a good comedy assist, as far as the book allows and Gloria Story and Mark Dawson carol the top numbers tunefully. Such good operetta standbys as Anthony Kemble Cooper and Paul Best twist a robust spoon to keep the comedy pot boiling and June Knight is personably in evidence as a blonde sight menace.

Productionwise, John Kennedy's direction sticks to the tried-and-true Herbert operetta pattern. Peter Wolf's sets rate high as a first try at Stem stage designs, far more imaginative than the costumes Michael Lucyk has dreamed-up to go with them. Choreography is run-of-the-mill and Edwin McArthur's musical direction gives no particular sparkle to the old Herbert tunes. Altogether, *Sweethearts* unveils as a very minor addition to the 1947 drama scene. With or without Clark, it will have tough sledding to meet competition.

Bob Francis.

Library Theater Review

THE GOOD FAIRY

(Opened Tuesday, January 14, 1947)

FORT WASHINGTON PUBLIC LIBRARY THEATER, NEW YORK

A comedy by Ferenc Molnar. Direction, Tom Bach. Settings, Dwight Hooke Jr. Stage manager, Ed Vincent. Presented by Equity Library Theater.

- The cast in order of appearance:
- Keller Robert Berger
 - Konrad William Erwin
 - Lu Mardi Bryant
 - Metz Robert Gardett
 - Dr. Max Sporum Peter Preses
 - Karoline Margaret Roberts
 - A Clerk Ed Vincent
 - A Theatrical Manager Robert Gardett

Equity Library Theater has come up with another good production in Molnar's *The Good Fairy*, an engrossing little fable, which tells of an engaging minx who decides to play Santa Claus to a down-and-out lawyer. Since the play's plot is slight, the script needs a deft touch to carry it across the footlights. In this, it succeeds only partially, and then mostly because of an admirable performance by Peter Preses, a continental comedian of the S. Z. Sakall stripe. Preses should find a ready market for his type of talent on the Stem if given a bit more sharpening.

In the part Helen Hayes created in the original Broadway production, Mardi Bryant as Lu, the Good Fairy, has tackled a role which would give many Stem actresses goose pimples. Altho Miss Bryant tries hard and does come thru at moments, in the main she fails to give the interpretation needed by the role. The Good Fairy can turn into a bad fairy if she does not have a comic range including elfin qualities to spark the character. Otherwise, Lu remains a shrew. Unfortunately, many times Miss Bryant plays it that way.

William Erwin and Robert Berger, as the financier and the headwaiter, respectively, seem miscast, the former being too young and the latter too strong a personality for the waiter. However, both display a nice sense of timing, stage savvy and an ability to project. In smaller roles, Robert Gardett, Margaret Roberts and Ed Vincent handle their assignments pleasantly.

Direction by Tom Bach creates the moods needed for the script and keeps the cast on its thesping toes. Dwight E. Hooke's set makes the

Hollywood Ice Revue

(Continued from page 4)

—and she gives them full measure with duets and solos in five production numbers as well as her justly-celebrated *Hula*, which is always a show-stopper. The 10th *Hollywood Ice Revue* is another Henie evening with all the old flash, charm and precision. She is, by turns, the spirit of New Year's Eve, a befeathered sacrifice to some South American god, the sleeping princess of the fairy tale, a vanilla parfait out of a pastry shop, and a queen of the circus. The last should draw a special mention, since she has added a clever routine of imitation wire-walking on skates to her rep.

Star gets able assists from three partners in duet chores. Geary Steffen squires her in the New Year's item. Gene Theslof is the warrior who leads her to the sacrifice and Harrison Thompson is her dream prince of the fairy tale. They also team up in her support for the pastry shop number. All are smooth blade masters.

Comedy assignments are in the capable hands of Freddie Trenkler, one of ice-dome's top-drawer clowns. Trenkler uses his standard material with a bit of background refurbishing, and stops the show in its tracks with both appearances. He also scores in a comic bit as one of the trio of the Borden Cow family. John Farris and James Carter back him up competently in this one. Another duo, Gretle and Robert Uksila, contribute a burlesque dance routine which draws a fair quota of laughs but is strictly a swatch off the old bolt of comedy cloth.

Fritz Dietl is back again with his trick-stilt skates and also to team with James Carter in a slick rhythm duo. A young newcomer to *Hollywood* ranks, Rudy Richards, is sock with the customers at putting swing onto runners.

The ensemble is up to the standard of all Henie productions, which is saying something. They are a smooth-gliding lot of youngsters and Catherine Littlefield has patterned another set of exceptionally effective blade patterns for them. She has staged production numbers well up to the Littlefield par, with the possible exception of the closing circus sequence which lacks a sock finale climax.

Plenty of coin has gone into this latest edition. Katherine Kuhn must have turned in a walloping tab for costumes. Never has a Henie show been better dressed. Clothes are eye-poppers from the opening *Pink Lady* ballet all the way thru to the sawdust finale. The sets haven't come cheap, either, altho they have wisely been kept simple and make use of a background revolving stage. Props have been held to a minimum, which is all to the good, since it leaves the ice free for what it is intended—skating. Jack Pfeiffer and his band cut the show ably, pacing it for a smooth blending of all 20 numbers.

In sum, the 1947 *Hollywood Ice Revue* points for the success bracket which has earmarked all its predecessors. It's Henie, as good as ever, against a background of solid, colorful support—a blade-show combo which can't be licked. Troupe will play 17 performances at the Garden thru February 11, omitting shows January 31 and February 1 and 2.

Bob Francis.

most of limited library space to give the audience the flavor of a Hungarian restaurant interior.

Working with a \$90 budget and two-week rehearsal time, the production again proves the Equity Library Theater is a fine showcase for Broadway producers. Leon Morac.

BROADWAY SHOWLOG

Performances Thru January 25, 1947

New Dramas

| Opened | Perfs. |
|--|--------|
| Another Part of the Forest (Fulton) 11-20, '46 | 77 |
| Born Yesterday (Lyceum) 2- 4, '46 | 414 |
| Burlesque (Belasco) 12-25, '46 | 38 |
| Christopher Blake (Music Box) 11-30, '46 | 64 |
| Fatal Weakness, The... (Royale) 11-19, '46 | 70 |
| Happy Birthday (Broadhurst) 10-31, '46 | 190 |
| Harvey (48th Street) 11- 1, '46 | 448 |
| Iceman Cometh, The (Marlin Beck) 10- 9, '46 | 103 |
| Jean of Lorraine (Alvin) 11-18, '46 | 80 |
| Life With Father (Bijou) 11- 8, '39 | 2,025 |
| Little A (Henry Miller) 1-15, '47 | 13 |
| O' Mistress Mine (Empire) 1-23, '46 | 250 |
| Suspended until Jan. 10, 1947. | |
| Present Laughter (Plymouth) 10-28, '46 | 103 |
| State of the Union (Hudson) 11-14, '45 | 503 |
| Voice of the Turtle, The (Morosco) 12- 3, '45 | 1,164 |
| Years Ago (Mansfield) 12- 3, '46 | 63 |

REVIVALS

| | |
|---|-----|
| Androcles and the Lion and Found on Demand (International) 12-19, '46 | 23 |
| Cyrano De Bergerac (Barrymore) 10- 8, '46 | 127 |
| John Gabriel Berkman (International) 11-12, '46 | 17 |
| Henry VIII (International) 11- 7, '46 | 33 |
| Lady Windermere's Fan (Cort) 10-11, '46 | 120 |
| What Every Woman Knows (International) 11- 8, '46 | 18 |

Musicals

| | |
|---|-------|
| Annie, Get Your Gun (Imperial) 5-15, '46 | 283 |
| Beggar's Holiday (Broadway) 12-26, '46 | 36 |
| Bloomer Girl (City Center) 1- 6, '47 | 24 |
| Return engagement. | |
| Call Me Mister (National) 4-18, '46 | 327 |
| Carousel (Majestic) 4-19, '45 | 743 |
| Finian's Rainbow (48th St. Theater) 1-10, '47 | 19 |
| Oklahoma! (St. James) 2-31, '43 | 1,644 |
| Street Scene (Adelphi) 1- 9, '47 | 20 |
| Topitsky of Notre Dame (Century) 12-26, '46 | |

ICE SHOW

| | |
|----------------------------------|-----|
| IceTime (Center) 6-20, '46 | 303 |
|----------------------------------|-----|

OPENED

| | |
|---------------------------------------|---|
| Sweethearts (Shubert) 1-21, '47 | 7 |
|---------------------------------------|---|

Critics split five to four in favor of revival, with all giving hat toss to work of Bobby Clark. Yes: Robert Coleman (Mirror), Howard Barnes (Herald-Tribune), Brooks Atkinson (Times), William Hawkins (World-Telegram), Robert Garland (Journal-American). No: Louis Kronenberger (PM), John Chapman (News), Richard Watts Jr. (Post), Ward Morehouse (Sun).

CLOSED

| | |
|---|----|
| Big Two, The (Booth) 1- 8, '47 | 21 |
| Saturday (25) 12-25, '46 | 37 |
| Lovely Me (Coronet) 12-27, '46 | 23 |
| Saturday (25) 12-27, '46 | |
| Temper the Wind (Playhouse) Saturday (25) | |

COMING UP

| | |
|---------------------------------------|--|
| (Week of January 27, 1947) | |
| All My Sons (Coronet) 1-29, '47 | |

NEW YORK, Jan. 25.—Palladium, London, will return to a full vaude sked with American attractions, starting in February. House dropped its act policy when the war made it difficult to get performers to make up its customary 10-12 act format. During the war, and up to the present, theater played book shows. It's currently showing *High Time*.

Magic

By Bill Sachs

MAL-CARDO, after winding up his 12th engagement in three years at Helsing's Vodvil Lounge, Chicago, hustled his nifties by air to the Pre-Vue Theater Lounge, New Orleans. While at Helsing's, Mal Cardo had the pleasure of a visit from Mr. and Mrs. Cantu. . . Jay Marshall, trixster and emcee and son-in-law of the inimitable magic veteran, Al Baker, was a Magic-Desk visitor last week. It was there that he met Lester (Marvelo) Lake, and the two spent several hours together swapping yarns on their experiences while working with USO overseas. . . Tung Pin Soo (Al Wheatley) tops the bill at Cafe Burgundy, Detroit. . . Ralston the Magician recently lost his Cadillac bus and all equipment in a fire caused by a short circuit in the motor of his car. Ralston and his assistants escaped before the gas tank exploded spraying flaming gas over the show's equipment. . . The Great Jarvis, now playing theaters in Pennsylvania, is ringing in an occasional midnight spook show billed as Dr. Jarvis's Grave Diggers Party. Jarvis, who has just closed for the Basel Lasky Circuit, is sporting a new bus for hauling equipment. . . C. Thomas Magrum is still making school houses in Michigan. . . Society of Detroit Magicians has elected new officers for 1947 as follows: Dr. B. William McDougall, president; William A. Heisel, vice-president; Dr. Zina B. Bennett, secretary; George Cheatham, treasurer, and Al Zink, sergeant at arms. Society will hold its annual dinner at Hotel Fort Shelby, Detroit, March 8. . . King and Zorita, while displaying their mental dexterity at Club Continental of Hotel Jefferson, St. Louis, were visited by Bert Allerton, James C. West and Normal, Terry Lynn, the Johnstones, Bill Herrick, Merlin Eifert, Don and June Lawton, Jack Lippincott, Harlos Struss, Jack Schneider, and Ben Badley. . . In an ad in a recent issue of *The Newark* (N. J.) *News*, Harry W. Kessel, magician and army vet, offered to present 10 shows in exchange for an apartment. Kessel estimated the value of the shows at \$250. Up to this writing he has had no takers.

HARRY E. CECIL, the "world's worst magician," and his recently acquired bride left Cincinnati last week-end for Sunset Trail Ranch, Mesa, Ariz., where they will spend the winter. Sunset Trail Ranch is owned by Mark Barker, known professionally as Moxo the Magician. Apparently envious of Harry, Barker also took unto himself a bride in the person of Nena Dyer-Hurdon in New Mexico January 14. . . Ronald Haines, Cincy magus, has acquired the magic business of the late John Snyder Jr. in Norwood, O., adjoining Cincinnati, and will operate the same on his own. Mrs. Bess Snyder, who made the sale, is now resting in St. Petersburg, Fla. . . Sir Edwards and Connie open with their magic-mental turn for International Harvester Company at Princeton, Ky., February 3. Contract, made thru the Kay Kessler office, Indianapolis, runs for eight weeks. Sir Edwards is exploiting his turn with an attractive new two-color herald. . . As a means of an extra source of revenue to magicians, Bob Nelson, of the Nelson Enterprises, Columbus, O., is publishing a new book, *Magic as a Hobby*, designed to be sold by magicians to theater and school audiences. Nelson is offering the book with the magician's name on the cover and a full page devoted to the magician's photo and a biographical sketch. It is said to be the first time the extra-money-making service has been brought to the smaller magician. The book is loaded with the simpler tricks designed to make

Venezuela Ice Show Opens After Delays

CARACAS, Venezuela, Jan. 25.—After four postponements, Elizabeth and Fritz Chandler's Yank ice show, *Stars on Ice*, finally preemed here in a specially constructed theater seating 4,000, before President Romulo Betancourt and other high officials.

This is the first ice show to play here and postponements resulted from inability to make rink apparatus work in this city's tropical heat. An expert had to be flown from New York to get good skating ice.

Troupe had little rehearsal due to faulty ice. Personnel, tho recruited in New York, could not get together until arrival here. Show is smoothing out since preem and attendance is picking up. Press boomed show. Only three replacements in all will be made in the chorus line, new girls being flown from New York.

Mass. Bills Would Limit Work Hours; OK Race Segs

BOSTON, Jan. 25. — The Massachusetts Legislature is considering two bills of showbiz interest. One bill of general laws asks that work hours of women and children employed in private clubs, hotels and places of amusement, among other establishments, not exceed 52 hours in any one week, or a yearly average of 48 hours. Also, that the day's work not exceed nine hours, except in places of amusement, private clubs, and hotels where employment is determined by the department to be by seasons, and except in hotels where meals are served only during three separate periods totaling not more than seven hours in any one day. Should serving of meals be divided into two or more periods, work of woman or child must not exceed 10 hours a day in all.

Second bill provides that persons licensed by the State commission may allow radio broadcasts of racing programs upon approval of the commission. Press may be allowed, subject to commission approval, to send for exclusive use of press news items and results of each race after they have been declared official.

Mass. Legislature Gets Two New Bills Affecting Showbiz

BOSTON, Jan. 25.—Two bills, one dealing with showbiz censorship, are expected to be presented to the Massachusetts Legislature next week. First offered by Representative Quigley and still in committee, requires that "provisions be made by the board of censors in the department of public safety and by local censors to safeguard and protect the public against immoral, indecent and bad habit-forming suggestions in motion pictures and other forms of licensed attractions and in literature." This bill will affect legit, vaude and nitery acts as well as pix, insofar as it governs rules of conduct and morals.

Second bill, introed by Representatives Jordan and Rowan, denies the metropolitan district commission the right to control summer resort amusement places by rule or regulation beyond existing rights of control on Sunday operation.

Minn. Asks 18 Mil Tax

MINNEAPOLIS, Jan. 25. — Gov. Luther W. Youngdahl, in his budget message to the State Legislature last week demanded that the entertainment biz and luxuries supply \$18,000,000 of the State's biennial budget of \$109,000,000 (\$14,000,000 more than the present two-year expenditure).

the average interested citizen the life of the party at those bar sessions or family gatherings.

Burlesque

By UNO

JAI LETA mourning the death of Bumps, nine-year-old pooch she has had since he was a pup. . . Chuck Curtis replacing Ben Melton as house singer at the Empress, Milwaukee. Dolly Malone at the same house four weeks. . . Frank Cosgrove and Tom Ward, former show manager and comedian, respectively, have acquired the rights to a catalog of about 300 burly and other scripts, some of which were played by Bert Lahr, Bobby Clark, Fanny Brice, Eddie Cantor and the late W. C. Fields. Plan a service for comics. . . Dusty Reagan, singer-dancer, now at the Hudson, Union City, N. J., from Miami Beach niteries. . . The Two Victors, Miller and Parker, hand balancers, wound up six weeks of spot bookings on the Hirst Circuit to join the road tour of Sam Snyder's *Water Follies* in Des Moines on January 22. . . Murray Green and Elsa Lang back from three years of USO European tours. . . Merrill Sevier returned to the Hirst Circuit and the Fuller-Edward unit after attending the funeral of his dad, W. S. Sevier, pix house manager of Monette, Mo. . . Mack Herbert, former theater manager, is now a booking agent in Hartford, Conn. . . Carrie Finnell and Joan Lee are playing niteries in and out of Chicago.

DANNY JACOBS straighting for Billy Hagan at the Troc, Philadelphia. Replacing Jacobs in the Fuller-Edwards unit is Merrill Sevier. . . Dawn Brothers, whistlers, are hospitalized in Manhattan; Jack Murray at the French for X-rays for ulcers and Larry Raymond at the Wickersham for tonsil removal. . . Pat Powers, forced to leave a Hirst unit in St. Louis thru illness, now resting at home in Covington, Ky. . . Georgia Lee, after her contract with Hirst shows expires in six weeks, proceeds to Los Angeles to take up a dramatic course with legit intentions. . . Billy Ainslee, Tiny Fuller, Billy Hagan and Scratch Wallace comprise what is left of the putty-nose comics in the burly arena. . . Kirna Vokes, vocalist, in burly last season, now playing niteries in the East. . . Herbie Loe, who joined the Fuller-Edward unit in St. Louis last week, is grieving over the loss of a brother, Henning Irgens, dance director for *Laughing Room Only*, musical, who was killed in an auto accident in Texarkana, Ark., recently. . . Marius and Bob Best, who head concessionaires at the Empress, Milwaukee, plan to branch out as a carnival supply duo.

Nancy Hart returned to burly after nitery engagements at the Terris and Celebrity clubs, Milwaukee. . . Margie Lee, former strip, is cashier in the Warner Brothers' bowling alleys in Hollywood. . . Rita Cortez shares top billing with Hank Henry in a Hirst unit, with Mac Dennison, Joanne Malone, Conny Ryan, Sherri Everett, Jack Fitzgimmons, Bunny Hallow and Linda and Ravel, assisting. . . Mignon, international dancer, back in burly with the Binder and Rosen unit after three seasons in niteries. . . Phil Crawford and Nat Ozmon, house canaries, again switched, the former from the Hudson, Union City, to the Empire, Newark, N. J., and the latter back to his first love.

Norfolk Tax Take Off 125G

NORFOLK, Va., Jan. 25.—This city's 10 per cent amusement tax fell more than \$125,000 short of the estimated \$550,000 figure set up in the budget for the first year, according to City Auditor A. Preston Breeden. Thru November 30 the tax collections amounted to \$423,363.10.

733 Legit Houses Operating in Soviet

MOSCOW, Jan. 25.—Restoration of war-ruined theaters and the building of new ones has progressed until Russia has 733 legitimate theaters in operation, slightly less than in 1940. By 1950, the Soviet plans to have more than 900 in continuous operation.

One of the oldest of all Russian theaters, the Moscow Maly, celebrated its 104th anniversary this year. It premiered Cogol's famous *Inspector General*, and Griboyedov's *Wit Works Woe*, and recently has produced the new post-war plays of leading Russian playwrights, including *Front and Invasion*.

Theater has a branch in Leningrad which features repertory. Three new productions there this year are *In the Great Wide World*, a play by Paul Nalin about the restoration of collective farms wrecked by Nazis; *Students*, by M. Penkins and V. Dyakov, based on Moscow student life and Valentine Tikhonov's *Beyond the Kama River* concerning a small town teacher's life.

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Wanted at once. Day off. Short rehearsals. Wire or Write

PALACE THEATRE

Buffalo 9, New York

ELASTIC NET TIGHTS

Black or Suntan, \$7.50 Pr. Black Elastic Elbow Length Mitts, \$1.35. Elastic Opera Hose, black or suntan, \$4.95. Flesh Strip Pants, \$1.35. Bras, 75¢. Other accessories. Folder? Yes.

EVELYN ROWE

P. O. Box 293, Station G, New York 19, N. Y.

ALDRICH—C. H. (Pop), 70, formerly with the Bill & Vinson and J. George Loos shows, January 13 in Edinburg, Tex., of a heart attack. Burial in that city January 16.

ARGYLE—Richard, 48, retired legit and vaudeville actor, in New York January 16. He appeared in *Desert Song*, *My Maryland*, *New Moon*, *Song of the Flame* and vaude sketches. Quit the stage to write radio scripts and magazine articles. Survived by his widow, mother, two brothers and four sisters.

BENJAMIN—John S. (Jack), 67, widely known Northern Kansas showman, recently in Veterans' Hospital, Helena, Mont. Survived by his widow, Meda; two daughters, Dorothy and Aleva, and a sister, Mrs. Eva Harker.

BLANCHARD—Charles, 74, former vaude producer on the Keith-Orpheum Circuit for 25 years, in Los Angeles January 16. He became a Hollywood talent agent in 1928. At the time of his death he was retired. Burial in Hollywood.

DAVIDSON—Dr. Jim, 52, dentist and former circus operator, of Charleston, W. Va., of a cerebral hemorrhage January 17 in the Jackson Park Memorial Hospital, Chicago. With his brother, the late John W. Davidson, he operated the Davidson Bros.' Circus, and later, with John Hanly, they organized the Drake Bros.' Circus. Survived by his widow, Genevieve, and mother, Mary. Burial in Bridgeport, January 21.

DAVIS—Tommy, 60, vet concessionaire, January 23 in San Antonio. He has been with the E. B. Reed, Wortham and Alamo Expositions shows, and the past three years had toured with the John R. Ward, Victory Exposition and Goodman Wonder shows.

ELLIS—Ed, 80, former concessionaire with the Walter Savidge Amusement Company, January 12 at his home in Wayne, Neb.

FERRAGATTI—Guido, 46, New Jersey night club operator, in Atlanta January 17.

ERBER—Joseph, 70, veteran vaudeville house op and theatrical booker, January 14 in St. Louis. A theater owner and operator from 1906 to 1921 at East St. Louis, Ill., he started at the Dreamland and in 1907, introduced screen and stage double bills in his area. Eventually he controlled the Majestic and Avenue theaters in East St. Louis. Erber in 1920 built a theater at cost of \$500,000.

Edward C. Beatty

Edward C. Beatty, president, general manager and treasurer of the W. S. Butterfield Theaters, largest theater circuit in Michigan, died in his Detroit office January 21 of a cerebral hemorrhage.

He started in show business with the Gentry Bros.' Dog and Pony Show, where he was treasurer and publicity man for several seasons, then became advance man and company manager for a number of legit roadshows.

Later he managed the Hippodrome Theater, Lexington, Ky. Joining Butterfield some 33 years ago, he became general manager of the chain around 1922. Upon the death of Col. W. S. Butterfield 10 years ago, he became president.

Beatty was also vice-president of the Motion Picture Theater Owners' Association for many years and a member of the Lambs and Friars clubs of New York and the Variety Club, Detroit.

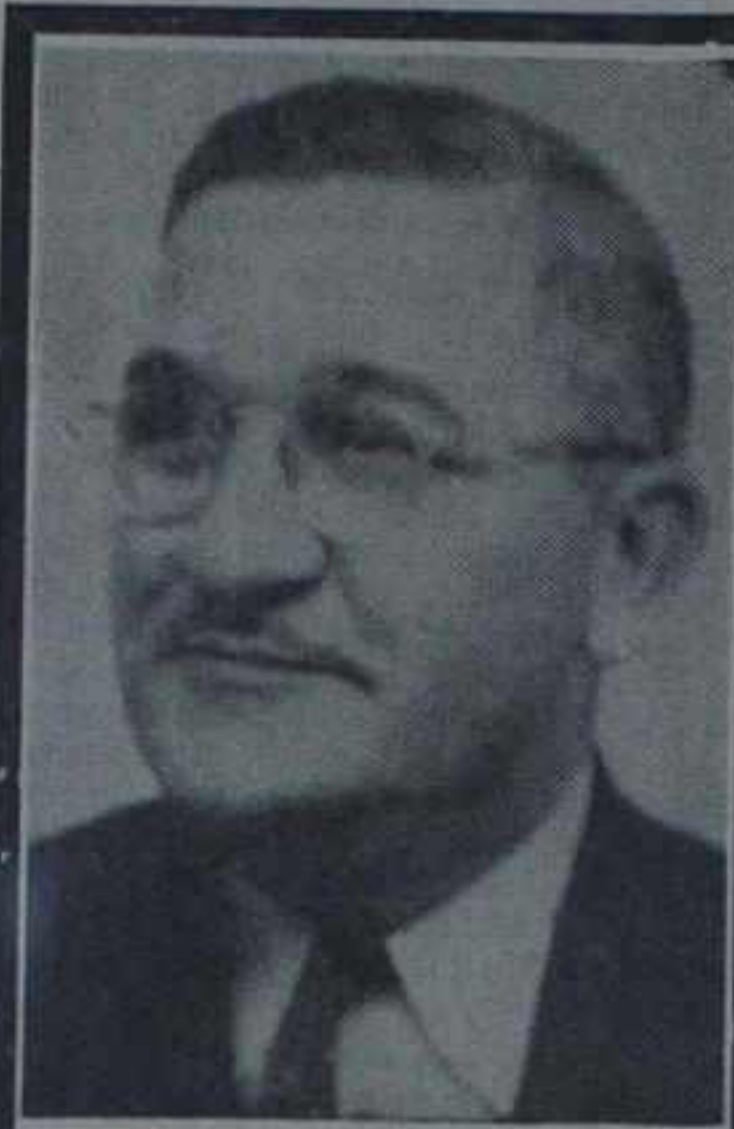
Survived by his widow.

Burial in White Chapel Mausoleum, Detroit.

THE FINAL CURTAIN

which he lost a year later. He then became a rep for the Orpheum Circuit and when vaudeville died, he became a booking agent in St. Louis. Before his death he served as relief manager of houses in the St. Louis Amusement Company chain.

FIELD—H. F. (Happy), 71, former circus trouper, November 16 in Hamden, O. Survived by a daughter, Mrs. John Haynes, Hamden.



In Loving Memory of My Husband ELMER DAY

Who passed away February 5th, 1945.
It's lonesome here without you,
And sad and weary the way,
Life has not been the same to me
Since you were called away.
Peaceful be your sleep, beloved,
'Tis sweet to breathe your name,
I loved you very dearly in life,
In death I do the same.

MRS. ELMER DAY

HUNT—Maye, 61, former musical comedy actress, in Auburn, N. Y., January 17. She appeared in the *Ziegfeld Follies* and other Broadway musicals. Survived by her husband, Dr. Edmund J. Larkin.

HUTCHENS—Mrs. Estelle, wife of John T. Hutchens, owner of Hutchens's Modern Museum, January 22 in Houston of a heart attack. Mr. and Mrs. Hutchens were en route to their home in Cassville, Mo., from a visit in California. Services in Cassville January 26, with burial in Oakhill Cemetery there.

HUTTON—Emmett, superintendent of concessions at Kansas State Fair, in Hutchinson January 21. (Details in Fair Section.)

IN MEMORY OF MY LATE HUSBAND

JOE GALLER

Who passed away Jan. 27, 1943
JOSEPHINE AND FAMILY

JORDAN—Mrs. E. Ross, 70, wife of the veteran general manager of the Georgia State Fair, Macon, unexpectedly in Miami January 21. The Jordans went to Miami several weeks ago when the husband started work on the Miami Shrine Fair, spring annual. Mrs. Jordan had been in failing health for some time but her condition had not been considered critical. Her husband, two sons, E. Ross Jr., Miami, and E. Mac Jordan, Macon; a daughter, Mrs. E. A. Smythe III, Hendersonville, N. C., survive. Interment in Macon.

KAPLAN—Philip L., head of the Theatrical Advertising Company, Detroit, for 30 years, suddenly in that city January 14. Survived by his widow and five children, includ-

ing Dave, partner with his father the past several years.

KELSO—Fred, 67, former concessionaire, general agent and carnival owner, January 12 in Texarkana, Ark. He was formerly with De-Kreko Bros., Clarence A. Wortham and C. R. Legette shows, and for several years operated his own shows in Texas.

KLIVES—Otto F., 80, theatrical show manager, in Brooklyn January 21. For many years he was with the Columbia and American Burlesque circuits. Survived by his widow, Lucy, former actress, and two sisters. Burial in Calvary Cemetery, Toledo.

KNEELAND—Mrs. Dell S., 85, mother of Ray S. Kneeland, well-known Western New York talent agent and booker, January 21 at the Allison Nursing Home, Buffalo. Besides her son she leaves a sister, Mrs. Arthur Koehler. Services at Lockport, N. Y., with burial at Cold Springs Cemetery, that city.

KOBEL—Barney, 55, projectionist at the Capitol Theater, Detroit, for many years, suddenly, January 14 in that city. He was a member of IATSE Local 199 for 32 years. Survived by his widow and a brother, George, operator at the Motor City Theater. Interment in Grandlawn Cemetery, Detroit.

LEWIS—Mrs. Mary Farley, retired British actress, in Larchmont, N. Y., January 20. She spent most of her life in America, for 15 years appearing in comedy roles in Broadway productions and on the road. Survived by her husband, Benjamin, two daughters and a brother.

LITTMAN—Yetta, wife of Abraham Littman and associated with him in operating the former Littman People's Theater, Detroit, Yiddish stock company, in Detroit January 15. She was formerly on the stage in Europe. Survived by her husband. Interment in Chesed Shel Emes Cemetery, Detroit.

MARABLE—Fate, 56, veteran Negro steamboat maestro, January 17 in St. Louis. Marable, who headed jazz bands for 34 years on Mississippi River boats, spent the past five years in St. Louis. He was responsible for the development of many name Negro musickers. Survived by his widow, Isadora, and three children, Fate Jr., William and Isadora, all of Pittsburgh. Burial in Paducah, Ky.

MARION—Herbert (Burt), former vaudeville performer and songwriter, in New York January 21. He was featured performer in dancing and comedy acro acts from 1892 to 1920. Retired several years ago.

MARSHALL—James, 54, house manager of the Apollo Theater (125th Street, New York), in that city January 11. Formerly a tap dancer, he managed theaters of the Leo Brecher chain before going to the Apollo.

MCDUGAL—John T., 27, demonstrator, of Kirkland, Wash., recently. His body was found in Lake Washington off Yarrow Point, December 20. He had been missing since November 28. Survived by his widow, Marjorie.

MURRAY—Amy, 82, singer, author and poet, in Philadelphia January 13. She was noted as an authority on Gaelic ballads and was an active worker with the Washington Square Players and the Theater Guild of New York in their early days.

PENFRASE—Mrs. Georgia Park, 78, former concert cornetist, in New York January 18. She was a member of the Park Sisters, internationally known cornet quartet which toured the United States, England and France.

PETOLETTI—Carl, well-known European horse trainer, in Berlin recently. He had been associated with leading European circuses for many

years, including the Hagenbeck, Krone and Sarrasani circuses.

PLOGSTEDT—Mrs. Lillian Tyler, pianist, organist and former music critic for *The Cincinnati Post*, January 19 in the Methodist Home for the Aged, Cincinnati. She was active in Cincinnati music affairs as a teacher, composer and critic and for 30 years was organist for the Cincinnati May Festival. She wrote reviews for *The Post* for more than 30 years. Among her compositions were several widely known concert songs, and with the late Lee Ach, she wrote several light operas. Services in Christ Church January 15 with burial in Spring Grove Cemetery, Cincinnati.

PROSSER—Lawrence, former partner in the act, Prosser and Diamond, at his home in Des Moines December 23.

QUIGLEY—Thomas J., 70, singer, who was with the original Murphy and Gibson minstrels at the Atlantic City Steel Pier and for many years on the Keith and Orpheum vaude circuits, in Washington December 10 of a heart attack. He was manager for M. Witmark & Sons, Chicago music publishing company, for 30 years, and also was a member of the Showfolks of America. Survived by a daughter, Helen; four brothers, Robert, James, John and Walter, and four sisters, Kathryn, Mrs. Margaret Reiff, Mrs. Marie Price and Mrs. Marion Starrs. Burial in Holy Cross Cemetery, Philadelphia.

REPASS—Charles, for 17 years manager of the Crown Theater, Hartford, Conn., in that city January 21. Known as the dean of theater men of Hartford, Repass, who spent 40 years in the theater, was associated with Harrison Harries.

IN MEMORY
Of Our Beloved Husband and Brother
EARL G. SHEAHAN
Who went back to God Jan. 31, 1945.
Loving Wife, BERTHA.
Sisters—
BETTY Bammel—VAL PETERSON.

ST. JOHN—Nelson B. (Bert), 32, veteran dramatic manager, January 14 in Oakland, Calif. Entering show business in 1885, he was associated with the old Stair-Haviland Circuit and later the B. C. Whitney theater interests in Detroit. He also managed the Philharmonic Auditorium, Los Angeles, and the Municipal Opera, Oakland. He was manager, among others, for Mary Pickford, the Gish sisters and Helen Hayes. In 1925 retired from the road to become dramatic director of the Detroit Masonic Temple and directed the Chautauqua and other activities at the Scottish Rite Cathedral, retaining that post until his retirement three years ago. Survived by his widow. Body was cremated, with interment at Petoskey, Mich.

IN LOVING MEMORY Of My Husband, Troupers and Pal

Byron J. Spaun, Sr.

Who passed away Dec. 14, 1946

Catherine Spaun

Byron Spaun, Jr.

Florence Spaun Barton

SMITH—Hyman, father of Bill Smith, night club-vaudeville reporter on *The Billboard's* New York staff, in Forest Hills, L. I., January 20.

Communications to 155 No. Clark St., Chicago 1, Ill.

They Scramble at Mich. Confab

Donaldson Leases Mobile Prop. for Amusement Spot

MOBILE, Ala., Jan. 25.—Bert Donaldson, veteran carnival and concession operator, has leased a 500-acre tract of land, adjoining Brookley Air Field in the southern part of the city, for a park. Plans, Donaldson says, include a half-mile race track, surrounding a man-made lake, and midget races. He will rent the property for the annual Gulf Coast Fair or any fair or carnival wishing to play Mobile.

With the city taking over the old Arlington fairgrounds, Donaldson now will have the only park in the city.

Donaldson also plans to purchase two large hangers from the army or navy, which, he says, will be used to house carnivals that wish to winter here.

The veteran carnival op also has leased a lot from Sam Powe on downtown Davis Avenue. He plans to operate rides and concessions and a few shows during the Mardi Gras, February 10-18.

Big One Gets 14 Air-Conditioned 82-Ft. Sleepers

SARASOTA, Fla., Jan. 25.—Fleet of 14 show-owned, air-conditioned sleeping cars, the first in the history of showbiz, arrived here Friday (24) at winter quarters of the Ringling Bros. and Barnum & Bailey Circus.

Unused hospital cars, each 82 feet long, were purchased from the U. S. government. They will be remodeled to meet circus requirements, according to James A. Haley, circus president, and will replace most of the old sleeping cars on the Big One.

Built by the American Car & Foundry Company, the cars were brought here from New York, where Tommy Thomas, show's new traffic manager, had arranged for their departure. Circus also holds option on an additional 11 cars, which are now on the West Coast.

Plans Are Completed for McCandlish 1947 Awards

PHILADELPHIA, Jan. 25.—A. R. McCandlish, president of the McCandlish Lithograph Corporation, of Philadelphia, announces plans are complete for the McCandlish awards for 1947, 24-sheet poster design contest. Subject is, "Any Soft Drink."

This year's awards total \$1,350 in cash prizes, first prize of \$1,000, second prize of \$250 and third prize of \$100. In addition to the cash awards, there will be honorable mention certificates given.

Jury includes Norman R. Backus, Coca-Cola Company; A. T. Blomquist, J. Walter Thompson Company; Walter Geoghegan, Calkins & Holden; Howard Scott, artist, and Mark B. Seelen, Outdoor Advertising, Inc.

150,000 Jam Denver Combo As Records Go

Sellout Before Doors Open

DENVER, Jan. 25.—Forty-first annual edition of the National Stock Show, Horse Show and Rodeo, which closed here Saturday (18), eclipsed all previous records. Event was a sellout for spectators and exhibits before show opened Friday (10).

John T. Caine III, show manager, said the final count should show more than 150,000 paid 65-cent gate admission. This would top 1946 by 20,000.

The stadium, seating 4,439, with matinees at 85 cents, night shows at \$1.10-\$2.20, were sold out before show bowed. Stands numbered about 1,500 at each performance.

Entries Hit High

With over 10,000 animals shown, new record highs were set for Hereford (674) and Angus (537) cattle entries. Sheep entries, totaling 266, also set a new high.

Previous sales records were shattered by over a million dollars when \$5,750,000 changed hands, with the sale of 90,576 animals. Biggest single auction—sale of 300 carloads of feeder cattle—set a new record of \$1,500,000 in one day. Sales in Lamont Pavilion were watched daily by 2,000. Grand champion steer went at \$3 per pound and an eight-month-old calf sold for \$27,500.

Show needed no more publicity to grab customers, but got plenty when 29 steers escaped from a stockyards corral Saturday (10) and roamed streets, several in the downtown area. Amateur cowpokes had a field day until the last one was captured some 10 hours later.

Lee Gets Top Money

Top money of the rodeo went to Cotton Lee, Fort Sumner, N. M., \$2,137, all won in calf roping events. Second money, \$1,738, was taken by Wag Blessing, Glendale, Calif., for bronk and Brahma bull riding. Troy Fort, Clovis, N. M., won third with \$1,575 in calf roping. Ken Roberts, Strong City, Kan., was fourth with \$1,513 won in bronk and Brahma bull riding. Saddle bronk riding won \$1,402 for Bill Hancock, Roswell, N. M., and Charles Colbert, El Reno, Okla., took \$1,340 for bulldogging. Rodeo events were judged by Gerald Roberts, Phoenix, Ariz., and Verne Meeks, Big Piney, Wyo., both of whom are recuperating from injuries suffered in rodeo competition last year. Rodeo was directed by Verne Elliott.

New features were John Lindsey's trained bull, Iron Ore, and Dick Griffith with his car-jumping act while astraddle a pair of horses. Trick and fancy riding were shown by Tod Lucas, Fort Worth; Fay Blessing, Bell, Calif., and Don Wilcox, of Tulsa, Okla. Stadium clown acts were furnished by George Mills, Pueblo, Colo., and Jasbo Fulkerson.

Horse show feature was the showing of Agab, Arabian horse owned by M. Paul Valty of Casablanca,

7 Robbers Get 50G In Coney Holdup

NEW YORK, Jan. 25.—Seven masked robbers stuck up Silvers' Baths, in Coney Island, early this morning and escaped with cash and jewelry estimated at \$50,000. This included the contents of 150 individual strong boxes containing money and valuables belonging to patrons in the establishment and \$1,000 taken from the cash drawer.

Silvers' Baths, located on the Boardwalk, between West 23d and West 24th streets, is one of the largest bathing establishments at Coney Island, catering to year-round business with a four-story building equipped with Turkish and Russian baths and solarium and an adjoining building, closed at present, which serves as bathhouse during the summer. Morris Goldberg, the owner, is in Florida.

N. J. Appeals Court Voids Sales Tax in Atlantic City

TRENTON, N. J., Jan. 25.—Judgment handed down last week by the New Jersey Court of Errors and Appeals held Atlantic City's 3 per cent sales tax, imposed from May, 1945, to June 1946, unconstitutional.

Tax was created thru an act of the New Jersey Legislature in 1945 to aid Atlantic City in financing repairs to beach-front facilities, damaged by the hurricane of September 14, 1944. During the period in which the tax was levied, it brought the city a total of \$2,100,000, but was fought by a group of Atlantic City store owners and Boardwalk concessionaires, headed by Mrs. Luella Koons, jewelry store op.

Yesterday's ruling was based on findings made by Supreme Court last June, which held that the wording of the tax act restricted its application to Atlantic City, and therefore violated the constitutional prohibition against special legislation.

Trefflich Bird, Animal Co. Plans to Remodel N. Y. Plant

NEW YORK, Jan. 25.—Plans were filed yesterday for alterations to the offices and storerooms of the Trefflich Bird & Animal Company, on Fulton Street, in Lower Manhattan.

Trefflich is a leading importer and dealer in wild animals in New York, and business since the end of the war has increased to such a volume that more space is required for the clerical staff and for the cages of birds, monkeys and other small animals quartered in the building.

Trenton's Ban on Street Sound Trucks Gets Okay

TRENTON, N. J., Jan. 25.—A city ordinance banning use of sound trucks for promotional purposes on the streets here was sustained December 30 by the New Jersey Supreme Court.

Appeal was brought by a labor union representative and the vote of the three justices was 2 to 1.

North Africa, and another Arabian, Monsieur Zab, owned by Mrs. Glenn-Stewart, Evergreen, Colo.

Fair Manager Yet Unnamed

Five shows in bidding for
State fair contract—more
will be spent for big prize

By Pat Purcell

DETROIT, Jan. 25.—Kim Sigler, Michigan's new governor, hasn't appointed a manager for Michigan State Fair, so a flock of folks in the carnival business wasted a lot of money attending the 62d annual convention of the Michigan Association of Fairs at the Fort Shelby Hotel here Monday and Tuesday (21-22), and another bundle will be unloaded before the issue is settled, according to present indications.

Five major organizations—Al Wagner's Cavalcade of Amusements, Endy Bros.' Shows, Johnny J. Jones Exposition, John R. Ward's World's Fair Shows and the Floyd E. Gooding Amusement Company—were on hand to bid for the revival of the annual, and the majority of representatives were well supplied with lettuce to entertain all and sundry who might have anything to do with the letting of the contract.

There were so many rumors as to what may happen to this Michigan State Fair that it was all very confusing—but the majority seem to think there will be a fair for sure next fall, and the carnival landing the contract will have snatched a prize plum. The latter reasoning is logical, as every major revival of 1946 hit the golden jackpot, and there are a lot of folks in Michigan with enough folding money to make for a record gross.

Gooding May Step Aside

Of the five contestants, the only one who showed signs of being willing to step aside as the result of the delay was Floyd Gooding. He admitted he would like to add this select morsel to his already hefty route, but he was fearful further delay might embarrass clients he has been serving for some 25 years.

"Our organization has supplied midway attractions at Ohio annuals Labor Day week for a quarter of a century and I am sure they would not object to our stepping out at this time if we were to improve our position in the amusement world, but further delay might make it difficult for them to get suitable attractions, and I do not intend to embarrass them," Gooding said.

This does not mean he is still not a contender in this Michigan derby, but the delay has caused him to chill a trifle.

Governor Sigler, whose message to the State association indicates he is anxious to see the annuals keep up their good work and to improve that work as much as possible, might have saved himself considerable trouble had he seen fit to take up the State fair business immediately after taking office, as he is sure to be hounded by agents, politicians, legal adjusters, etc., until the contract is officially let. Of course, a lot of these fellows won't get in to see him, but (See Detroit Meeting on page 41)

SELLOUTS FOR POLACK IN FLINT

Variety Marks 1947 Edition

New bull act shares acclaim with Loyal, Ericksons, Malikova and the Five Willys

By a Staff Correspondent

FLINT, Mich., Jan. 25.—Polack Bros.' Circus closed a five-day engagement under Shrine auspices at the IMA Auditorium Thursday (23), which has been written into the record books as the most successful of its type ever presented here, both from a financial and artistic viewpoint.

Show opened with a Sunday matinee to a turnaway, and each of the succeeding nine performances were complete sellouts. Sam P. Ward, who handled the promotion, announced Sunday afternoon every reserved seat was sold before the opening, and, as schools were closed, the underprivileged children's tickets more than took care of the matinees. Auditorium has a normal capacity of 4,400 and more than 1,500 seats were placed on the arena floor and stage.

Irv J. Polack unraveled the string from his bankroll in building this new edition and he has enough variety to satisfy all types of circus customers.

Outstanding was the job done by Cheerful Gardner, assisted by Spencer Huntley, in working the four elephants into a smooth running routine. There is quite a contrast in the sizes of the two left from the old Powers act and the two little ones purchased a year ago from Mrs. Laura Anderson, but the quartet worked fast without too much prodding. Irene Lafferty fronted the act.

Other New Features

Giustino Loyal, with Ringling-Barnum last year, presented his new riding act, and it was adequate, indeed. Giustino carries the bulk of the load, and indications are it will be a sock act with a little more seasoning.

Of the new features this year, the Ericksons, hand balancing; Malikova on the high wire, and the Five Willys, jugglers, were standouts, while the Borza Kids, son and daughter of Charley Borza, have reached the hit stage and were prominently spotted after the intermission.

Of course, Adriana and Charly, trampoline, a repeater, stopped the show. Harold Voise, added for this date, closed the program with his pleasing flying act. For details and personnel, see *The Billboard* January 25 issue.

3 New Sleepers for Dailey; 6-Pole Big Top To Be Used

CHICAGO, Jan. 25.—R. M. Harvey, general agent for Dailey Bros.' Circus, revealed here this week he was recently in Louisville, where he bought three coaches from the L. & N. Railroad for the show. Cars will be converted into sleepers at the show's Gonzales (Tex.) winter quarters to replace three previously used. Harvey also said Owner Ben C. Davenport is committed to a six-pole big top for 1947. Additional middle pieces are to be 40's and center poles will be 10 feet higher than last year.

Line-Up of Talent With Circuses Currently in Britain and Europe

LONDON, Jan. 25.—Circus fans throught the British Isles and Ireland this season have been offered pre-war standard circus programs during the holiday weeks. In addition to the Bertram Mills Circus and Fair in London's Olympia exhibition hall (*Billboard*, December 28) several other important holiday circuses, running from four to six weeks, are under way in other big cities of the isles. Outstanding shows include those in Manchester, Glasgow and Belfast. While few American acts are to be noted, an extremely large number of standard circus and animal acts from the various countries of continental Europe are on the bills.

Particularly strong on imported animal acts is Belle Vue's International Circus, in Manchester, which opened December 21 for several weeks' run, with Houcke's Bengal tigers, Trubka's comedy bears, Cooke's ponies, Miaz dogs and the giant pythons of Aicha Ben Ahmed's Indian Dancers. Circus acts on the bill include the Victoria Troupe of cyclists (recently in America); Jose Moreno, wire; Three Austins, comics; the Dagenham Girl Pipers (at the New York World's Fair, 1939); Six Dubinskys, Four Scotts and a large group of clowns. George Lockhart, for many years in charge at the Blackpool Tower Circus, is ringmaster, and the circus orchestra is under the baton of Bonelli. This is the 18th holiday circus put on at Belle Vue.

Christmas circus season at the Royal Hippodrome Circus in Belfast, Northern Ireland, also presented a good bill, with the Flying Lubins, Anna Varina's horses, Babu Rao & Brother, wire walkers, Adamsky's bears, Five Olanders, Wimpy, famous clown, and the American roller-skaters, Downey & Daye.

Kelvin Hall, in Glasgow, Scotland, offers good holiday bill but is light on foreign importations. On the program are a pair of Danish clowns, Nico and Alex; Chessington Zoo elephants; Mrockowski's horses; Ricardo, tight wire; Metila & Wicons, perch; Three Oxfords, comedy bike act; Gordon & Lester, trampoline, and Harry Carre, high-school horses.

Cirque Royal in Action

BRUSSELS, Belgium, Jan. 25.—The Cirque Royal, indoor arena, is presenting the Mikkenie-Strassburger Circus, featuring the Zoo Circus elephants handled by Gosta Kruse, and Tummen's lions. Also on the bill are Elly and Karel Strassburger, horse number; Sobbot and his pigs; Vigo Benny and his chimp, Gubi; Teddy Strik, illusionist; Bradford Troupe, Little Viola and Partner, Two Conrads, and the clowns, Pipa and Rhum.

Mikkenie Runs Indoors

AMSTERDAM, Holland, Jan. 25.—Frans Mikkenie is presenting the big Swiss National Circus Knie here, indoors, for a six-week run ending January 31. Knie, the leading tent circus of Switzerland, features big wild animal and horse numbers, most of which are handled by members of the Knie family, and usually these acts are farmed out during the winter to indoor circus operators throught Europe, this being one of the few

times the circus as a whole has been presented outside of Swiss territory.

Among the circus acts on the Knie bill are the Raspini Troupe, equilibrists; Raspini Junior, juggler; Tirana, aerialist; Andreff & Luzia, acrobatics; Trubka's tigers; Fredy Knie, high-school horse; Knie's chimpanzees; Gerda and Fred Petoletti, Liberty horses; Rolf Knie and Frederico Oehme with the Knie elephants, Cavallini Bros. and Andreff, clowns, and several additional animal acts. Ringmaster is Alfred Smith. Show carries one of the largest menageries in Europe.

Cirque d'Hiver

PARIS, France, Jan. 25.—Cirque d'Hiver, indoor circus, is featuring Bouglione horses and animal acts. Other numbers billed are the Zollingers (3), aerial; Four Atlas, acrobats; Rover & Company, wire walkers; Toba Trio, trampoline; Seven Molinoffs, medley; the Brahims, tumblers, and the Three Brux.

Circo Price in Madrid

MADRID, Spain, Jan. 25.—Circo Price, indoor arena, is presenting good circus program featuring the Fratellinis, clown trio; Four Lazanas, aerial; Albert Carre, horses, and Arthur Reinsch, jockey.

Suits Against 101 Ranch On Trial in Los Angeles

LOS ANGELES, Jan. 25.—California Circus Corporation, operator of the 101 Ranch Wild West Show, is defendant in four suits brought to trial here Wednesday (15). Plaintiffs, Mrs. Adeline Stone, Mrs. Concepcion Cano, Mrs. Sadie Smollen and Theodore C. Wilson, charge they suffered facial and chest injuries at San Pedro, Calif., March 15 when a staged battle between a circus cowboy and an Indian turned into a real battle for them. Buckshot from a supposed blank cartridge peppered them while they were attending the performance, it is claimed.

Each plaintiff demands damages of \$50,000 and medical expenses. Suits are being heard by a jury in the court of Superior Judge Ruben S. Schmidt.

Sarasota Happenings

By Walter D. Nealand

SARASOTA, Fla., Jan. 25.—With ideal sunshiny weather—a few showers now and then—an average 80-degree temperature, this beautiful city is the winter home of hundreds of circus and carnival showfolks.

Much activity in the Ringling Bros. and Barnum & Bailey winter quarters where the working crews are readying the Big Show for the 1947 tour. James and Aubrey Haley, George W. Smith, Ed Kelly and others of the staffs are working out the preliminary details of the program. Arthur Hopper is back here after vacationing in near-by Fort Myers, and Judge Herb DuVall and wife are at the John Ringling Hotel. Others here for the winter are Pat

Work Is On at Sparks W. Q.

John White breaking domestic stock as equipment is readied for March tee-off

VENICE, Fla., Jan. 25.—This beautiful little city of 1,000, situated 18 miles south of Sarasota on the Gulf of Mexico, is proving ideal for winter quarters of the Sparks Circus. Quarters are located on U. S. Highway 41 in three of the large buildings of the former army air base. Favored by excellent weather, work is progressing rapidly.

Dennie Helms, general superintendent, has a large crew at work in the shops. P. A. McGrath, trainmaster, has work on the sleepers almost completed, and the painting of cars and equipment has begun. One of the steel flat cars, with four of the new steel and aluminum streamlined wagons built by the Lewis Diesel Company, of Memphis, arrived recently, and the remainder of the cars and wagons, light plants, etc., will reach here around the first of February.

New Canvas Arrives

A complete new spread of forest green canvas, including big top, menagerie, Side Show, cookhouse and stables, arrived recently from the U. S. Tent & Awning Company, Chicago.

John White, veteran animal trainer, is busy in the ring barn, breaking a string of leaping greyhounds, two pony drills, high-school horses and troupes of pigs and Angora goats. Mrs. White is supervising the wardrobe department.

Marshall L. Green, general agent, is lining up the route for the season, which is to open early in March. John Staley will be the new cookhouse steward. Henry Kyes will be this year's bandmaster. Pete Kortez will have the Side Show, with Roy Jones as manager. Ernie Burch will be producing clown. Arnold Maley is in charge of the business office.

Visitors in W. Q.

Recent visitors in quarters have been James A. Haley, Ed Kelly, Merle Evans, Frank Morrissey, Eddie Callahan and Herb DuVall, of the Big One; William M. (Bill) Breese, general agent of the Buck Owens Circus; James DeForest, general agent of the Florida Blossoms tent show; Floyd King and Harold Rumbaugh, co-owners of King Bros.' Circus; Doc Hall, superintendent, and Mrs. Hall, of the King show; Howard Ingram, owner, and Bernie Smuckler, general agent of the Florida Amusement Company; Tom Kennedy, concession manager for Bush and Laube, located in St. Petersburg, Fla., until the season's opening; Milt Robbins, Side Show manager of Dailey Bros.' Circus; Frank Ellis, Fred and Ella Bradna and the Wallenda family.

Among troupers now in quarters are Gilbert and Lillian Wilson, Dim and Connie Wilson, Ernie Burch and Elmer Lindquist.

Valdo, Merle Evans, Frank Morrissey and Eddie Callahan. Mrs. Charles and Bob Ringling are vacationing at the Ringling mansion here.

Thomas Heads North

J. C. (Tommy) Thomas, traffic manager, arrived and after a conference (See *Sarasota Happenings*, page 56)

Henie in Gainesville Film
GAINESVILLE, Tex., Jan. 25.—Marshall Grant & Associates, Hollywood, have announced the signing of Sonja Henie and Jack Haley, dancer, to take the leading roles in the movie, *Gainesville, U. S. A.*, a semi-documentary film to be built around the history and activities of Gainesville Community Circus.

Dressing Room Gossip

Eagles

HUNTINGTON, W. Va., our third week, and business started off with a bang. The weather man has thrown about everything in the book at us—rain, sleet, snow, ice and 40-mile gales.

Captain Ferguson, dog trainer, whose home is near, has been on hand at nearly every show. He even has Don McCullough leading a trick pooch on a leash. We all looked forward to hot biscuits and chicken Mrs. Ferguson was preparing for us Friday.

Backstage scenes: Billie Burke and Huffy Hoffman planning a new gag. Lew Henderson presiding over the many Bailey folks in their special corner. Thais Knowlton sewing hooks and eyes with a vengeance. Coy Lee walking up and down like Mickey Mouse, trying to figure a way to deflate his buxom charges. Pauline Heerdink and Billy Henderson forever trying new hair styles. Princess, the Great Dane, looking sadder because her new act was unappreciated. Tiny Morris wondering what to do with those crispy burned pumps. Maybell Miller being very nonchalant to all ribs. Peggy Henderson answering her fan mail. Eddie Billetti keeping up the morale.

'Tis rumored the members of that secretive One Per Cent Club paid their initiation fees and received pretty blue membership cards.—DOLLY JACOBS.

Buck Owens

Business has been good, but this stand in Florida is about to get us all down. All Irma Lee does every morning is wait for someone to pull her out. The Fraziers had some tough luck when a wheel came off their truck and the whole side was torn out.

We've been having distinguished visitors lately. Merle Evans, bandmaster of the Ringling show, and Henry Kyes, bandmaster of the Sparks Circus, cut up jackpots with our own band leader, John Dusch, and members of this excellent band. This is the finest bunch John has had all season—only eight, but such musicians as Carl Berggren, Oliva LeBoeuf, John Hernandez, Spooks Birckett, George Gardner and Mildred Welbes.

Other visitors included Mr. and Mrs. Arnold Maley and Mr. and Mrs. McGrath, of Sparks; Mr. and Mrs. Carl Wallenda and party; Arthur Leonard, transportation manager of Mills Bros.; Louis Grabb, calliope player from Dailey Bros.; Neal McCrea, Janie and Ray Guyer, Mr. and Mrs. Ethridge and Virginia DeKohl.

The Welbes purchased a monkey act, and daughter, Dorothy, is doing a fine job working it. They also purchased a station wagon to transport the act, but one day everything in the book happened to them and it (See BUCK OWENS on page 56)

UNDER THE MARQUEE

Allan Lester, of the R-B press staff, returned to his home at Roseville, O., when *Dream Girl* ended its road tour.

Key man on any circus is one that is so busy that he can't be located.

Tige Hale has a small band with the Bradley & Benson Circus until the Wallenda Circus opens.

Recent razing of the old North Opera House at Ashtabula, O., recalled the time in the spring of 1893 when the Walter L. Main Circus played in that building because the showgrounds were under water.

Everett (Curly) Bridgeman, recently discharged from the army, is now in the Special Agents Department of the Railway Express, Cincinnati. He was formerly with the Sparks and Ringling-Barnum shows.

Those are interesting sound effects they have around every winter quarters, which are buzzing with rumors.

Karl L. King, whose name has long been associated with circus band music, is conductor of the Fort Dodge (Ia.) Municipal Band. Sunday afternoon concerts are given in the high school auditorium once a month.

When Mills Bros.' Circus closed last year, Carl E. Fraser returned to Buffalo where he has been editing a weekly newspaper, *Veterans' Voice*. . . . Billy Pape and Renee played Tampa with Larry Sunbrock's Thrill Show. The next spot will be the Largo (Fla.) Fair January 28-February 1.

In circus biz, portal-to-portal pay would probably be from marquee to marquee while sleeping in berths on the runs.

En route from the Cleveland Arena Circus to the Worcester (Mass.) Grotto Circus, members of the Ward-Bell Troupe were guests of Mr. and Mrs. Ernie Wiswell at their home in Erie, Pa. The Wiswells will spend a

brief vacation in Florida before playing the Minneapolis Shrine date for Edna Curtis. The Ward-Bell Troupe will play indoor dates at Louisville, Cincinnati and Minneapolis.

The Flying Zacchins (Dwina, Eddie and George) appeared for the first time in their home-town, Tampa, when they were on the program of the recent rodeo at Tampa's Phillips Field. Chester (Bobo) Barnett was also there. . . . Horace Moses, director of the public library at Mobile, Ala., is a former clown and was subject of a recent Sunday feature in *The Mobile Press-Register*.

Dangers around a circus at set-up time can be judged by any trouper who has unthinkingly backed into a stake driving crew swinging sledges.

Howard Marshman writes from Huntington, W. Va., he'll have the following men working publicity for the 75th annual Bayard (Ia.) Horse Fair; Al (Curley) Young, director; John (Paterson Slim) McLean, Frank (See Under the Marquee on page 56)

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7—GIANT BENGAL TIGERS—7

With Mable Stark

Also

8—MAGNIFICENT MALE LIONS—8

WIRE WALKING LION ACT—GIANT MALE RACING CAMELS—ELEPHANTS, ETC.

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4-H BATTLE LOOMS IN MICH.

Row Foreseen On Club Show

Annuals set to resist college bid to retain feature—want it returned to State fair

By a Staff Correspondent

DETROIT, Jan. 25.—A resolution to make a determined fight for the return of the State 4-H Club Show to the Michigan State Fair (if and when it is revived) and a repeated request for the elimination of federal amusement taxes on State and county agricultural fairs were the highlights of the 62nd annual convention of the Michigan Association of Fairs at the Fort Shelby Hotel here Monday and Tuesday (20-21).

When the war closed the Michigan State annual, the 4-H Club Show was continued under the supervision of Michigan State College at East Lansing, and it seems the college authorities are anxious to continue with this educational feature even after Michigan's official State annual returns to operation.

Fair executives, in making the resolution, agreed fairs have been the power behind the 4-H movement and the grand champion events for the boys and girls should be decided at the State annual. All agreed the 20 per cent federal tax was an "imposition on educational institutions designed to improve the natural resources of the nation," and should be eliminated.

The status of the State annual will remain unsettled until the new governor, Kim Sigler, names a manager, and some who profess to be in the know claim he will complete this task in a week or so. Others contend he is not entirely satisfied with the current agricultural commission set-up, an appointive body, but the governor can make only one appointment this year and that would not give his faction control, and he will not make an appointment until he straightens out this situation.

May Ask Resignations

Twice, at least, in Michigan's history, governors have asked and received resignations from the entire commission so as to be free to act in accordance with party ties or commitments. It was intimated that Sigler would take this course, but that is mere speculation.

Another who says he also is in the know claims to have had an audience with the governor and the chief executive is alleged to have said he would have to straighten out the racing mess in Detroit before he would make a move concerning the fair. So far no one has come up with an enlightening answer regarding the so-called mess, as everyone around the meeting seemed pleased with the racing management, even tho the county fair men did have a yelp about Northville Downs operating mutuels on the sulkey-pullers while county fairs were in progress, claiming they kept horses away from the fairs.

This yelp, however, could hardly be what the governor was talking about, if he did talk about a racing mess. It must have been the runners, as Detroit's racing plant is a leased

(See 4-H Tiff Looms on page 36)

Progressive Communities Should Have Annuals, Ga. Fairmen Told

ATLANTA, Ga., Jan. 25.—"Where there is a progressive community, at least once a year there should be staged an exhibition that people will attend," Ivan Allen Sr., chairman of the board, Southeastern Fair, Atlanta, told nearly 100 fair men and showmen attending the 34th annual meeting of the Georgia Association of Agricultural Fairs at the Biltmore Hotel here Wednesday (22).

Allen, whose experience in fair business covers more than 30 years, warned that promotion of agriculture involved a lot of "altruistic work and at the same time necessitated making money if a fair is to be successful." Along with worth-while exhibits, he added, there must be fun and a midway to attract people. Successful operation demands concrete daily accomplishments, Allen pointed out. Credit was given to publicity-wise Mike Benton by Allen and others for having accomplished a bang-up job at the Southeastern Fair.

Ask Pitch for Women

Mrs. Maude Atwood, Chattanooga, cautioned the assembled fair men

against forgetting women of their community. "Don't forget," she said, "that exhibits centered around the home will attract the women folks." She also added that fairs need carnivals just as much as the carnivals need fairs. Felix Jenkins, secretary, Columbus Fair, lost no time in adding emphasis to Mrs. Atkins' remarks.

George A. Hamid, speaking on showmanship, emphasized that promotional ability did not depend upon

(See Progressive Spots on page 56)

Elect Webster N. H. President

Association hosts State officials at banquet—dates of annuals for '47 skedded

CONCORD, N. H., Jan. 25.—Lynn Webster, Canaan, was elected president of the New Hampshire Fairs Association at the annual business meeting Tuesday (21) at the Concord Eagle Hotel here. He succeeds Charles T. Richardson, Marlboro.

Other officers named were: Vice-President, Carl M. Fogg, Deerfield; secretary, Dr. R. W. Smith, Laconia; directors, Dana Lee, Lancaster; William J. Neal, Meredith; George Watson, Rochester; Neal J. Rice, Contoocook; Harry Blanchard, Sandwich; F. O. Chick, Pittsfield, and retiring president Richardson. Smith is acting New Hampshire State Commissioner of Agriculture.

Set '47 Dates

New Hampshire fair dates for 1947 were set as follows: Canaan, August 26-28; Pittsfield, August 26-30; Hopkinton, August 30-September 1; Rochester, September 15-20; Plymouth, September 9-12; Lancaster, August 29-September 1; Sandwich, October 13; Deerfield, September 26-28; Cheshire County Fair, Keene, September 4-6.

Following the business meeting, association held its biennial banquet for State legislators. More than 250 members of the 1947 General Court, now in session, and their guests, attended.

Seated at the head table were: New Hampshire's governor, Charles M. Dale; executive councilors Franklin Flanders, Weare; Paul W. Hobbs, (Webster N. H. Prexy on page 56)

Arizona Gov. Reappoints Two to State Fair Board

PHOENIX, Ariz., Jan. 25.—Jack Kleck, Phoenix, and Walter L. Smith, Glendale, were reappointed by Gov. Sidney P. Osborn to new three-year terms on the State Fair Commission.

Hamid on Expo Board

ATLANTIC CITY, Jan. 25.—George A. Hamid has been appointed to the board of directors of the International Industrial Exposition which opens here in June on the Million-Dollar Pier. Hamid is owner-operator of the pier.

Move To Clip N. C. Phonies

Ag commissioner scores promotions plugged as fairs—legislative curb sought

By a Staff Correspondent

RALEIGH, N. C., Jan. 25.—State Commissioner of Agriculture W. Kerr Scott told fair men assembled at the Carolina Hotel here Friday (24) for the 14th annual meeting of the North Carolina Association of Agricultural Fairs that the time had come to eliminate encroachment of promotions which billed themselves as fairs to the detriment of the bona fide agricultural fair.

"The time has come," he said, "to put the fairs of North Carolina on a better plane than they have been for the past several years. About the only man who has delivered is the man who furnished the attractions, a compliment to him but certainly not to the fair men."

Dorton Gives Aim

Movement was given momentum thru the election of Dr. J. S. Dorton as president of the association. Dorton, secretary-manager of the State Fair here, and annuals at Charlotte and Shelby, was generally credited with having engineered the move, ultimate purpose of which is to settle on a definition of an agricultural fair and then seek legislative action which would result in State aid for bona fide events and top-heavy taxing of phony fairs with the idea that they could be eliminated in this fashion.

Move is not designed to do away with the promotion, festival, celebration or any similar doings, Dorton explained, but merely to effect discontinuance of the use of the word "fair" by groups which display a pumpkin or a jar of pickles as the sum total of their exhibits. Neither is it intended to limit the number of fairs since it is felt that competition will hold down the total to those that can operate successfully.

Speaking for the record, Dorton said: "I have no fight with carnivals and no fight with agricultural fairs, but I will devote my time and efforts to fighting promotions used as a front for carnival dates." Clari-

(See Move Afoot on page 56)

Wise, W. Va., H. S., Kiwanis Club Team Up To Stage Event

WISE, W. Va., Jan. 25.—Wise High School, assisted by the local Kiwanis Club, will stage Wise County Fair here September 4-6. Proceeds will go to help pay for lighting football field. Carlos Williams, with background in fair operations, will handle details under direction of a committee consisting of L. F. Addington, school principal; J. C. Lipps and E. D. Wicars.

Five Days for West Union, Ia.

WEST UNION, Ia., Jan. 25.—Fayette County Fair will be extended from the customary four days to five, with dates set August 19-23. Annual will offer recently built race-track and new grandstand, expected to be completed for the event. Auto races under John Sloan will be presented closing day, a Saturday.

FREE GATE FOR ILL. STATE HIT

Bill To Up Maine State Aid Is Hailed at Annual Meeting

PORTLAND, Me., Jan. 25.—A bill now before the Maine Legislature which would increase State aid to fairs from \$3,000 to \$5,000 received the unanimous endorsement of the Maine Association of Agricultural Fairs at the annual convention here Wednesday (15). Members were urged to ask their State legislators to support the bill. The association also went on record in favor of repeal of the federal tax on gate admissions, and elimination of an existing State law which sets the number of exhibits. In addition, the association voted for simplification of a form required by the State in filing for prize money repayments. Organization also voted fairs be prohibited from including in their premium reports any amounts other than those given at events other than fairs.

Weston New President

John Weston, Fryeburg, was elected president of the association. Formerly vice-president, he succeeds J. R. Cianchette, Pittsfield. Others elected were Francis H. Friend, Skowhegan, first vice-president; Emery Booker, Brunswick, second vice-president; J. S. Butler, secretary, and W. L. Roberston, Gardiner, treasurer. Fryeburg was selected as the site of the '48 convention.

Albert Brewer, Presque Isle, and George Williams, Windsor, were named delegates for the association's legislative committee.

Members were urged by Loring Norton, Cumberland, superintendent of pulling horses at the Cumberland fair, to seek better advertising of the pulling events. He also recommended making classes in the events more consistent.

Ralph A. Jewell, chairman of the Maine State Racing Commission, was the principal banquet speaker. He conceded there had been many reports of "cheating" at race tracks in Maine during the past year, but asserted that "Maine racing in 1946 will stand on a par with any State in the nation and we promise to improve it in 1947." He attributed most of the success of racing in the State in '46 to pari-mutuel betting. Commenting on reports of cheating on the State's tracks during the past season, Jewell said, "Races with pari-mutuel betting are no Sunday school affairs."

Other speakers at either the banquet or convention sessions included Col. Frank E. Southard, chairman of the Maine Public Utility Commission; Frank Wiswall, Albany, N. Y., secretary-counsel of the U. S. Trotting Association; Francis G. Buzzell, Augusta, chief of the State division of animal husbandry; Kenneth C. Lovejoy, Orono, State 4-H leader; Dr. A. O. Shaw, department of animal industry at the University of Maine; Ralph Hall, Farmington, Franklin County Fair cattle superintendent; Weston and Cianchette.

Table for the annual banquet seated 418. Music was furnished by George Ventre's Radio Band, with Joe Hughes of the George A. Hamid office, New York, presenting five acts.

Among show people and attractions present were Joseph Godin, Interstate Fireworks Company; Howard S. Jones, Rhode Island Fireworks Company, Carleton Coffin, public-address system; H. B. Shive, Lawrence Greater Shows, and E. W. Burr, Playtime Amusements. Among other carnivals represented were the Ross Manning Shows.

Plan To Revive Colo. Event

LAMAR, Colo., Jan. 25.—Plans are underway to revive the Southeast Colorado Livestock Fair here. Proposal calls for erection of a plant on a new site, as yet not picked.

Name Page Pres. In North Dakota

Elected to head association of fairs at annual confab—'47 forecast as excellent

GRAND FORKS, N. D., Jan. 25.—Franklin Page, Hamilton, was elected president of the North Dakota Association of Fairs at the annual two-day convention here Tuesday (21). Upped from vice-president, Page succeeds Mont Bacon, Cando.

A. E. Stewart, Bottineau, was named vice-president, and Dr. G. A. Ottinger, Jamestown, was elected secretary, replacing E. W. Vancura, Jamestown. Bacon and Victor Sturlaugson, Langdon, were elected directors.

Bright Outlook

Retiring President Bacon, in the president's address, predicted an excellent season for fairs of the State. Other speakers were G. Fleming, Hamilton; R. H. Schroeder, Langdon; N. Powers, Crosby; Al Stewart, Bottineau, and Dr. Ottinger. An open forum was conducted by Ralph Lynch, Grand Forks; Bert Scott, Fargo, and Dick Forkner, Langdon.

Rube Leibman, of the Barnes-Carruthers Theatrical Enterprises, emceed the show, which followed the annual banquet. Entertainment included the Four Naturals, now appearing at the 115 Club here, and singers Cy Monley and Marion Lynch.

Brisk attraction buying marked the convention. The Barnes-Carruthers office inked contracts for grandstand attractions with Grand Forks, Minot, Crosby, Bottineau, Cando, Jamestown, Fargo and Fessenden. Williams & Lee office sold attractions to Jamestown and also booked the Rolla Celebration. Jules Miller booked Rugby.

Many Ink Carnivals

William T. Collins Shows closed with Bottineau, Cando, Crosby, Flaxton, Fessenden, Langdon and Hamilton. World of Today signed Grand Forks and Minot, and Max Goodman's Wonder Shows of America contracted Fargo.

North Dakota State Fair, Grand Forks, announced its tentative '47 dates as June 23-28. Other dates announced include Kenmare, June 10-11 (tentative); Rugby, June 12-14 (tentative); Crosby, June 16-18; Flaxton, June 19-21; Bottineau, June 23-25; Cando, June 26-28; Rolla, June 30-July 1; Minot, June 30-July 5; Jamestown, July 3-5; Fessenden, July 8-11; Langdon, July 14-16; Hamilton, July 17-19, and Fargo, August 25-30.



MEETINGS OF ASSNS. OF FAIRS

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.

Idaho State Fair and Rodeo Association, Bannock Hotel, Pocatello, January 31-February 1. George W. Cleveland, Gooding, secretary.

Western New York Fair Managers' Association, Lafayette Hotel, Buffalo, February 5. G. W. Grinnell, Batavia, secretary.

Mississippi Association of Fairs, Robert E. Lee Hotel, Jackson, February 6-7. J. M. Dean, Jackson, 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.

Western Fairs Association, San Luis Obispo, Calif., February 21. Louis S. Merrill, Sacramento, general manager.

INQUIRIES are being made and secretaries of associations of fairs should send in the dates of their annual meetings.

Birm'ham Buys State Fair Site

Pays 290G for plant—will operate State Fair and develop recreation center

BIRMINGHAM, Jan. 25.—This city has purchased the Alabama State Fairgrounds here from a partnership composed of J. C. McCaffery, Hennies Bros.' Shows general agent; C. H. Chichester, Joe McDavid and R. H. (Dick) McIntosh, owners of a mortgage on the properties, and will operate the Alabama State Fair and develop the plant for year-around use as a civic center for recreation, sports and exhibition purposes.

Sale price was \$290,000. The fairgrounds total 115 acres and embraces three small pieces of land around the enclosed tract. The committee which negotiated the sale said that it would cost more than the sale price to build the existing grandstand.

Actual transfer of the property, Friday (17), was made by the Alabama State Fair and Exhibit Association, with Ervin Jackson, local business man and Chamber of Commerce president, as association president; S. Vincent Townsend, city editor of *The Birmingham News*, as vice-president, and Donald T. Seowell, promotion editor of *The Birmingham Post*, as secretary-treasurer. All three accepted temporary offices in the association to facilitate the city's purchase of the property.

The City Commission announced a board will be named to establish rules and regulations governing the (See B'ham Buys Site on page 36)

County Events Buck Proposal

Name committee to meet Gov. Green and keep front gate on paid basis

By Herb Dotten

SPRINGFIELD, Ill., Jan. 25.—Proposal, urged by Gov. Dwight D. Green, to have the Illinois State Fair operate hereafter without a paid gate drew fire from other fairs of the State at the annual convention of the Illinois Association of Agricultural Fairs Tuesday and Wednesday (21-22) here at the St. Nicholas Hotel.

Vigorous opposition was voiced on the convention floor. Fair men, not only from the immediate vicinity of Springfield, site of the State fair, but from distant points of the State, voiced strong objection. They cited the damage to their annuals, which operate on a paid-gate basis, if the

(See County Annuals on page 36)

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FAIR SECRETARIES

Can place after Aug. 16th 8 Rides, 3 Shows and Concessions for small Fairs in Pennsylvania, Virginia and Carolina.

D. VAN BILLIARD SHOWS

320 Shearer St.

NORTH WALES, PA.

County Annuals Buck Idea Of Free Gate for Ill. State

(Continued from page 35)

State fair was conducted as a free fair.

Passes Are Cited

It was pointed out one of the major headaches in running the State fair was meeting the demands for passes from politicians. Representatives of smaller fairs pointed out they encountered the same problem.

Opposition to the recommendation resolved itself into the naming of a committee to call upon the governor and inform him of the effect such a free gate policy at the State fair would have on other fairs. It was pointed out the governor probably had been ill-advised before making the recommendation and would withdraw it if informed. Named to the committee were Bob Hancock, Salem, representing fairs in the southern zone; Hilding Johnson, Galesburg, northern zone, and C. C. Hunter, Taylorsville, central zone.

More for State Aid

Lt. Gov. Hugh W. Cross, speaking before 700 fairmen, showmen and guests at the banquet Tuesday in the K. of C. Hall here, contributed good news when he revealed a bill will be introduced in the Illinois legislature, which convenes next week, that would provide \$1,100,000 State aid for county fairs in the next biennial. This is an increase of \$300,000 over the last biennial appropriation for this purpose. Passage of the bill is regarded as a certainty.

Arnold P. Benson, director of agriculture, told the convention the incoming Legislature would be asked to enact a deficiency appropriation bill to cover the over-expenditure of State aid to fairs during the present biennial. This appropriation will total \$180,019.15. Passage of this bill also is regarded as certain.

Benson revealed State aid to county fairs, for premium payments in '46 totaled \$539,928, up about \$95,000 over '45. Major part of increase was accounted by a boost in number of fairs which operated, 75 having been held last year, as against 62 in '45.

State \$'s for Plant

Benson also disclosed during the fiscal year ending June 30, 1946, the State expended \$42,247 for plant rehabilitation or improvement. The State puts up \$1 for every \$2 spent for this purpose to fairs which either own their own grounds or hold long-term leases. Ceiling for this type of aid is \$1,000 to any one fair.

State aid on premiums is based on a sliding scale, the State paying 85 per cent of the first \$1,000 in prizes for livestock, agricultural products and culinary; 75 per cent of the next \$1,000; 65 per cent of the next \$2,000; 55 per cent of the next \$2,000, and 50 per cent of all premiums paid out over \$6,000.

The State also pays 50 per cent of the horse race purses and horse show prizes. No ceiling is set on the amount that a fair may receive for premiums or purses.

To Expand State Exhibit

Benson disclosed that an increased appropriation would be asked for the development of the "Your Illinois" exhibit. This mobile exhibit, which depicted the services of the various agencies, was presented at some of the county fairs and at the State fair. A total of 195,000 persons were checked thru the exhibit in '46, and it was hailed as a success. Benson said that present plans call for the enlargement of the exhibit and for the addition of one or more units, which would enable appearances at more county fairs in '47.

William V. (Jake) Ward, manager

of the State fair, and supervisor of county fairs records for the State, urged fairmen to make their events more educational. He also declared that they must be prepared to fight for business this year and that they should tighten up their budgets.

Other speakers at the convention included Ray A. Dillinger, assistant director of agriculture and president of the association, and A. N. Ekstrand, secretary-manager of the Heart of Illinois Exposition, which is set to bow in Peoria this year.

Dillinger was re-elected president. Jack Stumpe, Pinckneyville, vice-president, and Hunter, secretary-treasurer, were returned to their respective offices. Members of the board of directors are Paul Powell, Vienna; Burch Lee, Hartsburg; Dewey Wheeler, Kansas; J. Fred Baker, Princeton; Hancock and Johnson.

Bill Would Legalize Pari-Mutuels in Colo.

DENVER, Jan. 25.—Identical bills to legalize pari-mutuel betting in Colorado have been introduced in the State Senate and House. Bill provides for appointment of a three-man racing commission, with members to be selected by the governor; formulation by commission of race rules and provisions for licensing events; imposition of a 3 per cent levy upon pari-mutuel receipts, with such money to go to the State, and banning of races within 40 miles of each other except in the case of county fairs and similar attractions.

The bill also provides that pool selling, bookmaking or circulation of

4-H Tiff Looms in Michigan; Annuals To Resist College Bid

(Continued from page 34)

part of the fairgrounds, and there are those who say the jockey club's lease isn't worth a tinker's damn; so that may be wherein lies the hitch.

At any rate, the meeting as a whole was called the best ever. Attendance hit a new high, and the grand ballroom was packed for every session, despite the various lures dangled by the multitude of peddlers of all sorts.

Kardel Named Prez

Officers elected for the ensuing year were Hans Kardel, Charlotte, president; Rose Sarlow, Ionia, first vice-president; Gordon Schulubatis, Coldwater, second vice-president; William Kell, Wilson, third vice-president; James O. Peet, Ithaca, fourth vice-president, and Paul Richter Jr., Hartford, fifth vice-president. H. B. Kelley, Hillsdale, was re-elected president and was voted an award of \$50 for his services.

Clarence Harnden, retiring president, told the meeting what the State and nation expected of fairs, and delivered his message with a wallop. He also handled the introductions at the annual banquet and ball Tuesday night.

Radio Airs Quiz

A radio tie-up with Station WJR, Michigan's only clear-channel station, brought wide publicity to the meeting. Monday evening the Quiz of Two Cities was presented from the convention floor, with Michigan fair execs pitted against Ohio fairmen, thru the co-operation of WGAR at Cleveland. Contestants representing Michigan were Carl F. Mantey,

Midgets Pay Off

LOS ANGELES, Jan. 25.—Tremendous pull of midget auto races in California during 1946 is reflected by figures on purses paid. Total of \$719,317 was expended for 190 meets during the season. Hollywood's Gilmore Stadium was tops with 185,701. Los Angeles' Coliseum was next with \$128,574. San Diego third with \$117,399.81 and Fresno fourth with \$76,342. Sam Hanks, leading owner-driver, earned more than \$25,000.

Pennsylvania's 1946 Annuals Return Peak Profit of \$748,968

READING, Pa., Jan. 25.—Pennsylvania fairs showed a profit of \$748,968.86, according to the annual report submitted by Charles W. Swoyer, secretary of the Pennsylvania State Association of County Fairs.

The report, containing the date of operations for 94 fairs in the State, places over-all attendance at 2,529,808, with 1,498,383 paid. Revenue from paid admissions amounted to \$759,263.57. Sale of outdoor concession space netted an additional \$391,462.53, with receipts from all sources aggregating \$1,838,705.24.

Margin of profits and the revenue from admissions were the highest in the 35-year history, Swoyer said.

Sum of \$120,348.21 was expended for premiums. Other operational expenses totaled \$969,387.37. Swoyer said 55 fairs reported a profit, 39 a loss.

betting materials, except thru the pari-mutuels, would be unlawful. A horse-racing bill passed both houses in 1937 but was vetoed by the governor.

Caro; Clarence Prentiss, Sandusky; Hans Kardel, Charlotte, and William Kell, of Wilson.

Bud Guest, son of the world-famed poet, Edgar A. Guest, broadcast his reporter-at-large show direct from the Spanish Room at the opening of the banquet Tuesday night. Later in the evening he acted as master of ceremonies for the Meet the Missus show which was recorded for a delayed broadcast.

Ross Mulholland handled this show as announcer and interlocutor, with Larry Payne directing. Presented as an all-girl audience participation show, it included as contestants Mrs. Cora Hungerford, Adrian; Mrs. Treva Harnden, Saginaw; Mrs. Hans Kardel, Charlotte; Mrs. Harry B. Kelly, Hillsdale; Jean Stobbs, Leamington, Ont.; Mrs. Jessie Adams, Litchfield; Mrs. Verna Dodds, Syracuse, N. Y.; Mrs. Ethel Wright, Bad Axe; Mrs. Marion Schrader, Centerville, and Rose Sarlow. Arrangements for the broadcast were handled by Mark Haas.

Acts on the banquet entertainment program were Jan Latin, roly-roly; York and Lewis, dance team; Jack Savant, novelty musical; Davis Twins, dance team; Dornfield, magic; Sheila and Eddie Polo, strong act, and Juanita and Her Champion Skaters. Sam J. Levy emceed and Violet McAfee and Her All-Girl Orchestra provided the music. Acts were furnished by Barnes-Carruthers Theatrical Enterprises, Jimmie Lynch's Death Dodgers, Gooding Greater Shows, United Booking Association, Gus Sun office and Klein Attractions.

Lombard Quits After 25 Years

Steps down as sec.-treas. of
Mass. fairs org — group
votes advertising tie-in

NORTHAMPTON, Mass., Jan. 25.—Alfred W. Lombard, secretary-treasurer of the Massachusetts Fairs Association for 25 consecutive years, Thursday (23) announced his resignation. The announcement came as a surprise to the more than 200 members attending at the 27th annual meeting in Hotel Northampton here.

The veteran fairman announced his wish to devote more time to his duties as director of the agricultural and livestock division of the Barrington Fair and to his personal interests. Robert P. Trask, general manager of the Topsfield Fair, was elected to succeed him.

Kelso New Prexy

Other officers elected were Leon J. Kelso, Chester, president; James R. Raynolds, Wenham, first vice-president; Henry H. Snyder, Worthington, second vice-president, and Lombard, who accepted the third vice-presidency.

The executive committee, in addition to the officers, includes Horace C. Keene, Marshfield; Willard A. Pease, Chester; Warren V. Bordurtha, Blanford; Frank H. Kingman, Brockton; Fred B. Dole, Shelburne; Charles A. Nash, Springfield, and Edward J. Carroll, Great Barrington.

The group voted immediate action on a security program proposed by ex-Secretary Lombard in his annual report. He asked a committee empowered to act be given responsibility of carrying thru a program which calls for active participation with the New England Council of Recreational Development Division.

Frederick Cole, director of the Massachusetts Department of Agriculture, reported 155 fairs were held in '46. This is a gain of nine over the previous year. Attendance figures hit 700,000, an increase of 175,000 over 1945. Cole's budget for 1947, it was announced, includes an increase of \$5,000 for added premiums. He reported the State in 1946 paid out \$17,009 of the \$18,500 allotted for that purpose. Fairs themselves contributed \$26,367, for a total of \$43,377 in premiums.

Annual banquet, which drew 250, offered sound movie, *New England Calling*, and a floorshow furnished by acts thru the Al Martin office and the George A. Hamid office.

Emmett Hutton, Kansas Concess Manager, Dies

HUTCHINSON, Kan., Jan. 25.—Emmett Hutton, for more than 40 years superintendent of concessions at the Kansas State Fair, died in Grace Hospital here Tuesday (21). Funeral services were held Thursday (23) at the Johnson & Sons Funeral Home. Surviving are his widow, a son, Emmett Jr., and a daughter, Mrs. Wayne Marteney, all of Hutchinson.

B'HAM BUYS SITE

(Continued from page 35)

center and to operate it. Loss of Birmingham's bid for the State Livestock Coliseum last fall paved the way for the purchase. When the city lost out on the Coliseum, a Citizens' Center Committee was appointed, and this group visited Shreveport, La.; Dallas, Fort Worth, Memphis and Indianapolis to study recreational facilities provided by those cities. Following the survey, the committee then recommended the purchase of the fairgrounds as a step to provide adequate facilities.

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1 Automatic Turn Table 50.00
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Johnny-Come-Lately to Blades Compares Icers Vs. Rollerries

By Fred Bergin

Manager of Fresno (Calif.) Ice Arena

I HAVE been in the ice rink business for nearly a year. Previously, I had been in the roller rink business. In that year I have formed many conclusions that may be of interest to readers. I have always believed that the sport of skating, whether on ice or on rollers, is divided into two categories:

1. A spectator sport.
2. A participating sport.

At present, ice leads rollers by a country mile in the spectator department. Ice hockey and ice shows draw many times the number of spectators that roller hockey and roller shows do. It is my opinion that this will always be true because the ice skater can stop quietly and accurately, while the roller skater cannot. This stop leads to precision in shows and spectacular and breath-taking moments in hockey. Until such time when rollers can duplicate this stop by use of plastic surfaces, I feel that ice will lead as far as the spectator angle is concerned. Even if the stop is dupli-

cated, the absence of the shower of ice would still make it less spectacular.

Therefore, I feel that rollers should not try to compete with ice from the spectator point of view, altho I hasten to say that there is nothing else done on ice that cannot be done on rollers equally well, if not better.

Participation

Participation is one field in which rollers are way ahead of ice. It would seem a conservative estimate to say that for every person skating on ice there must be at least 50 on rollers. Most ice rinks lose money in their public skating, while most roller rink operators are getting round shouldered carrying it to the bank. Why should this be true?

I believe the condition has been brought about by the operators of ice rinks. Not that they are entirely to blame, but they have countenanced conditions that have made the results inevitable. The following are my ideas of why there is poor attendance at public sessions on ice:

1. Lack of homey atmosphere in most ice rinks.
2. Poor supervision of skating sessions.
3. Bad music.
4. Lack of mass instruction at reasonable prices.
5. The rake on ice skates.
6. Misjudgment of the market.
7. Lack of organization among operators.

I will try to explain. Ice rinks generally fall into two classes. In the first class are rinks so dingy and decrepit that a feeling of despair

Permanent Skating Rink

For Sale. Good Building, good Maple Floor, good equipment and good business in one of the fastest growing oil towns in Texas. Population about 30,000. Write for full information.

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Because of circumstances beyond my control, I have to sell out my Skating Rink Equipment. 100 pair of Chicago Roller Skates, in the very best condition, not over year and a half old. 1 B-40 Speaker, 1 Record Changer, 1 Airline Amplifier, 84 Leather Cushioned Theater Seats, 10 40-Watt Fluorescent Lights, 1 Gas Heater with Electric Fan. Masonite Floor, 40x90, in good shape. Must sell; the first \$2,000 gets the equipment. **MARK BECKMAN**, 403 Summer St., West Burlington, Iowa. Phone 3850.

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All or any part, regardless of condition.
Roscoe T. Wade, 16845 Lindsay, Detroit 27, Mich.

Oregon RSROA Chapter Formed

PORTLAND, Ore., Jan. 25.—First steps in formation of an Oregon chapter of the Roller Skating Rink Operators' Association of the United States were taken here Friday (17) by representatives of six rinks who organized a temporary set-up.

Jerry Hendrickson, operator of Fun Center, Gresham, was named temporary chairman, and Jess Fee, operator of the Rollerdrome here, temporary secretary. Permanent officers are to be elected at a later meeting.

Others attending were Robert E. Bollinger, Oaks Rink, and Chris Jeffries, Imperial Rink, both of Portland; Fred Fleisher, Pacific Skating Palace, Newport, and Jack Nasholm, Paramount Roller Rink, Eugene.

March 18-19 were set as dates for the Oregon State roller championships at Fun Center, Gresham.

Fairgrounds Move For O. Skateland

CANTON, O., Jan. 25.—Skateland Roller Rink, located in the former Land o' Dance building here, will be moved to the King Cole Building on Stark County Fairgrounds in the fall, it was announced by William Scholle, owner-manager.

Plans call for remodeling of the fairgrounds building to permit a 100 by 326-foot floor and refreshment stand. An electric organ played by Abner Royce will be moved to the new building.

Skating sessions are held nightly at the present location from 7:30 to 10:30, with Saturday and Sunday matinees from 2 to 4.

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NAAPPB Asks Reduction in Admish Taxes

Letter Sent Finance Leaders

CHICAGO, Jan. 25.—A concerted effort on the part of the National Association of Amusement Parks, Pools and Beaches to get a reduction in tax admissions was made this week when a letter was sent out over the signature of A. B. McSwigan, NAAPPB president, to Harold Knutson, chairman of the House Ways and Means Committee, and Eugene D. Milliken, chairman of the Senate Finance Committee, urging "prompt consideration by you, your committee and the Congress of a reduction in the present admission tax now levied by the federal government on reputable outdoor amusement park properties and their operation."

After pointing out how parks are operated, the letter goes on: "May we suggest for your consideration, the emplacement of an excise tax on outdoor amusement parks, pools and beaches, for a trial period during the advancing taxable year of 1947 and 1948, of 1-cent tax on each 10-cent admission, or major fraction thereof, if the admission price is in excess of 20 cents. This would produce a sizable income to the government, and at the same time exclude from taxation, in the use of the simpler forms of healthful, outdoor amusement devices, children and young people and that section of the underpaid white-collar class.

"May I direct your kind attention to the fact it has been the policy of various parks to sell large quantities of reduced-rate amusement tickets as a means of providing cheaper entertainment to school children and to youngsters of working men who attended industrial outings. Since the tax must be computed on the established price of the amusement, the reduced rate ticket must be taxed accordingly and thus at a considerable higher rate than the present 20 per cent. For example, a 10-cent ride on the Roller Coaster sold at the reduced rate of 6 cents becomes a 33 1/3 per cent tax."

In a letter to park owners and operators, McSwigan urged each one to write a similar letter to each of his senators and representatives.

Incomplete Count Shows Philly Zoo Take a Record

PHILADELPHIA, Jan. 25.—With final figures still being tallied, indications are that the Philadelphia Zoo, for the first time since the Centennial Exposition here 70 years ago, will be able to report for 1946 an all-time high in revenues and attendance. Freeman Shelly, the zoo's director, reported that in the first 11 months, 867,552 persons had paid \$152,984 in admission fees. With the December revenue yet to be counted, there is a chance that the 1876 high of \$155,462 may be exceeded. Last December netted nearly \$6,000.

M. J. Wilson Dismissed

INDIANAPOLIS, Jan. 25.—Marion J. Wilson has been dismissed as supervisor of State park hotels and concessions and Alfred J. Thornburg named successor, John Nigh, director of the State Conservation Department, announced. Nigh said Wilson was dismissed because of his "inability to get along with hotel and concession managers." There was no inefficiency involved, Nigh said.

Sitting 'Round the Table

(Editor's Note: The pros and cons of the question, "Do you believe NAAPPB should name a committee to test rides before they are used?" continue to pour into The Billboard's Chicago office. If you would like to express your views, write the Outdoor Editor, 155 North Clark Street, Chicago. Here are some more views on the subject.)

Bartlett Speaks

It has long been my opinion that too little attention has been given by ride manufacturers to the specialized requirements of parks, and my current ride development is by way of being an effort designed for park operation exclusively and a little later the smaller portable model will be made ready for production.—NORMAN BARTLETT, Amusement Ride Manufacturer.

I have been in the amusement business since I was 13 years old and with few exceptions every ride that has been made available to the park industry has undergone many changes before they would operate properly both from a mechanical standpoint and safety. There are a great many old-timers in this business who have had much experience and would be very capable to serve on such a committee.—L. K. CHRISMAN, Riverview Park, Pennsville, N. J.

Reichardt in Favor

I believe the idea is a good one. As a park operator, it is of considerable value to know a ride has been tested before purchasing it. I would like to feel quite sure of the safety of the patrons as well as earning capacity and possible mechanical difficulties and breakdowns. With the proper

Statons Spending 100G To Get Funspot Ready for Opening

CHICAGO, Jan. 25.—Ray and Marvin Staton, operators of Spring-lake Amusement Park, Oklahoma City, who saw about half of their funspot wiped out by fire May 26, 1946, are spending "at least \$100,000" to get it in shape for this season, they report in answer to The Billboard questionnaire.

On the building program, the Statons said is a new Coaster, Fun-house, shooting gallery, many new attractions such as games, and refreshment stands.

Regarding the business outlook for 1947, the Statons believe it is excellent. "The reconstruction of the major part of our park will be a great drawing card," they wrote.

With the Staton's \$100,000 expenditure, others recently replying to The Billboard questionnaire (The Billboard January 11) show another \$250,000, added to the three million already listed to be spent by parkmen on improvements, will be put into circulation.

Here are some additions to the list as carried in the January 11 issue of The Billboard:

Marion Ross, manager, Happyland Park, Vancouver, B. C., \$5,000.

Julian H. Norton, secretary, Lake Compounce, Bristol, Conn., \$25,000 on new equipment.

Edward J. Carroll, owner, Riverside Park, Agawam, Mass., extensive remodeling Parkview Terrace Restaurant, roller rink, bowling center, midway lighting, general reconditioning. No approximate cost given.

L. C. Addison, Marshall Hall Park, Bryan's Road, Md., new Coaster as soon as available, \$45,000.

Henry A. Guenther, president, Olympic Park, Irvington, N. J., four new rides. Expenditure not given.

J. B. Sollenberger, manager, Hershey Park, Hershey, Pa., \$50,000 for new Cuddle Up, new Scooter cars and new building for Cuddle Up.

chosen committee, I would be willing to put considerable faith in their recommendations and once again I think the idea has considerable merit.—ROBERT A. REICHARDT, New Riverview Park, Des Moines.

My answer is an unqualified "yes," even tho the question leaves lots of room for doubt. By this I mean whether you mean just new rides or whether you mean all rides at the beginning of each season. I have always thought it would be a good idea to have a service of this kind of responsible men who could be called on to inspect rides at various intervals thruout the year or season. As to this committee, I'm sure it is the desire to have ride men on it and not park men.—JAMES M. RYAN, Crystal Beach Park, Vermilion, O.

Doolan Votes Yes

I say yes, and not only by the park men but by the carnival owners. A new ride should be set up on some location and operated under all conditions that are ordinarily met during a season of normal operation. I personally think ride men and park operators would attend such a showing, and there combined ideas with the manufacturers of the ride would tend to send it on the market with all the bugs eliminated. I am strongly in favor of an inspection and a rigid one every spring before opening time and a good going over of the rides about midseason.—M. J. DOOLAN, Green-Oaks Playland, Oak Lawn, Ill.

I'm very much in favor of doing it. You don't buy a car before you are certain the car manufacturers have tested it. The same should do with new and untried riding devices. After all, we as park operators do invest a considerable sum of hard gotten cash every year in new rides and attractions to please John Q. Public and hence it's good business for us not to buy any new and untried device until it's proven safe and to a certain degree sane. Put me down as saying "yes"; a committee would save us a lot of headaches and troubles.—J. L. LOGAN, P. B. A. Happyland Park, Miami, Fla.

Definitely yes. That's the way Howard Waugh, Fair Grounds Amusement Park, Memphis, votes, just that and nothing more. And T. G. Ledel, North Beach Park, Corpus Christi, Tex., says: I certainly do. Test thoroly for capacity, safety and repeat rides.

The New Question

The new question for the Round Table, as announced in the January 25 issue, is:

"Are fireworks and/or free acts necessary in parks?"

No doubt you have definite ideas on this subject, so jot down your ideas and mail them to the Outdoor Editor, The Billboard, 155 North Clark Street, Chicago 1, Ill., and your ideas will be aired here. This space is open to any park owner, operator, public relations man or builder to voice his views on the various subjects which will be handled here. If you have a question you'd like discussed, send it along.

Response to the question now being discussed has been good. Let's make the response on the new question anent fireworks and free acts even better. Mail your ideas on the subject now.

2½ Million \$ Gift Is Announced by N. Y. Zoo Society

NEW YORK, Jan. 25.—At the 51st annual meeting of the New York Zoological Society in the Waldorf-Astoria Hotel here Tuesday (21), announcement was made of a record \$2,500,000 gift, largest in the association's history.

Gift, announced by President Fairfield Osborn, is a share in a trust fund of which the late Clark Williams, former State superintendent of banks, who died in 1945, was the life beneficiary. Trust was established by Mrs. Mary Clark Thompson, aunt of Williams.

Other cash gifts and specific pledges in 1946 totaled \$282,000, for a grand total of \$2,782,000.

The New York Society lists its financial needs at \$5,000,000, of which \$2,500,000 is earmarked for the proposed Oceanarium, to be built at Coney Island in conjunction with New York City, and \$1,250,000 to complete modernization program now under way at the Bronx Zoo.

For the fifth consecutive year, the Bronx Zoo balanced its budget. In 1946, 2,767,417 visited the Zoo, a record high.

Sales Tax for AC Is Ruled Illegal

ATLANTIC CITY, Jan. 25.—The 3 per cent sales tax, which raised \$2,100,000 for this resort between May, 1945, and June, 1946, was illegal and unconstitutional, the New Jersey Court of Errors and Appeals ruled this week. Court ruled it was special legislation, applicable only to the seashore resort. Law permitting the sales tax was passed by the New Jersey State Legislature to aid the resort in financing repair of hurricane damage done September 14, 1944.

Ruling was based on an appeal from an earlier New Jersey Supreme Court ruling against the tax.

Year 'Round Funspot Skedded for Meriden

MERIDEN, N. H., Jan. 25.—A year 'round recreational resort, estimated to cost \$3,000,000, is planned for this area. Site will be the west side of Grantham Mountain, and the development will be known as Croyden Hills. Ski trails, ski lifts and artificial lake, deer farm, fish hatchery, hiking trails, riding facilities and golf course, will be among the attractions offered. A thousand-foot air strip will be constructed to serve air travelers.

Shillan Leaves February 5

NEW YORK, Jan. 25.—Jack Shillan, head of the British Motorboat Company of London, cut short his Miami suntan sejour to attend the closing days of the motorboat show at Grand Central Palace. He leaves February 5 for London. His associate, Jack Brockhouse, will come from London to look after Shillan's interests.

Fee Charge Changed

NEW YORK, Jan. 25.—Robert Moses, president of the Long Island State Park Commission, announces a single 50-cent fee covering both toll and parking charges will be placed in effect on the causeways leading to Jones Beach State Park next May. Previously two separate 25-cent charges were made.

While Strolling Thru the Park

Emanuel Ress, after four years in the army, has resumed his duties as sales manager for the J. S. Bonimie Manufacturing Company, New York. While in service, Ress, who held the rank of captain, was awarded the Legion of Merit.

Mr. and Mrs. R. M. Spangler, Rolling Green Park, Sunbury, Pa., are Tampa bound and intend to take in the Tampa Fair. Following their sojourn in Florida, they plan to travel

up the Mississippi Valley and into Chicago before returning home.

William J. Wendler, Allan Herschell Company, returned to North Tonawanda after a visit in New York.

Mr. and Mrs. William Muar, Roseland Park, Canandaigua, N. Y., changed the order of things this year, going to California for their vacation instead of Florida.

Fred W. Pearce, owner of Walled Lake Park, Detroit, and Excelsior Park, Minneapolis, recently purchased a new Century Flyer for his Excelsior spot. Pearce, incidentally, is vacationing in Florida.

Mr. and Mrs. George Long and daughter, Lois, Sea Breeze, N. J., are among winter vacationists in Florida.

Mr. and Mrs. Harry Illions, Celoron Park, Jamestown, N. Y., plan to leave for a Florida vacation as soon as the spot's ball-room closes.

Reports are that Adrian Ketchum, Forest Park Highlands, St. Louis, recently purchased a new Century Flyer.

A. M. (Brownie) Brown, Buckeye Lake Park, O., declares he isn't going to Florida for a vacation this year but everyone believes he'll be on hand for the Tampa Fair.

Max Rindin and family, Idora Park, Youngstown, O., are visiting in Florida, guests of Charles Deibel, manager of Idora Park.

Mr. and Mrs. John Coleman, of Riverside Park, Indianapolis, are foregoing their usual Florida trip this year.

Harry Storin, Ed Carroll's right hand man at Riverside Park, Agawam, Mass., post cards from Bermuda that he is having a great time on his vacation, "even if it is a bit expensive," as Harry put it.

Cedar Point Hopes To Lure Cleveland Grid Team to Spot

SANDUSKY, O., Jan. 25.—In an effort to bring the resort nationwide publicity and bolster Cleveland and Detroit interests, officials of the G. A. Boeckling Company, operators of Cedar Point-on-Lake Erie, are reported seeking to lure the Cleveland Browns, All-America Football Conference champions, to the peninsula vacation spot for training.

Altho the park closes its season Labor Day, officials are considering a plan which would enable the Browns to complete training there after the regular resort season ends.

Offer has been made to Paul Brown, coach and general manager of the Cleveland club. Lack of adequate equipment and facilities may hamper ambitious Cedar Point plans.

Gridders would be housed in the Breakers Hotel and would work out on the sandy turf at the east end of the resort and on the long stretch of beach skirting the north shore.

Major problem confronting the Boeckling Company executives is replacement of the Steamer Alabama, daily passenger liner from Cleveland to the resort, which was sold recently and will be transferred to another run. The S. S. Put-in-Bay, Detroit to Cedar Point excursion boat, is up for sale but the reported price of \$250,000 has had a cold reception.

Should Cedar Point Be Given To Indians? Yes, Says Pee-Saw

DETROIT, Jan. 25.—Tom-Pee-Saw, a Cherokee Indian of Parsons, Kan., believes Cedar Point on Lake Erie Park, Sandusky, O., should be given back to the Indians.

At any rate the Kansan is trying to find a lawyer in Michigan who will take the case. Since no Ohio lawyer would tackle it, according to the long-memoried Indian, recalling the old Ohio-Michigan feuds, Tom-Pee-Saw wrote *The Detroit Free Press* for help.

The Parsons Indian, in writing to *The Free Press*, says it will be a cinch to claim the amusement park for the Potawatomi and Ottawa tribes. He further says Ohio may have built a causeway and called Cedar Island a Point, but it still is an island which Ohio swiped from the Redman.

Goes on Warpath

"Tom-Pee-Saw has gone on the warpath since President Truman last August created a special commission to review all Indian treaties," *The Free Press* story, written by James S. Pooler, staff writer, says.

"For, lo and behold, what has Tom-Pee-Saw, who has a legal turn of mind, discovered but that out of 388 treaties made between the United States and 66 various Indian tribes

only eight 'have been honestly kept.' "And smack among the unkept treaties, now open for negotiation, is one made between the Connecticut Land Company, the United States and eight Indian tribes. And there it seems he discovered Cedar Point wide open for the Indians' claim.

"On July 4, 1805, the Indians agreed to sell 3,840,000 acres of land, now constituting 10 counties in Northern Ohio, to the British-owned Connecticut Land Company and the United States.

"The Indians were to get \$6,825 cash and from then on \$1,000 a year. Tom-Pee-Saw hints that out of that unpaid cash a lawyer could collect a fee.

There's a Catch

"But the big hooker," *The Free Press* story continues, "is that Cedar Point never was within the boundaries of the land purchase. Ohio just grabbed it.

"The said island is legally the property today of the Potawatomi and Ottawa Indian tribes, according to Tom-Pee-Saw, who says the Indians are looking for a first-class law firm in Michigan to prosecute this particular case under the new act of August 13, 1946."

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SHOWS—Minstrel, Iron Lung, War, Life, Mechanical, Motordrome, any other Show except Girl Show, 10-in-1 will do well.
CONCESSIONS—Bingo, Custard, Cookhouse and Grab, Photo, any Concession that can work in Park. No Wheels, strictly Grind Concessions.
ISLE OF PALMS PARK ONLY 7 MILES FROM CHARLESTON. BEAUTIFUL SAND BATHING BEACHES. ON THE OCEAN. PAVILIONS, BATH HOUSE, BALLROOM, BOARDWALK, ETC. NOW BUILT AND READY. OVER A MILLION DOLLARS ALREADY SPENT IN THE DEVELOPMENT OF ISLE OF PALMS. QUARTER OF A MILLION PEOPLE WITHIN 20 MINUTES' DRIVE. A MILLION IN THE TRADING AREA. NOTHING TOO BIG FOR THIS PARK. WHAT HAVE YOU?

TOM TERRILL, General Manager

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H. E. EWART
4300 Long Beach Blvd. Long Beach 7, Calif.

Renfro No. 1 Unit Set To Open in May

RENFRO VALLEY, Ky., Jan. 25.—Renfro Valley Enterprises, Inc., is again planning to take out the Renfro Valley No. 1 tent unit, piloted by Gene Cobb, under the same canvas it has been using the past four years, that of William Ketrow. Org will open about May 1.

Show had a successful 23-week season in 1946, Cobb says.

You Can Do a Good Turn With Only a Drape or Two

Jefferson City, Mo.
Editor *The Billboard*:

We have a problem here and, as usual, when in need of help one turns to his own people, knowing that troupers never turn one down.

At the prison we have a Catholic chaplain who is a "regular guy" and is doing all he can to help us. In return, we are trying to renovate the Catholic chapel so that it will be at least partly presentable. Personally, I can do all of the pictorial painting necessary, and some of the other boys are doing the carpenter work, but when it comes to fixing the walls in back of the altar, we are stuck.

What we need is some drapes to hang across the entire wall and as a canopy over the altar. Do you think some of the folks might have a backdrop or two that we could have? The chapel is about 75 feet wide and 25 feet high, so it would take quite a bit of cloth to cover it. We thought that some of the girl shows or rep people might have an old drop that we could remodel and use.

Unfortunately, we have no money to buy new drapes, or even second-hand ones, and if it weren't that Father Schlattman were so solid we wouldn't care too much. But under the circumstances, I don't mind saying, "Troupers, how about giving us a hand?"

ERNEST ASPINWALL 55243,
Missouri State Penitentiary.

Hollywood Briefs

By Ted North Sr.

HOLLYWOOD, Jan. 25.—Frank L. Maury, former advance man with the W. I. Swain Show and the North Players, is managing a government Federal Housing Project in Chickasaw, Ala.

Mr. and Mrs. Lawrence Demming, formerly with the Dubinsky Bros. Shows, are managing the Jayhawk Theater, Kansas City, Kan.

Virginia Goodwin (Mrs. Harry North), is retired at her home in Columbus, O.

Earl and Joey Gregg, who have recently returned from a long USO tour in Europe, have reopened their melodrama, *Adrift in New York*, in a Denver hotel.

Ward and Marjorie Hatcher, former operators of the Hatcher Players thru Iowa, are now in radio work in Louisville, where Ward is program director.

Bloyce Wright, who spent several seasons with the North Players, is program director for American Broadcasting Corporation over all the San Francisco territory.

Wayne and Loretta Huff, former Midwest leading team, are playing dates with their magic show out of Dallas.

Mason Wilkes, character man and pianist, formerly with the Chick Boyes Players, is playing circle stock out of Girard, Ill., with the Gifford Players.

Octavia Powell, recently married to Otis Arnold, joined the Boyes Players in Nebraska with her husband for the remainder of the winter.

Griff Barnett, former stock and rep director, is busy in Hollywood with his radio programs and picture work.

Ralph Moody is a recent addition to the *Doctor Paul* serial running five days a week on coast-to-coast daytime shows.

Marjorie Hunt is producer of the *What's Doin' Ladies?* program from Hollywood, five days a week.

Genevieve Russell North is recovering from a long siege of illness.

Hazel (McNutt) Hilliard, mother of Harriet Hilliard, is now in her own home in Hollywood and enjoys visits from folks she used to troupe with in repertoire. . . E. A. (Mickey) McNutt, formerly with John Justus Shows thru Nebraska, operates a chicken ranch in North Hollywood.

Virginia Cullen, formerly ingenue with the Ted North Players, is doing radio work with a Wichita, (Kan.) station, after spending a couple of years in Hollywood.

Ed Rees, former rep director thru the Midwest, operates his own Little Theater group in North Hollywood three nights a week.

Eastin Pictures Opens Office in Chattanooga

CHATTANOOGA, Jan. 25.—Eastin Pictures, Inc., has opened an office in Temple Court Building here to serve customers in the District of Columbia, Maryland, Virginia, West Virginia, Kentucky, Tennessee, North and South Carolina, Georgia, Alabama, Mississippi and Florida.

The Eastin concern, which also has offices at Davenport, Ia., and Colorado Springs, Colo., carries on a nationwide business in the rental and sale of 16mm. sound motion picture films for educational and recreational purposes. The new office at Chattanooga will maintain a stock of 16mm. sound projectors and a library of feature pictures and short subjects. Edward H. Hieronymus is managing the office, and Harold B. Prince is his assistant.

J-C-L to Blades Compares Ice Rinks With Rollerries

(Continued from page 37)

overtakes you before you put on your skates. In the second class are marble, brick or stone edifices that overawe. In either case, some paint or decoration would bring about a feeling of welcome that would make skaters feel they were welcome and that they should return.

Icers Lack Rules

Most ice rinks have no rules of conduct or dress. Come any way you want—in dungarees or in the latest skating costume. Skate any way you wish—fast, slow, or stop on the ice. Jump, spin or dance all over the surface. The devil take the hindmost, and the hindmost in this case is John Q. Public, who has never been noted for being brave and who gets scared out before he gets started.

The average ice rink features music a la records—everything from boogie to Bach, but little that has any remote connection with skating. Roller rinks have adopted the electric organ. Ice rinks have been much slower. Roller rinks have provided a good market for skating records, and it is unusual to hear anything else. Ice rinks still buy their records at the local record shop. The rhythm of skating is what makes it popular, and this department in ice rinks has been sadly neglected.

Pro Set-Up Bad

Here is one of the worst oversights on the part of ice rink operators: They engage professionals on a guarantee basis in the hope that the pro will make enough on lessons so that he won't cost the operator anything. Usually the professional has been a champion or an outstanding skater, but he has no background for teaching. I doubt whether 5 per cent of the teachers on ice have ever studied teaching. There is no organization by which ice pros can compare notes. In fact, it is quite the opposite.

John Q. Chinned Again

What happens to John Public under this set-up? He wants to learn the 14-step. He is taught the outside forward eight, the inside forward eight, the outside back eight, the outside forward three and a couple of forward serpentine at a cost of from \$3 to \$5 per half hour. If he still has any money left he can learn the mysteries of the inside forward three, the inside back three, the outside back three, the inside back eight and a couple of backward serpentine. Often the price for these goes up, and if John Q. is still with us he has hocked his life insurance by this time. That isn't so bad, but he has stopped coming to the public sessions.

By this time a new monster has been created. He will no longer associate with his cronies who started out to learn a little dancing. He now must belong to a club and must lay off from work so that he can skate the patch sessions. He has to blow his top for a pair of Strauss blades and some Stanzone boots. He only attends the club sessions and his 14-step is about as close to dancing as a Mexican jumping bean is to Veloz and Yolanda. Jumped Mohawks, hopped threes and a stroke that is much too reminiscent of a pole vault—all this in spite of the rule book which repeats in edition after edition, "There shall be no violence." He is taught a shoulder check on his turns. What is more violent than that?

Give Rake Back to Farmer

The rake is an invention that hits an all-time low for silliness. The rake, I presume, is for a Charlotte stop and for toe-point jumps. How

many skaters are even interested in these things? I sometimes hear that scratch spins are done on the rake, and for that reason it should be retained. They would be done much better without the rake and would abide by the spot rule a great deal easier. Anyway, I find it hard to believe that scratch spins, Charlotte stops and toe jumps are worth the misery of the rake. I believe that skate manufacturers have killed a lot of business for themselves and the rink operators by catering to 1 per cent of the potential skaters. What the ice needs is a dance skate without a rake or the needless extension in back. I'll wager we'd also have better figure and free skaters on them. The rake is in the wrong place even for what it is being used at present, but that's another story.

Misjudgment to Market

It seems to be a basic tenet among ice rink operators and pros that everyone who buys a ticket to the rink has illusions that he will become another Sonja Henie or Karl Shaefer. I dispute this entirely. I believe that the vast majority are looking for recreation. Maybe it's "boy meets girl," but I don't think they are anxious to go into competition with Sonja or Belita or Donna or Bobby or Skippy. They want enjoyment. If they get any help as a beginner, it is from the ice mice who charge \$1 per half hour to hold them up, after which they promptly fall. What terrible hands in which to place your new customer! I don't know what the mice tell them, but I do know that too few customers return. No business can stand such a turnover.

Organization Needed

Lack of organization among operators is a fundamental fault. Two minds are always better than one. You can look at any endeavor and find where organizations have made profits possible where individuals could only fail. For one thing, the ice needs some simple dances so that beginners can enjoy themselves while learning. The USFSA does not provide these, but an operators' organization could. This is only one of many items. Ice has lots of teachers who can teach one skater at a time. This method is antiquated. The need is for mass teachers. An operators' organization could provide this, but not an individual. An operators' organization could sell skate manufacturers on the kind of skates the public wants. The greatest boon, however, would be the yearly comparison of results. That is what made roller skating, and it could do the same for ice.

A final bit of advice—based on the assumption that operators of ice rinks would like to show a profit on their public skating instead of the customary loss—would be this:

Look into the roller skating set-up. See what has happened to the lowly sport in the past eight years. Look at it from a cold business standpoint, for all of you know that previous to formation of the RSROA you could have shot a cannon thru most any roller rink and never been guilty of murder or manslaughter. That isn't true today, nor has it been true for a long time. There has to be a reason. I am aware that most ice rink operators look down on their lowly cousins—but in 1937 roller skating was the seventh largest participating sport. Today it is second only to bowling. It wasn't an accident, and the same thing could happen to ice.

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Fla. Amusement Opening Is Big At Plant City

PLANT CITY, Fla., Jan. 25.—Florida Amusement Company opened its season here Wednesday (15) to a record-breaking crowd. Org featured its free acts, the Sensational Kays and Billie Schaffer, and fireworks.

Saturday (18), the special matinee outdrew last year and gate attendance records for the stand were ahead of 1946. New Diesel light plants, with Roy (Iodine) Bailey in charge, worked perfectly. Billy Lodgson's 10-in-1 was eye-catching, with a modernistic aluminum front and indirect lighting. Dan Riley's Animal Show, completely done over in Sarasota winter quarters, received many compliments. R. E. Talley, of Reidsville, N. C., had his new bingo on hand. Tex Estridge's *Jungle Girl* packed 'em in.

General Manager Howard Ingram entertained circus and carnival folks. Ad Devine's sound car did a good street job. Al Wallace's rides enjoyed big business.

Victory Org Opens '47 Season Feb. 8

HARLINGEN, Tex., Jan. 25.—Victory Exposition Shows will open February 8-16, playing the Charro Days Fiesta in Brownsville, Tex.

With Owners Alvin and Lowell Vandike in charge, work in local quarters is going at a lively clip. Five new fronts are being built and four new Diesel light plants are being mounted on special trucks.

Clyde Davis has finished work on his Silver Spur Radio Round-Up, hillbilly attraction.

Don Brashear, general agent, announces the following fairs: Greenwood County Fair, Eureka, Kan.; Southwest Soldiers and Sailors Reunion, Cherryvale, Kan.; Cherokee County Free Fair, Columbus, Kan.; Ozark Empire Fair, Springfield, Mo.; Central Kansas Free Fair, Abilene, Kan.; Lyon County Free Fair, Emporia, Kan.; Northwest Missouri State Fair, Bethany, Mo.; Tulsa State Fair, Tulsa, Okla.; Childress State Fair, Childress, Tex.; Central West Texas Fair, Abilene, Tex.; Texas-Oklahoma Fair, Iowa Park, Tex., and Valley Mid-Winter Fair, Harlingen, Tex.

Baker United Org To Have 7 Rides

INDIANAPOLIS, Jan. 25.—Baker United Shows will have seven major rides and three Kiddie Rides this season, all office owned, according to word received here in quarters from Owner Tom L. Baker, now vacationing in Miami with Mrs. Baker.

Chet Pierce, in charge of quarters, has the crew busy getting equipment in shape. One new tower has been added and others enlarged. Painting work on fronts, towers, trucks and rides is going ahead at full speed. Pierce recently purchased a new house car.

Org plans an April opening in Indiana, altho the exact site and date have not been set.

Mr. and Mrs. Ben Miller are vacationing in California.

Michigan Showmen Flip Doosey For Fair Executives, Members

DETROIT, Jan. 25.—An estimated 800 members of the Michigan Showmen's Association, their wives, friends and delegates to the 62nd annual convention of the Michigan Association of Fairs made plenty of whoopee at the annual president's party—at which everything was on the house and the house was largely on Al Wagner, the new president, who tossed out more than a grand to supply all the beer the folks could consume.

It was a real major league party, as two huge marine lights from the W. G. Wade Shows were parked in front of the club's building and sent light beams coursing thru the chill Michigan atmosphere.

A pitch-till-you-win style buffet was offered, with turkey as the main course.

Harry Harris was chairman of the event, assisted by R. A. (Fats Norton) Nathansen, Jack Dickstein, Eddie Bennett, Charles Westerman, Orville (Whitey) Harris, Marvin Keyes and Bernhard Robbins.

Wagner took over the mike for the introduction of prominent guests and bows were taken by Charles J. Figy, State commissioner of agriculture; J. W. (Patty) Conklin, Sam J. Levy and Floyd E. Gooding, past presidents of the Showmen's League of America; Pat Purcell, *The Billboard*; Jack Duffield, Thearle-Duffield Fireworks; John Quinn, World of Pleasure Shows; Sam Goldstein, Majestic Greater Shows; Roscoe T. Wade, Joyland Midway Attractions; Morris Lipsky, Johnny J. Jones Exposition; Jack Gallagher and Joe Bennett, Playland United Shows; John F. Reid, Happyland Shows; Harry D. Michaels, Hudson Fireworks; Harry B. Kelley, secretary of the Michigan Association of Fairs; Clarence Harnden, past president, IAFE; Mrs. Ernie A. Young, and Billy Grubbs, AGVA representative. Brief responses were made by Figy and Purcell.

Star of the evening was Sally Rand, who was initiated Tuesday (14) as a member of the ladies' auxiliary.

Acts were presented thruout the

evening, thru courtesy of the Roth & Berdun School, United Booking Association, Gus Sun office and C. A. Klein Attractions. Acts included Helen Hart, acrobatic; California Joe and his Wonder Horse; Davis Twins, stylist dancing; Harry Harris, vocalist; Juanita and Her Champion Skaters; Roth and Berdun Revue; Joan Tylicki, Hawaiian dance; Sandra Fognini, vocalist; Nancy Harcourt, acrobatic; Mary Barise, vocalist; Richard Gregory, boogie dance; Bob and Marilyn, adagio team; Sammy Barrill, vocalist; Sammy Cipriano, castanet dance, and Punky, Donald and sisters, acrodance.

Jack Dickstein, MSA past president, acted as emcee. Dave Diamond's orchestra played for both show and dancing.

West Coast Shows Await Arrival of 12 New Light Towers

MADERA, Calif., Jan. 25.—Workmen at winter quarters of the West Coast Shows are awaiting arrival of 12 new light towers. Work of overhauling and rebuilding equipment is moving along at a fast pace with more than 30 workers on hand. Virgil Latiker, ride superintendent, is in charge here. Harry Myers, org's manager, moved here from San Francisco and will remain until the opening.

Five new tractors are en route here. Three new Chevrolet trucks already have arrived. A new Caterpillar and a double Ferris Wheel are promised for the opening date, March 15.

General Manager Mike Krekos, his partner Louis Leos and co-manager Everett Coe recently returned from a trip thru Northern California and Oregon. They attended the Pacific States Fair meeting in Portland, Ore., January 10. Leos left for his home in Los Banos, Calif.; Coe went to Los Angeles, and Art Craner, press representative, returned to Sacramento.

5 Shows Bid For Michigan

Governor has yet to name manager, so orgs will have to spend more for prize

(Continued from page 31)

it seems they can always dig up a guy who can.

In addition to Gooding, representatives were Wagner and Bobby Kline, Cavalcade of Amusements; Dave Endy and Charles Abbott, Endy Bros.; Sam Gluskin and William E. Snyder, John R. Ward's World's Fair Shows, and Morris Lipsky, Ralph G. Lockett and Art Fraser, Johnny J. Jones Exposition.

Tough and Expensive Job

This delegation, meeting in lobby huddles from time to time, agreed it was tough to keep tossing off lucre without some one definitely set to sell to—but the chances are they will keep on trying and tossing.

During the huddles it was explained by all parties interested that it was an error by this writer that caused it to be announced Cavalcade had signed Logansport, Ind., as the contract was let to the Ward Shows. The writer cops a plea—he wrote Cavalcade when thinking about Ward, and Ward has it.

There was the customary collection of truck-show owners and representatives, and a lot of them did business. Announced was the signing of the W. G. Wade Shows for the Alpena (Mich.) County Fair and John Quinn's World of Pleasure Shows for Warsaw (Ind.) Fair.

Others on Hand

Others prominent in the huddles were Eddie Rahn, of Eddie Young's Royal Crown Shows; Sammy and Leonard Goldstein and Al Stempien, of Majestic Greater Shows; John F. Reid and Paul Sprague, of Happyland Shows; W. G. Wade, Mr. and Mrs. Cameron D. Murray, D. Wade, Mrs. Fred Miller, Mrs. Gladys Schaum, Mr. and Mrs. Walter Schafer, Emil Klee and W. G. Wade Jr., of W. G. Wade Shows; Mr. and Mrs. Harry Alkon and Jim Loukes, of Regent Shows; Mr. and Mrs. John Quinn, Charles Schaefer, and R. A. Nathansen, of World of Pleasure Shows, and Joe Gallagher and Joe Bennett, of Playland United Shows.

Ned E. Torti, of Wisconsin De Luxe Company, and John (Sheik) Lempart, Pots and Pans, were among other salesmen present.

J. C. McCaffery and Lou (Bird Dog) Berger represented Hennies Bros.' Shows even tho this org's bookings prohibit the playing of the Michigan State annual. J. W. (Patty) Conklin was here, there and everywhere, talking plans for attractions at the Canadian National Exhibition.

Sally Rand, even with all her clothing aboard, attracted plenty of attention, and during her talk at the Michigan Showmen's Association party Sunday (19) she said, in part: "... And I expect to be one of you next season, performing under canvas." This led to a lot of speculation as to which org will get Sally, her fans and company, but as of today no contract had been signed by any of those who would like to have her.

And, speaking of who would like to have her—who wouldn't, if the price is right?



MICHIGAN SHOWMEN MADE MERRY at their annual party for members and guests from the Michigan Association of Fairs in Detroit Sunday (19). Pictured during the party were, left to right, Bobby Kline, J. W. (Patty) Conklin, Ned E. Torti, Sally Rand and Al Wagner. In the left background is John (Sheik) Lempart.



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MIDWAY CONFAB

Lou Dan's Side Show is playing stores in Texas, with Walter Gibson still a feature.

Ray-Rayette recently spent a few days in New Orleans purchasing a new wardrobe.

Mrs. Patricia (Pat) Burke writes she is at patient in the Boston Hospital at Lafayette, Ala.

Joseph J. Kirkwood Shows purchased a new Comet ride from Tillman & Johnson, of Miami. It will be delivered March 1.

Louis Bright writes he is having a fine time in Mexico City, and with Lyle Richmond from Senath, Mo., visited the Sotelo carnival.

Winter quarter loading isn't near so much fun as loading when shows are being set up.

Al Wallace and Jack Murray announce they will take out the Wallace & Murray Shows this season, with Dave Wise as manager.

En route to Detroit from California, Mr. and Mrs. Al Kelly, of the World of Pleasure Shows, visited Mr. and Mrs. J. R. Carroll in San Antonio, Tex.

and now a tavern owner in Buffalo, are en route to Fort Myers, Fla., for a two-week vacation.

Mrs. Marie K. Smuckler, owner Alabama Amusement Company, is back in Mobile, Ala., after a visit to Jacksonville, Fla. She plans to operate a popcorn and peanut stand there the remainder of the winter.

Moore M. Reynolds, owner of Hill Girt Farms in Clarksburg, W. Va., writes he is planning to open new showgrounds on Route 19, north of Clarksburg. Reynolds sold his other showgrounds, Nixon Plaza, last fall.

Mrs. W. K. Havis, widow of Slim Havis, for many years with the Wortham Shows, announces the approaching marriage of her daughter, Arden Kennard Havis, to Carl Henry Johnson, February 2, in Austin, Tex.

Walter K. Sibley, executive secretary of the National Showmen's Association, is en route to Florida. . . . Gerald Snellens, World of Mirth Shows, visited in New York. . . . Mr. and Mrs. Eddie Elkins are in Miami.

Even tho the owner insists on playing a known bad date, it's in the script for the general agent to take the rap.

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- Hoop-La Boxes, in sets of 10, Each 50.00
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HERE IS ONE OF THE JOLLY GROUPS at the recent annual banquet and ball of Regular Associated Troupers, Los Angeles. Left to right, seated, are Lucille Dolman, Jimmy Lynch, Nel Robideaux, Monroe Eisenman and Lillian Schue. Standing: Olio Kent, Marie Bailey, John R. Castle, Lillabell Williams and Sammy Corenson.

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Mr. and Mrs. Joe Kane, who recently purchased a new car and house-trailer, are visiting their son, Joe Jr., student at the Admiral Farragut Academy in St. Petersburg, Fla.

Willie Lewis signed as legal adjuster for Harison Greater Shows during the annual meeting of the South Carolina Association of Fairs. He was formerly with John H. Marks Shows.

After completing the show fronts on Eddie Young's Royal Crown Shows at Largo, Fla., Earl B. Walsh is building five new fronts for the Triangle Shows and also will do the artistry work.

Sounds funny when you hear a 90-year old Unborn Show operator say, "I don't want any more babies."

Show Folks of America, San Francisco Chapter, recently was featured in Dallas E. Wood's The Prowler column in The Palo Alto, (Calif.) Daily Times. Write-up gave a history of the org.

Bill Naylor, of Cavalcade of Amusements, and his son, Fred, formerly with the Sells-Floto Circus

Recent visitors to Billy Logsdon's Side Show on the Florida Amusement Company were Bud Valier, Stanley Barbay, Lee Erdman, Harry Fink, Cleo Renee, Don Deshon, Danny Feelit, Paul LaPage and Cash and Gertie Miller.

Archie and Martha Wagner, of Cavalcade of Amusements, are visiting Archie's mother in Providence. They plan to visit in New York before going to winter quarters. Archie again will be assistant to O. J. (Whitey) Weiss.

Jimmie Jamison, high diver and water show producer, visited The Billboard's New York office. He reports getting some rubberized tanks, suitable for diving, carnival and park uses, among army surplus stocks at Schenectady, N. Y.

Mr. and Mrs. Frank Peppers, owners of the show bearing their name, visited friends in Gibsonton, Fort Myers and Key West, Fla. . . . Mr. and Mrs. Lloyd Serfass, owners of the Penn Premier Shows, spent two weeks visiting in Gibsonton.

Jack and Leslie Coleman, recently returned from a four-month vacation in St. Marks, Fla., are now in

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winter quarters of the Johnny T. Tinsley Shows at Greenville, S. C., building three new concessions which they will operate on the Tinsley Shows.

Le Ola, who had the annex on Cash and Gertie Miller's Side Show on the Endy Bros.' Shows, is in New York having a new wardrobe made. While there she is visiting Sunny Dare of the Dolly Raoul girls, and Jessie Franks of the James E. Strates Shows.

Sign that public weddings are coming back to midways as crowd getters: wedding bands on a slum spindle.

Doral Deshon sold his Side Show and Girl Show to L. E. Roth, owner of the Blue Ribbon Shows, and is busy building a new Snake Show, which he has booked with the F. E. Gooding Amusement Company. Don Wilkesman will be manager and handle the front for the 10th straight season, Deshon reports from Tampa, Fla.

Cash and Gertie Miller announce they have contracted to furnish the Side Show, Wild Life and Snake shows for Prell's Broadway Shows this season. In addition, they purchased the Prell Funhouse and will operate it on that show. Cash also will manage the Monkey Show for Prell.

Max Goodman, owner, Wonder Shows of America, visited in St. Louis Monday (20). Following attendance at the Texas Association of Fairs meeting in Dallas, Goodman will return to winter quarters in Little Rock. Mel H. Vaught, org's business manager, attended the Illinois fair meetings, then returned to Little Rock.

Sam Goldstein, owner-manager of the Majestic Greater Shows, announces his '47 staff will be the same as last year and the org will open the season March 10 in the vicinity of Greensboro, N. C. Staff includes Sam Goldstein, owner-manager; W. A. (Bob) Hallock, general representative, and Leonard Gould, secretary-treasurer.

Herman Q. Smith, general agent of Fay's Silver Derby Shows, writes from St. Marks, Fla., that carnival folks there gathered for a big Christmas dinner. Guests included Mr. and Mrs. Jack Coleman, Mr. and Mrs. Herman Q. Smith, Mr. and Mrs. Bow Lyne, Mr. and Mrs. Tuck Archer and daughter, Jo-Ann, Mr. and Mrs. Alvin Lyne and Odell McGowan.

Al (Specks) Goodwin is in St. Joseph's Hospital, Syracuse, recovering from injuries sustained when he was run down by a hit-and-run driver during a blizzard December 26 soon after alighting from a train at Syracuse. He'd like to read letters from Mr. and Mrs. Fred Miller, Mr. and Mrs. Bob Thomas, Mr. and Mrs. Johnny Quinn and Mr. and Mrs. W. G. Wade.

"Let us not misjudge a fellow man," cracked a stick after gunning an ill-dressed mark's poke that was loaded with line.

Joe E. Hilton's Combined Circus Side Show, playing Florida spots, has been visited recently by Glenn Porter, Hank Silow, Ray Cramer, Jimmy Hurd, Mr. and Mrs. Cash Miller, Earl Meyers, Mr. and Mrs. Slim Kelly, Dr. and Mrs. White, Stanley Barbay, Mickey Mansion, Lee Erdman, Mark Williams, Sailor Katzy, Mr. and Mrs. Frank Lentini, Bill Bahnson and L. H. Hardin.

Charles Kyle Productions have made arrangements with E. K. Fernandez to present the Battle of the (See MIDWAY CONFAB on page 44)

TRIANGLE SHOWS

"AMERICA'S MIDWAY MASTERPIECE"
THE MIRACLE OF MOTOR SHOWS

Playing 14 weeks of outstanding fairs starting at Delaware State Fair, Harrington, Delaware. An unsurpassed route of still dates.

WANT FOR 1947 SEASON
Opening Early in March

FAT PEOPLE SHOW — MINSTREL SHOW
DOG and PONY or MONKEY SHOW — MOTORDROME

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Ride and Show Help that Drive Semis—Talkers—Foremen and Second Men Will Place Wives on Tickets

Tarzan Banks and Wild Life Show, Also All Help With Us at Greenville Contact Us AT ONCE

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House Trailers at Wholesale Prices.

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RIDES—WANTED—RIDES
COVINGTON COUNTY SPRING FAIR
BONA FIDE AGRICULTURAL AND STOCK SHOW
WEEK APRIL 14 OR 21

\$3,000.00 IN PRIZES **1947 CAR GIVEN AWAY**
PARADE—EXHIBITS—BARBECUE—FIREWORKS
25,000 TO HEAR GOV. JIM FOLSOM
Need 8 Major and 3 Kiddie Rides.

Independent Shows and Concessions, contact.
4 MORE BIG ONES TO FOLLOW
Operators, phone or wire immediately.
MARION BOYETTE, V.F.W. Post 3454, Andalusia, Alabama

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There have been a lot of claims made about popping ratio of certain brands of popcorn. But we make this guarantee: "There is no better popcorn anywhere at any price than Gold Medal." Single bags, \$8.75; 5 bags or more, \$8.50 each. This is all Purdue Hybrid, just one grade, the best.

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ERNIE CAMPBELL, Owner

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100 CENTRAL AVE.

(Phone 38885)

ALTON, ILLINOIS

Midway Confab

(Continued from page 43)

Pacific, Battle of the Coral Sea, Battle of the Bulge and fireworks displays in Honolulu. A contract also has been signed for the Detroit Police Field Day event. Hudson Fireworks Display Company, Hudson, O., will furnish the displays and equipment for the Kyle Productions.

Abe Luckerman, concessionaire, and Patricia Harris, nonpro, were married Thursday (16) at a ceremony in the Roosevelt Hotel, New Orleans. Following the ceremony a dinner was served. In the wedding party were Mr. and Mrs. W. L. McHugh and Mr. and Mrs. Stash Gray, business associates of the bridegroom. Following a wedding trip to Bermuda, couple will return to New Orleans.

Mr. and Mrs. Lew Hamilton and Mrs. Jack Arnott visited the Slim Kellys Sunday (19) at their home about 20 miles from Sarasota, Fla. They also visited the Howard Ingram opening at Plant City, Fla., Wednesday (15), where they also met up with Jake, the Seal Boy, and his wife, Bobby, formerly with Glen Porter on World of Mirth. They are now operating their own attraction on the Ingram Shows.

Novelty men are busy getting ready for the Mardi Gras in Mobile, Ala., February 10-18. Among those on hand are Bennie Johnson, George Desak, Bert Donaldson, Marie Smuckler and Bob Ayres. Bob and Lonnie Ayres, veteran concessionaires, are adding many attractions to Playland in downtown Mobile. Jimmie McKenzie, son of Lonnie Ayres, reports his mugg joint in downtown Mobile is a big success.

Errors of judgment are often committed innocently, as in the case of a show that railroaded and set up in a closed town.

Bert Clinton, well-known in outdoor show business who manages Bob's Place, Daggett, Calif., and Ruth Edraiston, radio singer, were married in Las Vegas, Nev., Wednesday (15). Best man was William J. Ashley, well-known carnival showman, and the bridesmaid was Ollie Webster. Guests included Mr. and Mrs. Charles Devlin, Bob Thompson, Mel and Madeline Cody, Ted and Toni Russell and Mary and Fred Lutz.

Mrs. Jane Bunting was hostess at a dinner party at Hotel Statler, St. Louis, honoring Mrs. Lee Belmont, incoming president, and Mrs. Harriet Maher, outgoing president of the Missouri Show Women's Club, Wednesday (15). Guests also included Alice Belmont, Mrs. Mary Forster, Lorraine Belmont, Mrs. Daisy Davis, Billie Lou Foreman, Pat Seery, Edna Stensen, Gertrude Lang, Mildred Laird, Bea Dawson, Rose Fitzgerald, Pearl Vaught and Louise Hickman.

Grandfather was an old-fashioned character who thought too many lights on a midway were a waste of money, when gasoline torches sold for \$1.69.

Carl Ferris, Medina, N. Y., owner-operator of the rides and shows bearing his name, recently added a new Moon Rocket to his ride line-up. Ferris, who has played celebrations in Central New York for many years as an independent operator, is organizing his own shows and reports he has a long route of good dates booked. Dick Neugent, of Syracuse, is in charge of concessions. . . . Bill Gary, wintering in Dolomite, Ala., since closing a successful season with Nick's Shows, has inked his girl show with J. J. Page Exposition for 1947.

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High Expansion—Excellent Quality

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New—50 Lb. Bag



Now packed in 50 lb. moisture-proof bags. A new convenience for theatres and popcorn stands.

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| 10 | 18 | 42 | 52 | 88 |
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| 6 | 23 | 40 | 50 | 71 |
| 5 | 21 | 44 | 58 | 74 |

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For Arcade . . . Fun House . . . or as a complete show in itself. 8 different contours . . . 2 sizes, 30x70 inches or 40x70 inches.

For PARK . . . KIDDIELAND . . . CARNIVAL

Permanent or Portable

PROVEN SAFETY . . . 24" gauge track . . . non-upsetting cars . . . low center of gravity . . . hand rails for the kiddies.

PRACTICAL . . . 40 hp. engine . . . 8-wheel drive . . . simple clean mechanism with minimum of moving parts to cause trouble . . . Timken bearings throughout . . . Large size to permit the rapid handling of capacity crowds.

CAPACITY . . . 120 kiddies or 80 adults with 10-car train. When larger capacity is necessary add more cars, locomotive has ability to pull 20 cars.

EARNING ABILITY . . . "More than paid for itself in 10 operating days." Roy Richwine, Williams Grove Park at Mechanicsburg, Pa. . . "Crossed \$2846.00 on the 4th of July." Roy Warfield, Riverview Park, Sioux City, Iowa. . . "Topped the Midway on kiddies' day at Ionia Fair. Easy to handle. Ideal for the Carnival." Al Wagner, Cavalcade of Amusements. . . "Over 70% of riders are adults. The only train for a kiddieland." Mike Doolan, Green-Oaks Kiddieland, Oaklawn, Ill.



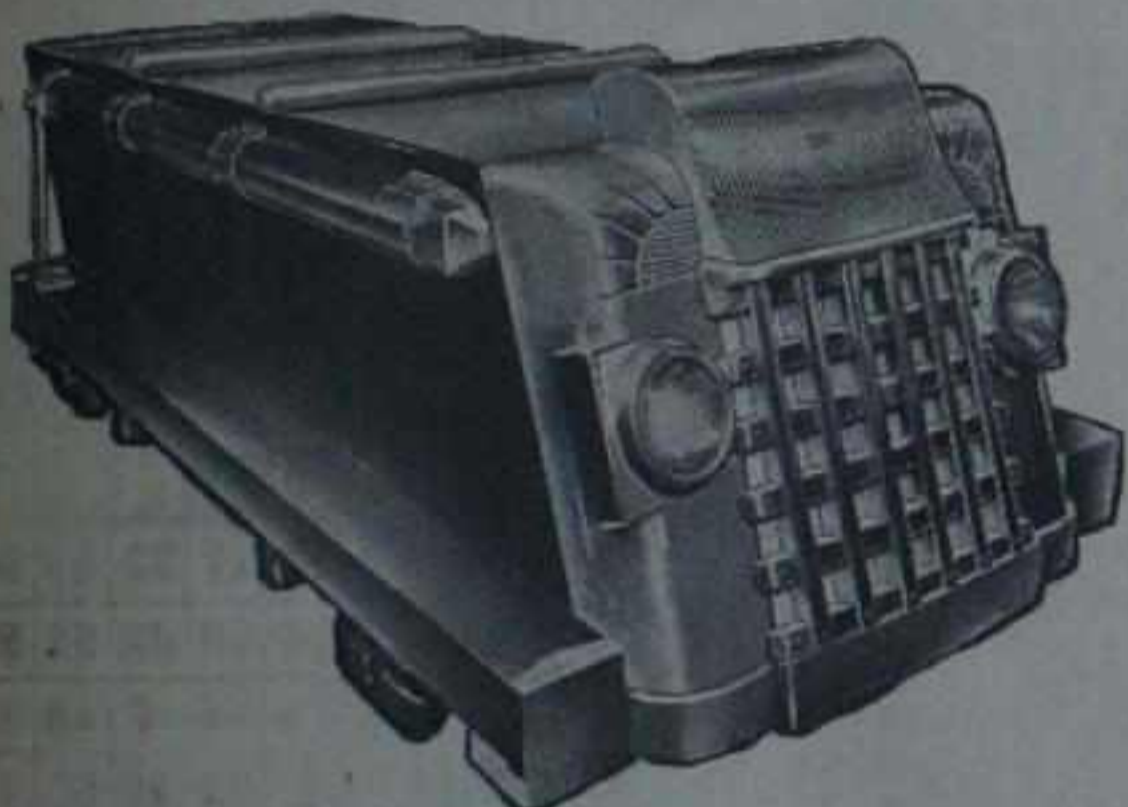
LARGEST MINIATURE TRAIN BUILT

Stands 46 1/2" high above the rails. Two adults or 3 kiddies sit side by side comfortably in one seat.

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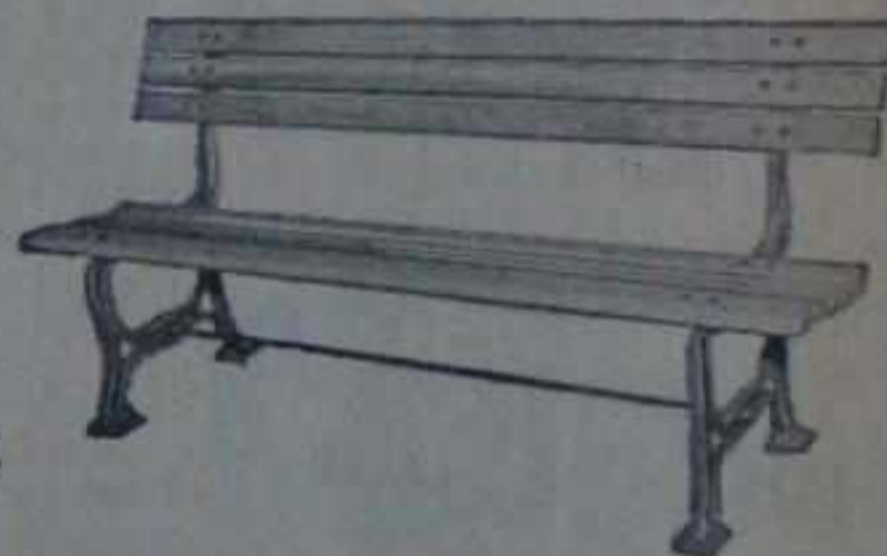
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HEAVILY BUILT TO STAND THE GAFF

Weight 140 pounds . . . 6 feet long with 1 1/4"x2 1/4" hardwood back and seat boards. Cast iron legs. Painted or unpainted.



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Contact me thru our Dayton, O., Office or drop me a line, Gen. Del., Tampa, Fla., February 5 to 10.
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SHOWS—Fun House, Glass House, Snake Show, Animal Show, Motor Drome, Monkey Show or any Show that doesn't conflict with what we have, with or without equipment.
 RIDES—Will book, buy or lease Octopus or any other Ride not conflicting with what we have.
 RIDE HELP—Rideo-O Foreman, Chair-o-Plane Foreman, Merry-Go-Round Foreman and Second Men on all Rides. Those with Semi-Trailer experience preferred. Top salaries and long season plus percentage.
 CONCESSIONS—Penny Arcade, Photo Gallery, Candy Apples, Popcorn, Candy Floss, Snow Cones, Scales, Guess-Your-Age or any other Concession not conflicting.
 NOTICE—CAN PLACE SECRETARY WITH CARNIVAL EXPERIENCE AND MUST UNDERSTAND ALL TAXATIONS. ALL REPLIES:
FITZIE BROWN or A. R. (DUTCH) WHITESIDE
 BELLE GLADE, FLA., THIS WEEK

BEAM'S ATTRACTIONS

Playing 25 Weeks of Outstanding Pennsylvania Celebrations and FAIRS—10 Rides—8 Shows

WANT

RIDE SUPERINTENDENT—Have fine proposition for experienced, sober, reliable man. Salary and bonus.
 RIDE HELP—Foremen for new Wheel, new Caterpillar, Merry-Go-Round, Chairplane. Also Second Men. Shows pays good wages to capable men.
 EXPERIENCED ELECTRICIAN and MECHANIC.
 CONCESSION MANAGER—Man capable handling 18 office-owned Concessions. Must know how to build and flash Concessions. Salary with percentage. Unusually good opportunity.
 CONCESSION AGENTS for Ball Games, Fish and Duck Ponds, Darts, Pitches, Age, Scales and Striker.
 CONCESSIONS THAT CAN BE BOOKED—Novelties, Cork and Long or Short Range Shooting Galleries, Palmistry, CUSTARD, Penny Arcade, Photos and new Concessions not conflicting. Man to take charge MARQUEE and FRONT GATE.
 SHOWS that cater to family trade. People who have written to this show relative to Concessions, please write again. Harry J. Chandler is no longer connected with this show.
Write or Wire M. A. BEAM, Windber, Pa.

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1947—BOOKING FOR—1947

RIDES—Any Rides not conflicting, book or lease. What have you? SHOWS—Clean Shows of merit with own transportation. CONCESSIONS all open except Pop Corn and Apples, Plush Wheel, Playing the cream of New England, including four of the biggest money proven Celebrations in Massachusetts. Show opens May 3, 1947. Communications to
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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¢.

3000 KENO

Made in 30 sets of 100 cards each. Played in 3 rows across the cards—not up and down. Light weight cards. Per set of 100 cards, tally card, calling markers, \$3.50.

LIGHT WEIGHT BINGO CARDS
White, Green, Yellow, Black on White, postal card thickness. Can be retained or discarded. 3,000, size 5x7, per 100, \$1.25. In lots of 1,000, \$1 per 100. Calling markers, extra, 50¢.
Ping-Pong Balls, printed 2 sides . . . \$30.00
Replacements, Numbered Balls, Ea.50
8,000 Jack Pot Slips (strips of 7 numbers), per 1,0001.25
M. W. Cards, 5x7; White, Green, Red, Yellow, per 1002.00
3,000 Small Thin "Brownie" Bingo Sheets, 7 colors, pads of 25. Size 4-5, per 1,0001.25
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CLUB ACTIVITIES

Showmen's League of America

400 So. State St., Chicago

CHICAGO, Jan. 25.—Bill Carsky presided at the regular meeting Thursday (23) in the absence of President Irving J. Polack. With him on the rostrum were Secretary Joe Streibich and Treasurer Walter Driver.

Sick list includes Dave Tennyson, Eddie Conners, William J. Coultry, R. A. Westbrook and James P. Madigan. No late news received from Ted Woodward. George Terry has been released from the San Antonio Sanitarium.

Rube Liebman is leading the membership drive. He turned in two more applications recently and Lefty Ohren is credited with another. Total of new members to date is 62.

Present after absences were Lloyd Hess, Jimmy Mark, Flash Williams and Ainsley Lambert.

a corned beef and cabbage dinner for members and their families Saturday, March 15.

Florida bound are S. T. Jessop, Al Sweeney, Oliver Barnes, Solly Waserman and the Jack Weiners.

Patty Conklin, Barney Lamb, Morris Lipsky and Ralph Lockett were recent visitors at the rooms. Max Friedman and Mel Harris left for San Antonio.

Larry O'Keefe is in charge of the clubrooms since Mel Harris left.

Ladies' Auxiliary

Mrs. Sam Gluskin and Mrs. Marie Brown were hostesses at the social Thursday (9) in the Sherman Hotel. Secretary Elsie Miller won two prizes.

Regular meeting was held Thursday (16), followed by a celebration marking club's 29th anniversary. Blanche Latto, past president, won the give-away.

Letters were received from Nan Rankine, first vice-president, who is vacationing in Florida; Myrtle Hutt Beard, en route to Mexico; Jackie French; President Viola Fairly, en route to Muskogee, Okla.; Gladys Brod, and Florence Aaron, who is in Canada.

Mrs. Rose Jarboe and Mrs. Ralph Glick were on hand for the meeting.

Treasurer Rose Page is back from Detroit where she was a guest of Mrs. Al Wagner and the Ladies' Auxiliary of the Michigan Showmen's Association at their installation dinner Tuesday (14). Lena Schlossberg, who has been in Hot Springs, is expected back in Chicago any day. Mrs. Henry Belden, past president, leaves soon or a two-week vacation in Florida.

Bazaar donations should be sent to

National Showmen's Association

1564 Broadway, New York

NEW YORK, Jan. 25.—Meeting Wednesday (22) was presided over by Vice-President Joseph McKee, in the absence of President Dave Endy.

Elected to membership were Vincent Salvatore, Bernard Williams, Joseph Brooks, Louis D'Onfrio, Dominic Senna, Jack Berman, Samuel Harris, Harold Nevins, Jack Kneeland, F. McKim Smith, Harry J. McKeon and Bernard Becker.

Sam Lipsih, Paramount Shows, visited. Ben Merson returned from Hot Springs. Chairman of the entertainment committee, D. D. Simmons, has appointed his committee for 1947.

Arthur Campfield joined the throng of visitors to Florida. Seymour Liebowitz was in from Philly.

Louis Rosshandler is back from California, Florida and other points. Daddy Simmons back from his Florida annual—with the appearance of a well-baked bun. Mr. and Mrs. Max Tubis will leave shortly for Nacogdoches, Tex., and the Clyde Beatty winter quarters. Max again will have the concessions. Donation from Slim Dieckman is acknowledged.

Letters received from Nelson Beardsley, Ed Reicher, Johnny Applebaum, Dick Coleman, Al Huband, Dr. Frank J. Vita, A. Joseph Geist, C. F. Lauterbach Jr., James V. McGreen, Arthur Fisher, William Gottlieb, Saul Maul, L. J. Siegal, Robert Burton, Isidor Rubenstein, Norman Marshall, Jack Perry, R. E. Eichelberger, Joe Lytell, Charles Wertheimer, Harold Hoffman, Daniel Kleh, Joe Troskey, William Head, Al Wagner, B. Ward Beam, Anthony Carro, Samuel Silver, Samuel Schiffer and Sam Maddaloni.

Mail being held for Louis Victor, Martin H. Smith, James L. Miller, Clifford N. Lambert, George Atkins, Andrew J. Metts, George Martin, E. E. (Spot) Copper, Thomas W. Kelley, William H. Cooke, James W. Kelley, Joe Reynolds, Charles W. Taska, Arthur Rozen, Charles H. Yeager, Joie Chitwood, Joe Beardsley, Stanley J. Plas, Frank Parsons, Benjamin Snapp, James H. Miller, Daniel Testa, G. C. Mitchell, Lester Jacobius, Joseph G. San Fratello Jr., Benjamin H. Rosen, George Burke, Murray Zand, Sam Burd, George Hoar, Pat Matino, Morris Gustow, Francis W. Murphy and Eddie Elkins.

Mrs. Belden at 6136 North Knox Avenue, Chicago.

Hostess at the next social will be Mrs. Belden, assisted by Mrs. Carmen Bishop Horan.

WANTED

HIGH DIVE RIGGER
TWO WATER CLOWNS
TWO DIVING GIRLS

Write All Information, Salary, Etc.

FOR SALE

FOUR WATER TANKS,
NEW RUBBERIZED
12' Diameter, 4 1/2' Deep.

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BRIGHT FLAMEPROOF CANVAS
Royal Blue—Forest—Green—Khaki—Olive Green—White

Flameproof your tents with Hoopers Liquid Flameproofing Compound. S. T. Jessop will be at Miami, Hotel Venetian, January 27 to February 3. Tampa, Hotel Floridan, February 4 to 13.

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Chicago's Big Tent House Since 1870

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FOR SALE
SMALL CARNIVAL—Merry-Go-Round, 6 Concessions; 1 Concession Truck, van body, good shape; plenty Stock, Ground Cable, Switches and Stringers; also Office Trailer. Have other Rides and Concessions booked ready to open. Will sell all or part cheap. Must be moved at once. Write or wire
GREENLAND SHOWS
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PARK AVAILABLE

Starting March 1—Stamford Ball Park. Equipped with permanent lighting system. Suitable for Ice Shows, Carnivals, Fairs, Bazaars, etc. Write **STAMFORD BASEBALL CLUB**, Stamford, Conn.

10 Rides B & C's EXPO SHOWS 8 Shows

Playing New York States Number 1 Route of Celebrations and Conventions
Now Booking for 1947 Tour
SHOWS—Monkey, Iron Lung, Geek, Snake and Fun House.
RIDE HELP—Merry-Go-Round, Wheels, Whip, Swing, Tilt, Octopus and New Moon Rocket, all office rides.
CONCESSIONS—Few choice Concessions open. What have you?
FREE ACT—Have opening for good free act.
FOR SALE—Small Office Trailer, 40' Main Entrance and Merry-Go-Round Organ.
Address: BOX 88, HEMLOCK, N. Y.

ATTENTION, SHOWMEN! ANNOUNCING A NEW FUN HOUSE—NOW IN PRODUCTION ZOMBIE CASTLE

AMAZING THRILLING SPINE-CHILLING
Dark Walk-Through—fits in 20x30 Top. Two people operate. Set up in one hour or can set in permanent location, store, show, etc. Loads compactly. Price, \$750.00. 1/3 Down, Balance C. O. D. Complete with Banners. Thirty (30) day delivery. Or build your own. Blue prints, etc., \$25.00. Particulars:
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SHOW CIRCUS CONCESSION TENTS

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HARRY SOMMERVILLE—FOREST GILL
121 West 8th Street Kansas City 6, Mo.

60 BUSES AND SHELLS

Mfd. by Twin Coaches, White, Yellow Bus; some Diesels. Buses from \$700 up; Shells from \$400 up. 2 Double Deckers (good for Pitt House, etc.), 1 Double Unit (80 passenger). Shells and Buses can be converted into any type concession. Shells can be converted into tractor-trailer units. All late model—no junkers—aluminum body and frames.

JACK GONDER

44 Oak Grove Dr. BALTIMORE 20, MD.
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Opening Last of April

Will book or lease any Ride not conflicting. All Concessions open except Bingo, Pop Corn, Cook House. No Flats or Gypsies wanted.

HOWARD SNYDER

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SUPER ROLL-O-PLANE FOR SALE

In A-one condition. Can be seen and operated at South Beach, Staten Island, N. Y. Price right. All Replies to **FRANK JOSEPH**
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FOR SALE Brand New FROZEN CUSTARD MACHINES

Immediate delivery. Guaranteed. Write or Wire for Details.
BOX 148, c/o The Billboard, 1564 B'way, N. Y. 1.

ACTS—FOR SIDE SHOW BEAUTIFUL—ACTS

Year around work. My old gang, come on. Pat and Freddie, Billy Carter, David, Buddy (Sword Swallow), Nail in Head Red, Billy Peary Bell, Joe Drake, attention! Jimmy Rita Hillsard, wire me for ticket. Collect wires ignored. All replies to **BILLY LOGSDON**, care Florida Amusement Co. (all week), Melbourne, Fla.

FOR SALE

One 7-Car Kiddie Ride, ready to go to work. First \$250.00 takes it. A good buy. Dennis Variety Store, now doing business. Merchandise building and business, \$8500.00 takes all. All replies:
F. B. DENNIS
OBERLIN, KANSAS

USED FOR TEST RUNS ONLY!

GET 'EM

WHILE WE HAVE 'EM

CARNIVAL OPERATORS

**A SENSATIONAL BUY!
COMPLETE PORTABLE
LIGHTING UNIT**



Turn night into day and draw the crowds! Double and triple your night business. This 60" anti-aircraft searchlight has a beam candlepower of 800,000,000 intrinsic brilliance of 750 CP per sq. mm. Furnished complete with 16 Kw. DC generator, which can also be used to supply power or illumination current. Each unit is trailer mounted on 4 6.00x16 pneumatic tires. Just hitch 'em up and tow 'em away. Never used except for test runs. Unit is complete, ready and guaranteed to operate, with connecting cables and remote control unit which allows control of beam from any point. Generator develops 160 amps. at 110 volts.

SAMPLES CAN BE SEEN AT
BUFFALO, CINCINNATI,
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**COST
\$18,000.00
NEW!**

First come . . . first sold at this amazing low price, \$1,200 f. o. b. Salt Lake City **\$1,200.00**

Also contact us for 200 additional new gas and diesel engine generating sets. Various sizes from 5 up to 25 KW. AC.

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Contact Meyer Goldberg

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PHONE DEL 0200
713 NORTH WELLS ST. CHICAGO 10, ILL.
Contact S. Kerwin

JOHN R. WARD'S WORLD'S FAIR SHOWS

Opening Baton Rouge, La., March 15th

WANTED IN WINTER QUARTERS — JOIN NOW: Blacksmith, two more Carpenters and Builders, Sign Painter, Wagon Builders, Neon Man. Prather and Hunter, answer.

WANT SHOWS AND SHOW PEOPLE: Harvey Williams wants three more Midgets to complete Midget Revue. Must be good entertainers. Can place Unborn Show, also Talkers, Grinders and Ticket Sellers for Illusion Show, Side Show, Girl Revue and Monkey Show. Will book any high class show that don't conflict. Six Mexican Girls for International Revue.

WANT RIDE HELP: Foremen and Second Men. Want CANVASMEN for Girl Show, Midget Show and International Revue.

WANT TRAIN HELP: Trainmaster, Polers and Chalkers.

WANT FIRST CLASS COOK HOUSE MANAGER that can produce.

Want to hear from the following: Jo-Jo, Blackie Barnes; Walter Rogers, of York, S. C.; Phil McGrath, Bobbie Hopkins, of Huron, S. D.

RALPH CLAWSON, Manager
BOX 148, BATON ROUGE, LA.

MAJESTIC GREATER SHOWS

"STREAMLINED PLEASURE TRAIL"

OPENING MARCH 10TH NEAR GREENSBORO, N. C.

CAN PLACE FOR LONG SEASON OF

CHOICE STILL DATES, FAIRS AND CELEBRATIONS

SHOWS (With Own Equipment) — Side Show, Arcade, Monkey Show, Jig Show, Funhouse, Mechanical Show.

CONCESSIONS — All open except Floss, Scales, Cookhouse, Bingo, Popcorn, Custard.

Place A-1 Sign Painter; also Billposter.

ALL PEOPLE CONTRACTED, PLEASE ACKNOWLEDGE

ALL ADDRESS

SAM GOLDSTEIN, Owner-Manager, Greensboro, N. C.

EXCELSIOR AMUSEMENT COMPANY

WANTS FOR SEASON 1947

Ride Help—Foremen on Merry-Go-Round, Ferris Wheel and Chair-o-Planes (Smith & Smith), capable and sober; also drive semi-trailer. Want Manager for 10-in-1 who can produce; also useful people in all departments. Want Snake Show, Wild Life or any money-getting attraction that is high class. Want Bingo Caller to take full charge of 20x40 Bingo. Want Concessions of all kind except Striker, Snow and Bingo. Will book small Cookhouse. No gifts, no grapes or drunks. Want Electrician. Want sober and reliable P. C. Agents. Write

ROME HARRIS, Mgr.

P. O. BOX 17

DILLON, SOUTH CAROLINA

UNITED AMUSEMENT SHOWS

A small show that plays big spots in Rhode Island, Connecticut, Massachusetts. Will book or lease for the season a Ferris Wheel with or without transportation. We have 3 other Rides of our own that will not conflict with a Wheel. Concessions all open except Cook House, P.C., Bingo. All those that were with me last year write. Gypsies, save your stamps.

ARTHUR J. APRIL

856 WARREN AVENUE

EAST PROVIDENCE, R. I.

WRIGHTSMAN AMUSEMENT CO.

WANTS

FOR LONG SEASON IN CALIFORNIA

Ride Help, Foremen for new rides, including Merry-Go-Round, 7-Car Tilt, 25 ER Wheel and Super Roll-o-Plane. Top salary to sober, reliable men. Those with us before please write or wire. Place Electrician and Mechanic. Few Stock Concessions open. Good opening for Photos, Devil's Bowling Alley.

Show opens near San Francisco about March 1. All replies:

P. O. BOX 594, Palo Alto, Calif.

MEET ME AT THE TAMPA FAIR

MY BOAT WILL
BE DOCKED AT THE
TAMPA
MUNICIPAL DOCKS
Directly North of the
Lafayette St. Bridge

Come over and make my boat your headquarters
while visiting the Fair

CHARLES A. LENZ
"The Showman's Insurance Man"

CLUB ACTIVITIES

Miami Showmen's Association 236 W. Flagler St., Miami

MIAMI, Jan. 25.—Regular meeting was held Tuesday (21) with President Robert K. (Bob) Parker presiding. Assisting were George A. Golden, second vice-president; Jack Gilbert, third vice-president; Ralph N. Endy, treasurer, and Milton S. Paer, secretary.

Elected to membership were Eddie Davis, of Jacksonville, Fla., and Ralph Hoffman, St. Louis.

Harry Modele, chairman of the house committee, reported the net income from the restaurant, etc., from November 26 to January 20, was \$4,012.86. Joe Decker and George Sleeman resigned as restaurant operators to ready a new cookhouse, and from now on the restaurant will be operated by the club.

It was decided the clubrooms, usually closed from April 1 to November 1, will remain open the year round with the secretary in charge. President Parker renamed Phil Cook as chaplain and Pete Lockhart as tyler. It was announced a sound system will be installed in the rooms.

On the sick list are Red Mason, patient in St. Joseph's Hospital, Hot Springs, and Harry Schreiber and Frank Starr in Miami.

Fitzie Brown and A. R. Whiteside, new owners of the Blue Ribbon Shows, left for Belle Glade, Fla., where their show opens Monday (27). L. I. Thomas, who purchased the Joyland Exposition Shows, is in Lexington, Ky., but will return in time for the banquet Monday (27). Eddie Brener, of the J. J. Page Shows, is visiting his family in New York. Visiting here are Sam Rothstein; Sam Gould, who came down from West Palm Beach; Mike Buck, owner of the B&V Shows; Joe Baker and David Backovitz, in from Philadelphia, and Jack Hawthorne, who blew in from Chicago.

Show Folks of America San Francisco

SAN FRANCISCO, Jan. 25.—President Harry Seber presided at the regular meeting Monday (13). Dan Michaels, absent installation night, was sworn in as first vice-president at Monday's meeting by Fred Weidmann, newly elected chairman of the board of directors. Mike Krekos is vice-chairman of the board and Enda Raiford is secretary. It was voted that Past President Sammy Corenson be invited to Showfolks to receive his gold life membership card and watch, the date to be set by him.

Elected to membership were Abe Rabkin, Harry Wald, Alrik Carlson and Donald H. Oberhandsli.

Correspondence was received from Mrs. Mary Ludington, Mrs. Elvira Espinoza, Ruby Adams and Jack S. McDowell, the latter of *The San Francisco Call-Bulletin*.

Visitors included Joe Steinberg, recently in from Honolulu; Dan Dix, Hollywood; Mr. and Mrs. Ted Davis, Jerry Cirinceoni, Mr. Carlson, Jack Christenson and Mrs. Lillian Shue, third vice-president of the Regular Associated Troupers, who brought greetings from President Lynch.

President Seber named the following to the house committee: Oscar Walker, chairman; Bill Coles, Tony Soares and Teddy Texeira.

Joe Steinberg won the pot of gold drawing and received \$21 which he donated to the sick and relief fund.

Missouri Show Women's Club 415A Chestnut Street, St. Louis

ST. LOUIS, Jan. 25.—A farewell gathering was given by the club in honor of Mrs. Honey Vaughn, Mrs. Nell Allen, Rose Fitzgerald and Mrs. O'Shea.

Mrs. Harriet Maher presented the three usherettes at the installation,

Arlene Sidenberg, Mildred Laird and Mary Frances Grimm, with scarfs. Madaline Ragan and Dorothy Bell visited from the Ragan farm, near Salem, Mo.

The Chitter-Chat Club, of the Bunting Shows, and Mrs. Jane Bunting presented the club with a new desk for the rostrum.

Arrangements are going ahead for the Valentine party.

JOHNNY J. JONES EXPOSITION —CAN PLACE— PRESS AGENT

Good opportunity for young man who knows newspaper and radio business. Must be able to handle advance publicity. Carnival experience not necessary.

BILLPOSTER

Experienced union man capable of handling advance outdoor advertising. Must furnish reference as to sobriety and reliability. Have new truck, well equipped. Best of treatment, support and working conditions for right man.

RALPH G. LOCKETT

General Agent

P. O. BOX 1180 DE LAND, FLA.

GLOBE SHOWS Now Booking for 1947 Season

Would like to hear from fair secretaries in New England. Will book two Grind Shows and Concessions of all kinds. GLOBE SHOWS, care John Costa, 727 Charles Street, Fall River, Mass.

1947--NOW BOOKING--1947 STEBLAR GREATER SHOWS

Can place Concessions except Bingo or Cookhouse. Can place Monkey Show, Snake Show, Girl Show with or without own outfit. Will book, buy or lease small Merry-Go-Round. Have for Sale—Leaping Lena, flat ride, A-1 condition. Address all mail to

J. G. STEBLAR

Bamberg, S. C.

FOR SALE

Short Range Shooting Gallery, built new last spring, on two-wheel trailer, 6-ply tires, neatly framed. Equipment consists of 30,000 Cards, 4 Cases of .22 Shorts, one new 241 Remington Automatic, 1 new Winchester 62 Pump, 2 Winchester 62 Pumps (used 3 months), one new Remington 7 Shot, bolt action as prize.

First \$1,500.00 Cash.

R. A. PERKINS

c/o Safety Cab Company

Cor. Lemon and Tennessee, Lakeland, Fla.

BUFFALO SHOWS

Opening May 1st

WANT Potato Chips, Candy Floss, Long Range Gallery, Penny Arcade, Photos, Basket Ball, Fish Pond, Bowling Alley, High Striker, String Game, Jewelry, Novelties, Guess Age, Guess Weight, Hoop-La, Ball Games sold for entire year. No openings for Penny Pitches, Darts or Percentage. Book Side Shows with own transportation. No openings for Geck or Girl Shows.

HOWARD POTTER, Gen. Mgr.

P. O. Box 800 Buffalo, N. Y.

CETLIN & WILSON SHOWS

Opening April 1st, Petersburg, Va.

WANT—Worth-while attractive Grind Shows that don't conflict. What have you? Will finance anything new in keeping with this big show.

CAN PLACE—Foreman and Workingmen on the following rides: Looper, Spitfire and Whip. These rides are brand new out of the factory.

CAN PLACE—Foreman for Tilt-a-Whirl, Roll-o-Plane and Octopus, also second men and third men on these rides.

WANT BLACKSMITH TO JOIN IMMEDIATELY IN WINTER QUARTERS FAIRGROUNDS, PETERSBURG, VA.

We can place experienced Carnival Workingmen in all departments.

CAN PLACE—Men for our battery of 4 Ferris Wheels.

We will place all Legitimate Merchandising Concessions to join for opening and all season

WINTER QUARTERS P. O. BOX 787 PETERSBURG, VA.

SHOWMEN

What have you to offer in the form of attractions? Acts appealing to women and children.

4 a day—1 hour show—1 week stand

Phone, Write or Wire

S. STEWART

St. Charles Theatre, 426 St. Charles St., New Orleans, La.

PERFECT GAMES COMPANY

MAKES PERFECT GAMES

PERFECT for PLAYER APPEAL
PERFECT for OPERATOR PROFITS
PERFECT MECHANICALLY

ALL OUR GAMES HAVE
 BRAND NEW MATERIAL
 AND CABINETS

TALLY*
\$125.00 COMPLETE

ENGLISH HAZARD*
\$125.00 COMPLETE

ALLEY ROLL*
\$150.00 COMPLETE

Four Different New Electrical Group Games
 (Patented). A Unit.....\$300.00

Pokerino Tables on Location, Tested and
 Legal. Each.....\$300.00

Automatic Pokerino Tables for Permanent
 Location (Patent Pending). Each.....\$350.00

ELECTRIC COIN PITCH*
 Any Denomination
\$100.00 COMPLETE

* Portable — Ideally suited for
 Fairs, Carnivals and Summer
 Resorts.

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PERFECT GAMES COMPANY
 Perfect Games Building
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 Phone: ESplanade 2-4383

POKERINO*
\$175.00 COMPLETE
 Also Portable POKERINO for
 Fairs & Carnivals—\$100.00.

ANDERSON'S GREATER SHOWS

NORMAN ANDERSON

H. KERMIT SUMNER

WANT

WANT

WANT

NOW BOOKING FOR 1947

RIDES: Will book or buy CHAIR-O-PLANE, ROLL-O-PLANE and two KIDDIE RIDES. Want Foremen and Second Men for FERRIS WHEEL, MERRY-GO-ROUND, OCTOPUS and TILT-A-WHIRL. **SHOWS:** Have Top and Banners for FIVE-IN-ONE, Ruby and Francis, write. Have new Top and Banners for GIRL SHOW. Have Top and Banners for ILLUSION. Smoky, write. Will book PAT SHOW, BIG SNAKE SHOW or GEEK SHOW with or without transportation. **CONCESSIONS:** All Legitimate Concessions open except Popcorn. Nice opportunity for Bingo and P. C. Special proposition for small Cookhouse that will cater to Show Folks. Bidders, please get in touch. This show plays proven territory. Will open March 8th. Winter quarters will open Feb. 24th. All Address: ANDERSON'S GREATER SHOWS, 2700 Jefferson Ave., Knoxville 15, Tennessee.

L. W. ELLIOTT AMUSEMENT CO.

OPENS APRIL 4TH

WANTS FOR 11 WEEKS

On Indianapolis Lots. Opening April 4. Auspice V.F.W.
CONCESSIONS—Fish Pond, Scales and Age, Bumper, Jewelry, Carmel Corn and Taffy, Crab, String Game, Blower, Devil's Bowling Alley, Ribbons, Coke Bottle, Dart Games, American Palmistry (John & Helen Barfield, write), Basket Ball, Long Range, Short Range, Custard, Cat Rack, Punk Rack, Whiskey Bottle, Buck Rogers, Bagatelle (Scotty, write), Huckley Buck, Pitch Till U Win, Country Store, Grocery Wheel, Wire Worker and other Concessions not conflicting. Concessions must be clean, well painted and up to date. Privilege, \$25.00 per week; \$15.00 deposit as booked. **SHOWS**—Two or three small Grind Shows. **RIDES**—Might consider booking one more Ride or Fun House. Have for Sale—1 3.1 K.V.A. 110 V. 60 Cycle Single Phase Light Plant, \$350.00; F. O. B. Indianapolis. This plant in perfect condition. Also 1 Cookhouse Top, 20x24, heavy white duck, red trimming, with 5 ft. sidewalls, no frame, top in good condition, no holes or rips, \$100.00. Replies regarding Rides and Shows to L. W. ELLIOTT, R. R. 1, Fruitport, Mich. Replies regarding Light Plant, Cookhouse Top and Concessions, including deposits, to

D. FLEMING, Concession Mgr.

43 N. JEFFERSON STREET

INDIANAPOLIS, IND.

C. A. STEPHENS SHOWS

OPENING MARCH 7TH — SOUTH GEORGIA

WANTED WANTED WANTED WANTED WANTED
SHOWS—Side Show, Monkey Show, Snake, Small Horse, Human Skin Cow, Hagart, wire. Any worth-while Pit Shows with own equipment. Have good proposition for organized Minstrel Show.
RIDES—Will book Octopus, Spitfire, Tilt-a-Whirl and Roll-o-Plane.
CONCESSIONS—Stock only; Heart Pitch, Hoop-La, Coke Bottles, Penny Pitch, Ball Games, Slum Spindle, Mitt Camp, Cook House all open. We have Bingo, Popcorn, Arcade and all P.C. contracted. Can place, due to disappointment, Frozen Custard.
ACTS—Speedy Phoenix, Torina, Shishounger, get in touch with me. Can place useful Show People in all departments. Ride Foremen for Dual Loop; Ferris Wheel, Ell #5; new Smith & Smith Chair-o-Plane, Red King, contact J. R. Jones here.
Fair Secretaries—Show has few open dates in September and October. Will consider B Class Fairs only. Can use two first class Contest Men and Program Workers.
 Address all mail and wires to:
C. A. STEPHENS, Mgr. Crystal River, Fla.

— A. M. P. SHOWS —

WANT "Juggy" FOR 1947

CONCESSIONS—Pitch-Till-U-Win, Coca-Cola, String Games, Rotaries, Basket Ball, High Striker, Long or Short Lead Gallery, Penny Pitch, Hoop-La, Fish Ponds, Duck Ponds, any others not conflicting.
SHOWS—Ten-in-One, Jig Show, Geek, Unborn, Wild Life. Interested in all Shows of merit.
A. M. PODSOBINSKI, Gen. Manager, P. O. Box 770, Macon, Georgia.

CONCESSIONS WANTED FOR

NEW KIDDIE PARK IN LAKE GENEVA, WIS.

In Operation May, June, July, August and September.
ALSO HAVE OPENINGS FOR Games and Novel Rides, Souvenir Stands, Popcorn Machines, etc.
 Also suitable space for Roller Rink in summer.
Contact HAROLD FECHTMEYER, 2833 N. Kildare, Chicago, Ill.

DUE TO OTHER BUSINESS INTEREST

and bad health I have for lease my Light Plant, 37 1/2 kw.; one No. 5 Ell, one small Herschell-Spittman Merry-Go-Round, one Ten-Tub Mameels Whip, one Mix-Up. I have transportation for Merry-Go-Round, Wheel and Light Plant, but not for Whip and Mix-Up. Parties leasing this equipment must furnish good reference and be able to put up a cash bond. If interested get in touch with me at once, as I am a very busy man.

TOM BASS

G. & S. I. BLDG., ROOM #302

GULFPORT, MISS.

**Now Offering—FOR SALE
 NEW KIDDIE RIDE
 IMMEDIATE DELIVERY**

Top Money Makers on Any Location. Tried,
 Tested, Proven. Moderately Priced.

H. E. EWART

4300 Long Beach Blvd. Long Beach 7, Calif.

WONDER SHOWS OF AMERICA

"THE WORLD'S
FINEST RAILROAD SHOW"

PRESENTING ONLY THE NEWEST AND MOST
NOVEL LEGITIMATE ATTRACTIONS

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MANAGER FOR OFFICE-OWNED SIDE SHOW. One who can stand prosperity and knows what it is all about. Will also book outstanding Side Show Attractions (office paid).

OUTSTANDING MINSTREL SHOW.
We have complete outfit for same.

MONKEY SHOW.
A very good deal for the right party.

MANAGER FOR MOTORDROME.
One who really knows what it is all about.

SNAKE SHOW (No Geek).

STANDARD MONEY GETTING ATTRACTIONS.
Will finance showmen with new and novel ideas.

WILL BOOK LEGITIMATE CONCESSIONS OF ALL KINDS. No Exclusives except Bingo and Refreshments. Will book Frozen Custard Machine. (Must be high class.)

FOREMAN FOR SCOOTER—FOREMAN FOR HEY-DEY.

WORKINGMEN IN ALL DEPARTMENTS, ALSO TRAIN HELP.

PRESS AGENT (one who can really deliver).

SPECIAL AGENT (must be sober and reliable).

EVERYONE CONTACT: MAX GOODMAN, Gen. Mgr.
BOX 21, or CARE MARION HOTEL, LITTLE ROCK, ARK.

JOHNNY J. JONES EXPOSITION



48th ANNUAL TOUR
NOW REBUILDING IN OUR "OLD HOME" WINTERQUARTERS
"THE SHOW BEAUTIFUL"
WANT NOW FOR WORK IN WINTERQUARTERS

Blacksmiths, Carpenters, Painters, Neon Workers, General Show Men, Train Help, Ride Help, experienced Tower Men to handle our 9 Special Towers, and useful Help in all departments. Wanted—Real Ride Foremen.

We want only capable and reliable people who will be accorded the best of treatment and paid top salaries.

Want Independent Showmen with new novel ideas to enlarge our mile-long midway. Nothing too big for consideration. Want Midgets to augment our present troupe.

Address All Mail or Wires:

JOHNNY J. JONES EXPOSITION

Winterquarters: Box 1180, De Land, Fla.

BAKER UNITED SHOWS

"A Clean Modern Midway"

A ten-ride show with past record of fair dealing, opening April 17 in Indiana for finest route of bona fide annuals and fairs, have openings for Show People interested in connecting with a high-grade outfit for a profitable season.

RIDE HELP—Splendid opportunity for capable Superintendent, also sober, reliable Operators and General Help for 2 Wheels, Little Beauty, Tilt, Octopus, Roll-o-Plane and Kid Rides. Must drive and have or be able to get license.

CONCESSIONS—Several Stock Concessions still open. A splendid opportunity for exclusive on Jewelry, Novelties, American Palmistry. No Percentage open. Positively no gift or gypsies.

SHOWS—If you have a worth-while attraction and your own outfit you can prosper here. We play proven repeat territory where our past record assures maximum attendance.

FREE ACT—Will contract for season or until fairs with outstanding attraction, must be high class and have flash. Cannon Act, Wire or Flying Act preferred.

GENERAL AGENT OR MANAGER—Attractive offer to capable Agent or general assistant to owner. Must be willing to work and co-operate. Must have car.

SECRETARY—Want Secretary or Office Manager thoroughly acquainted with show business. Must know tax records.

TOM L. BAKER, Baker United Shows

2156 UNION STREET INDIANAPOLIS 2, INDIANA

CLUB ACTIVITIES

Pacific Coast Showmen's Association

623 1/2 S. Grand Ave., Los Angeles

LOS ANGELES, Jan. 25.—President Bill Hobday conducted the regular meeting Monday (20). Also on the rostrum were vice-presidents George Coe and Harry Suker, Secretary Ed Mann and Chaplain Jack Hughes.

President Hobday appointed Don Donnelly club reporter. Donnelly will compile a monthly bulletin of club activities for distribution to out-of-town members.

Two \$25 checks for the building fund were received from Mike Krokos, who had solicited them from members up-State.

Doc McCullough has recovered from his illness and is back in the club checkroom. On the sick list are Jack Bush; Charles Albright, now out of a San Francisco hospital after an operation; Jack McGee, recovering at the Paradise Valley Sanitarium, National City, Calif., and Morse Gorman, at the Hondo County Hospital.

Guests at the meeting were Frank Marvin, hotel man from Washington, and C. O. Noble.

Members present after absences were Joe Haup, Charles Austin, George Wyler, Ted LeVett, Sol Grant and Dwight Pepple.

Drawing was won by Jerome Halfley.

Heart of America Showmen's Club

931A Broadway, Kansas City, Mo.

KANSAS CITY, Mo., Jan. 25.—Regular meeting was preceded by the president's annual dinner, sponsored jointly by Blanche Frances, president of the Ladies' Auxiliary and Harold Elliott, HASC president.

Meeting was presided over by President Elliott, assisted by Secretary G. C. McGinnis and Treasurer George Carpenter.

Carl Paddock, Elmer E. Welter, Fred C. O'Neil, Harry Ross and Lawrence McCollum were elected members.

Communications were read from Mike Wright, vacationing in Miami, and Dave Stevens, vacationing in Dallas.

J. J. McBain, who has been on the sick list, is okay again. Dorothea Bates, editor of *Curtain Call*, is a patient in a Chicago hospital.

Sam Benjamin, chairman of the banquet and ball committee, was instructed to sign contracts with the Hotel Continental for the '47 banquet and ball.

J. J. McBain, who has been on the sick list, is up and about again. Capt. Ed V. Chandler, who has been stationed at Trinidad, B. W. I., has been transferred to Puerto Rico. Mrs. Chandler is confined to a hospital at the base.

There is considerable mail at the clubrooms for various members. Please send the secretary your correct addresses.

Regular Associated Troupers

106 E. Washington, Los Angeles

LOS ANGELES, Jan. 25.—A near-capacity crowd turned out for the Thursday (16) meeting. President Jimmy Lynch presided. Also on the rostrum were Nell Robideaux, first vice-president; Monroe Eisenmen, second vice-president; Jack Kent, fourth vice-president; C. H. Allton, treasurer, and Marie Bailey, secretary.

Reports were given by the following committee chairmen: Lucille Dolman, financial; Inez Allton, sick and relief; Mary Kanthe, entertainment; Gladys Patrick, ways and means; Martha Levine, membership; Helen Smith, Harry Quillen and Marie Bailey, publicity; Lucille King,

house; Joe Krug, greeters; John R. Castle, tylers, and John Lorman, good will.

New members include Frank Lee Platten, Sam Hinson, Milton Nicholas, Virginia Sharp, Edmund Wakeelin, Robert Phillips, Wilbur Phillips, Francis Cherry, Wendell Jacobson, Max Hillman and Les and Ruby Dobbs.

These donations were acknowledged: Pat Serry, \$5; Missouri Show Women's Club, \$5; Mr. and Mrs. Roy Shepherd, \$5; Thomas Johns, ticket wheel; Al Rodin, clubroom picture; Ruth Kelley, nylons; T. J. and Helen O'Brien, dates.

Making short talks were Joe Steinberg, recently returned from Honolulu; Virginia Sharp, Thomas Johnson, Al Rodin, Ruth Kelley; Spot Ragland, recently returned from the East and fully recovered from his illness; Ruth McMahon, back from Louisiana; Jack Ward, Pat and Mabel Monzo, back from Canada; Billie and Herb Sucher, Joe Horwitz and Charles Walpert.

Winners of the drawings were Al Weber, Fay Curran, Moxie Miller and Marge Chipman.

LAST CALL

Show opens in Calexico, Calif., February 14, 1947. Starting 40-week season. No wind, no mud, no rain.

NEED

- Foremen for Tilt, Rollo-Plane and new Looper.
- Second Men for all Rides.
- Experienced Night Watchman.

(Those who drive semis will be given preference)

CALL—WRITE—WIRE

CRAFTS 20 BIG SHOWS

7283 Bellaire Ave.,
North Hollywood, Calif.
SUNset 2-3131

WANT TO BUY

Good used Kiddy Auto Ride or similar amusement rides. Must be the type that will attract children. State full particulars in first letter.

Amherst Amusement Corp.

Williamsville, N. Y.

A. & P. Amusement Co.

WILL BOOK

Any Ride except Merry-Co-Round, Kiddle Auto Ride, Mix-Up, Roll-o-Plane or Loop. Will book clean Shows with own transportation. Any Stock Concession—Bingo, Cook House, Candy Floss. Need Agents for office-owned Concessions. Need Jenney Foreman. Opening last week of March. Contact at once. No Flat Concessions or Games. Will buy No. 5 Ell Wheel, must be in good condition. Address:

EDMOND, OKLA.

ANYONE KNOWING WHEREABOUTS OF MR. CLYDE JORDAN

Please Notify

MRS. CLYDE JORDAN

102 Stimson St., Detroit 1, Mich. Urgent!

NOW BOOKING SEASON 1947

"The Show of Tomorrow Today"



Opening Date, March 21, Charleston, S. C.

Play With the Show . . . That Plays Proven Still Spots and Sure Fire Fairs and Celebrations

35 BIG WEEKS 35

27 PAID ATTRACTIONS 27

38 INTERNATIONAL TRUCKS AND FRUEHAUF TRAILERS—38

13 MAJOR RIDES—13

10 BIG SHOWS—10

5 DIESEL PLANTS—5

4 KIDDIE RIDES—4

6 LIGHT TOWERS—6

WE CARRY TWO FREE AND SENSATIONAL ACTS!!!!

Want Pony Ride.
 Want Arcade—Guess Your Age and Scales (Bob McLure, get in touch with me).
 Want Palmist—Must be American (will give exclusive to right party).
 Want Midget Show, Mechanical Show, Illusion, Hillbilly or any other Show of merit.
GET IN TOUCH WITH ME, PROF. VADALIA—REPORT IN QUARTERS!!!
 HELP WANTED—HELP WANTED—HELP WANTED—Ride Foremen for Spit Fire, Loopor, Roll-o-Plane (ALL NEW).
 Carl Lee (Stash) wants all his old Agents to contact him, also any other good Roll Down and Clothes Pin Agents.
 Willis Johnson, Billposter, contact me.
WIRE—PHONE—WRITE SAM E. PRELL 251 N. W. 1ST STREET MIAMI, FLORIDA

DUMONT SHOWS

NOW BOOKING FOR SEASON 1947

Opening Last of March in Virginia

Have the Best Still Dates in the East

WANT A-1 Billposter with car.
 WANT Concessions—Cat Ball Games, Watch-La, Frozen Custard, Penny Pitches, String Game, Photo, High Striker, Cotton Candy, American Palmistry (no Gypsies). Cook House, Bingo, Pop Corn and Percentage sold.
 WANT Manager with Girls for Girl or Posing Shows.
 FOR SALE—Le Roi Motor for Chair-o-Plane, Le Roi and Allis-Chalmers Motors for Wheel or Fiat Rides. One 15 H.P. Single Phase 1750 R.P.M. Electric Motor. One set of Octopus Tubs. All Address:
LOU RILEY Box 126, South Hill, Va.

LAST CALL RAINBO SHOWS LAST CALL

12 CELEBRATIONS AND FAIRS—12
 OPEN SATURDAY, FEB. 15TH. GEORGIA'S BIGGEST BOOMING TOWN.
 3 BIG PAY DAYS—3 SUMMERVILLE, GA. 2 SATURDAYS—2
 Featuring Harry Froboess, the Swaying Marvel.
 All people contracted report here Feb. 10th. Owing to disappointment can please Tilt-a-Whirl, Spitfire, Pony; must join on wire. Showmen with own outfits, come on, Red Brown, wire. Legitimate Concessions of all kinds, come on. Bingo, Palmistry, Popcorn, Photo, Percentage sold, all others open. Ride Help, Concession Agents, Ball Game Workers. Elizabeth Rocco, come on and handle Concessions.
 Address All Mail and Wires: SUMMERVILLE, GA.

ROYAL RIDES

GRAND OPENING LATTER PART OF FEBRUARY
 Will book or lease Ferris Wheel. Will book small Snake or Monkey Show with own outfit. Will book Fun House and all Grind Stores that don't conflict. Chewing Gum Broxston and Johnnie Steve, contact me. All people booked with show last season contact me. Riley Bain, contact Bob White. Good opening for Agents that can drive trucks. Want Lady that can handle books, good proposition. Will buy 1 1/2 Horsepower Motor and 25 Kw. Light Plant. Have for sale two 1500 Kw. Light Plants and 25 Kw. Transformer. Harry Poole, contact me. All wires:
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CONCESSIONS WANTED—Lead Gallery, Long Range, Cigarette Gallery. Will sell exclusive on modern Frozen Custard, French Fries, Candy Apples. Any Slum Concessions that don't conflict.
 AGENTS WANTED—Ages and Scales, Slum Blower, Coca-Cola Joint, Balloon Dart, Add-Ein, Darts, Girls for Basketball Game, Swinger, Buckets, Big Six Wheel, Set. Girls for Huckley Buck. Bingo Counter Men. Man wanted to manage Bingo, must be caller and drive semi. Excellent proposition.
 WANTED—One Man to take full charge of two beautiful Fish Ponds, truck and stock complete. Must be reliable and have reference. Wonderful opportunity. Griddle Man, Counter Men for Cook House. All Answer:
E. H. BROOME, MGR., BOX 676, SELMA, ALA.

CRESCENT AMUSEMENT CO.

WANTS

SEASON 1947 OPENING MARCH 31
 PRESENTING THE 5 FLYING FISHERS FREE ACT NIGHTLY
 3-60" U. S. Army Searchlights
 12 New Modern Safe Rides — 8 Clean Shows

We Thank the North and South Carolina Fairs' Secretaries for the FAIRS Given Us; You Will Not Be Disappointed

WANT WANT WANT WANT
 For Winterquarters NOW open, first-class Sign Painter. Painter that can use spray gun, join immediately. RIDE HELP for 12 new modern Rides—Wheel Men, Clutch Men that can drive semi trailers, Second Men all Rides.

WANT WANT WANT WANT
 Concessions that don't conflict, Lead Gallery, String Game, Coke Bottles. Concession Agents for 2 24-foot Ball Games, Slum Stores, Bingo Help, Counter Men, Checkers, Cook-house Help, Griddle Men, Waiters. Chef Dan Stewart, answered your letter; if at liberty send address. Want Penny Arcade, Motordrome; will furnish transportation.

WANT WANT WANT WANT
 JAMES CHAVANNE wants Side Show People, Working Acts, Freaks to feature. John & Zola Williams, Alzora the Turtle Girl or any outstanding Freak to feature; salary no object; all salaries paid by office.

WANT WANT WANT WANT
 COLORED PERFORMERS AND MUSICIANS—Trumpet, Trombone, Sax. Salary \$35.00. Bus transportation, long season, good treatment. All those with us last season write Doc Anderson, manager.

Have booked best route spring dates, with Galax, Va., July 4th, and 10 outstanding Southern Fairs. Address:
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 BOX 373, CANTONIA, N. C.
 P.S.: Have six 60" U. S. Army Searchlights, complete with Generating Plant, for sale.

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YOU CANNOT BEAT THESE
 WINTER PARK, WEEK FEBRUARY 3
 Don't Fail To Play This One
 MT. DORA, WEEK FEBRUARY 10
 Positive Red One
 SARASOTA PAGEANT, WEEK FEBRUARY 17
 This One Cannot Be Beat
 LAKE WORTH ELKS' FAIR, 10 DAYS, FEBRUARY 27
 If You Don't Get It Here It's Your Own Fault
 SANFORD, 10 DAYS, MARCH 12
 You Cannot Miss Here
LOOK! THE BEST STRING OF FAIRS IN FLORIDA. COME AND GET YOUR SPRING BANKROLL. LOOK!
 BOOKING SHOWS, CONCESSIONS AND RIDES NOT CONFLICTING
 WRITE OR WIRE **BARNEY TASSELL** AUBURNDALE, FLA.

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Octopus in first-class condition. 6 arms, 12 cars. A. C. Motor, all in A-1 condition, and a No. 12 Eli Ferris Wheel in perfect condition. Price \$15,000 cash for both.
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NOW BOOKING FOR 1947 SEASON
 8 RIDES—5 SHOWS—35 CONCESSIONS—2 DIESEL PLANTS—2 ARMY SEARCHLIGHTS.
 CONCESSIONS—Coca-Cola, Fish Pond, Pitch-Til-U-Win, Basketball, Grab, Photos, Frozen Custard, Jewelry, Devil's Bowling Alley, Bumper, Slum Spindle, Country Store, Mitt (American only), Scales, Cookhouse, or any not conflicting.
 SHOWS—Glass, Midgets, Hillbilly, 5' or 10-In-One, Girl Review, Illusion, Wild Life.
 HELP—Foremen and Second Men on 8 Office-Owned Rides. Must be semi drivers. Also other useful Help.
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L. P. HALE Lenox, Iowa

NEW! 80-Fl. Round Top—3 40-Fl. Middle
Pieces. 10-Fl. Sidewall. FLAMEPROOFED.
IMMEDIATE DELIVERY!

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For RIDE-O, ELI WHEEL and ROLL-O-PLANE. Must be experienced and sober. Married men with trailers preferred. NO MOVES. TOP SALARIES.

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MARSHALL GIBSON AND DONAHUE, WRITE ME.—J. T.

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Field Day Celebration, May 21st thru 31st. Bigger and better than ever. Few good Shows wanted. Last year's concessioners, please write. Sponsored by Third Ward Business Men's Club of Salina. Write:

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READY ABOUT FEB. 1st

For Sale—Two 24 Seat Chair Swings. V belt drive, steel cut pinion gears, Hercules power units.

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Pinckneyville, Ill.

WINTER QUARTERS

Royal Crown

LARGO, Fla., Jan. 25.—Construction and repair work is about completed. Each day brings new arrivals. H. R. (Country Bob) Quinlan is having his concessions rebuilt. Ben Kaplan and Bob Bloom returned from Hot Springs. Harry (Irish) Gaughn has five new tops to house his concessions. Dolly Young, business manager, returned from a business trip thru Georgia, Tennessee and Kentucky. Edward P. Rahn, general agent, is attending the various fair meetings and has come up with some good contracts. Secretary E. H. Smith reports a new office.

Recent visitors included Sam Prell, Cash Miller, Bob and Jenny Gloth, Mr. and Mrs. Sam Glickman, Tommy Thomas, Jake Shapiro, Sam Beaty, Mr. and Mrs. Leo Allen and Phil Lucey.

Bob Fisher and His Fearless Flyers have been contracted to provide the free act again.

Mr. and Mrs. E. B. Braden, who will have five concessions on the shows, are expected soon. Mr. and Mrs. Quinlan are the proud parents of a son, Martin Jr.

Mr. and Mrs. George Kelley are on hand and will be at the fair.

Capital City

NASHVILLE, Jan. 25. — Horace Drennon is in charge of a crew of eight men here, and Jack Land is taking care of the painting and re-decorating.

Show will open the middle of March in downtown Nashville on the Haymarket lot. Org was out last year from March 30 to November 16, playing Tennessee, Kentucky and Georgia.

Mickey Apples, Motordrome, Funhouse and Kiddie Ride op, will be with the show again this year and plans to add a kiddie Merry-Go-Round to her kiddie rides.

Delivery has been made on a new GMC panel truck for a sound truck, two GMC tractors and a new 30-foot trailer for the Merry-Go-Round. The new Octopus is expected any day.

Visitors here recently have been R. E. Page, of Page Bros.' Shows; V. L. Collier, of the Johnny J. Denton Shows; R. E. Stewart and Fred Cantrell, of the Shan Bros.' Shows; Eddie Wheeler, Cliff Coleman, Bob Shelton and Johnnie Reed.

Owner J. L. Keef and D. B. Sterling, business manager, are on a booking trip.—JACK SNOW.

C. A. Stephens

CRYSTAL RIVER, Fla., Jan. 25.—Much progress is being made in local quarters, with all readying equipment for the March 7 opening. All tractors and trailers are ready and everything is getting a new coat of paint. Red, with silver trim, is the color scheme being used this season. Mr. and Mrs. Stephens, accompanied by the former's brother, Bill, and wife, spent two days in Tampa during the week where Owner Stephens renewed acquaintances with Cash Miller and several other friends. Mike and Bill Flynn are en route to Frankfort, Ind., to obtain some new equipment.

Mr. and Mrs. Gene Nation have their concessions ready, and Mr. and Mrs. A. Jones' Penny Arcade is all set. New Chairplane arrived from Springville, N. Y., and a special trailer is being constructed to transport it. Owner and Mrs. Stephens visited Mr. and Mrs. Jack Birdsie at their Cedar Keyes (Fla.) home, where Mrs. Birdsie is reported seriously ill. While in Cedar Keyes Owner Stephens purchased some equipment from showfolk wintering there.—MINNIE DUCK.

Alamo Exposition

SAN ANTONIO, Jan. 25.—Preparations for 1947 are going ahead at full speed. Manager Jack Ruback and Ted Custer, general representative, are away on business but are expected back soon.

Among dates already inked for the 1947 season, Ruback says, are Oskaloosa and Davenport, Ia., fairs. Other contracts include the Battle of Flowers in San Antonio; Dodge City, Kan., Fair; Lufkin, Tex., Forest Festival; Salina, Kan., Fair, and Woodward, Okla., July 4 Celebration and Rodeo.

Shows plan to open February 15 with 12 rides, 10 shows; Miller Duo, free act; 40 concessions and a specially built sound car.

Heart of Texas

BROWNWOOD, Tex., Jan. 25.—Returning from a business trip thru Texas, Louisiana and Mississippi, Major Craig gave the crew two more vans to be converted into show fronts, a couple of semis and a new Penny Arcade to get ready for the season.

Awaiting Craig's arrival here was J. H. Sommerville, of the Wichita Falls Tent & Awning Company, who delivered practically new concession tops, bingo top and a dramatic end sit-down top.

Booked and en route to quarters are George Zerbe's Hillbilly Ramblers; Virginia McDonald, with a new office-owned Funhouse, and Bennie Rogers and his Mistake of Nature.

A total of 22 boarders are now patronizing Mrs. S. E. Ruyle's dining quarters.

Mrs. Craig reports Bucky (Harry George) Craig is very much interested in his school activities. Mrs. Craig, altho not confined to bed, has been plagued with a severe cold.

Crescent Amusement

CAMDEN, S. C., Jan. 25.—Owner L. C. McHenry has engaged Harvey (Doc) Arlington for the office and Frank Long, former secretary, will have charge of concessions. Jack Perry reports he has the show practically booked, recently adding Rutherford and Mt. Airy, N. C., to the fair list.

Harry Lottridge, recently engaged to look after transportation, will be in charge of all Eyerly rides on the show. With the booking of Jack Perry's Ridee-O, org now has 14 rides.

All canvas this year will be royal blue. Three government searchlights will be used. The Five Flying Fishers signed as the free act. Roy Johnson reports he has his string of joints all set.

Mr. and Mrs. Jim Crane are in Florida playing a few spots with the Illusion Show. Louis Bright, who wintered in the lower Rio Grande Valley, is en route to Mexico City before coming to quarters.

Eddie's Exposition

BUTLER, Pa., Jan. 25.—Under supervision of Charlie Lovell and Pappy Dietz, work is progressing here in quarters. Busy painting and repairing are Paul, Elmer and Bob Rihl, Lee Mathews, Pap Culbertson and George Carben. Carl Staley is doing the electrical repairing. Johnnie Bortz is expected to join soon.

Two trailers have arrived, one to haul the Ferris Wheel and the other will be made into a Funhouse. A new 10-in-1 tent and banners have been ordered. Professor Ritz will manage the show.

New ticket boxes are on order and Eddie promises new rolls of music for the Merry-Go-Round.—JOE CLARK.

Virginia Greater

SUFFOLK, Va., Jan. 25.—Work was slowed down several days by torrential rains and heavy winds from the Coast. Winter quarters at the Tidewater Fairgrounds were almost flooded.

Several of the show's tractors and semis have been painted in circus red. James Edwards, now out of the army, will be back with the shows this season and was a recent visitor in quarters. Arthur Gibson came from his home at Charlottesville, Va., and informed the management he'd been able to obtain special hard-to-get lumber to rebuild the Whip foundation and platform for the Kiddie Auto ride. Chet Klinetop, foreman of the Whip, has been overhauling that ride with new parts from the factory. Klinetop spent two days at his home in Pennsylvania.

Captain John W. Finnerty, of the Suffolk Salvation Army, is a frequent visitor in quarters. He is a magician and friend of showfolk.—MIKE MATINA.

Wallace Bros.

JACKSON, Miss., Jan. 25.—Work is being speeded up for an early March opening. Co-Owner Ernie Farrow recently returned from a buying trip with four new tractors, which will be used with the new Nabor's Trailer. Farrow plans to leave shortly for the West Coast to pick up new rides. All new fronts (See WALLACE BROS. on page 66)

TENT SHOWS

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Have dependable electric current wherever you tour with a Universal Portable Lighting Plant—and at less than city rates. All sizes to handle 10 to 500 bulbs. Universals are lightweight, compact, reliable. Write for catalogs!

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#4-0 Cable 25¢ Per Foot, Used
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Pre-War Rubber, Used Cable, extra good condition. 1/3 Deposit, Balance C. O. D.

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NEW GAME

BUILD IT YOURSELF

Was operated last year in park. Started with one, had four when season closed. Real money maker.
GET ALL THE FACTS — WRITE

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LOT IN CLARKSVILLE, TENNESSEE

1400 feet long, 600 feet wide. Known as the Pettus and Richardson Carnival Grounds. Lot is on Highway #70 and Petton Street. The city has 10 manufacturing plants and a population of 18,000, and also Camp Campbell with from 40,000 to 60,000 soldiers. Lights on lot.

See S. O. RICHARDSON. Phone 200.

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 For Most Beautiful Girl Show on the
 Road—Booked Again With
Prelis Broadway Shows
 Desires: Strip, Oriental, Hula, Rumba, Specialty
 Dancers. Good looking Girls with or without ex-
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 road. A-1 Concessionaire to take charge, one who
 can get it up and down, preferably man who can
 drive semi and sell tickets. Also Ticket Sellers,
 Talkers, Candy Pitchman and Useful People.
 Our season starts March 29th, Charleston, S. C.
 All people who have worked for me in the past
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BOB WHITE
 2001 River Ave. Camden, N. J.
 Telephone Emerson 5-2330W

FOR SALE
THE ORIGINAL MECHANICAL
HOBBY DOBBY SHOW
 Mounted on 25-ft. Trailer, all Aluminum Front,
 complete Walk Around. Full size Laughing Man,
 all mechanical; 6 Rides, 4 Shows, over 300
 people. In fact, complete Mechanical Carnival.
 This Show is one year old. Only been shown in
 Illinois. Can be set up in one hour. Cost over
 \$5,000. For quick sale, \$3,450.00, with two
 sets of E. A. Systems and Turn Table.
DON'T WRITE; COME AND SEE IT.
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U. S. ARMY AIR FORCE PARACHUTES
 Ideal for stage drapes and ceilings, Girl Show
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 Water doesn't hurt. These are new chutes. Lim-
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Crandell's Midway Deluxe
WILL BOOK, BUY OR LEASE
 Small Merry-Go-Round. Opens Phenix City, Ala.,
 Feb. 10th. Two weeks, two Saturdays on this
 popular location under Police and Fireman Fund
 Committee. A natural opening winner. Showmen,
 Ride Operators, Concessionaires, contact at once
 for immediate action. Can use a few more Stock
 Concessions not conflicting. Act now for profit-
 able spring opening.
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Capable Press Agent
 Familiar with all the requirements of
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 Open Ft. Smith March 1st
 Best route in Middle West. **SHOWS**—Want
 Fun House, other Grind Shows. **ALL CON-**
CESSIONS OPEN except Bingo, Popcorn,
 Penny Pitch, Floss, Basket Ball and Percentage.
 Good Ride Men, come on in W. Q., now open.
Greater Rainbow Shows
 BOX 42, ALMA, ARK.

CALLIOPE FOR SALE
 Catalina Air Calliope, complete with International
 Motor and Compressor. Automatic or hand play.
 Runs perfect. Unit mounted on two-wheel car.
 Pull factory-built Trailer, complete with tires,
 ready to go, \$300.00. Also have a factory-built
 26-foot round nose five-foot Rack Seat Trailer
 Open Van. Ideal for any ride. Unit complete with
 fifth wheel, vacuum brakes, tires fair, \$300.00.
J. "BILL" GARNEER
 325 East Grand Ave. Hot Springs, Ark.

WANTED KIDDIE RIDES
 New or used. Must be in A-1
 condition.
WILL PAY CASH
 Write
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 STREET CELEBRATION have you given due
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 Has a unit to satisfy your outdoor entertainment need —
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 We are planning our 1947 season and we cordially invite your closest inspection of our
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 Phone 28164 Phone 23457
 Can furnish 15 office-owned Rides, including the new Looper, Octopus,
 Tilt-a-Whirl and new Roll-o-Plane.
 Will attend Harrisburg Fair meeting.

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 An Old Name—All New Equipment
JACOB PRYOR — **HELEN PRYOR** **GEORGE KING**
 Owner-Manager Secretary General Agents
WILLIAM J. BURTON
 Legitimate Concessions of all kinds wanted. Candy Floss, Candy Apples, Potato Chips,
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 any that do not conflict with Pop Corn, Cook House, Fish Pond, Ball Games, Lead Gallery,
 Bingo, Penny Pitch and Percentage office owned. No Mitt Camp wanted.
 Good opening for Shows with or without equipment and transportation. We have new
 twenty by forty Top and Front. What have you to put in it? Have Animal and Hill Billy
 Show. No Girl Show wanted.
 Ride Help—Need Foreman for Kiddy Ride and Second Men for Wheel, Comet, Chair Plane,
 Roll-o-Plane and Merry-Go-Round.
 Harry McDonald, Bill Noe, Millard Cantrell, James and Charles Donathan, Asa Lester Nunn,
 Moon and others with me in 1946, get in touch at once or come to winter quarters.
 Fair Secretaries and Committees who want an all new show for 1948 are invited to visit
 and inspect this season—1947 season completely booked.
 630 CARLTON ANDALUSIA, ALABAMA

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OPENING MAY 2d in Detroit Suburbs—WANT
CONCESSIONS—Scales, Guess Your Age, Frozen Custard, Hoop-La, Penny Pitch, Fish Pond, any
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RIDES—We own: Merry-Go-Round, Ferris Wheel, Kiddie Rides, Caterpillar, Looper. Can place
 TILT-A-WHIRL, ROLL-O-PLANE or OCTOPUS.
SHOWS—Can place TEN-IN-ONE, GLASS HOUSE, WILD LIFE, SNAKE SHOW.
HELP—Can place RELIABLE RIDE HELP, Top Salary. FOREMAN for NEW CATERPILLAR.
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FIRST, LAST AND ONLY CALL
 Can use Shows with own transportation. Nine percentage.
 A few Legitimate Concessions, including Bingo, open. Write. Positively no American or Gypsy Mitt
 Camps wanted.
 Want Foreman for Tilt-a-Whirl and Merry-Go-Round. Also Second and Third Men for Ferris Wheel,
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 Want Useful People in all departments. Especially want Electrician and Mechanic.
 Will book or buy Roll-o-Plane or Octopus.
 Show opens early in March. Everyone write.
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CARL FERRIS RIDES AND SHOWS
OF MEDINA, NEW YORK
 We have five major Rides, including NEW MOON ROCKET, and long season of BONA FIDE
 CELEBRATIONS in DOWNTOWN LOCATIONS. Want small Cook House or Crab, Waffles,
 Custard, Photos, Slur Stores, Cork or Lead Gallery, High Striker, any legitimate Store. No
 two of a kind booked. NO GATE—NO DRUNKS—NO FLATTIES—NO GYPSIES. JACK
 HORNFELT, WALTER COLE, TED MORGAN, PAT J. O'MALLEY, write. Want Man and
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OPENING MONTICELLO, ARK., MARCH 15TH.
CAN PLACE Concessions, all kinds except Cookhouse, Corn Game, Popcorn. Can use Coupon Skillo,
 Pine Store Agents. **RIDES**—Can place any Rides not conflicting with Twin Ferris Wheels, Merry-Go-
 Round, Chairplane, Kid Auto and Kid Plane. Prefer Tilt, Octopus, Roll-o-Plane, Spitfire. **SHOWS**—
 Want Operators for two complete new Girl Shows; also Operators for complete Snake Show, Fire-
 or 10-in-One and Half. Above shows all complete. Will also book Independent Shows, 25%.
NOTICE—Will open small Unit Feb. 15th to play four Log and Lumber Camps before opening
 March 15th. Address
JOE KARR, Wonder City Shows
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HAVE FOR SALE
 2-Abreast Merry-Go-Round—\$2000.00.
 New 15 HP 3 Phase Electric Motor, good
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 One Used 4 Cylinder Le Roi Motor, good
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 Experienced Stock Men and Grooms, Lecturers,
 experienced Concessionaires, Mechanic (wife to sell
 tickets). Preference given Truck Drivers. Bill-
 poster that is capable of doing contracting.
 Agent who can handle press and radio. This
 show never closes.
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WANT DANCERS
 Oriental, Tasse, Rumba, Fan, Exotic. Piano
 Player, Fred Carlton, please contact. Conces-
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 1 to 5 Different Rides in Good
 Operating Condition.
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 In desirous of booking a good-sized Carnival for
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 railroad spur. Contact at once to arrange dates.
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#5 OR #12 ELI WHEEL
 Any Condition. Cash.
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TATTOO MAN—One that doesn't drink and is
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 Rental is percentage. Wire, write or phone
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NOW BOOKING FOR 1947 SEASON
SHOWS—RIDES—CONCESSIONS
 Address: Fairgrounds, Hops, Ark.

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OPENING FEBRUARY 12
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Virgin Spot—Last Show 1929

Beautiful Ballroom
Plenty Sponsors

Would like kids from St. Louis
show. Make this one.

Sammy and Chad Phil and Emsees
Hal Brown, Jack Stanley, contact.

MOON MULLINS

603 Magnolia, Ft. Worth, Texas

FERRIS WHEEL WANTED

WILL PAY CASH

BOX 802, THE BILLBOARD
155 N. Clark St. Chicago 1, Ill.

GATE CITY SHOWS

LAST CALL

Opening Moultrie, Ga., Auspices Police Department, February 14

Want capable Ride Help, come on. Wheel, Merry-Go-Round, 8-Car Whip, Super Roll-o-Plane, Chair-o-Plane, Spitfire, Octopus, Kiddie Rides. Want Diggers, French Fries, Custard, Novel-
ties. Want Grind Shows, Penny Arcade, Fun House, Motordrome and any Shows of merit.
Want #1 Organ Man to tune and repair #125 Wurlitzer Organ. Earl Dixon wants capable,
sober Agents—Peek Stores, Count Stores, Wheels, Slum, Skillo. Want capable Manager
for large Bingo. Man and wife preferred. All with me before answer at once. Want General
Help on all Concessions. Iron Jaw Gordon, contact Jeff Kiser.

All address

J. E. BAXTER, Mgr., Earl Dixon, Concession Manager
EARL HOPPY CHAPMAN, Legal Adjuster

PLAYING FLORIDA'S BEST FAIR ROUTE

Here it is, you asked for it! On the streets, auspices Shriners, Fort Myers,
Fla.; Fort Pierce follows. All address

HOWARD INGRAM

Fairgrounds, Melbourne, Fla., this week.

WANTED—ZACCHINI BROS.' SHOW

Now showing Alice, Texas; week February 10, Robstown, Texas.

Popcorn, Bingo, Candy Apples; all 10 cents. Slum Concessions and Grind
Concessions. Rocco, contact me, CASH WILTS, Business Manager.
Special Concession to Merry-Go-Round, Octopus, Fun House, Shows with
own transportation. Reliable Wheel Foreman; plenty money here. Winter
privileges.

HUGO ZACCHINI, Mgr.

GALLERY AMMUNITION

.22 SHORTS, \$60.00 CASE

8 CASES SPATTERLESS \$75.00 CASE

NEW RIFLES REMINGTON 241 AUTOMATICS\$55.00 EA.
WINCHESTER 62 GALLERY PUMPS 34.00 EA.
SEND 1/2 DEPOSIT, BALANCE C. O. D.

SHOWMEN'S EXCHANGE

707 GEE STREET, N. W.

WASHINGTON, D. C.

EVANS UNITED SHOWS

Now Booking Rides, Shows and Concessions

A New Organization. Free Gate. Playing Missouri, Kansas, Iowa and Arkansas.
RIDES—Good proposition for Ferris Wheel.
CONCESSIONS—Have Photo, Hit and Miss Ball Games and Fish Pond; all others open. No
grift or gypsies.

SHOWS—Any Show capable of getting money.

Open last week of April or first week of May. Address:
3417 WABASH
CLAY M. EVANS, Mgr. KANSAS CITY 3, MO.

Slavin To Manage Beam's Motordrome

WINDBER, Pa., Jan. 25.—Ernest
Slavin, at present in Bemidji, Minn.,
building the new Motordrome, will
manage the Drome for Beam's At-
tractions, this year. Owner Merle A.
Beam announces. Already Slavin
has contracted two other riders, in
addition to himself. These include
Mrs. Slavin and another rider.

Ten pieces of rolling stock, in-
cluding six trailers and four tractors,
purchased from the Berman Sales
Company, are en route here.

D. D. (Doc) Hall has signed to
manage the Funhouse. The Snake
Show, now being remodeled, will be
in charge of Ross Hufford. Harry
J. Chandler is no longer with the org
as general agent, which means
Owner Beam is completing the book-
ing. Early season celebrations have
been contracted for at Johnstown,
Windber, Somerset, Connellsville,
Barnesville, Masontown, Browns-
ville, Monongahela, Greenville,
Sharpsville and Uniontown, Pa.

Four new rides, including the new
Wheel and Caterpillar, have been
promised for April delivery.

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.)

Arcade: Weslaco, Tex.
Bell & Vinson: Hebronville, Tex.; Benavides
3-8.
Bistany's Greater: Key West, Fla.
Blue Ribbon: Belle Glade, Fla.
Brady & Leedy: Mulberry, Fla.; Ocoee 3-8.
Dick's Pastime: Sparks, Ga.
Exposition at Home: Palatka, Fla.
Florida Am. Co.: Melbourne, Fla.
Gate City: Moultrie, Ga.
Hames, Bill: Houston, Tex., 29-Feb. 9.
Long's United: San Bernardino, Calif., Feb.
1-8.
Royal Crown: (Fair) Largo, Fla.
Sunshine: Leesburg, Fla.
Tassell, Barney: Auburndale, Fla.
Victory Expo.: Brownsville, Tex.

Circus Routes

Send to 25 Opera Place, Cincinnati 1, O.

Astry, Gene, Rodeo: (Coliseum) Houston,
Tex., 29-Feb. 9.
Clyde Bros.: Port Arthur, Tex., 29-28.
Davenport, Orrin: Detroit, Mich., 27-Feb. 16.
Davies, Ayers & Kathryn: Champaign, Ill.,
28; Paxton 29; Hoopston 30; Coal City 31.
Eagles: (Music Hall Arena) Cincinnati, O.,
27-Feb. 2.
Polack Bros.: (Civic Auditorium) Hammond,
Ind., 27-31; (Armory) Louisville, Ky., Feb.
3-9.

Misc. Routes

Send to 25 Opera Place, Cincinnati 1, O.

Annon's Tent Show: Glenwood, Ga., 27-Feb. 1.
Hennie, Sonja, Hollywood Ice Revue (Madison
Square Garden) New York 27-Feb. 1.
Ice Follies of 1947: Buffalo 29-Feb. 3; Toronto
3-7.
Miller's, Irvin C., Brown-Skin Models
(Strand) Jacksonville, Fla., 27-Feb. 1;
(Roxy) Lakeland 4-5; (Lincoln) Tampa 6-9.
Roller Skating Vanities (Auditorium) Oak-
land, Calif., 27-Feb. 3; (Auditorium) Sacra-
mento 4-12.

Strates Spends 20G for New Portable Front

JACKSONVILLE, Fla., Jan. 25.—
A new portable front for the *Charm
Hour Revue* on the James E. Strates
Shows, in winter quarters here, is
being built under direction of Charlie
Kidder, at a reported cost of \$20,000.
Front will have a 120-foot spread.

Work has started on the new front
for the Monkey Circus and Chief
Electrician Eddie Seamon promises
novel lighting effects. Mike Olsen
and his wagon-building crew are
turning out five new wagons a week.
All are mounted on the new running
gear purchased from the govern-
ment.

Earl Traux, in addition to han-
dling his own five rides, is super-
vising the reconditioning of the other
19 rides. Mrs. Leeworthy has her
two rides reconditioned, painted and
already loaded for the season's open-
ing.

The Alcidos have been signed as
the org's free act and special paper
will be used for promotion. Paul
Hutchinson has been named *The
Billboard* sales agent and mailman.

Arrivals in quarters include Mr.
and Mrs. Al Mercy, Louis Strates,
Charles DeCostos and Harry Topping.

J. J. PAGE SHOWS

Will book 1 or 2 Flat Rides with
own transportation—prefer Tilt-a-
Whirl, Octopus or Caterpillar—or
will buy Flat Ride, with or without
own transportation.

Everybody address

J. J. PAGE SHOWS

Box 705, Johnson City, Tennessee

70 Showfolks Attend Atlanta Fair Gathering

ATLANTA, Jan. 25.—About 70
showfolks, representing some 20
odd shows, gathered here for the
34th annual meeting of the Georgia
Association of Agricultural Fairs at
the Biltmore Hotel Wednesday (22).
An overflow crowd attended the ban-
quet. Mike Benton, association pres-
ident, spotlighted showmen thruout
the evening.

Carnival dates were pretty well
settled here before the doings got
under way. Dave Endy was set for
his second year at the Southeastern
Fair here and at the State Fair at
Macon. Frank Bergen had the Au-
gusta Exchange Club Fair pocketed
for his World of Mirth Shows.

Joe Fontana, L. J. Heth Shows,
was holding contracts for fairs at
Carrollton, Covington, Cordele,
Americus and Hawkinsville, all in
Georgia.

C. C. Groscurth, Blue Grass State
Shows, has Huntingburg, Salem and
Brownstown, Ind.; Metropolis, Gol-
conda and Harrisburg, Ill.; Paducah,
Ky., and Lawrenceville, Conyers and
Madison in this State.

R. E. Stewart, Shan Bros.' Shows,
has dates at Maryville and Sevier-
ville, Tenn., and Cartersville, Can-
ton, Eastman and Sandersville, Ga.

Capital City Shows signed con-
tracts for Monroe, Cuthbert and
Calhoun, Ga.

Showmen present included W. O.
Hammontree, Silver Slipper; Tommy
Allen and George Reinhardt, John-
ny J. Jones Exposition; C. C. Gros-
curth, Blue Grass State; J. V. Hueme,
Great Sutton; H. S. Thompson, John-
ny J. Tinsley; Pete Vitale, Atlantic
Fireworks Company; Mr. and Mrs.
Bernie Shapiro, Southern Poster
Printing Company; Sam Hournier,
Johnny J. Denton; Mrs. Leo Bistany
and Mrs. B. M. Scott, Bistany
Greater.

Shan Wilcox, Mr. and Mrs. R. E.
Stewart, R. W. Stewart, Tommy
Stewart, Fred Cantrell, Ray Clayton
and Gordon Chapman, Shan Bros.;
V. L. Collier, R. L. Overstreet and
Frank Zorda, J. J. Denton; D. B.
Sterling, J. L. Keef and Jack Rainey,
Capital City; David A. Wise, Wallace-
Murray; F. A. Conway, United Fire-
works Company; Ben Weise, con-
cessionaire; Frank Munday, A. C.
Mitchell and Fred Boswell, AMP;
Jack Kochman, Kochman's Hell
Drivers; W. Brown, King Bros.' Cir-
cus; Sam Nunis, Nunis Speedways.

Frank Bergen, World of Mirth;
Izzy Cetlin, Cetlin & Wilson; Tony
Vitale, Keystone Fireworks Com-
pany; George A. Hamid Sr. and Jr.,
George A. Hamid, Inc.; Joe Fontana,
L. J. Heth; Red Hicks, Blue Rib-
bon; Stanley Reed, Gate City; Joe
Redding, assistant to Mike Benton,
and Dave Endy, Endy Bros.

FOR SALE

Chairplane, 16 ft., in good condition, complete
and ready to go, \$800.00; Parker 50-Ft. Merry-
Go-Round, center pole mounted on wagon, new
top and motor, platform needs some repairs,
\$3800.00; Creston Popcorn Trailer, double
popper, 6.00x16 tires, in good condition, ready
to work, \$750.00. Above must be seen to be
appreciated.

KEN MURRAY

701 W. Wood St. BLOOMINGTON, ILL.

WANTED

General Agent, Boss Canvasman, Light Plant
Man. Acts for Big Show and Side Show.
Useful people, answer.

M. L. Clark & Sons Circus
c/o Mayfair Theater DAYTON, O.

SPONSORED EVENTS

Veteran, Lodge and Other Organization Festivities

3 Orgs To Sponsor North Platte Rodeo

NORTH PLATTE, Neb., Jan. 25.—Three groups will sponsor a three-day rodeo here next summer. They are North Platte Chamber of Commerce, Lincoln County Fair Board, and Rodeo Cowboys' Association. Show will be called the Buffalo Bill Rodeo. The chamber has tentatively agreed to underwrite the estimated \$7,000 cost. Profits will go to the fair board.

An estimated \$25,000 will be spent on fairgrounds improvements. More grandstand seats and chutes will be constructed.

Dr. Boyd Is Named Prez Of Winchester, Va., Cele

WINCHESTER, Va., Jan. 25.—Dr. Philip W. Boyd was named president for the 20th Annual Apple Blossom Festival, scheduled here this spring. Other officers for the two-day event are Clarke T. Cooper, vice-president; Andrew Bowen, treasurer, and Tom Baldrige, secretary. It was announced that last year's festival showed a profit of \$1,708.53. Event drew \$20,290.78 and expenses totaled \$18,582.25.

Ohio Valley

FINDLAY, O., Jan. 25.—With good weather, plenty of work has been accomplished in local quarters the past two months. Bud Birchman has directed construction work and painting activities.

Owner-Manager Roxie Harris is making plans for shows' opening, date of which will be announced later. Recent visitors included Mr. and Mrs. Ace Ross, who booked their four concessions.—PAT BRADY.

5,000 at Orange Festival

BURAS, La., Jan. 25.—More than 5,000 persons attended the first annual Orange Festival of the Plaquemines Parish here despite 14 days of rain and cold which preceded the event. The Cable Amusements had a large sound truck and a string of concessions for the event. Org will be located here thru February 1.

Legion Plans July 4 Cele

WHITNEY POINT, N. Y., Jan. 25.—Local American Legion Post is planning a July 4 celebration at Broome County Fairgrounds here. Ben Ballard has been named general secretary.

Danbury Cele Dates Set

DANBURY, Conn., Jan. 25.—Members of the Volunteer Firemen's Association have set July 18-28 as dates for their annual carnival. Lt. Henry Magersuppe is chairman.

WALLACE BROS.' SHOWS

"America's Most Spectacular Midway"

| | | |
|--|--|---|
| <p>10 DAYS</p> <p>FAIRS</p> <p style="text-align: center;">★</p> <p>MISSISSIPPI</p> <p>JACKSON YAZOO CITY CORINTH CLEVELAND GREENVILLE CLARKSDALE KOSCIUSKO</p> <p style="text-align: center;">• • •</p> <p>MISSOURI</p> <p>S. E. MO. DIST. CAPE GIRARDEAU 2 PENDING</p> <p style="text-align: center;">• • •</p> <p>TENNESSEE</p> <p>W. TENN. DIST. JACKSON</p> <p style="text-align: center;">• • •</p> | <p>MARCH 20</p> <p>OPENING HEART DOWNTOWN JACKSON, MISS.</p> <p>WANT</p> <p>SHOWS • Illusion, Funhouse, Motordrome, Hill-billy; have new tops</p> <p>RIDES • Octopus, Kiddie Rides, Chair-o-Plane</p> <p>CONCESSIONS • Frozen Custard, Novelty, Photo, Jewelry, Buckets; any stocks</p> <p>HELP • For Merry-Go-Round, Tilt, Spitfire, Ferris Wheels, Ticket Sellers, Drivers. CURLEY CUTSINGER WANTS HELP FOR 10-in-1. JAMES REED WANTS Musicians and Performers for Min-strel Show. Bus transportation, salary out of office.</p> <div style="display: flex; justify-content: space-around; margin-top: 10px;"> <div style="border: 1px solid black; padding: 5px; text-align: center;"> BILLPOSTER WITH CAR, WIRE </div> <div style="border: 1px solid black; padding: 5px; text-align: center;"> LOT MAN L. H. HARDIN, WIRE </div> </div> | <p>10 DAYS</p> <p>FAIRS</p> <p style="text-align: center;">★</p> <p>MINNESOTA</p> <p>ST. CHARLES KASSON CALEDONIA ZUMBROTA PRESTON 6 MORE PENDING</p> <p style="text-align: center;">• • •</p> <p>IOWA</p> <p>NORTHWOOD OTTUMWA FAIRFIELD</p> <p style="text-align: center;">• • •</p> <p>BIGGEST JULY 4TH IN NORTHWEST</p> <p style="text-align: center;">• • •</p> |
|--|--|---|

ALL REPLIES TO BOX 1184, JACKSON, MISS. (Phone 3-7644)

WANTED

Rides and Concessions of all kinds, August 11-16, inclusive.

Al Nasood, Vice-Commander
SIX MILE RUN AMERICAN LEGION POST,
#556, Six Mile Run, Pa.

Joseph J. Kirkwood Shows

America's Best Advertised Midway
Now Contracting for 1947 Season
RIDES—SHOWS—CONCESSIONS
P. O. BOX 2755 RALEIGH, N. C.

WANT CARNIVAL

Veterans of Foreign Wars Post wants Carnival for week July 1st to 5th, inclusive. Town of 1200, good spenders. Coles County, Illinois. What have you?

J. C. COX
Oakland, Illinois

WANTED

Independent Rides, Shows, Free Acts and Concessions for American Legion Celebration, July 2-3-4, Casey, Ill. Write

H. G. HALLSTEIN
BOX 15

WANT CARNIVAL

for 4th of July with privilege of staying 5th and 6th.

AMERICAN LEGION

on M. Smith Wells, Minnesota

WANTED

Good, clean Carnival, July 2, 3, 4. Community festival, outskirts Louisville. Wire or phone

RAY CHANABERRY

510 Washington Bldg. Louisville 2, Ky.

FOR SALE

KIDDIE MERRY-GO-ROUND
Called the Zoo-Go-Round

45 h.p. Seats 10, room for 12. Very cheap.

M. McKEE

7 W. Marlen YOUNGSTOWN, OHIO

FOR SALE

Mac Glashan (Nickel Insert or Slugs) Guns and Extra Springs \$ 75.00
Photo Camera, Take Size 1 1/2 F4.5 Lens 125.00

NELSON BREEZE

125 Norwood Ave. Norwood 12, Ohio

JOE BENNETT—JACK GALLAGHER

PLAYLAND UNITED SHOWS
Now Booking for 1947
SHOWS—RIDES—CONCESSIONS
C. J. BENNETT, Mgr.
10 Operator Detroit 27, Mich.

NOW CONTRACTING FOR 1947 SEASON

RIDES—SHOWS—CONCESSIONS

W. G. WADE SHOWS

P. O. Box 1488 Detroit 31, Mich.

Exposition Executives!

Nationally known manufacturers' organization offers outstanding opportunity to several executives experienced in various phases of Industrial Expositions.

Tested and enthusiastically accepted program set up on local, sectional and national basis, with substantial support assured. Exceptional earnings to qualified men. State age, education and complete outline of experience, enclosing recent snapshot if available.

Address: BOX D-426, The Billboard, Cincinnati 1, Ohio

EDDIE L. WHEELER SHOWS

OPENING ABOUT MARCH 1ST.

SHOWS—Want Shows with own transportation: Wildlife, Animal, 10-in-1, any Show not conflicting.
RIDES—Will book or lease Ferris Wheel and Merry-Go-Round. Want reliable Ride Help.
CONCESSIONS—Will book Legitimate Merchandise Concessions except Popcorn, Peanuts, Snow.
Opening for Bingo. Want Agents for Office-Owned Concessions.

FOR SALE—Nicely framed portable Photo Studio with Full View Camera and Lens, Strip Camera and Lens, Enlarger and extra Lens, \$300.00. All replies to

EDDIE L. WHEELER
Permanent Address: ROUTE 2, ROME, GA.

GIRLS . . . WANT . . . GIRLS

Girls for Posing Shows—Girls for Girlie Revue. Girls who have worked for me before contact at once. All replies

JOHNNIE RYAN

P. O. BOX 770

MACON, GA.

BRADY & LEEDY SHOWS WANT

Capable Help for Octopus, Spitfire, Rolloplane. Specks, come on or wire us.

This week, Mulberry, followed by Ocoee, Avon Park and Bartow; all Florida.

WANT

20 or 25 Concessions and 5 Rides for
LEGION FESTIVAL

3-day event, some time between July 15-25. Sponsored by American Legion Post 411, Skidmore, Mo. Contact

WAYNE S. BARRETT, Post Commander

WANTED

FOR LIONS' CLUB ANNUAL PICNIC

2 Days, August 22-23, 1947, or 29 and 30, Bellevue, Nebr. Pop. 5000.

NEED 5 RIDES, 3 SHOWS.

Write complete information.

REUBEN BALLARD

30 WEEKS POLICE 30 WEEKS PHONEMEN

Want experienced Program and Ticket Salesmen. Pay 25% on sale of advertisement and 20% on tickets. We furnish police collectors.

Write or Wire

TOM HASSON

Suite 102, Kimball House, Atlanta, Ga.
Telephone: WALnut 3088

WANTED

Rides, Shows, Concessions, Free Acts, 11th Annual July 4th Celebration, July 3, 4 & 5.

EAGLE DRUM AND BUGLE CORPS

MELVIN COBB, Sec.

139 1/2 W. Grand Ave. Batolt, Wis.

Move Afoot To Ferret Out Phonies in N.C.

(Continued from page 34)

ifying this statement, Dorton said he had no objection to carnivals still dating as often or as much as they wish. There is a State law which prohibits the showing of a carnival or circus 15 days before or 15 days following the staging of an agricultural fair.

Showmen for It

With about 150 showmen and fair men present, a great many of whom attended the business session, there was considerable discussion on the notion which was finally referred to the legislative committee of the association. Almost without exception showmen favored the proposal, since they were frequently faced with the necessity of playing behind a 50-cent gate at a promotional doings where their units formed the only attractions.

George A. Hamid defined an agricultural fair as "an institution to be used as a show window and bartering center for the community."

Urges Caution

A. H. Fleming, Louisburg, said: "We have to offer something for the good of a community or it isn't a fair." He cautioned against headstrong action and said that care should be used in defining fairs.

Harry Cooke, Lancaster (Pa.) booking agent, outlined the State aid benefits received by Pennsylvania fairs. Ralph Decker, Tommy Carson and Curtis Bockus, Joseph J. Kirkwood Shows, agreed with the plan in substance but went on record as opposing the levying of any additional carnival taxes. Frank Caravella, Caravella Amusements, and Fred Hedrick, Gay Way Shows, also spoke.

Gathering was welcomed by Graham A. Andrews, mayor of this city. Besides Dorton, the following officers were elected: J. Hicks Corey, Greenville, first vice-president; C. A. Skidmore, Albemarle, second vice-president, and A. H. Fleming, Louisburg, secretary-treasurer.

Directors are Pete Neese, Burlington; F. B. Patterson, Albemarle; Mrs. Clyde Kendell, Greensboro; C. M. Hight, Henderson; J. H. Price, Monroe, and Sen. A. B. Corley, Greenville.

Banquet was staged at the Sir Walter Hotel. Principal speaker was That Eure, secretary of state.

BUCK OWENS

(Continued from page 33)

was a whole day before they caught up with us.

Flash Ginsberg is going strong with novelties. Ask Buck Owens how it feels to be driving down the road and find the gear-shift handle in your hand. The Snyders finally completed the screen door on their new house car. Leon is quite handy with a few nails and a hammer.

Billy Gherehardt joined to work in the menage, web and cloud swing numbers. T. P. Lewis visited with his sister, Dorothy Hill, and did horse roping and trick riding in the show. Altamae is breaking in new girls for web. Lee Houston, Side Show manager, lost a wheel from his trailer but no damage resulted. Charley Lewis looks happy since he doesn't have to be the mother in one of the clown numbers any more. We have a ribbers' club, and right now Junior Rawls is the victim. Speaking of clubs, we have a sick benefit with dues of 50 cents a week, which entitle members to hospital and doctor bills. We are in need of a name for the club and are offering a prize for the best one turned in.—ALTA-MAE OWENS AND IRMA LEE.

Sarasota Happenings

(Continued from page 32)

ence left for the North. Sam Gumpertz, former R-B general manager and for the past several years general manager of Hamid's Million-Dollar Pier at Atlantic City, is here spending his annual winter vacation.

James and Diane Edgar, of Sparks Circus, have a beautiful winter residence, and Art Concello, with Tony and the baby, are forgetting circus managerial problems at home for the winter. Art's pet hobby is his new fast plane in which he commutes to various points.

Frank Mahary, manager of Advertising Car No. 1 as usual, is handling the outdoor advertising for the State Fair and Gasparilla event in Tampa and has the countryside well plastered with posters. Prince Damoo Dhorte, Hindu wild animal trainer last season with Sparks Circus, has recovered from an emergency appendectomy and is back keeping the big cats in trim for a 1947 tour with no definite plans as yet. Marshall L. Green, general agent of Sparks Circus, is located here.

Wallenda Plans Show

The Karl Wallenda troupe left January 15 for Grand Rapids, Mich., to play six weeks there and in Detroit and Cleveland on Orrin Davenport's indoor dates. Meanwhile Karl and his partner, Jack Lentini, are preparing to launch their own show around the first week of April to play ball parks and stadiums featuring the 11 Wallendas in aerial and high wire acts. Lee Wallenda is with the Kimris aerial act.

Other Sarasota residents are Fred and Ella Bradna, with the Big Show for many years; Henry Kyes, Sparks show bandmaster; Jack (Abie) Tavlin, Chuck and Rose Mangam and the Roland Butlers.

Howard Ingram, owner of the Florida Amusement Company, launched his midway attractions at Plant City January 16 for a 10-day engagement to be followed by other winter spots. Bernie J. Smuckler, former owner of the Royal Palm Shows, is general agent for this org.

UNDER THE MARQUEE

(Continued from page 33)

Dougherty, Herb Taylor and Andrew (Fingers) Castle. . . . Jack Segal thinks Al Dennis, checker for Jacobs Bros.' Concessions, deserves a nod for the job he did at the Cleveland Arena Circus.

Al and Bertha Conners, performers formerly with Russell Bros., Arthur Bros., and various other shows, are playing schools with a novelty circus unit, reports Bob Taber, of Riverside, Calif. The fairgrounds at Riverside have been contracted by the Clyde Beatty Circus for an early spring date, according to Taber. . . . Marge and Harry Chipman have returned to their Circus Inn at Yakima, Wash., after a month's vacation in Mexico and California.

After his first visit to a circus in 40 years, grandpa said it was wonderful how the gal performers had out-grown their tights.

Omer N. Kenyon reports program and advance ticket sales for the Hamid-Morton Shrine date in Milwaukee, February 24-March 2, promise to break all previous records. . . . Bill Tumber is dividing his time between Wichita, Kan.; Kansas City, Mo., and Tulsa, Okla., doing advance promotion for the H-M dates there. Buck Reger has banners for the Wichita engagement, under police

Progressive Spots Should Have Fairs, Georgians Are Told

(Continued from page 34)

luck and that it was well to realize there were no more "hicks" and "suckers." Managers of smaller annuals were urged to promote their fairs with the same drive their associates used in staging larger events and on a proportionate scale. As an example he outlined the accomplishments of J. A. Mitchell, secretary of the Anderson (S. C.) Fair, and of Benton. Hamid told fair men to tie in their local Chamber of Commerce along with civic clubs and promotional-minded residents.

Plugs Stock Promotion

W. S. Rice, secretary of the Georgia Hereford Association, stumped for better promotion of Georgia livestock. He said breeders were anxious for the establishment of four or five good additional shows with standard classifications.

R. J. Pearse, fair planning expert, continued his campaign for the establishment of a master plan by fairs. This would involve planning over a period of years instead of on a seasonal basis.

Ellyson Robinson Jr., General Outdoor Advertising, spoke in behalf of his organization.

Officers are Louis Summers, Conyers, chairman of the board; Mike Benton, Atlanta, president; I. V. Hulme, Elberton, vice-president; Ben Winslow, Manchester, vice-president, and Mrs. Helen Talley, Atlanta, secretary-treasurer. Mrs. Talley, the only new officer, succeeds E. Ross Jordan, who resigned because of other duties.

Directors are Gordon Chapman, Sandersville; R. T. Ragan, Eastman; Herbert Alderholdt, Gainesville; Otis Hughes, Macon; J. D. Rainey, Cordale; J. W. Weltch, Augusta, and Felix Jenkins, Columbus.

Floorshow talent presented following the annual banquet included Mildred and Eugenie, ballroom tap and rumba; Julie James, marimba; Joy Hobel, tap dancer; Pudgie Page, blackface, and Bob Jones and his orchestra, with Cherry Rogers, vocalist. Mike Benton was emcee.

auspices, with Chief George Shepherd as chairman. . . . Bob Morton is in Miami.

If there is one guy who knows, like a professional fighter, that he can't win 'em all, its an opposition brigadesman.

J. Kramer cards from Etna, O., that Buck Lucas, recently under a doctor's care, is rounding up rosinback horses for Dailey Bros., which he will ship to that show's quarters in Gonzales, Tex. . . . Other notes from Lucas's Banard Bros.' Quarters: Mr. and Mrs. J. C. Patterson and J. Smith, of Patterson Bros., were recent visitors. Captain Ferguson, of Huntington, W. Va., bought two small mules. Mrs. Lewis, of Jackson, Mich., bought a little red mule to add to her acts. Faith King announces she will have a 19-dog act, 6 ponies, 4 menage horses and a comedy mule on a circus.

Down in their secret hearts, perhaps, managers wonder how eminent they have to become to be considered as great as were some fly-by-night overland showmen of yesteryear.

Irvin H. (Sad Sack) Romig and Joseph W. Scharoun, in clown alley of Orrin Davenport's Detroit date, are wintering temporarily at the Romig-Rooney quarters at Royal Oak, Mich., where Carl Romig is breaking stock. Irvin Romig and Scharoun

Sam Gluskin Pilots John R. Ward's Org

CHICAGO, Jan. 25.—Sam Gluskin, veteran general agent, who has been off the road for three years because of ill health, is now out in front of the John R. Ward World's Fair Shows.

Ward will take the road this spring with virutally a new show and a complete new staff.

W. E. (Bill) Snyder has been engaged as business manager and is working on bookings with Gluskin at the present time. Joe S. Scholibo, engaged last November as general agent, has returned to Houston because of the illness of his wife.

Ralph Clawson is manager of the org and is in winter quarters now with 32 men, completely rebuilding the back end of the show as well as repairing all rides. Show suffered considerable damage in a windstorm at the Nebraska State Fair last fall, shortly after Clawson had completely rebuilt the back end.

W. E. Jack is in charge of the office in winter quarters.

It was erroneously announced that the Logansport, Ind., Fair had been booked by the Cavalcade of Amusements, the contract having been given to Ward's show.

WEBSTER N. H. PREXY

(Continued from page 34)

North Hampton; Paul E. Morin, Berlin; George M. Putnam, president of the State Farm Bureau; Charles A. Rollins, master of the State Grange; former congressman Sherman Adams; James G. Watson, editor of *The New England Homestead*; House Speaker J. Walker Wiggin, and Senate President Charles H. Barnard.

Urges Youth Participation

Watson, as guest speaker, urged association members to concentrate on the participation of youth in fair activities thru 4-H clubs and other agricultural organizations.

County and State fairs have done a great deal in the last few years to bring about the development of agricultural products to fit specific needs, Watson said.

He also pointed out that fairs have sponsored standardization in the classification of products—particularly in the case of cattle—and higher levels of judging.

closed in Florida with Bradley & Benson, where the former was producing clown and the latter served as legal adjuster and handled the office. En route to Detroit, they signed with James M. Cole for the coming season, Romig as producing clown and Scharoun as utility front door man.

Life gets dull before spring openings come. One has to stay around the barns to meet a passing-thru visitor with reports.

Recent Chicago visitors included Dick Scatterday, Cole Bros.' national advertising representative, en route from the Coast to New York; Ora O. Parks, en route from his home in Gas City, Ind., to Cleveland to publicize the Grotto Circus; Terrell Jacobs, up from his Peru, Ind., winter quarters; Flash Williams, back from West Texas and bound for New York and then Europe in search of a new attraction; Red Sleeter, in from Bloomington, Ill., planning to return to the University of Illinois to obtain his master's degree. . . . The McKay Brothers, of Oklahoma City, during a recent Chicago visit did some buying for a hillbilly show they're taking out in the spring under canvas.

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405 Hand Truck

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The ideal, lightweight, general utility truck for stores, delivery trucks, warehouses and many additional industrial or home uses. Immediate direct factory shipment, F.O.B. Chicago.

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SUITABLE FOR BAZAARS, FAIRS,
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328 Montgomery St. Jersey City, N. J.

A CORRECTION

In the Art Specialties Ad for January 11 the price on men's gold plate watch bands read \$57.50 per gross. This was in error and should have read \$60.00 per gross. The stainless steel bands read \$28.00 per gross. This was in error and should have read \$28.80 per gross.

ART SPECIALTIES

820 W. Sheridan Rd. Chicago 13, Ill.

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FOR THE FOLLOWING WEEK'S ISSUE

To insure publication of your advertising in the earliest possible issue arrange to have your copy reach the publication office in Cincinnati early in the week.

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A GREAT SONG (JUST OUT)—"GEE, I WISH I Had a Man." Prof. copies free. Liberty Music Co., 612 E. 11th St., New York 9.

ATTENTION, SONGWRITERS—TEN-INCH RECORDING of your song. Recorded on new Hammond organ, \$3.00 per Side. 5 extra copies, \$10.00. Vocals, \$3.00 per song. Kayo, Organist, Wellington Hotel, Carlisle, Pa.

COMEDY SONGS, PARODIES, BITS, SPECIAL Material for Acta, Comica. Free catalog. Kleinman, 25-31 30th Rd., Astoria 2, N. Y. fe8

EMCEES, LOOK! 10 NEW, ORIGINAL WITTY sure-fire Nite Club Gags by Hollywood gag man, \$5.00. Gene Decker, 1530 N. McCadden, Hollywood 25, Calif. fe1

FORTY-SEVEN HILBILLY SONG FOLIOS—Including songs of the Pioneers, Tubbs, Nolan, DeBuore, Home Hill Country Heart Ballads, others. \$1.00 each or set for \$35.00. Also thousands copies of Sheet Music, old and new, 25 cents each, ten for \$2.00. Kayo, Organist, Wellington Hotel, Carlisle, Pa.

AGENTS & DISTRIBUTORS

ACTION, THE FASTEST SELLER IN AMERICA. "Foto-Finish" Races, the new horse race game. It's dynamic. Sample package and prices. 25c. Jack Blades, Box 944, Altoona 5, Pa. fe13

AGENTS—SELL OUR PRODUCT TO ALL businesses and professionals. Your cost, \$22.50. Sell \$37.50. Send \$22.50 for sample, instructions. Michaels Sales, Clinton, Pa. fe1

ALL NYLONS—ORDER BY MAIL. FULL fashion, 1st quality, 45 gauge, \$1.65 pr. 51 gauge, \$1.75 pr. 54 gauge, \$1.95 pr. No limit. State size and length wanted. Send cashier's check or money order. C.O.D. orders filled. Kellers, Distributors Nylon Hose, 701 7th St., S.E., Minneapolis 14, Minn.

AT HOME—YOUR OWN MANUFACTURING business. Making popular \$1.00 novelties. Cost you 3c to 15c. Everything supplied. Write So-Lo Works, P-622, Loveland, O. ap5

ATTENTION, DIRECT SALESMEN — NEW patented ladies item with sales appeal. No competition. For information and territory write N. A. Eng. Co., Attleboro Falls, Mass. fe8

ATTENTION, CONCESSIONAIRES AND CONFECTIOnERS. Small Whoopie Tops, \$3.60 gross. sets of 5. Large Whoopie Tops, \$5.60 gross. Sweepstakes, \$7.20 gross. Spin-Toys, \$3.60 gross. All shipments F.O.B. Fond du Lac, Wis. Special 25% discount for Feb. only on minimum order of 10 gross any item. Graf Specialty Co., Fond du Lac, Wis.

BEAUTIFUL POLISHED FLEXIGLASS TAGS. 3 colors and clear, 2 1/2"x3/4", suitable for engraving or gold-stamping. Blank, \$12.00 hundred. Imprinted 3 lines same copy, \$12.00 hundred. Keychains, \$2.50 hundred. Metal Social Security Plates, red, blue, gold combination, \$6.00 hundred. Send 25c for samples. Quarus & Cain, 37 W. Van Buren, Chicago 5. fe1

BIG SELLING SIGNS—7x11 SNAPPY DESIGN. "The Pause That Refreshes," etc. Send \$1.00 for 12 different samples. Randles Manufacturing Co., Hutchinson, Kan. fe1

CANDY AND MERCHANDISE DEALS—FOR Distributors, Operators and Agents. Write for information. Variety Sales, 1058 N. Rockwell, Chicago 22, Ill. fe8

CHAMPION CANDID-TYPE CAMERAS — Close-out at \$1.80 each. Minimum order, 6 cameras. Larac Industries, Box 12, Pittsburgh 30, Pa. fe1

DANCING NOVELTY—NEW. SELLS ON sight. Just call him Kilroy. Sample, 25c; no stamps. G. H. Ziedler, 5624 Kenwood Ave., Baltimore 6, Md.

DEMONSTRATORS—A FACTORY IN A SUIT-case for making Quickmend Solder for 1c stick, sell 50c. Demonstrator Jake reports over \$300.00 one day. Sensational literature free. Sample, 25c. Western Chemical, Dept. 643, Salem, Ore.

FREE—MEXICAN NOVELTY CURIOSITIES. Biggest line, larger profits. All articles can be supplied promptly. Products, Apartado Postal 9318, Mexico City. fe1

JOBBER, SALESBOARD OPERATORS — Large stock of Boards, Merchandise Deals, Tickets, Red, White, Blue and Rings. Send for catalogue. Also Blankets, Electric Clocks, etc. Mecca Distributing Co., Mecca, Ind.

IN LIGHTS! YOUR NAME AND SPECIALTY featured on Broadway theater marquee. Photograph amazes friends. \$2.00. Particulars, sample

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JUMPING GENUINE FUR MONKEYS—10 inches high. Excellent dollar seller. Per dozen, \$3.00. Per gross, \$43.20. Spooky Black Spiders, per gross, \$14.40. Clay Turtles, closeout, per gross, \$6.00. Samples of above postpaid for dollar money order. Orders, 1/2 down, balance C.O.D. Address J. Stern, Hotel Plaza, Laredo, Tex. fe1

KILROY NOVELTIES COST PENNY. NEW hot dime sellers. Hundred pieces dollar. Wholesale. Pauly, 2295 Concourse, Bronx 53, N. Y. fe15

LORD'S PRAYER, TEN COMMANDMENTS, OR Crucifixion, reproduced on a real penny, individually carded, \$9.00 gross. Sample assortment sent prepaid, \$1.00. Perkins, Dept. B, 1109 Lawrence, Chicago. fe8

MAKE TOILET, LAUNDRY AND LIQUID Soap. 7 Formulas, \$1.00. M. B. Elsbury, 717 N. Dearborn, Chicago 19, Ill.

NEW "SPONGE" WALL CLEANER—ERASES dirt like magic. Wallpaper, painted walls, ceilings. Saves redecorating. Lightning seller. Samples sent on trial. Kristee 132, Akron, O.

NYLON HOSIERY—ALL FIRST QUALITY. Write or wire for price list. Wholesale Division, Irvin Specialties, Box 2137, Greensboro, N. C.

RUBBER LINK DOOR MATS AND RUNNERS. Immediate delivery. Dealer wanted. Write: 379 Minnie Ct., Akron 11, O.

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SELL NEON—WHOLESALE PRICE, \$1.00 foot for straight tubing. Letters, \$1.50 foot. Address Neon, Box 5102, Indianapolis 18, Ind.

SELL NEWEST JOKE NOVELTIES TO dealers. Big repeaters. Extremely low prices. R-R Manufacturing Co., Hutchinson, Kan.

SELL HARMONICAS—HARD-TO-GET HARMONIC Harmonicas, colored plastic, direct from distributor, \$7.50 dozen. Sample, 80c postpaid. M. S. Posner, 4851 N. 8th St., Philadelphia 20, Pa.

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YOUR OWN WHOLESALE ROUTE—SELL Carded Nuts to bars, taverns, beer parlors, conf., etc. Cashews, Filberts, Pistachios, Mixed Nuts, Pistachios, Black Walnuts, English Walnuts, Pecans, Brazil Nuts, Dried Shrimp, Herring, 24/10, also 10c, 15c, 25c and 49c strips of same. Jumbo Peanuts, etc. Sample cards, \$1.40. Altuck Distributing, 1527 San Anselmo, San Anselmo, Calif. fe1

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ATTENTION—HIGH SCHOoled HORSES available now. Professional broke, guaranteed to work. Or have your favorite horse trained by us. Curiosity seekers, save stamps. Box C-109, Billboard, Cincinnati 1, O.

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PLENTY FAT BOA SNAKES, ALL SIZES. Also other Snakes, Beaded Lizards, Alligators, Armadillos, Ringtail Cats, Opossums, Foxes, Crows, Owls, Acornits, Bantams, Rabbits, Guinea Pigs, Rats, Mice, Monkey, Black Bears, Porcupines, White Doves, Parakeets, adult male Guanaco, Wildcats, Wire Otto Martin Locke, New Braunfels, Tex. fe8

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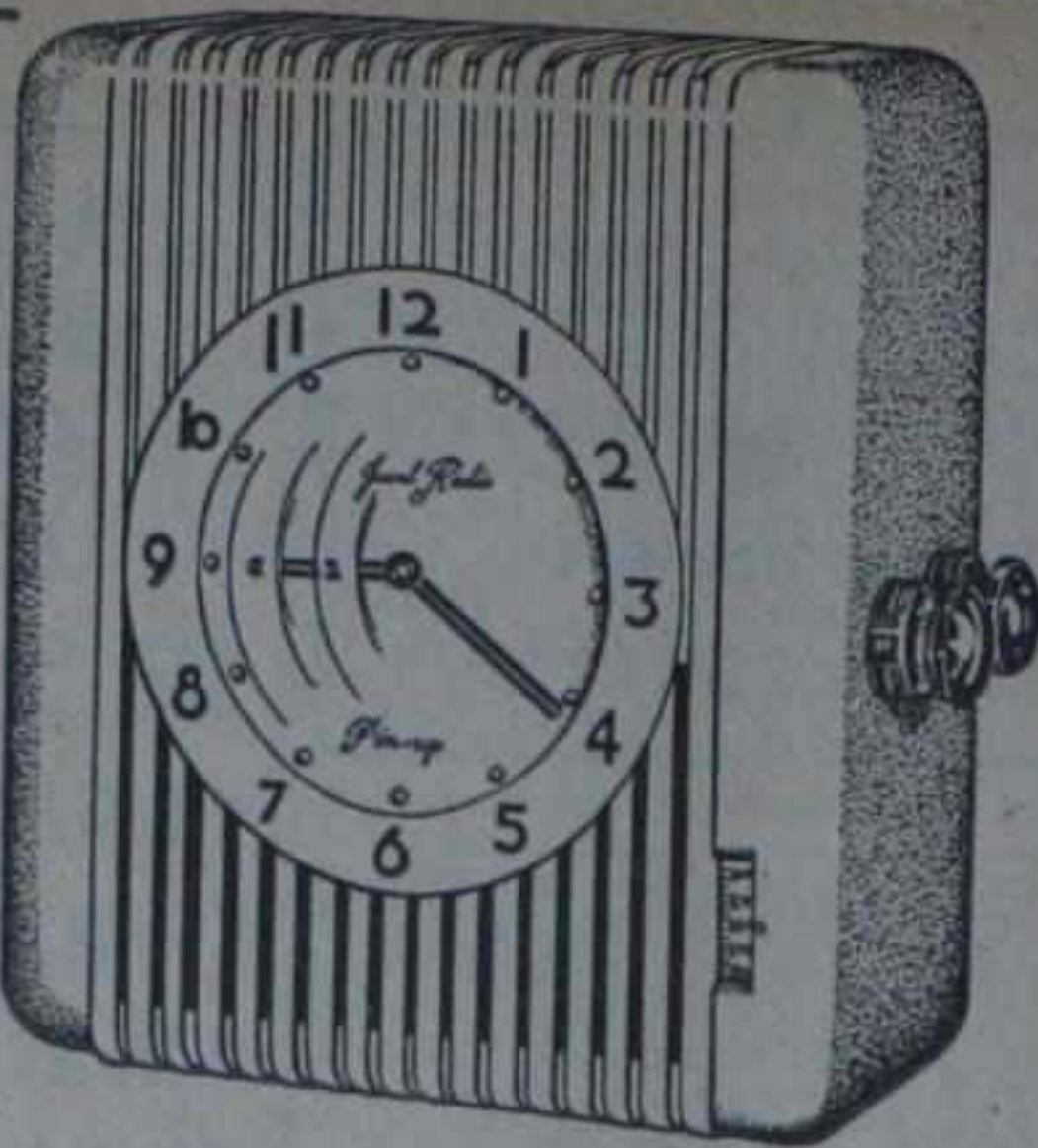
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Shuffle Boards, Five Ray Guns. Write for
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Allors. 2 Model 8-14, rebuilt to free ball alley.
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| 2. | Royal Princess Miniature Set—2 Vases, 3-prong Candlebra, Tray | 4 | 1.25 | set |
| 3. | Aristocrat Miniature Set—6 Goblets, 5-prong Candlebra, Tray | 8 | 1.25 | set |
| 4. | Garden Miniature Set—Flower Pot, 2 Empress Candlebra, Tray | 4 | 1.25 | set |
| 5. | Hammered Solid Copper Coasters | 12 | 2.40 | doz. |
| 6. | Square Solid Brass Ash Trays | 12 | 1.00 | doz. |
| 7. | Round Solid Brass Hammered Trays | 12 | 1.80 | doz. |
| 8. | Princess Set, 2 Miniature Candlesticks, Vase, Tray | 4 | .50 | set |
| 9. | Hurricane Miniature Set—2 Vases, Lamp (Hurricane), Tray | 4 | .50 | set |
| 10. | Crown Miniature Set—Mortar & Pestle, 2 Candlesticks, Tray | 5 | .50 | set |
| 11. | Perfume Container and Funnel (solid brass) | 2 | .25 | set |
| 12. | Console Miniature Set—Fruit Bowl, 2 Candlesticks, Tray | 4 | .50 | set |
| 13. | 3-prong Royal Candlebra (solid brass) | 1 | .45 | each |
| 14. | 5-prong Aristocrat Candlebra (solid brass) | 1 | .50 | each |
| 15. | Empress Candlesticks, in pairs (solid brass) | 2 | .45 | pair |
| 16. | Miniature Single Candlestick | 12 | 1.00 | doz. |
| 17. | Gavel Key Chain (solid brass), 24 on card | 24 | 2.40 | card |
| 18. | King Vases—Miniatures—(solid brass) | 2 | .40 | pair |
| 19. | Queen Vases—Miniatures—(solid brass) | 2 | .40 | pair |
| 20. | Cocktail Miniature—Pail, Shaker, 2 Bottles, 4 Goblets, Tray | 8 | .75 | set |
| 21. | Altar (mirrored) Crucifix, 2 Candlesticks, Ghalice | 4 | .00 | set |
| 22. | Countess Vases, Miniature—(solid brass) | 12 | .60 | doz. |
| 23. | 5-prong Miniature Candlebra (silver plate) | 1 | .75 | each |
| 24. | 3-prong Miniature Candlebra (silver plate) | 1 | .60 | each |
| 25. | Empress Candlestick—Miniature—(silver plate) | 2 | .75 | pair |

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SPEAKER
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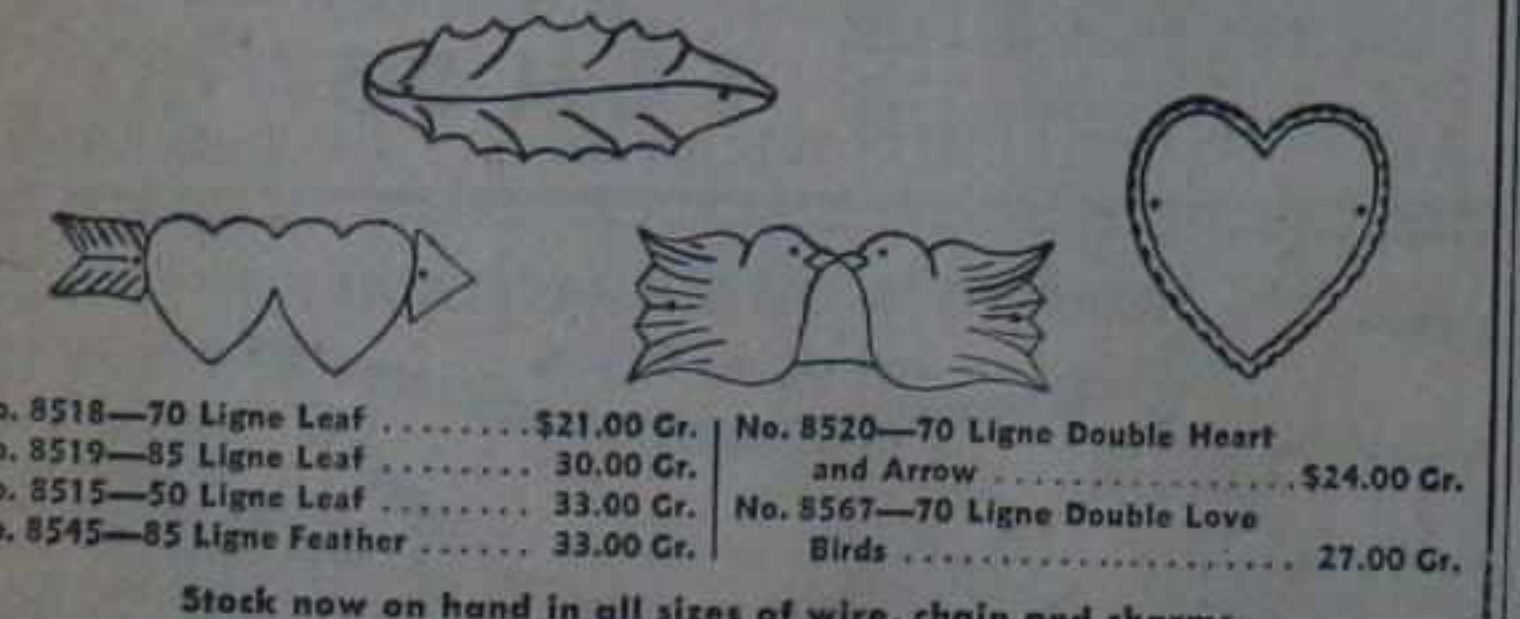


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Pipes for Pitchmen

By Bill Baker

MRS. WHITE EAGLE . . .
med proponent of note, is living in retirement in Piqua, O., where she has been making her home since her recent return from a trip to Mexico City.

THE HANEYS . . .
George and Jean, have left Cincinnati's wintry blasts for a vacation in the South, following a two-week stay in the Queen City.

The best of good intentions go haywire if you don't follow 'em up with good deeds.

PARADE OF ROSES . . .
Rose Bowl football game and sundry activities associated with these annual events in Pasadena, Calif., proved lucrative affairs for the pitch lads and lassies making them, is the word from the West Coast. With ideal weather, celebrants and spectators were in swell moods and spending, altho not sensational, was on a high plane. How many of the boys and girls got aboard this gravy train? Why not tell the Pipes column about it?

NATIONAL AIR SHOW . . .
at Miami is giving pitch boys and girls plenty of encouragement to make the annual event a must on their itineraries. That's the word from Sam Kaplinsky, who pencils that numerous jackpots are being cut up in proportion to the various pitch lads' ratings in the field. "It so happens," blasts Sam, "that Morris (Smiling) Bluestein is head of the novelties and easy to get along with in the line of participating in the profits. So, we're all looking forward to satisfactory takes from the show."

Who of you are planning to make the Edison Pageant of Light Celebration, February 8-16, at Fort Myers, Fla.? Looks like a good spot for novelty workers, as well as pennant and badge board practitioners.

H. F. MOODY . . .
former pitchman who operated with Shorty Treadway and Clarence Heckendorf, is in the wholesale janitor supply business in Waco, Tex. He letters that he has sold enough brooms and mops to build a fence around the State.

KNIGHTS OF THE LEAF . . .
and keister lost a good friend in the passing December 28 of A. P. (Bert) Curry, a member of the Harrisonburg, Va., police department for over 20 years. He was a good friend of pitchmen and the boys and girls passing thru that sector in the future will miss his friendly greetings and fair dealings.

Most successful pitchmen can claim to being among the world's best good will ambassadors.

ALTHO FOUL PLAY . . .
in the recent death of John T. McDougal, demonstrator, whose body was found in Lake Washington, off Yarrow Point, Kirkland, Wash., was discounted, the coroner's office there is conducting an autopsy to make certain. McDougal, who had been reported missing since November 28, was found in the lake December 20, both legs having been slashed off at the knees and there was a broad slash across the back. McDougal was last seen on the Seattle-Kirkland ferry, from which police believe he fell

and was dismembered by the ferry's propellers. McDougal, a veteran of five years service during the war, was demonstrating at a downtown Kirkland store prior to his disappearance.

ARTHUR L. PETERSON . . .
former pitchman, is doing a piano specialty at a North Chicago night spot.

JACK SCHARDING . . .
and the Nellors have returned to Long Beach, Calif.

Our scouts tell us that the consistently cold weather in New York has kept the street workers off the beaten paths for over two months, with most of the boys and girls making their headquarters in a midtown automat drinking hot coffee and cutting up jackies over prospects for 1947. At this writing enthusiasm is running rampant and all look for next year's grosses to surpass the good ones of '46.

JACK DAVID . . .
of vitamin note, is working on plans for establishing a wholesale grocery business in Chicago.

CHARLIE CASHER . . .
according to reports hitting the pipes desk, is heading for the West Coast.

GEORGE THURMAN . . .
is working oil at Newberry's, Cincinnati five and dimer.

RED McCOOL . . .
working the Neisner chain in Detroit, is reported doing well with the Terramin bulk accessory package.

Plans are well under way for the Mardi Gras to be held in New Orleans and Mobile, Ala., both annual events, which have given the boys and girls of the pitch fraternity plenty of good takes in other years. Our scouts tell us that New Orleans city licenses to sell shopping bags have been set at \$5.25, while readers for the novelty, souvenir and razor blade workers are \$12.75. These are yearly fees, however, but city restrictions place a ban on working Canal Street and two blocks away on all side streets. Both events are to be held from February 10-18 and some of our prognosticators indicate that they should prove winners for novelty workers.

CRAZY RAY . . .
of calliope note, after a lengthy silence, cards the following queries: "Wonder what has become of George Cleveland, daddy of the jam pitch, who taught the late George Bedoni the ropes? Is Morris Kahntroff still in the pitch game? And what has become of George Livermore?"

FRANK BUTLER . . .
old-time minstrel man and pitchman, is back in Richmond, Me., where he enjoyed recent visits from Muggsy Martin, Paul Demers, Charles Levine and Chet Greeley. "Many a jackpot," says Frank, "was cut up. Read recently that Jack Cleary, of Nashua, N. H., had joined the police department there."

"NO ONE IS WORKING . . . this city for the simple reason that it can't be worked," letters James (Kid) Carrigan from Burbank, Calif. "Licenses to operate here run from \$25 to \$100, which are posted as guarantees for State sales tax purposes. If you are fortunate enough to find a lot, you are forbidden to

(Continued on page 66)

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| 9 Assorted Animal print on both sides, Per Gross | 5.50 |
| 12 Assorted Animal print on both sides, Per Gross | 9.50 |
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| 12 Plain Paddle, Per Gross | 8.00 |
| All items come in assorted colors, and all Grade A Balloons. | |
| Cathead Worker, Each | \$ 1.30 |
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| Terms—1/3 down with order, balance C. O. D. | |
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Pipes for Pitchmen

(Continued from page 65)

bally. In fact, one can't speak louder than in a regular conversation. This is given as a note of warning to the boys and girls planning to head this way. I haven't made a pitch since I closed my store on Sixth Street, Cincinnati, 18 months ago. If I didn't own my own here, I'd leave in a minute, because all or most of the film studios are on strike and few spots to stay can be found. Plan to head east sometime in March."

EDDIE SHERICA . . . has retired from the pitch business and latest reports have him among the landed gentry.

BEN GARBER . . . is working foot salve for Al Hassman in the Murphy stores in Pennsylvania and West Virginia.

JIMMY HENDRICKS . . . is working Southern spots to reported good takes.

Most of the boys who are forever corraling the long green fully appreciate the fact that their present customers are also potential customers of their competitors.

RICHARD HOFFARTH . . . former roadshowman turned pitchman, is wintering in Pollocksville, N. C., where he is planning a demonstration layout, with which he will hit the road soon.

WHAT'S BECOME . . . of the veteran Doc Roussey, who operated his own mad trick at the turn of the century? The pipes desk is in receipt of an important query concerning the good doctor, which, if he can be located, may work to his advantage.

GEORGE H. BROOKS . . . the pup tent king, letters from New Orleans: "I've worked here since December 16, purveying razor blades and shoestrings and notions at the Todd Johnson Shipyards and fairgrounds. Worked a badge board with football colors and pennants New Year's Day to good results. Plan to leave soon for Houston and would like to read pipes here from Shorty Peters, Sam Lisker, E. J. Desplenter and Dusty Eaton."

WALLACE BROS.

(Continued from page 52)

are being built under direction of James Reed. Completed are new fronts for the 10-in-1, Girl and Hill-billy shows. Nearing completion are the front gate and Ferris Wheel front. The front gate, designed by James Reed, should prove quite an attraction in itself. W. C. Parks, Merry-Go-Round foreman, has repainted the rides and at present is painting the trucks.

Mr. and Mrs. E. E. Farrow Sr. and Mr. and Mrs. E. E. Farrow Jr. are attending various fair meetings. They are accompanied by H. Dale Smith, general agent.

Mr. and Mrs. Bob Frazier are the parents of a daughter, Suzanna, born December 31.

C. Q. Troop is showing improvement in St. Dominic's Hospital here, where he has been a patient since suffering a stroke last season.

Mr. and Mrs. Glen Osborn recently purchased a new home here. Osborn is the shows' legal adjuster. Also moving into their new home were Mr. and Mrs. E. E. Farrow.

Visitors have included Mr. and Mrs. L. S. Miller, wintering in Pascagoula, Miss.; Mr. and Mrs. B. C. Cunningham, wintering in Baton Rouge, La.; Mr. and Mrs. S. S. Sheftall, who recently purchased a new home in Shreveport, La.; Mr. and Mrs. L. D. Hall, Memphis, who will operate the cookhouse, and Howard Gibson, Memphis.

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| 429—25c General, 25 in | | 3.10 |
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| Bishop, Ann | Craden, Sam | Frazier, J. H. | Howard, Joe | Litchfield, Mrs. Frank |
| Bishop, R. M. | Crane, Leon Cutler | Freeman, Billy | Howington, Chas. W. | Litvin, A. |
| Black, Ted | Crawford, Tex Omer | Freeman, Edw. | Huffman, Harry | Little, James |
| Blackburn, Edw. J. | Crawford, W. A. | Fuller, C. & Mary | Huggins, Jess Wm. | Littlefield, Jack |
| Blakely, Benton H. | Crawford, W. A. | Fultz, Chas. T. | Hughes, Howard | Livingston, Earl |
| Blakely, Wm. | Crawley, Joe | Gaither, Woody | Hughes, M. D. | Lockhart, Louella |
| Bliss, Mrs. Eddie | Crosby, W. G. | Galpin, Earl H. | Humphries, Loretta | Logan, Harry F. |
| Blue & White Shows | Crouch, Floyd | Gardner, Wm. | Hunt, James | Long, Frank |
| Boardman, Orlando W. | Crudginton, Cleveland B. | Garland, Royce | Hunt, Patrick | Long, John William |
| Boblah, Joe | Crumley, Joe | Garves, Morris | Hunter, Juanita | Louis, Paul C. |
| Bochins, Vincenzo | Cuninghams, Con | Gauvreau, Delphus H. | Hunting, Jack | Loomis, Verne |
| Boggs, Ervin | Curtis, Johnnie | Geisman, Harry L. | Huntley, Joe | Lopez, Johnny |
| Bogart, Jack (Great Jaxon) | Cyran, Abe | Gelb, Jos. | Huntson, Robt. | Lopez, Linda |
| Boiler, Miss Duke T. | Cyr, Jimmy | Gennusa, Mary | Hutto, Frances | Lopez, R. V. |
| Boland, Walter | Davis, Mr. Lou | Gerbach, Freddy | Hyland, Frances | Lorance, Max Dutch |
| Bone, Elwood | Davrosky, Herman | Gervase, Connie | Ingle, Fred | Lorbridge, Harry |
| Born, Henry C. | Daignault, Raymond | Gettes, James | Ingle, Glen H. | Lucas, Horace E. |
| Bossung, Mrs. Margaret | Dalton, Chuck (Cavalade of Death) | Gibson, David J. | Jackson Bros. | Luck, Bill |
| Bourgeois, Mrs. Camille | Davis, Edw. | Gibson, Earl M. | Jackson & Luzon | Luofo, Martin E. |
| Bouillon, Frenchy | Davis, James Cecil | Gibson, Earl Tex | Jackson, Rollie | Ludwig, Frank |
| Bowles, Bert | Davis, Mrs. | Gillespie, Billy (Dobson) | Jackson, Willie B. | Luyens, Donald |
| Boyd, Frank | DeBath, Count PoPo | Glazebrook, R. W. | Jackson, W. J. | Lyons, Robert |
| Bradshaw, Richard | DeCobb, Jimmy | Glynn, M. A. | Jeanette, Duke | McAndrews, Joseph |
| Brantlage, Byron | DeFee, Lois | Goins, Roy Wm. | Jeffcoat, James | McBride, Edward J. |
| Brantley, Jos. | DeHavilland, Richard | Goldsstein, Nathan (Topper) | Jennings, Levon | McBride, L. H. |
| Breedlove, Kenneth H. | DeLap, Robt. | Golokky, Morris | Jensen, Harold | McCall, Al E. |
| Bresse, Wm. M. | Dean, Russell | Goodwin, L. O. | Jet, Blackie | McCasker, Robert |
| Brennan, Albert J. | DeLap, Robt. | Goodwin, L. O. | Johns, Ely | McCay, S. H. |
| Brennan, Brenda | DeLap, Robt. | Gordon, Harry | Johns, Nido | McClough, Chas. W. |
| Brenemont Shows (Dick) | DeLap, Robt. | Gordon, Robt. T. | Johns, Frank | McDonald, Harvey |
| Britt, John | DeLap, Robt. | Gould, A. H. | Johns, Spiro | McDonald, Charles Lee |
| Brooks, James | DeLap, Robt. | Gould, Chas. | Johnson, G. H. | McDonald, Charles H. |
| Brown, Bill (Bill's Rides) | DeLap, Robt. | Gould, John C. | Johnson, Tom | McFarlane, Glenn |
| Brown, C. E. (Curly) | DeLap, Robt. | Graves, Louis E. | Jones, Ben | McFrisby, Pat |
| Brown, Frederick J. | DeLap, Robt. | Gray, Clifford H. | Jones, Mrs. Eugenia M. | McGeer, Jimmie |
| Brown, H. C. | DeLap, Robt. | Gray, Roy (Grand Union Shows) | Jones, Frank (Col.) | McHugh, Wm. |
| Brown, James F. | DeLap, Robt. | Green, Russell | Jones, John R. | McKeown, E. |
| Brown, Roscoe M. | DeLap, Robt. | Greenlin, Vernon P. | Jones, Michael | McLain, Bob |
| Brown, Mr. Jessio | DeLap, Robt. | Green, Miss Sunny | Jones, Percy | McLaughlin, Clede L. |
| Browning, Jim | DeLap, Robt. | Gross, Chas. | Jordan, Herschel | McMichen, James |
| Browning, Willie | DeLap, Robt. | Grossclose, Candy | Jordan, Jess | McNally, Donald H. |
| Brummitt, Leo | DeLap, Robt. | Grunstein, S. E. | Joyland Amusement Co. | Mace, Herbe |
| Bryan, Robt. | DeLap, Robt. | Guldner, Paul | Jurden, Donald E. | Maccolly, P. J. |
| Bryant, Milton E. | DeLap, Robt. | Guthrie, Jack W. | Justin, Melvin F. | Maire, Clifford |
| Buck, Buddy | DeLap, Robt. | Guynne, Dianna | Kabakoff, David | Malone, Spike |
| Buck, Dettilla | DeLap, Robt. | Haden, Donald | Kaner, A. W. | Marton, Thomas J. |
| Burdgen, James | DeLap, Robt. | Hadley, Harold | Karno, Bennie | Marks, Joseph |
| Caldwell, Harry | DeLap, Robt. | Haines, Bill | Katz, Sailor | Marmon, Lou |

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Now! a New KILROY - at only **9.00** Per GROSS

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 Balance - C.O.D.

IMMEDIATE DELIVERY
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 Comics are in BIG demand

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 Per Gross.....

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FULL CASH WITH ORDERS
WRITE FOR COMPLETE ILLUSTRATED CIRCULAR-MANY NEW DESIGNS!

LEVIN BROTHERS
 TERRE HAUTE, INDIANA

CHOCOLATES
 In CEDAR CHESTS
 MAPLE CHESTS
 CHOCOLATE DEALS
 WITH APPEAL!
24 HOUR SERVICE!
75 HOT ITEMS ILLUSTRATED IN OUR NEW CATALOG

1-Pound Assorted Chocolates, Attractively Boxed, \$8.40 Per Doz. (Minimum, 2 Dozen)
 Cedar Chest With One Pound of Chocolates, Cellophane Wrapped, \$27.00 Per Doz.

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ATTENTION!
GOLD WIRE ARTISTS

We have a wide selection of hand-made, adjustable Bangie Bracelets and Wire Knot Rings in rolled gold plate. Also Hoop Earrings and other designs for pierced and unpierced ears. We also supply wire artists with findings such as Crosses, Anchores, Stone-Set Hearts and Stars, Jewel Sets, Swivels, Springrings, Jump-rings, Chains, Square and Round Rolled Gold Wire, etc.

Write for \$5 sample order with price list. Deposit, \$2, bal. C. O. D.

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COSTS YOU \$3.95. Lots of 10-\$38.50.
SPORS CO., 2-47 Lamont La Center, Minn.

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Wood and Steel Folding Chairs and Tables, new and used various styles, priced reasonable. A real saving. Will sell in small quantities of two dozen if desired. Sample sent on request.

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 Washington, D. C.
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FOUNTAIN PENS
 SEND FOR PRICE LIST

STARR PEN COMPANY
 54 W. ILLINOIS ST. CHICAGO, ILL.

(Continued on page 68)

The Billboard

COIN
MACHINE
CONVENTION
ISSUE



1947

FEBRUARY 1

TO 12,000 COINMEN---

The nine directors of Coin Machine Industries, Inc., formulate objectives to be sought thru the industry's first post-war coin machine show. With each message goes a greeting to the trade

President's Welcome

D. Gottlieb

President, D. Gottlieb & Company
President, Coin Machine Industries, Inc.

Welcome to the 12,000 coin machine operators from every State in the Union who will attend the annual Coin Machine Convention February 3-6 at the Sherman Hotel, Chicago.



Welcome to the 129 exhibitors occupying 209 booths and who will display for the benefit of all visitors the newest and most inspiring products of their development and engineering departments, machines which are now on the production line ready to be shipped to any destination for the purpose of

rendering the buyer the profits that mean his continued prosperity.

Welcome to the 100 or more coin machine manufacturers who will attend the convention, not only as exhibitors but also as visitors, and welcome to the many hundreds of manufacturers in trades which supply our industry who will be keyed up by the exhibit they see and whose own factories will be set up to match the production of coin machine factories.

Welcome to the 800 distributors and jobbers of coin machines, every one of whom will personally be here, many of whom have had previews of some of these latest products and all of whom will spend many hours in consultation with their operators and customers, explaining features and translating these features in terms of revenue to the operator.

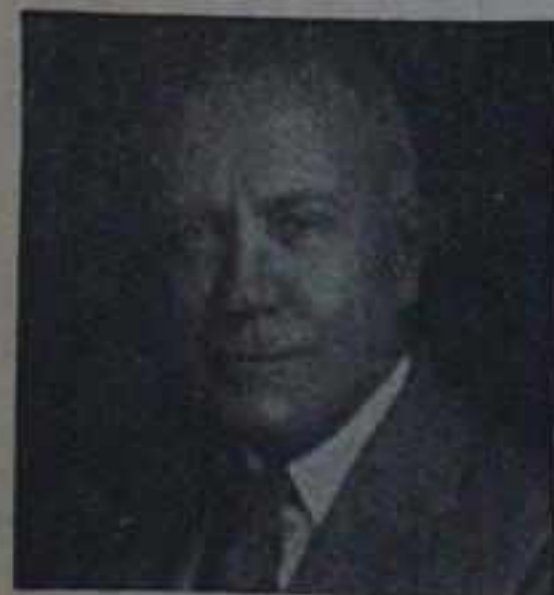
It will pay every visitor to this convention to spend a minimum of an hour and in some cases several hours inspecting the offerings in every booth on the floor. For your benefit a floor plan showing the location of every exhibitor is published in this issue so that it will be easy for you to find him and see his display. Please study the accompanying chart showing the floor plan of the convention to find the booth numbers and to make it easy for you to get around.

Visitor Efficiency

James A. Gilmore

Secretary-Manager, Coin Machine Industries, Inc.

Our convention this year is the biggest we have ever held. The number of operators registering will be larger than ever registered at a previous convention of our industry. We



have used every available inch of floor space which the Sherman Hotel has given us in behalf of this convention. In spite of the size of the hotel and fine efficiency of the hotel staff, we still will have crowded traffic at many times and inevitable congestion at certain periods. I therefore

ask every operator to abide by the rules of the convention, using proper entrances and exits and

following the suggestions of the uniformed ushers who will have supervision over convention traffic.

It will be to your advantage to register early and for that purpose our registration booth on the lobby floor of the Hotel Sherman will be open at noon, Sunday, February 2, in order to give the early birds a chance to get their badges and save time for themselves. For those who are not manufacturers or exhibitors or associate members, or associate members on our public relations program, a registration fee of \$1 per person will be required.

Be sure to secure at the registration desk a copy of the big convention program. This is in booklet form and pocket size for your convenience. This program lists the location of every exhibitor and also furnishes you with a complete program of all events from day to day with hours and places clearly stated.

We want every exhibitor to know that he is not only invited to attend every meeting, but that he is urged by the offices and directors of CMI to attend every meeting during the course of the convention.

It will be a time-saving measure on your part if you will make up a personal schedule for attending these meetings, assigning your hours between inspection of the booths and visiting with manufacturers and distributors so that you will be free to attend each and every meeting of the convention. These meetings will be original in character, replete with interest and usefulness and will leave you so inspired that every single meeting, all by itself, will be worth the cost of your trip to Chicago.

Simple Economics

F. H. Parsons

Vice-President, Buckley Music System, Inc.

The annual coin machine show cost a lot of money. It costs each manufacturer a large sum in developing the products he shows, in setting up his display, paying the salaries and expenses



of his representatives and in receiving and entertaining his customers. The show also costs the 12,000 operators who attend it a considerable sum. As we all know, it is expensive to travel today and it is expensive to spend a week in a city far from home. But no one in this business ever re-

grets a penny that they spend at the annual coin machine show, because we are all too wise not to realize that every penny spent is the soundest investment in the world and brings us revenue far beyond the original cost. The manufacturer benefits by having so many potential customers coming into his presence all at one time. The operator benefits by being able to examine the latest ideas and money-making features in coin machines, by comparing one product with another, and by making his decisions with all the facts firmly in his grasp.

The visiting operator goes back to his territory and is able to tell his locations exactly what is called for in the territory and what type of equipment will be the best in the months ahead.

The show, therefore, is an efficient mechanism at saving time, saving money, insuring business stability and reducing business mistakes to a minimum. I, personally, await the opening gun with as much, and perhaps more, eagerness than any man in this business.

Industry Pride

Lou Gensberg

President, Genco Mfg. & Sales Company.

"The coin machine industry is the greatest industry on earth. It has made me what I am today and brought me precious friendships and profit which I could have secured in no other way. It is an industry which I wouldn't get away from if I could."

The above is my sentiment and I think it is the universal sentiment of anyone who has ever been in the coin machine business for six months or longer. We all know that coin machines make a profit and that they have an instant way of telling their owners and operators whether they are going to continue to be profitable or not. The cash box of any coin machine is the most truthful instrument in all American industry. It doesn't allow its owners to be fooled for a single day. Consequently the profits the coin machines bring can be planned by any practical owner of coin machine equipment.

I think it is this basic honesty in the revelation of the essential facts that makes the coin machine business so appealing. We do not like to fool ourselves and we know that we can't fool other people. Therefore as soon as we know what is good we use a lot of it and benefit thereby.

Our self-consciousness of our industry is nothing more or less than the personal pride we take in being in a business so satisfying, so challenging and so remunerative.

The coin machine show this year will be the most perfect exemplification of everything the coin machine business is.

Bigger Than Ever

William Rabkin

President, International Mutoscope Company

The 1947 annual coin machine show is on a bigger scale than any show the industry has ever held in the past. This is saying a great deal. As all my friends know, I, myself, have been



interested all during my career, in many different kinds of organizations and in the organizing of many different shows, industrial, commercial and social events.

When a person has given a great part of his life to this kind of activity he can very easily tell in advance of the event just about

how it is going to turn out. Altho I have been spending nearly all of my time in the East, I have been closely in touch with the work, planning, and activity surrounding the 1947 convention, and can sincerely tell every man in the industry that his visit to the convention will be the most profitable investment he ever made in his entire career.

Every manufacturer in this business owes a debt of gratitude to the officers and directors of Coin Machine Industries, Inc., for the many hours and the unlimited amount of time and thought and work they have given to all the affairs of the coin machine association, in addition to the annual exposition. These officers and directors receive no recompense for their time and are often put to hardship to take on the work of the association, but I have never heard any of them grumble or regret their contribution of time and ability to the cause of improving conditions for everybody in the business.

GREETINGS!

Greatest of Its Kind

R. W. Hood
President, H. C. Evans & Company

After a period of five years Coin Machine Industries, Inc., will again stage the annual coin machine show at the Sherman Hotel February 3-6 and the directors have passed no opportunity to make this show the greatest event of its kind in the history of the organization. The directors have spent much time and effort to produce this convention and have every reason to believe that the visitors attending will be amply repaid in being able to inspect all of the latest in coin-operated equipment. That the show is likewise being looked upon as of great importance to all manufacturers is borne out by the fact that the allotment of space for exhibitors was entirely sold out many months in advance of the convention.

Personally, the firm of H. C. Evans & Company is entering 1947 with a very optimistic view as to what the year will mean, not only to operators but manufacturers as well, and the outlook of the entire industry seems exceedingly bright as a much wider field for locations is evident, which in turn will automatically afford greater possibilities for profitable operations.

To fully complete the efforts of the directors of the association and make this the show of shows, your attendance is most earnestly desired at the convention, where you can renew old acquaintances, make new acquaintances and enjoy the hospitality of Chicago. Remember the date—February 3-6.

To Everyone: Thanks

John Chrest
President, Exhibit Supply Company
Chairman, 1947 Show Committee

There has been an awful lot of hard work and thoro planning put into the preparations for the 1947 coin machine show. Because of its tremendous size, these preparations have had to be more comprehensive this year than at any time in the past. I want to extend my personal thanks to the officers and directors of the Coin Machine Association; in particular, to Jim Gilmore, for the enormous amount of work he has done to insure the success of this show. I also want to thank the members of the 1947 show committee



which I head, namely: Herb Jones, J. R. Bacon and Jim Mangan, for the great personal and mechanical assistance they have given in engineering all of the activities involved in this great exposition. I realize the hard work to which everyone has been put and I am particularly grateful to the trade press of the coin machine industry for the great amount of space which they have devoted to the interesting stories in connection with the coming show.

The events in which you will participate February 3-6 will be memorable in character and I know every last one of our 12,000 visitors will say it is the greatest show we have ever had.

Renew Old Friendships

Walter Tratsch
President, A. B. T. Mfg. Corporation

The annual coin machine show is a place to renew old friendships. We haven't had a show in six years and I feel hungry and eager to see the old familiar faces that have meant so much



to me over the 40 years I have been in this business. Of course, I have seen a great many of my friends in the current year and in the past several years, but inevitably at each coin machine show I shake the hands of men whom I knew as youngsters and who knew me as a young man and it gives me a thrill which nothing else in life can match.

In addition to the show being a place for old-timers to meet and once more review the goodwill contacts of the years, it is also another opportunity for the new blood in this business, the young men of great energy, vision and enthusiasm, to meet the old-timers and meet the men of the same age who are trying to do exactly the same thing as they are doing.

If I had my way I would make the slogan of this show: Ring in the New, But Don't Ring Out the Old, Either!

All-Industry Show

DeWitt Eaton
Vice-President and General Manager, AMI, Inc.

The coin machine industry has three basic divisions, namely: Vending, Music and Amusement. Each of these divisions is tremendous in scope and it is a very simple matter for anyone to put any machine or product of the industry



in any one of these three general classes. Each class might even be considered as a industry in itself were it not for the fact that the users of all three types of equipment are, for the most part, one class of people—operators of coin-operated equipment in general. In weighing the great show ahead of us, we must always think of it in terms of the purpose for which it is intended, namely: to let the operator see the whole industry in one place, at one time. The coin machine operator hardly ever operates one type of equipment exclusively, altho it is very true that he does centralize on a particular type of equipment such as music, amusement or vending and puts the bulk of his investment and activity in one particular type.

But the wise operator knows that diversification of equipment is the great stabilizer for his business, because where one type of machine may only allow him to break even, another type may render him the necessary profits to allow his whole business to prosper.

This is the magic of the coin machine industry. Its revenue is diversified, its operators are versatile and its profits are stable because, altho vending, music and amusement may differ in some respects, they are all alike in that they are all coin-operated and appeal to the public because they are human and satisfy an essential human need.

CONVENTION PROGRAM

MONDAY, February 3, 2:30 p.m.
Philosophy Forum—Bal Tabarin—6th floor.

6 p.m. West Room. Dinner by officers and directors of Coin Machine Industries, Inc. For presidents and executive secretaries of active trade associations (State and local only) in the coin machine industry who are registered for the show.

TUESDAY, 12 noon. Luncheon, College Inn. Dr. Preston Bradley speaks on "Tolerance."

Personal appearance of celebrities. Music and entertainment.

2:30 p.m. Public Relations Program—Bal Tabarin.

Public Relations for the Entire Coin Machine Industry by James T. Mangan, director of CMI's public relations program. Public Relations for State or local communities by Samuel (Curly) Robinson, managing director of Associated Operators of Los Angeles County, California.

5-5:30. Television show of convention over WBKB in co-operation with The Billboard and Coin Machine Industries, Inc.

WEDNESDAY, 10:30 a.m. Open Forum of vending machine manufacturers, operators and suppliers of vending machine products, candy, gum, nut, soft drinks, to be led by leading supply manufacturers, Bal Tabarin.

10:30 a.m. Discussion of elimination of federal excise taxes on coin-operated phonographs. Crystal Room. This meeting open to all operators, distributors and manufacturers of music equipment. To be led by Ray Cunliffe, president, Illinois Phonograph Owners' Association.

2:30-3 p.m. Television show of convention over WBKB.

7 p.m. Annual banquet and floor-show, no dancing. (Informal.) At Hotel Stevens Grand Ballroom, Foyer and Normandie Lounge.

THURSDAY, 10 a.m. to 4 p.m. Exhibit hours. Entire day reserved for meetings of operators.

1 p.m. Meeting of Arcade Owners' Association of America. West Room.

GUIDE TO EXHIBIT HALL

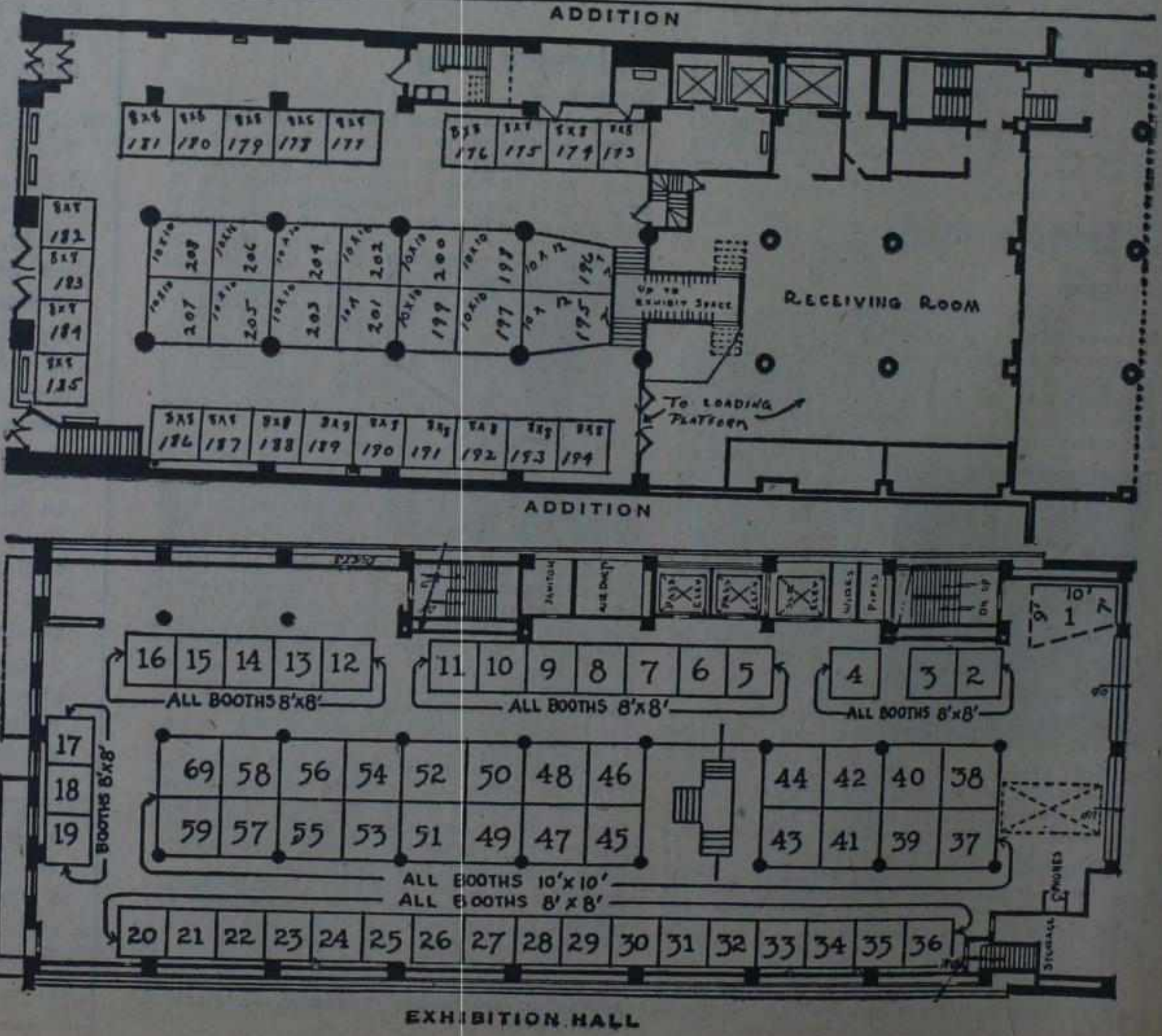
Getting around the convention hall will be made easier by using this guide to exhibit booths. Numbers behind firm names correspond to numbers on the diagram

- A. B. T. MFG. CORP., Chicago. Booths 5, 6 and 7.
- ACE COIN COUNTING MACH. CO., Chicago, Booth 91.
- ACME SALES CO., New York. Booths 198 and 200.
- ADVANCE MACHINE CO., Chicago 40, Ill. Booth 30.
- AERO NEEDLE CO., Chicago, Ill. Booths 153 and 155.
- AIRCRAFT ENG. CO., Secaucus, N. J. Booth 175.
- AIREON MFG. CORP., Kansas City, Mo. Booths 65 and 66.
- ALLITE MFG. CO., Los Angeles 11, Calif. Booths 112, 113 and 114.
- AMERICAN AMUSEMENT CO., Chicago, Ill. Booth 207.
- A. M. I., INC., Chicago 10, Ill. Booths 38A, 38 and 40.
- AMITY MFG. CORP., Perth Amboy, N. J. Booth 205.
- AMMCO DISTRIBUTORS, Chicago 47, Ill. Booth 176.
- AMUSEMATIC CORP., Chicago, Ill. Booth 108.
- AMUSEMENT ENTERPRISES, INC., New York 19, N. Y. Booths 61 and 61B.
- APOLLO RECORDS, INC., New York 17, N. Y. Booth 181.
- ASCO VENDING MACH. EXCH. CORP., Newark, N. J. Booth 105.
- ASSOCIATED OPERATORS OF L. A. COUNTY, INC., Los Angeles, Calif. Booth 90B.
- ATLAS MFG. & SALES CO., Cleveland, O. Booths 189 and 190.
- ATLAS NOVELTY CO., Chicago, Ill. Booths 75 and 76.
- THE AUTOMATIC BOOK VENDING MACH. CO., New York 16, N. Y. Booth 197.
- AUTOMATIC DISPENSERS, INC., Minneapolis, Minn. Booths 192 and 193.
- AUTOMATIC WORLD, Fort Worth, Tex. Booth 73.
- BALLY MFG. CO., Chicago, Ill. Booths 55 to 60, incl.
- BAUM DIST. CO., St. Louis, Mo. Booth 77.
- BEE-JAY PROD. CO., Chicago, Ill. East half of Room 116.
- BELL LOCK CO., Michigan City, Ind. Booth 144.
- BELL-O-MATIC CORP., Chicago, Ill. Booth 9.
- ROBERT M. YOUNG CO., Milwaukee, Wis. Booth 199.
- L. BERMAN & CO., INC., Evansville 8, Ind. Booth 106.
- THE BILLBOARD PUB. CO., Cincinnati, O. Booth 90.
- BLOCK MARBLE CO., Philadelphia 22, Pa. Booths 62, 63 and 64.
- BUCKLEY MUSIC SYSTEM, INC., Chicago, Ill. Booths 141, 142 and 143.
- THE CASH BOX PUB. CO., INC., Chicago, Ill. Booth 84.
- CENTRAL MFG. CO., Chicago 6, Ill. Booth 173.
- CHAMPION MFG. CO., Beverly, Mass. Booths 184 and 185.
- CHICAGO COIN MACH. CO., Chicago 14, Ill. Booths 45, 46, 47 and 48.
- CHICAGO LOCK CO., Chicago, Ill. Booth 10.
- COAN MFG. CO., Madison 4, Wis. Booths 35 and 36.
- COIN-ARTS INDUSTRIES, Milwaukee, Wis. Booth 88.
- COIN MACHINE JOURNAL, INC., Chicago 6, Ill. Booth 87.
- COINTROL CO., Chicago, Ill. Booths 33 and 34.
- COIN MACHINE REVIEW, Los Angeles, Calif. Booths 81 and 82.
- COLUMBIA RECORDING CORP., Bridgeport, Conn. Booths 164, 166 and 168.
- CONSOLIDATED MFG. CO., Chicago, Ill. North half of Rooms 105 and 106.
- CONTAINER MFG. CO., St. Louis, Mo. South half of Rooms 105 and 106.
- CORADIO, INC., New York 17, N. Y. Booth 208.
- DAVAL PROD. CORP. also: EAGLE COIN MACH. CO. (another trade name), Chicago 20, Ill. Booths 20, 21 and 22.
- DECCA DIST. CORP., Chicago 10, Ill. Booth 85.
- DEUTSCH LOCK CO., Hammond, Ind. Booth 110.
- DuGRENIER, INC., Haverhill, Mass. Booths 37A, 37 and 39.
- EASTERN ELEC. VENDING MACH. CORP., New York, N. Y. Booths 177 to 180, incl.
- EDELMAN AMUSEMENT DEVICES, Detroit, Mich. Booths 71A and 72.
- ELECTRO-GAMES CO., Grand Rapids, Mich. Booths 98 and 99.
- ELECTRONIC AMUSEMENT CORP., Rochester, N. Y. Booths 182 and 183.
- EMPIRE COIN MACH. EXCHANGE, Chicago, Ill. Booth 94.

- ETCHING CO. OF AMERICA, Chicago 14, Ill. Booth 109.
- H. C. EVANS & CO., Chicago 7, Ill. Booths 41, 42, 43 and 44.
- THE EXHIBIT SUPPLY CO., Chicago 24, Ill. Booths 147 to 152 incl.
- THE EXTRABELL CO., Chicago 20, Ill. Booth 11.
- FRANTZ MFG. CO., Chicago, Ill. Booth 145.
- GAM SALES CO., Peoria 2, Ill. East half of Rooms 114 and 115.
- GARDNER & CO., Chicago, Ill. South half of Rooms 103 and 104.
- GAY GAMES, INC., Muncie, Ind. East half of Room 112.
- GENCO MFG. & SALES CO., Chicago, Ill. Booths 49 to 52 incl.
- LAMP DEPT. OF G. E. CO., Cleveland, O. Booth 204.
- JOHN N. GERMACK, New York, N. Y. Booth 89.
- GLOBE DIST. CO., Chicago, Ill. Booth 86.
- D. GOTTLIEB & CO., Chicago 51, Ill. Booths 2, 3 and 4.
- DAN GOULD ENTERPRISES, Chicago 39, Ill. Booth 188.
- GROETCHEN TOOL & MFG. CORP., Chicago, Ill. Booths 53 and 54.
- GRUNIG NOVELTY CO., Chicago 51, Ill. Booth 104.
- GUARDIAN ELEC. MFG. CO., Chicago, Ill. Booths 116, 117 and 118.
- GUTSHALL (JACK) DIST. CO., Los Angeles, Calif. Booth 202.
- HEATH DIST. CO., Macon, Ga. Booth 74.
- HIRSH COIN MACH. CORP., Washington, D. C. Booths 28 and 29.
- THE HOSPITAL SPECIALTY CO., Cleveland 3, O. Booth 195.
- THE ILLINOIS LOCK CO., Chicago 7, Ill. Booth 170.
- INDEPENDENT LOCK CO., Chicago, Ill. Booth 12.
- INTERNATIONAL MUTOSCOPE CORP., Long Island City, N. Y. Booth 90A.
- O. D. JENNINGS & CO., Chicago, Ill. Booths 206 and 208.

- KING RECORD DIST. CO., Cincinnati 7, O. Booth 1.
- KRUSE & CONNOR, Chicago, Ill. Booth 174.
- MALKIN ILLION CO., Irvington, N. J. Booth 107.
- MARVEL MFG. CO., Chicago 47, Ill. Booth 93.
- MERCURY RADIO & TELEVISION CORP., Chicago 5, Ill. Booths 119 and 120.
- METROPOLITAN COIN MACHS., INC., Brooklyn 1, N. Y. Booth 206.
- THE BERT MILLS CORP., Chicago, Ill. Booth 191.
- MONARCH COIN MACH. CO., Chicago 22, Ill. Booth 111.
- MIKE MUNVES CORP., New York 1, N. Y. Booth 201.
- MUSICRAFT RECORDS, INC., New York 19, N. Y. Booth 133.
- NATIONAL SLUG REJECTORS, INC., St. Louis 15, Mo. Booth 79.
- NATIONAL VENDORS, INC., St. Louis 15, Mo. Booths 121, 122 and 123.
- JACK NELSON CO., Chicago, Ill. Booth 83.
- THE NORTHWESTERN CORP., Morris, Ill. Booth 8.
- PACKARD MFG. CORP., Indianapolis 7, Ind. Booths 124 to 127 incl.
- PAN CONFECTIONS, INC., Chicago 10, Ill. Booth 78.
- PANTAGES MAESTRO CO., Hollywood, Calif. Booths 136, 139 and 140.
- PERMO, INC., Chicago 28, Ill. Booths 128 to 131 incl.
- PERSONAL MUSIC CORP., Newark, N. J. Booths 163, 165, 167 and 169.
- PREMIER COIN MACH. MFG. CO., New York, N. Y. Booths 186 and 187.
- QUALITY PICTURES CO., Hollywood 38, Calif. Booth 203.
- R C A, Camden, N. J. Booths 160 and 162.
- RELIABLE METAL ENG. CO., Chicago, Ill. Booth 95.
- REVCO, INC., Dearfield, Mich. Booths 171 and 172.
- DAVID ROSEN, Philadelphia, Pa. Booth 97.

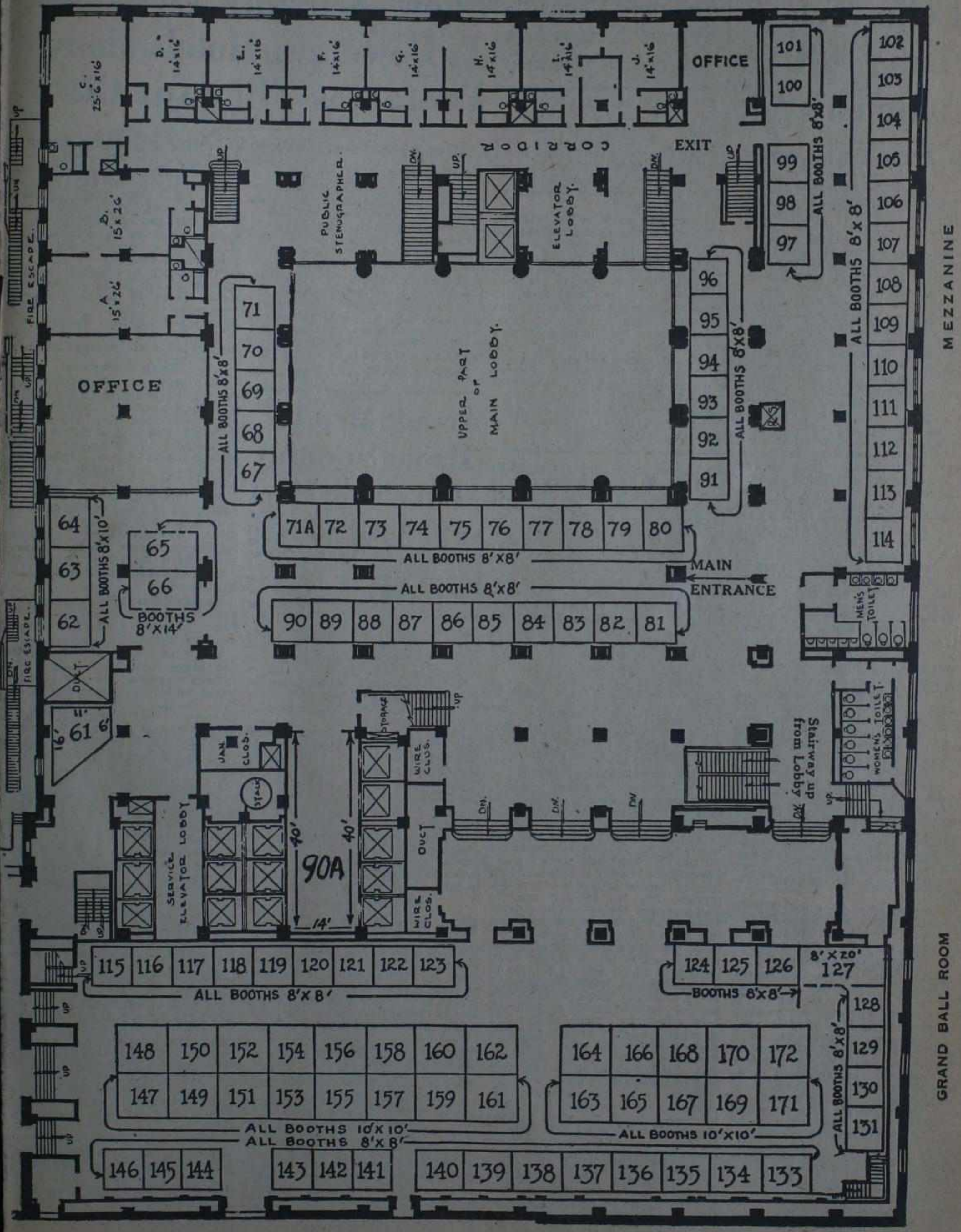
- RUNYON SALES CO., New York, N. Y. Booths 100 to 103 incl.
- RUNZEL CORD & WIRE CO., Chicago, Ill. Booth 115.
- SCIENTIFIC MACHINE CORP., New York, N. Y. Booths 157, 159 and 161.
- SHIPMAN MFG. CO., Los Angeles, Calif. Booth 92.
- SOLOTONE CORP., Los Angeles, Calif. Booths 31 and 32.
- SOUNDIES DIST. CORP., Chicago, Ill. Booth 27.
- SOUNDMASTER CORP., Chicago, Ill. Booth 194.
- SPECIALTY SALES CO., Minneapolis, Minn. North half of Rooms 103 and 104.
- STONER MFG. CORP., Aurora, Ill. Booth 67B.
- SUPERIOR PRODUCTS, INC., Chicago, Ill. West half of Rooms 114 and 115.
- TELEQUIZ SALES CO., Chicago, Ill. Booth 23.
- TELOTONE CORP., Chicago, Ill. Booths 156 and 158.
- TRADIO, INC., New Jersey. Booth 154.
- TRIANGLE MFG. CO., Minneapolis, Minn. West half of Room 112.
- U-NEED-A-VENDORS, INC., Union City, N. J. Booth 68B.
- UNITED MFG. CO., Chicago, Ill. Booth 146.
- UNIVERSAL MFG. CO., Kansas City, Mo. West half of Room 116.
- VENDALL CO., Chicago, Ill. Booth 196.
- THE VIKING TOOL & MACH. CORP., Belleville 9, N. J. Booths 136 and 137.
- THOS. A. WALSH MFG. CO., Omaha, Neb. Room 118.
- WATLING MFG. CO., Chicago, Ill. Booths 13, 14, 15 and 16.
- WICO CORP., Chicago 41, Ill. Booths 134 and 135.
- WILLIAMS MFG. CO., Chicago, Ill. Booths 17, 18 and 19.
- WORLD WIDE DISTRIBUTORS, Chicago 22, Ill. Booth 80.



AT THE SHERMAN HOTEL

OFFICES

MEZZANINE



MEZZANINE

GRAND BALL ROOM

GRAND BALL ROOM

CMI MEET A SHOWBIZ TREAT

Radio, Tele & Films All in Coinmen's Act

Trade Org Builds a "Hit"

(Continued from page 3)

not have been able to make the Chi gathering in person; (2) they will enable distributors and others to demonstrate the interest generated in particular equipment, and in the show in general, and (3) they will build up interest in time for the 1948 convention.

While the film production is in process, show business's newest fast-growing medium, television, will be doing its share to make this convention one of the nation's outstanding business events. Two half-hour video programs, right from the convention, will be presented by Tele Station WBKB and *The Billboard* in co-operation with CMI. The first program, *Highlights of the 1947 Coin Machine Convention*, will be in the nature of man-at-the-show interviews with machine industry and other showbiz personalities. This show will go on Tuesday (4) from 5 to 5:30 p.m. Second tele shot will be another half-hour, 2:30 to 3 p.m. Wednesday (5). This will be tagged *Your Television Tour of the 1947 Coin Machine Convention*, and will constitute a well-produced round of the exhibits and other show features. Don Ward, one of local TV's best-known performers, will emcee both shows, and Bob Barron, who has earned himself a rep as one of local tele's outstanding pantomimists, will work Wednesday opus.

Bill Eddy, head of Station WBKB, is sparing no manpower to make this one of his outlet's top programing efforts. Eddy has delegated Reinald Werrenrath, station's director of special events, to hold the direct edyins on the show, and has assigned the station's program director, Warren Jones, to supervise production. Eddy says he wants a top job on these shows not only because he feels the coin machine industry is one of America's fastest-growing and most progressive businesses, but because this will mark the first time a trade show and convention with industrial manufacturing aspects has ever been televised in this complete manner.

It is planned to have four WBKB cameras for each program so that no important convention highlights will be missed.

Coinmen Can See Shows

Chicago's video audience, of course, will get from the shows an impressive and constructive picture of the coin machine industry, but coinmen at the show will be able to view both programs as well. *The Billboard*, again with CMI's wholehearted co-operation, has arranged for four television receivers to be installed in the hotel. One will be at the CMI Public Relations booth in the lobby, while the other three will be spotted in the West Room on the first floor of the Sherman. All receivers will be placed on specially constructed stands about seven feet high so that viewers in the rear will be able to see.

Chi radio stations, too, are adding their voices to the coin machine roundelay during show time. Eddie Hubbard, on his WIND ABC Supper

Ways and Means To Repeal Excise Tax Subject of Debate

CHICAGO, Jan. 25.—Ways and means of bringing about repeal of the 10 per cent excise tax on phonographs will be discussed at 10:30 a.m. February 5 in the Crystal Room of the Sherman Hotel. Chairman of the discussion will be Ray Cunniffe, president, Illinois Phonograph Owners' Association.

Excise tax on juke box records, which has been another thorn in the side of the industry, also will come under discussion and record manufacturers are expected to be represented at the meeting. It has been estimated that juke operators buy approximately 200 records per machine per year, which amounts to an added tax burden of about \$10 per machine.

Altho discussion has been designed principally for the benefit of operators, manufacturers will be present and will participate in the forum. Manufacturers have been leading a nationwide campaign for repeal of the taxes in recent weeks.

Club program Tuesday (4), 10:05 to 11 p.m. will discuss music, records and the show with four prominent juke box operators. On the same night, Joe Csida, *The Billboard's* editor-in-chief will guest on Dave Garroway's 1160 Club ailer on WMAO, local NBC outlet at midnight. Csida will talk about the influence of juke operations on music and disk, particularly as reflected in *The Billboard* Honor Roll of Hits and Music Popularity Chart. It also is expected that Dave Gottlieb, president of CMI, will be tagged for a gabfest in the course of Bob Thorpe's *News-on-the-Spot* program which airs Monday thru Saturday 12:45 to 1 p.m. via WMAQ. Thorpe plans to do the coin machine show on his Tuesday (4) slot. *The Billboard* is using spot announcements on the Chi air to whip up listener interest before these shows are aired.

Chi Showbiz Offers Welcome

And, between business sessions, trade meetings, and the like, coinmen will find the rest of Chi show business (theaters, niteries, legiters, et al.) spreading itself to welcome the industry. A complete round-up of exactly what the town's show places have to offer is a special feature of another *Billboard* convention service. This is a 144-page convention directory listing current attractions at all clubs, vaude, legit and film houses along with prices, show bills. Showbiz information, of course, is only part of this directory, main portion of which will be devoted to a page-by-page booth directory of every exhibitor, maps showing layout of convention floor with all booths indicated, maps of the city showing location of various coin machine factories and other trade information. Other service materials will also be presented to attendees at *The Billboard* booth.

To insure the most complete coverage of the convention itself, and to speed copy to the plant in Cincinnati, *The Billboard* will have 27 staff members, including reps from Cincy, New York, St. Louis and Hollywood on the scene as well as the regular Chi editors, reporters and admen. And an AT teletypewriter will be in operation in *The Billboard* booth to transmit and receive copy from all points of the

Show Activities Overflow To Downtown Hotels, Many Factories Thruout City

Mfrs. Spread Out for More Exhibit, Fun-Making Space

CHICAGO, Jan. 25.—Overflow of trade doings from the coin machine show exhibit floor of the Sherman Hotel into other downtown hotels, and extending to many factories and offices thruout the city, will characterize the industry's big get-together this year as it has in the past.

At least six major hotels other than the Sherman will accommodate exhibits, parties and meetings of various manufacturers. While complete information of these activities is not available, the following where-to-go information can be listed:

Sherman Hotel: AMI, Inc., plans

Arcade Men To Have Special Luncheon Meet

CHICAGO, Jan. 25.—Arcade men will have their special day at the coin machine show Thursday, February 6. Luncheon and meeting is set for 1 p.m. in the West Room of the Sherman Hotel. It is sponsored by the Arcade Owners' Association of America.

Representing an important segment of the coin machine trade, the arcade men are expected to be out in force for this get-together, which will feature reports and discussions and be highlighted by an address by Walter W. Hurd, coin machine editor of *The Billboard*.

Meeting of the executive board and officers of AOAA will be held Tuesday, February 4, at 10 a.m. in the Sherman Hotel.

F. McKim Smith, newly-elected president of AOAA, is expected to be present along with many other officers and members. In connection with the show and luncheon, it was announced, AOAA is turning out a special convention issue of its house organ which will be the largest issue to date.

Firm Will Show Manuals

MILWAUKEE, Jan. 25.—Robert M. Young Company of this city will show operational manuals designed to facilitate maintenance of coin-operated machines at the CMI convention in Chicago, it was announced this week. Manual was devised in order to aid operators in trouble shooting their machines, and to explain the necessary repairs.

country. (*The Billboard* regularly utilizes teletypewriters in its Chicago, Hollywood, New York and Cincinnati offices for transmission of news copy).

That's the preview story of what the industry confidently believes will be the greatest trade show and convention in its history, and one of the most outstanding events of its kind in American business annals.

additional display of products with refreshments in its own suite of rooms. Bally Manufacturing Company will have a suite, concentrating on exhibits and business here, doing most entertaining at its home plant. H. C. Evans & Company will feature daily buffet lunch in its suite. D. Gottlieb Company schedules a dinner in honor of distributors in the Crystal Room, February 2. International Mutoscope Corporation will have a distributors' dinner February 2. RCA Victor has engaged a suite to supplement exhibit space at the show.

Three at Morrison

Morrison Hotel: Bell-O-Matic Corporation has engaged the presidential suite for a continuous welcome party, open to visitors from 2 p.m. until midnight, February 3 thru 6 except on banquet day, February 5, when closing time is 5 p.m. Exhibits, entertainment and refreshments are offered. Rock-Ola Manufacturing Corporation will display its music equipment in a suite here, featuring open house during office hours at its plant. National Filben Corporation introduces its new automatic phonograph in a suite at the Morrison, instead of the Bismarck as originally announced.

Bismarck Hotel: Solotone Corporation, of Los Angeles, will have additional exhibits in a suite here open to all show visitors.

Continental Hotel: Mills Industries, Inc., moves from the Graemere Hotel (where a sales and service school is being conducted January 27 thru 31) to a banquet for distributors at the Continental on February 1. Firm's new phonograph will be presented to the trade there February 3 thru 6 with distributors co-operating.

Aireon at Congress

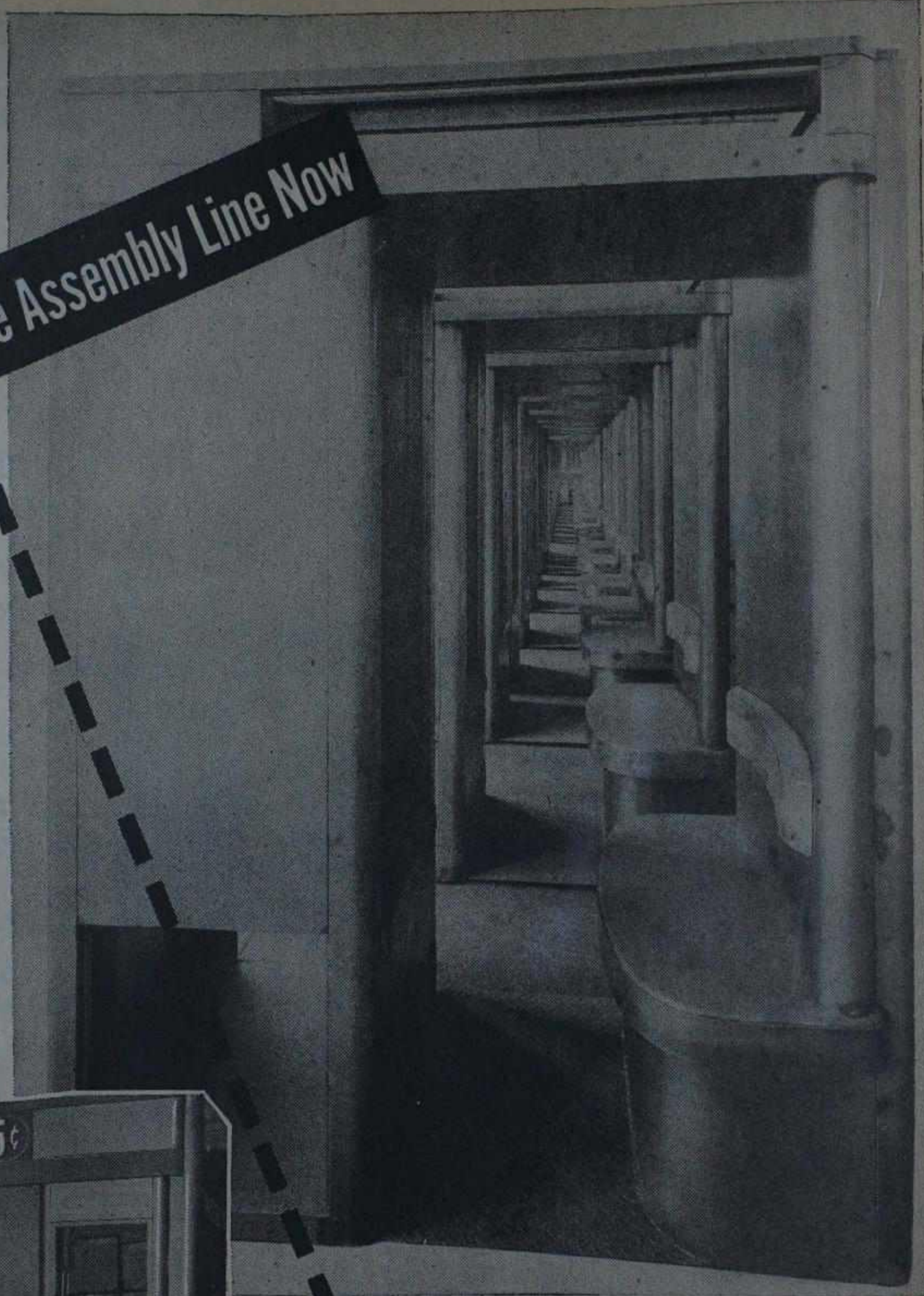
Congress Hotel: Aireon Manufacturing Corporation will make its headquarters here, with displays and entertainment to supplement exhibit booth at the show.

Ambassador West Hotel: Lehigh Foundries executives announce headquarters for their firm here, with at least one distributor included.

At manufacturers' plants and distributing offices thruout the city open-house festivities during office hours are generally characterized as informal by individual firm heads. Companies which are emphasizing plant visits include Bally Manufacturing Co., Bell Products Co., Atlas Novelty Co., Buckley Manufacturing Co., J. H. Keeney & Co., Groetchen Tool & Manufacturing Co., O. D. Jennings Co., Pace Manufacturing Co., American Amusement Co., Rock-Ola Manufacturing Corp., Marvel Manufacturing Co., Watling Manufacturing Co., Williams Manufacturing Co., United Manufacturing Co., Wilco Corp., and Monarch Coin Machine Co.

Other firms, because they are attempting to channel visitors to their downtown exhibits, are issuing no formal open-house invitations. They nevertheless, expect an unusual number of callers at their plants, and in almost every instance, declared that the welcome mat was out.

Rolling Off The Assembly Line Now



Photomatic—T.M. Reg. U. S. Pat. Off.

**THE STARTLING NEW DELUXE
PHOTOMATICS WITH TREMENDOUS ADVANTAGES
IN APPEARANCE AND OPERATION THAT MEAN**

BIGGER PROFITS FOR YOU

SEE THE DELUXE PHOTOMATIC AT THE CONVENTION BOOTH 90A

INTERNATIONAL MUTOSCOPE CORPORATION

44-01 Eleventh Street • Wm. Rabkin, Pres. • Long Island City 1, N. Y.

MUTOSCOPE'S...

ATOMIC BOMBER

SPEED

REALISM

MOVING CLOUD EFFECTS

EXCITING ACTION

SILHOUETTED SKYLINES

VIVID EXPLOSIONS

INTRIGUING... COMPELLING...

MOVING PANORAMA TARGET

INTENSE PLAYER & SPECTATOR APPEAL

"CHAIN REACTION" SALES

CONTINUING PROFITS

TRADE MARK

● FOR BIGGER PROFITS

... Take the most hush-hush secret of the day ... build an exciting, intriguing game around it ... and you have the secret of the ATOMIC BOMBER's success!

That's what Mutoscope has done with this newest, most profitable of all coin-operated machines. And the operators who've gotten delivery on the ATOMIC BOMBER can tell you that its timeliness pays big dividends ... makes it one of their best profit-producers.

The ATOMIC BOMBER commands profits because it features the most-talked-about secret of the day, the Atom Bomb. And it multiplies profits because of its "chain-reaction" sales. The passing public sees the thrilling action of the game in play ... they see the spectacular mushrooming column of smoke ... the devastation ... they stop ... they play ... they attract others, thus setting up continuing sales, a very important factor in coin-machine merchandising. Beautifully designed, occupying only two square feet of floor space, giving the public an outlet for their "Atomic-Thinking." Mutoscope's ATOMIC BOMBER has tremendous drawing power ... offers you magnificent profits!

No secret about whom to see for this great money-maker—your Mutoscope Distributor's the man. Get in touch with him—now!

SEE ATOMIC BOMBER DURING THE SHOW AT BOOTH 90A



INTERNATIONAL MUTOSCOPE CORPORATION

WM. RABKIN, President

44-01 ELEVENTH STREET

LONG ISLAND CITY 1, NEW YORK

BUY ATOMIC BOMBERS TODAY

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ASSOCIATED AMUSEMENTS, INC.

846 Commonwealth Ave. Boston 15, Mass.

ATLAS MUSIC CO.

221 Ninth St. Des Moines, Iowa

AUTOMATIC SALES CO.

119 Third Ave., No. Nashville 3, Tenn.

DAYTONA BEACH AMUSEMENT CO.

518 Live Oak Ave. Daytona Beach, Fla.

EASTERN SALES CO.

1824 Main St., E. Rochester 9, N. Y.

H & L DISTRIBUTORS, INC.

1524 2d Ave., N. Birmingham 3, Ala.

H & L DISTRIBUTORS, INC.

708 Spring St., N. W. Atlanta, Ga.

HUB ENTERPRISES

32 So. Charles St. Baltimore, Md.

HY-G MUSIC COMPANY

1415 Washington Ave., S. Minneapolis, Minn.

LEMKE COIN MACHINE CO.

131 W. Vernor Highway Detroit, Mich.

THE MARKEPP COMPANY, INC.

4310 Carnegie Ave. Cleveland, Ohio

MILLS SALES COMPANY, LTD.

2827 W. Pico Blvd. Los Angeles, Calif.

MILLS SALES COMPANY, LTD.

1640 18th St. Oakland 7, Calif.

MILLS SALES COMPANY, LTD.

600 S. E. Stark St. Portland, Ore.

MIKE MUNVES

510 W. 34th St. New York 1, N. Y.

PHOENIX DISTRIBUTING CO.

611 W. Washington St. Phoenix, Ariz.

**ROANOKE VENDING MACHINE
EXCHANGE, INC.**

13 So. Jefferson St. Roanoke, Va.

RUNYON SALES

123 West Runyon St. Newark, N. J.

RUNYON SALES

593 10th Ave. New York, N. Y.

TORONTO TRADING POST, LTD.

736 Yonge St. Toronto, Ont., Canada

UNITED NOVELTY COMPANY

DeLauney & Division Sts. Biloxi, Miss.

UNITED NOVELTY COMPANY

617 W. Capitol St. Jackson, Miss.

THE VENDING MACHINE CO.

207 Franklin St. Fayetteville, N. C.

CLIFF WILSON DISTR. CO.

1121 So. Main St. Tulsa, Okla.

**FLASHING
BOMB
BURSTS****MUSHROOM
CHARACTERISTIC OF
ATOMIC BOMB****TIMELY
TERRIFIC
PROFITABLE****GOOD
SCORING
NEEDS SKILL
--- GIVES
THRILL**



People SEE the compelling, self-selling words: **STEP IN—RECORD YOUR VOICE** and follow through!

They SPEAK or SING their piece into the mike.

They HEAR the recording played back—a faithful reproduction. They take the recordings home for countless playbacks. Or mail the unbreakable discs to friends . . . in special envelopes vended for an additional nickel by the envelope vendor permanently installed in the VOICE-O-GRAPH!

They THINK of special occasions—holidays, birthdays, anniversaries—on which to send messages or greetings via VOICE-O-GRAPH recordings. Or record just for the fun of it!

All of which adds up to plenty of DOLLARS and CENTS PROFITS for YOU!

Coin-operated—completely automatic—completely dependable—VOICE-O-GRAPH requires only a square yard of space.

INVESTIGATE TODAY! Add many new types of locations to your route. Ask your distributor for a demonstration of this remarkable COIN-OPERATED RECORDING MACHINE! Ask also to see proof positive of VOICE-O-GRAPH remarkable PROFIT MAKING POWERS!

VOICE-O-GRAPH DISTRIBUTORS

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AMALGAMATED DISTRIBUTORS CO.

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ASSOCIATED AMUSEMENTS, INC.

846 Commonwealth Ave., Boston 15, Mass.

AUTOMATIC SALES CO.

119 Third Ave., N., Nashville 3, Tenn.

BANNER SPECIALTY CO.

1508 Fifth Ave., Pittsburgh, Pa.

DAYTONA BEACH AMUSEMENT CO.

518 Live Oak Ave., Daytona Beach, Fla.

DIXIE COIN MACHINE CO., INC.

910-912 Poydras St., New Orleans, La.

EASTERN SALES CO.

1824 Main St., E., Rochester 9, N. Y.

H & L DISTRIBUTORS, INC.

1524 2nd Ave., N., Birmingham 3, Ala.

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MILLS SALES CO., LTD.

1640 18th St., Oakland 7, Calif.

MILLS SALES CO., LTD.

600 S. E. Stark St., Portland, Ore.

PHOENIX DISTRIBUTING CO.

611 W. Washington St., Phoenix, Ariz.



Don't Write-- *VOICE-O-GRAPH!

Space for two persons to sing or converse in this sound-proof booth!

*Trade Mark

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UNITED NOVELTY CO.

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205 Franklin St., Fayetteville, N. C.

WALBOX SALES CO.

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415 W. Main St., El Dorado, Ark.

ALSO SEE VOICE-O-GRAPH AT OUR BOOTH (90A) AT THE CONVENTION

INTERNATIONAL MUTOSCOPE CORPORATION

WM. RABKIN, President

44-01 ELEVENTH STREET

LONG ISLAND CITY 1, NEW YORK

CMI BANNERS P. R. AT SHOW

Gala Banquet To Cap Show With Cadillac P. R. Award

CHICAGO, Jan. 25.—Traditionally the biggest single event of the coin machine show, this year's banquet is expected to outshine all others, with presentation of CMI's new public relations award—a new Cadillac—as the climax. For the banquet, the spotlight turns from the Sherman to the Stevens Hotel Grand Ballroom on Wednesday, February 5, at 7 p.m.

The Stevens was chosen for the banquet to accommodate the largest possible crowd, said James A. Gilmore, secretary-manager of CMI. A stellar line-up of floor-show entertainers, he pointed out, has been arranged by convention entertainment chairman R. W. Hood, of H. C. Evans & Company.

Presentation of the award to the trade member who did the most outstanding public relations job of 1946 will be made by public relations chief James A. Mangan just prior to the floor show. Award will consist of a purchase order for the car, as well as an illuminated testimonial scroll suitable for framing.

Nation-Wide Interest

Mangan announced this week that the contest has created nationwide interest and that entries still are coming in. Judging, which is being done by the CMI board of directors,

Board To Scan Assn. Program

CHICAGO, Jan. 25.—Trade-wide association plans will be the theme of a dinner meeting which the CMI board of directors will tender for all State and local association presidents and executive secretaries on February 3, opening day of the coin machine show. Dinner is scheduled for the West Room of the Sherman Hotel.

James A. Gilmore, secretary-manager of CMI, who will act as chairman, announced that presidents and executive secretaries thus far have accepted invitations, but that many more were expected. Each of the guests will be introduced by Dave Gottlieb, CMI president, and asked to speak briefly on the subject, "What Can Coin Machine Industries, Inc., Do as a National Group to Aid and Co-Operate With My Association?"

All of the nine CMI directors will be hosts at the dinner.

Berkens Quits AOAA Position

NEW YORK, Jan. 25.—Barnett R. Berkens has resigned as executive secretary of the Arcade Owners' Association of America effective February 1, according to F. McKim Smith, newly elected president of the group. All duties of the executive secretary, as well as the editorship of *The Arcade Owners' Bulletin*, monthly AOAA magazine, have been taken over, for the present, by Smith.

Berkens joined the association as executive secretary in December, 1945, and is the founder of the AOAA magazine. A successor will be named during or after the CMI convention, Smith states.

is in progress, he declared, and at least 20 good men are still in the running.

Speaking will be held to a minimum at the banquet, with brief greetings from CMI President Dave Gottlieb and introduction of other officers immediately following dinner.

Master of ceremonies over a series of brilliant acts will be Jack Herbert. Among others will appear: Gentlemen From the West, "masters of harmony"; Le Brac and Bernice, unicyclists; Lowe, Hite and Stanley, comics; Bob Evans with Jerry O'Leary, ventriloquist; Dorothy Shay, "Park Avenue Hillbilly," and Allen, Burns and Cody, "the acromaniacs."

Set New Filben Juke Debut in Chi Show Week

CHICAGO, Jan. 25.—Because of the accommodations, the National Filben Corporation, 1139 South Wabash Avenue, will exhibit its new phonograph and accessory music equipment in the Hollywood Room of the Morrison Hotel here during the Coin Machine Show instead of at the Bismarck Hotel, as previously announced.

According to Bert B. Davidson, general sales manager of the new company whose plant is at 1139 South Wabash Avenue, orders will be taken during the show for April delivery. Davidson stated material problems have been solved and that the new phono should be in full production the first week in April.

Davidson said plans are nearing completion for a national distributor system and that showings will be conducted in all the principal cities of the country after the Chicago show.

The Filben mechanism attracted wide attention at conventions prior to the war but general introduction to the trade has been delayed for various reasons and by the death of the inventor. With certain improvements, the mechanism has been incorporated in an entirely new cabinet featuring new ideas in lights and coloring.

Shipman Will Show Venders and Games

LOS ANGELES, Jan. 25.—Shipman Manufacturing Company will exhibit both vending machines and amusement games in its booth at the CMI show, according to Jack Olson, firm sales manager.

Display will feature four venders, including the Triplex model coin-operated postage stamp machine, and the firm's razor blade vending machine which dispenses a package of four blades for a dime and allows a choice of single or double-edged blades. Also displayed will be two Spin-It models, nickel almond and penny salted peanut venders.

Games to be exhibited include Penny Peek Show, third-dimensional 35mm. still film photos, and Hollywood Art Show, color 35mm. still film photos in a console model.

Hotel Reservation Problem Is Solved For Show Visitors

CHICAGO, Jan. 25.—Altho no more reservations will be taken by downtown hotels here for the CMI convention next week, there will be plenty of accommodations for out-of-town visitors, according to the Housing Bureau of the Greater Chicago Hotel Association.

Loop hotels closed their reservation books January 18, but the Housing Bureau stated it will be able to care for as many as 35,000 representatives in residential and apartment hotels in other parts of the city. Between 10,000 and 12,000 coinmen are expected to attend the show.

Persons desiring a reservation should write, wire or phone the Housing Bureau, Greater Chicago Hotel Association, 105 West Madison Street, Chicago. Telephone: Franklin 1257. Message should state kind of room wanted, number of persons in party, arrival and departure dates, and the fact that reservation is for the coin machine show, February 3-6.

"How To Live" Forum Featured At CMI Opening

CHICAGO, Jan. 25.—Opening day feature of the CMI show will be a philosophy forum entitled *How To Live*, an open discussion by leaders of the industry. It will be held in the Bal Tabarin Room of the Sherman at 2:30 p.m.

Leaders of the discussion will be James T. Mangan, director of the CMI public relations bureau; Woolf Solomon, manager of Central Ohio Coin Machine Exchange, Columbus; Walter Tratsch, ABT Manufacturing Company; Samuel (Curly) Robinson, Associated Operators of Los Angeles County; DeWitt (Doc) Eaton, vice-president of AMI; Dick Schreiber, *The Billboard*, and others prominent in the industry.

Afternoon's star attraction at 2:30 will feature public relations for the entire industry. Program, entitled *Objectives of a General Public Relations Program for the Entire Coin Machine Industry*, will be conducted by Mangan. Speaker on the program will be Curly Robinson, who will discuss *Public Relations in State or Local Communities*.

RCA Coin Radio Production To Start Feb. 15

NEW YORK, Jan. 25.—Production of the RCA Victor coin-operated radio will begin on or about February 15, with delivery expected to start early in March, firm officials have announced. Machine will debut at the Coin Machine Industries Convention, opening in Chicago February 3.

Company indicated it will not control operations or sales, but will use a distributor set-up composed 90 per cent of coin machine distributors who have been associated with it in juke disk buying. Its own distributors will be used wherever necessary

Booth To Be In Spotlight

Will make attempt to show
public relations progress in
coin machine industry

CHICAGO, Jan. 25.—With a galaxy of exhibits, stunts, entertainment and services scheduled, the CMI public relations bureau's booth will be one of the headliner attractions of exhibit hours during the coin machine show here.

James T. Mangan, chief of the bureau, described the booth and activities centering about it as a two-fold attempt to present the record of public relations progress in the coin machine industry, and to offer continuous entertainment and services to visitors.

Manning the booth will be Mangan's public relations staff, including Gwendolyn Desplenter, Alice Carey and Dorothy Ellis.

An eight-minute movie, produced especially for the show, will be shown every day, depicting the size and scope of the industry, statistics relating to its development and a presentation of its services to the public.

Stunt of the week will be a popcorn-eating contest staged at the booth, in which four youngsters from Chicago settlement houses will compete for cash prizes awarded to those who can eat the most popcorn in three minutes. Set for 4:30 p.m. on Monday, February 3, this event is conducted with the aid of Viking Minit-Pop, which will provide popcorn.

To show new developments in the trade, booth will display the new 16-station railway ticket vending machine, which now is being tested in a Philadelphia railway station. Two representatives of the manufacturer, Trans-Meter Corporation, New York, will be on hand to demonstrate.

Display of various public relations materials, prepared by CMI, will be featured at the booth, and associate memberships will be accepted there thruout the show, said Mangan. He emphasized that sheet music for *Coinage Tech*, the song written and recorded by Spike Jones in honor of the 1947 coin machine show, would be available to visitors at the booth. In addition, a number of recordings of the song will be made available to juke box manufacturers for play on their display machines.

Television receiver will be installed in the public relations booth to receive not only routine programs, but special telecasts to the show prepared thru co-operation with *The Billboard*.

James Hurlbut, special events chief for CBS in Chicago, will cover the show for radio news, Mangan announced. News will be gathered on the convention for broadcasts via Station WBBM's regular newscasts.

Mangan also promised appearance at the booth of a long list of show world celebrities during the show, including top juke box recording artists as well as night club and movie stars.

and where company's contacts are strong in the coin machine field.

Radio is housed in a case of 16-gauge metal and has locks on the container as well as a slug detector mechanism.

1947 INDUSTRY CENSUS

How extensive are operators' machine-buying plans for this year? What new locations are they developing? How do they feel about commissions, public relations? Billboard's seventh annual survey gives the answers

By DICK SCHREIBER

VENDING machines are going to get highest priority on coin machine operators' buying schedules for 1947. Penny venders, old stand-bys in the industry, will be most in demand during the year, with juke boxes, candy venders, pinball games and scales next in line and in that order. Arcade machine operators plan the highest per capita addition of equipment in the entire amusement machine field, even a larger per capita expansion than music machine operators. These are some of the many facts revealed in *The Billboard's* Seventh Annual Survey of the Coin Machine Industry.

Started in 1941, when no one knew for certain what would happen to the industry during the war years, the survey of operators has since grown to be one of the best indications of trade trends. This year, questionnaire forms were mailed out to over 12,000 operators of all types of equipment. The survey itself was based on the first 500 reports returned. Previous years' experience has shown that the first 500 returns provide as accurate a cross-section of the trade as possible.

Since it was started, the operator survey has been conducted in years that could hardly be termed normal. For five of the years, the survey indicated problems the industry was facing because of the war. It showed the number of operators gradually declining as men went into the services and into war work. It showed the number of machines actually on location decreasing year after year as parts became scarce and new machines were only a memory left over from the last Coin Machine Convention and Show in 1941.

Not a Normal Year

Even 1946—tho it was a peacetime year from the first thru the last month—could hardly be called a normal year, and in some respects 1947 has yet to see a return to normalcy in all phases of business. And yet the buying plans of operating firms, shown in this year's survey, indicate operators have firm confidence in the future of coin machines. As in previous years, operators were asked to list their weekly grosses on the types of equipment which make up their routes. A comparison of gross receipts for the first month of 1947 with 1946 indicates that play on all types of machines has held fairly steady—but earnings have not. Many operators, even tho they were not requested to do so, pointed out that high operating costs on practically all types of equipment have eaten heavily into net earnings and tend in many cases to hold back planned expansion.

Vending Returns High

In former years a majority of the operators replying to the questionnaire forms were music machine men. Vending operators, however, replied in better proportion to music operators in the 1947 survey. For that reason, vending machines could naturally be expected to count heavily in totals, and they did. For the first time since the survey was begun seven years ago, the staff this

year made a complete breakdown on operators' needs.

Asked to indicate the kinds and number of machines which they intended to purchase during 1947, the first 500 operators gave the following buying preference:

1. Penny Venders
2. Juke Boxes
3. Candy Venders
4. Pinball Games
5. Scales
6. Cigarette Machines
7. Soft Drink Venders
8. Counter Games
9. Bell Machines
10. Arcade Machines
11. Target Games
12. Consoles
13. Milk Venders
14. Movie Machines
15. Diggers

The question was not intended to indicate what percentage of existing equipment these operators intended to replace with new equipment, but only what new equipment they intended adding whether to expand their present operations or replace equipment now wearing out.

Per Capita Buying

Further breaking the demand down in to per capita buying for 1947 brought out some amazing facts. Those operators interested in the penny vending field said that they intended to buy 172 penny machines each, while those operating music machines indicated they would only buy 26 new juke boxes each this year. Operators interested in candy vending said they would purchase what amounts to an average of 89 candy bar venders each during 1947; soft drink vending men will make average purchases of 82 machines; scale operators will take an average of 77 scales; cigarette machine operators an average of 45; amusement machine operators, excluding their pinball requirements, will buy an average of 33 machines; juke box operators an average of 26 machines; operators will take an average of 23 counter games, 22 bells and consoles, 20 pinball games and 4 movie machines during 1947.

These figures represent an astounding

ing demand for all types of coin machines, and are all the more impressive when viewed in the light of the past year's production. It is true that large scale production of most equipment has been impossible, and yet factories have been shipping out a steady stream of new machines.

Comparative Estimates

An accompanying chart, which shows the comparative operator needs for the years 1945, 1946 and 1947 will bear out the fact that coin machines are still very much a growing, constantly expanding industry. Because of old machines, which wore out during the war, operators placed their need for new juke boxes at an average of 31 for 1946. Juke boxes were certainly not produced in quantity during 1946, and yet production was sufficient for many operators to replace many of those machines which had to be removed from the routes. Yet the figures show the average operator said he needed 31 new juke boxes in 1946. Assuming he was successful in buying a number of new boxes, one would hardly expect the demand for 1947 to run as high as the per capita figure of 26 which is what this year's survey shows. This is all the more remarkable in the face of higher operating costs, and again serves to demonstrate the high degree of confidence which operators place in their businesses.

New Machine Interest

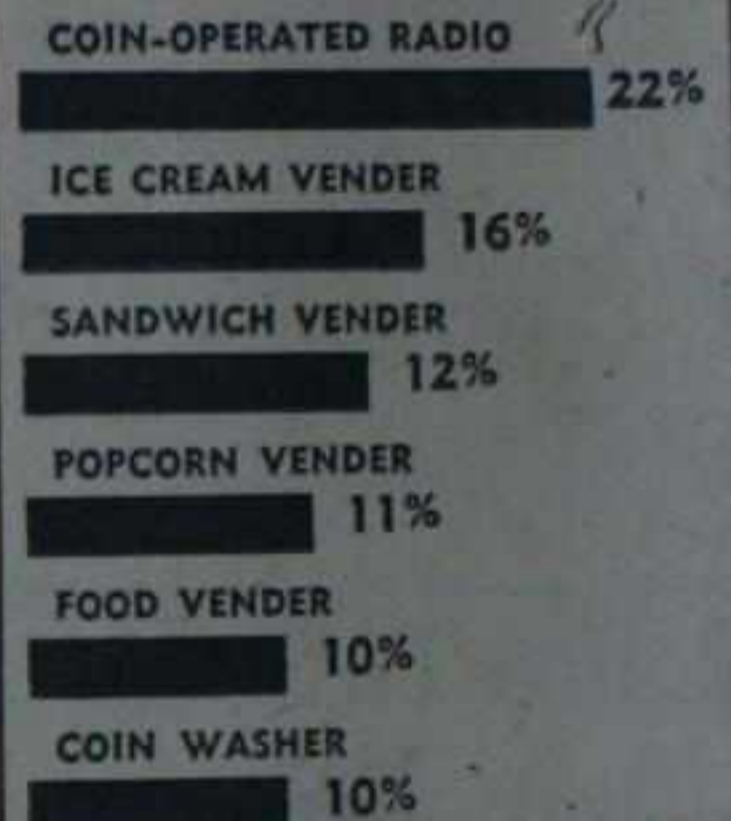
In the 1947 survey operators were given a list of new types of machines and asked to designate which of these machines they were most interested in operating. Coin-operated radios won this part of the survey hands down. Twenty-two per cent of the operators said they were interested in and would like to operate coin radios. Ice cream venders took second place in operators' future plans, with 16 per cent of the operators replying indicating they wanted to start a route of ice cream machines. Sandwich vending machines attracted 12 per cent; popcorn venders 11 per cent; automatic washing machines and food vending machines each accounted for 10 per cent.

In this year's survey of operators,

two timely questions—one concerning commissions paid locations, and the other concerning public relations—brought some interesting results. Juke box and amusement games operators are generally of the opinion that commissions paid locations will

NEW-TYPE MACHINES

Percentages show proportion of operators who indicated interest in buying various newer types of equipment.



not undergo any great change from the commission standards now set up. But vending machine operators, particularly those operating candy and soft drink machines, believe that commissions paid locations will be a smaller percentage of the gross during 1947.

Public Relations

Final question on this year's survey blank asked for written comment by the operators. The question asked: "With the industry making a real effort for a sound public relations program, what kind of public relations activities will be of most benefit to you?"

Operators believe that the most constructive public relations program should:

1. Clear up false notions which the public may have about the coin machine industry, particularly with reference to the earning power of machines—a point often grossly exaggerated in local newspapers.
2. Establish a set of fair trade practice rules among manufacturers, distributors and operators to eliminate what most operators termed "fly-by-night" promoters and unfair competitive practices.
3. Educate operators to sound business methods.

Summing up, the 1947 survey of the coin machine industry shows a healthy confidence in the future of the industry, an excellent demand for all types of new equipment, high interest in new types of machines and an honest desire for a constructive, vigorous public relations program designed not only to benefit the industry as a whole but the local operator as well.

OPERATOR EQUIPMENT NEEDS

| Type of Machine | Per Capita Need—1947 |
|---------------------|----------------------|
| Amusement and Music | |
| Juke Boxes | 26 |
| Pinball Games | 20 |
| Bells and Consoles | 22 |
| Counter Games | 23 |
| Arcade Machines | 33 |
| Movie Machines | 4 |

| Vending Machines | Per Capita Need—1947 |
|------------------|----------------------|
| Penny Venders | 172 |
| Candy Bar | 89 |
| Soft Drink | 82 |
| Scales | 77 |
| Cigarette | 45 |

Per capita needs refers to number of new machines 500 operators indicated that they will buy this year if machines are available.



The Majestic, New

Mills Club Royale Bell!

This majestic looking Bell is built especially for Clubs. It has been designed to harmonize with all types of furniture and interior decoration, and its beauty and graceful lines will embellish any room. The cabinet is of polished dark woods, with graceful lines, attractive far beyond the expectation of what a Bell machine might ever be.

The Bell itself is encased in a gay coat of soft green with accentuating colors of gold and black, plus an imposing attractive reward plate. The reel strip symbols are printed on a background of rich gold. The Mills Club Royale is far more impressive and beautiful than anything that has ever appeared before. Only a limited quantity are planned on the first production order, so if you want the finest and richest Bell ever made, order at once, to receive an early shipment.



Bell-O-Matic
Corporation

EXCLUSIVE NATIONAL DISTRIBUTOR: MILLS BELL PRODUCTS
4100 FULLERTON AVENUE, CHICAGO 39, ILLINOIS

PROFITS IN PUBLIC RELATIONS

Marshaled here are the arguments to convince operators how CMI's program will benefit them

By JAMES T. MANGAN

Chief, CMI Public Relations Bureau

IT'S SIGNIFICANT that the familiar abbreviations for public relations, namely P. R., are the first two letters of the word p-r-o-f-i-t. For if public relations has any reason for existence the chief reason must be profit for you. You're inclined to think that your future is composed of your ability, your connections, your equipment, your bank balance. But actually your true future is your public relations. Unless you are sure that the public relations of your industry are firmly established and their objectives permanently achieved at least in your own community you are unable to tell from one year to another just what your business will be or whether you will have any business at all. Your whole future depends on public opinion—of you, of your type of business.

Viewed this way, public relations means even more to you than your equipment, more than money in the bank. Public relations represents your right to go on, your right to prosper, your right to build a business institution of permanent value to yourself and your heirs.

Public Relations Require Cultivation

If you owned a great big rich farm, which cost you a huge sum to acquire and which carried a heavy tax burden each year, and then you allowed that ground to lie fallow by your not planting a single seed or tree or vine, you would be the laughing stock of your neighbors and your folly would be advertised far and wide.

Yet when a business man with thousands of dollars invested in his business does nothing about his public relations he is just like the farmer whose farm is totally idle. By not doing anything about public relations he has turned his opportunity into a liability, a definite source of danger and expense.

I do not say you are doing nothing in a public relations way. I know too well that practically every person in the coin machine industry is a great and faithful exponent of public relations. In the survey we are just finishing to find the public relations coin machine man of the year 1946, we have unearthed the most amazing quantity and quality of individual public relations that, I believe, any industry in America could deliver.

Every coin machine man every day of the year does many things to improve the public respect for his business. Every coin machine man is naturally smart, generous, human. Coin machines, intended for human beings, train their owners and operators well in the art of catering to human nature. Universally, coin machine men are well liked in their communities, have many friends and carry high personal prestige.

Organizing for Multiplied Power

But the power of a single coin machine man, tho relatively good, can't possibly amount to much when viewed in terms of an entire industry. It's the old story of lack of organization. Individually, thousands of us are doing a splendid job of public relations, but the job in each case remains individual.

We are all conscious that our industry is sorely in need of the best possible public relations right at the present moment. And tho the CMI public relations bureau is comprehensively set up and functioning at top speed, we necessarily can't move fast enough to deliver a tremendous improvement over night.

Right now CMI has approximately 700 associate public relations members. What we should have is 10,000. If 10,000 operators were to join our program on a given day, paying their dues of \$25 per year, on that very day the coin machine industry would become invincible. For, look, just as soon as we could boast of this many formal members of our association, we would as an association be gifted immediately with the power and authority of each individual member, and the multiplied power of our membership would make us one of the strongest organizations of any kind in the country.

It's Entirely Up to You

To become an associate member of CMI on our public relations program costs you \$25 a year. Your \$25 paid now covers the year 1947. You are accepted immediately on receipt of your dues and are supplied with a membership certificate suitable for framing and a membership card. Your money is put into an exclusive public relations fund and not one cent of it can be spent for anything other than public relations.

Here is the way to organize. Here is the way to make your industry invincible. At the bottom of this article there's a simple form; fill it in, write your check for \$25 and mail at once.

Coin Machine Industries, Inc.
134 North LaSalle Street,
Chicago 2, Ill.

Attached is my check for \$25 for 1947 dues as an Associate Member of Coin Machine Industries, Inc., participating in the CMI Public Relations Program.

Name

Address City State.....

(Public relations meeting of the entire Coin Machine Industry, Bal Tabarin Room, 6th floor, Hotel Sherman, Tuesday, February 4, 2:30 p.m.)

Buckley Consoles

TRACK ODDS

and

PARLAY LONG SHOT

BUCKLEY TRACK ODDS has long been recognized as the only seven coin race horse console that would stand up month after month — year after year — and out-earn all other coin machines.

Buckley operators know this to be a fact. Experience has proved that no other machine can even come in a close second from the standpoint of earnings. Every day new operators are finding out that the new BUCKLEY TRACK ODDS are even more profitable to operate than they hoped for.

NOW PARLAY LONG SHOT

Is proving to be a profitable companion machine for locations now operating Track Odds.

PARLAY LONG SHOT pays odds of 10-15-20-25-30 to 1 plus Jackpot of 500 to 1.

Start today with TRACK ODDS and PARLAY.

Buy Buckley and you Buy the Best!

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Distributor for Louisiana and Southern Mississippi
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Distributor for Western Pennsylvania
COIN MACHINE DISTRIBUTING CO.
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Distributor for Tennessee, Arkansas, Northern Miss.
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The Pleasure is all Ours!

COIN MACHINE CONVENTION
CHICAGO
FEBRUARY 3-6

Come to see us at the "BIG SHOW"

Coin men from all over the United States will be making Chicago their headquarters during the week of February 3rd. And well they might because 1947 will be the biggest year ever, with greater variety of equipment and increased play in all locations.

Operators everywhere know Gottlieb . . . they know the famous Gottlieb games that have been developed during the past 20 years . . . they know the wonderful Gottlieb games that are now being shown for the coming year.

Come to see us at the Big Show. We'll have many of the old stand-bys such as Daily Races and Grip Scale, and we'll have a few new surprises. Above all we are looking forward to seeing you and renewing old friendships.

GOTTLIEB GAMES LEAD THE FIELD!



WELCOME

"We have a big secret
to share with you
at the Show!"



20 Years of
Leadership

D. Gottlieb & Co.
1140 N. KOSTNER AVENUE
CHICAGO 51, ILLINOIS

There is no Substitute
for Quality!

GOTTLIEB KNOWS GAMES



Listed in these columns is information concerning membership, officers, time of meeting and type of organization for a number of State and local coin machine associations. Constituting the response to a questionnaire covering all known associations, the list includes only those which filed answers. It therefore is not presented as a complete roster.

ALABAMA MUSIC OPERATORS' ASSOCIATION, 1805 South Perry St. Montgomery, Ala. Claude Hall, president; Col. R. E. L. Choate, business manager; T. E. Farned, first vice-president; J. H. Wienand, second vice-president; Sam H. Stewart, treasurer; I. E. Cohen, secretary. Fifty members; quarterly meetings; music association.

ARKANSAS MUSIC OPERATORS' ASSOCIATION, 910 Union Life Building, Little Rock, Ark. Roy Bangs, president; Louise Early, secretary; Roy Bangs, J. B. Wood, M. L. Armstrong, Dan Levine, Walter Day, C. W. Holmes, John Stroup, members of executive board. Approximately 75 members; meet last Sunday of each month; music, games, vending.

AUTOMATIC MERCHANDISERS' ASSOCIATION, 816 W. 36th St., Minneapolis. James H. Gavett, president; Earl Grout, secretary; J. H. Gavett, Earl Grout, E. T. Barron, Mr. Johnson, members of executive board. Thirty-five members; meet first Monday of each month; vending association.

AUTOMATIC MUSIC ASSOCIATION, 3634 Market St., Youngstown, O. Edward Marx, president; Robert P. Edward, secretary. Sixteen members; meet last Friday of each month; music association.

AUTOMATIC MUSIC OPERATORS' ASSOCIATION, INC., 250 W. 57th St., New York. Albert S. Denver, president; Sal Trella,

REPORT FROM ASSOCIATIONS

secretary; Charles Bernoff, vice-president; Harry Wasserman, treasurer; William A. Goetz, Louis Herman, Albert W. Bodkin, Sal Trella, Charles Bernoff, Harry Wasserman, William Levey, Louis Hirsch, William Alberg and Albert S. Denver, chairman, board of directors. One hundred fifty members; meet every Tuesday; music association.

AUTOMATIC PHONOGRAPH OWNERS' ASSOCIATION, 1010 Traction Building, Cincinnati. Sam E. Chester, president; Charles Kanter, secretary; Ray Bigner, Phil Ostand, Harry Hester, John Weisenberger, John Nicholas, members of executive board. Thirty members; meet on second and last Tuesday of each month; music association.

CENTRAL NEW YORK SKILL GAMES ASSOCIATION, 26 Bank Place, Utica, N. Y. Charles N. Gorman, president; William P. Donlon, secretary. Meet at call of president; games, music and vending association.

CIGARETTE MACHINE OPERATORS OF CONNECTICUT, 106 Meadow St., Waterbury, Conn. Anthony R. Nasti, president; Anthony J. Masone, secretary; Samuel Alenier, Edward Beresth, Nathan Du Bowey, Charles Sparrow, members of executive board. Twelve members; meet third Thursday of each month; vending association.

COIN MACHINE MERCHANTS OF EAST TENNESSEE, 319 N. Central Ave., Knoxville. Ed Cook, president; Mrs. Bess D. Dollard,

secretary. Seven members; meet first Monday of each month; games, music association.

HOBBIES, INC., 1250 Dierks Building, Kansas City 6, Mo. Carl Hoelzel, president; Harry L. Schwimmer, secretary; Carl Hoelzel, Eddie Nettle, Dave Cooper, Bob Gilber, members of executive board. Fifteen members; meet subject to call; amusement games association.

MUSIC GUILD OF AMERICA, 1140 Broad St., Newark, N. J. Robert Weller, president; LeRoy Stein, secretary; Harry Pearl, Jules Busoff, Humbert Betti Sr., Robert Weller, Edward Levey, Barnet Sugarman, Richard Steinberg, John Minero, Ernest Michaels, Sol L. Kesselman, counsel, and LeRoy Stein, executive director, members of executive board. Fifty members; meet fourth Tuesday of every month; music association.

NEW ORLEANS COIN MACHINE OPERATORS' ASSOCIATION, 922 Poydras St., New Orleans. Julius Pace, president; Julius H. Peres, secretary. Forty-four members; meet first of each month; games association.

OHIO STATE AUTOMATIC ELECTRIC PHONOGRAPH OWNERS' ASSOCIATION, 5005 Euclid Ave., Cleveland 3. Leo J. Dixon, president; Harry D. Lief, secretary; James Ross, Sanford Levine, Gary Weber, Robert Pinn, R. P. Edward, Harold Copeland, Edward Elum, C. L. Hopkins, members of executive board. Three chapters: Cleveland, Youngstown, Canton; meet third

Thursday of each month; music association.

PHONOGRAPH MERCHANTS' ASSOCIATION, 5005 Euclid Ave., Cleveland 3. Jack Cohen, president; Leo J. Dixon, secretary; Harry Lief, Robert Pinn, Hyman Silverstein, Sanford Levine, Gary Weber, Nate Pearlman, James Burke and Joseph Solomon, members of executive board. Sixty-two regular members and six associate members; meet first Thursday of each month; music association.

PHONOGRAPH OWNERS' ASSOCIATION, INC., 716 N. 19th St., East St. Louis, Ill. Richard H. Schneider, president; E. S. McKelvey, secretary; Roy Kaesberg, S. M. Lyngel, T. E. Heffernan, C. Brostowski, members of executive board. Fifteen members; meet fourth Monday of each month; music association.

SKILL GAMES BOARD OF TRADE, INC., 5173 Plankinton Building, Milwaukee. Ray Lax, president; Michael Klein, secretary; E. William Makus, Ray Lax, I. Jay, members executive board. Nine members; meet first Wednesday of each month; games, music.

UNITED VENDORS OF WISCONSIN, 5173 Plankinton Building, Milwaukee. Michael Klein, president; William M. Holmes, secretary; Herb A. Geiger, Herman Timm, Nicholas Stacey, members executive board. Seventeen members; meet third Wednesday each month; vending association.

WASHINGTON COIN MACHINE ASSOCIATION, 3298 Chestnut St., N. W., Washington 15. Evan Griffith, president; Horace Biederman, secretary; Evan Griffith, H. Biederman, Jack Robinson, members executive board. Twenty members; meet first Thursday of each month; games, music association.

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BIG
DIVIDENDS
in 1947

by the
WORLD'S LARGEST
MANUFACTURER
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COIN OPERATED
AMUSEMENT
MACHINES
FOR OVER
45 YEARS
(Established 1901)



**EXHIBIT'S NEW LINE OF 1947 AMUSEMENT MACHINES
SEE THEM AT THE SHOW-BOOTHS-147, 148, 149, 150, 151, 152.**

If you can't be there—Write for our 1947 Literature
telling you all about these live Money Makers for you.

EXHIBIT SUPPLY CO., 4222-30 W. LAKE ST., CHICAGO 24, ILL.

It's still **KEENEY'S 1-2-3 WAY**
BONUS Super Bell
 FOR RECORD-BREAKING CONSOLE EARNINGS!

ONE-WAY



The rich year 'round earnings of Keeney's 1-Way, 2-Way and 3-Way Bonus Super Bell console machines should convince every alert buyer of this type of equipment, that Keeney's Bonus Super Bell is the best investment obtainable.

TWO-WAY



Select any model: the 1-Way, 2-Way or 3-Way Keeney Bonus Super Bell. Nothing can equal their history-making earning power. Available in the 1-Way and 2-Way models convertible free-play and payout in the 3-Way model, payout only.

THREE-WAY



Invitation

A warm welcome is extended to show-going operators to visit the new, expanded Keeney plant via Checker or Yellow Taxi, transportation-free, Feb. 3, 4, 5, 6. Refreshments—entertainment—an opportunity to view the latest Keeney innovations!

NEW! Sensational!
Keeney's .

BIG PARLAY

1-BALL PAYTABLE

ON DISPLAY AT THE KEENEY PLANT
FEBRUARY 3-4-5-6

J. H. KEENEY & CO., INC.
2600 W. FIFTIETH ST., CHICAGO 32, ILL.



Aims and Policies of AOAA Aired by the New President

By F. McKim Smith

President, Arcade Owners' Association of America

Four years ago, a small group of amusement arcade owners, realizing the great need for an organization, met to form the Arcade Owners' Association of America, a non-profit organization. For four years these men, augmented by others from many States, met in New York and worked in the interests of all amusement machine owners. That the AOAA survived the hectic war years and the reconversion period is entirely due to the able leadership of Al Blendow who guided its destiny during this entire period as president.

Now we are facing a new era. The coin machine industry is resuming its annual convention in Chicago, affording those in the industry a preview of the finest array of coin operated machines ever assembled under one roof, and an opportunity to attend the first national luncheon and meeting of amusement machine operators in the Sherman Hotel, February 5.

Need Never Greater

Never was the need greater for a strong national organization. From the cradle to the grave everyone who has a part in our lives is organized for mutual benefit. Every amusement machine owner can greatly benefit by joining the AOAA. The luncheon and meeting in Chicago is open to all amusement machine owners and guests, who are invited to attend.

The aim and purpose of the Arcade Owners' Association of America as submitted in a tax brief to the members of the Ways and Means Committee of the House of Representatives is as follows:

"To formulate and initiate a constructive program for the benefit of the industry as a whole; disseminate useful and pertinent information that will tend to increase efficiency of operation; render services of mutual benefit that will enhance the welfare of its members and establish harmonious relations with other branches of the industry and the general public."

AOAA's Major Objectives

The major objectives of AOAA are:

1. Sponsor schools for mechanics throught the country with the approval of State boards of education and sanctioned by the government for ex-servicemen under the G.I. Bill of Rights.
2. Work for a fair federal tax on amusement machines or the total elimination of this tax.
3. Help those now paying excessive city, county or State taxes to secure an equitable tax.
4. Act as a clearing house on where to buy or sell, and the cost.
5. Put a stamp of approval on worthy machines after a thoro examination and tests as to mechanical

Scale-o-Matic and Associated Music, 2 New Coin Firms

PHILADELPHIA, Jan. 25. — Two new coin machine firms were established here this week, the Associated Music Machine Corporation and the Scale-o-Matic Company.

Associated, represented legally by Ned Stein, applied for a certificate of incorporation on January 20. Application stated that firm was organized to "buy, sell, manufacture, repair and otherwise deal in new and used pinball, vending and music machines and to do all things incidental thereto."

Second new firm, Scale-o-Matic, located at 5606 N. 10th Street, was established by Bernard W. Felgoise who filed application on January 21 for a certificate for the conduct of his business under the State's fictitious name act.

and other construction.

6. Wherever possible, buy on a co-operative basis for AOAA members, thereby effecting a saving.

7. Establish a code of ethics.

8. Issue a monthly publication for members containing all the news, views and many features.

9. Co-operate for charitable causes and with charitable institutions thru local members or branches of AOAA by lending or donating machines.

10. Co-operate with trade publications and organizations working in the interests of the coin machine industry.

Allite To Produce Bowl Game in New Los Angeles Plant

LOS ANGELES, Jan. 25.—William Schrader, Allite Manufacturing Company, Inc., announced this week that his firm will manufacture the bowling game Strikes 'n' Spares in a new plant here following game's showing at the CMI show in Chicago.

H. D. Price, according to the announcement, is associated with Schrader in the production of the game. Schrader has been in the manufacturing end of the business for a number of years, specializing in electronics.

New plant will have 40,000 square feet, featuring assembly line production.

Referendum Move to OK Oregon Gaming

PORTLAND, Ore., Jan. 25.—Coin machine operation in Oregon would expand considerably under provisions of a measure introduced in the State Legislature by Rep. Joe Wilson, of Newport, to legalize gambling.

Resolution, which merely would repeal the anti-lottery section of the State constitution, seeks to submit the question to a vote of the people. Wilson said that such a move would enable the State to meet its financial needs by taxing gambling.

"We run our fair boards with gambling money from horse races," he said. "I know of no reason why we couldn't run our schools and institutions the same way."

New! Revolutionary! Fast!

DOUBLE PLAY for DOUBLE PROFITS!



MEXICAN BASEBALL

2 Coins for Competitive Play

2 Separate Cash Boxes

2 Times the Average Profits

1c PLAY... (5c Play Available)
Also available in high score models. Occupies counter space only 12"x8".



BEST HAND

DAVAL

PRODUCTS CORPORATION 1512 N. FREMONT • CHICAGO 22



WHAT I'D LIKE TO SEE IN A NEW GAME

A coin machine manufacturer turned operator describes the amusement game of his dreams

By TOM WALL
California Games, Los Angeles

WHAT kind of game would I like to see manufactured? A five-ball combination automatic and free play! It is a coincidence that I should be asked what I would like to see in a coin machine game, because only the other night I was thinking that the manufacturer should make this type of game. In recommending the manufacture of a five-ball combination my thoughts go back to the early 1930's when a ten-ball automatic payout was manufactured. At that time it was considered a successful, money-making game for the operator.

The development and change in the game field trend was rapid. This was especially true of pinball games.



TOM WALL

factory, California Games, developed along with a one-ball automatic one of the first one-ball free play games. And this in turn was a successful machine.

Thru Operator's Eyes

Since I've given the impression here that I am a manufacturer urging some other plant to make a game, I had better explain that I am no longer in that field. California Games today is an operating unit. I have not been in the manufacturing end of the business for almost ten years. As an operator I, like hundreds of others, am looking for a game that I can operate and make money.

But—back to the starting days of the one-ball automatic. In the early stage of this type of game all manufacturers were battling many problems. The main things to be done were to make the games cheat-proof, and to incorporate more flash and player appeal into each new model. In suggesting a five-ball combina-

tion I am not picking an idea out of thin air. I have seen a five-ball automatic on location. This machine was made in the shops of California Games, even then an operating unit. The game was not as finished as one a manufacturer would make today. It was a standard currently popular five-ball free play game with an automatic payout attached. This game was kept on location, competing with a one-ball combination and was immensely popular with the players.

Tests Convincing

While we never were in a position to test this game in a large territory, I think the idea was given sufficient trial to prove that such a game had that certain something. On the basis of this run, I firmly believe a five-ball combination automatic and free play would find terrific popularity in localities permitting this type of equipment.

Please note that I emphasize combination automatic and free play. I

take this stand for a straight five-ball automatic would have poor or no resale value going from automatic to free play territory. Various sections of the country have been educated over a period of time to accept different types of equipment offered. It is probable that the same would have to be done with the five-ball combinations. However, in some sections the interest would be immediate.

Popularity Span

The operator, I believe, would be interested in having such a game for the player would get a longer play and more amusement—this would naturally give the game a longer popularity span. In saying this I fully realize the trend today is to fast-action games. Those in the business for a number of years will recall that marble games started strictly as an amusement device. The more balls to be played, the more amusement given. That's for sure.

It seems to me that a five-ball combination automatic and free play would offer something new and substantial and, what's more, be profitable to the industry and operator.

Sales Tax Receipts Decline for West Va.

CHARLESTON, W. Va., Jan. 25.—Sales tax collections for November in this State decreased from October figures but exceeded those of the same month in 1945, according to a report released this week by Tax Commissioner George P. Alderson. November returns from the sales levy totaled \$1,360,192, compared with October's \$1,502,196 and \$1,231,484 for November, 1945.

Shortly after that time the one-ball automatic machines were developed. The ten-ball game disappeared entirely from the market with the five-ball supplanting it. At that time my

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TRADE BAROMETER

Report from correspondents on industry trends shows operators have confidence 1947 will go down as record year

TIMED to coincide with the Big Show climax which the industry now approaches after 17 months of peacetime work, these spot reports from the nation's key cities comprise the latest overall picture of the national coin machine trade.

As might be expected, they don't add up to prediction of boom times nor to a resumé of ideal conditions during the past year. They do, on the whole, point to general optimism over prospects for normal, solid improvement in coin machine operations of all types during the coming year.

Every report attempts to view in retrospect the problems and successes of the past year, weigh their significance for the community involved. Second part of the two-way findings covers opinion of trade members on prospects for 1947.

Individual cities, like the trade as a whole, are concerned over availability of new machines, of supplies and parts, and over the issues which are arising as a result of soaring operating costs. Altho reports agree on conservative optimism, a wide variety of experience across the country serves to make each interesting, instructive reading.

Chicago Coinmen Generally Take Bright View of 1947

CHICAGO — Coinmen generally here are taking an optimistic view of 1947 in spite of the fact that the market on machines, parts and supplies hasn't yet opened up to any great extent.

Music machine grosses are climbing slowly but they still haven't attained the levels they reached early last year. Music play took a 40 per cent nosedive here during the summer, partly because of the beer shortage, and experienced another seasonal slump during December.

Not Enough Good Disks

No positive move toward dime play has been forthcoming here since the local association turned thumbs down on the idea some time ago. Some operators, however, have run dime tests and a few have kept their juke on the higher price, altho these are few and far between. One of the principal complaints in the juke business has been that not enough good records have been available.

In the vending field, greatest headache has been short supplies. Spiraling prices, too, have had their effect on the trade, with some nickel candy

bars going as high as 80 cents for a 24-count box. Most venders continued to sell nickel bars for a nickel altho over-the-counter retailers were getting six to eight cents a bar. A few new vender models have made their appearance but still are not available in quantity.

The year 1946 was good for amusement game operations, according to the arcade barometer, but 1947 prospects are still uncertain in view of the fact that it is a municipal election year. Situation is not helped by the fact that the county government is Republican while the city administration is Democratic.

Venders Gain in New York; Other Coin Play Declining

NEW YORK.—Coin machine play here has declined from 10 to 30 per cent from last year, according to leading operators and trade association executives. The few reported gains are all in the vending machine fields.

While a steady flow of new juke boxes is coming to New York, juke play is now about 20 per cent below average, according to Al Denver, president of the Automatic Music Operators' Association. Decreases of

as much as 33 per cent are reported in some cases. It is expected that slight climb in revenue will be recorded by the end of 1947, but total take will fall far short of last year.

"Unless prices on new machines come down, arcades will be seriously affected this summer," F. McKim Smith, president of the Arcade Owners' Association of America, stated. Drop in arcade play thruout the city is reported to be about 22 per cent. New machines can be bought, but operators and arcade owners are not buying as many as previous surveys had estimated they would. General feeling coincides with Smith's statement and holds that manufacturers will have to lick the price question before ops can buy in quantity.

Soft drink venders seem to be holding their own in the city with lack of sirups cited as probably the only reason for an 8 per cent decline since end of World War II. Lack of new machines also is deeply handicapping operators who are contemplating expansion in plant use of machines. Outlook for balance of year will be bright if new machines can be bought and sirup situation is eased quickly.

Cigarette vender operators are getting spotty delivery of new machines in quantity and the feeling is that 1947 will be a banner year. Ten per cent slump in sales this month is attributed to seasonal factors. Last month was normal. Supply situation is excellent, according to Matty Forbes, manager of the Cigarette Merchandisers' Association.

Candy vending machine operators feel that if the sugar situation is eased most of their troubles will be over. Sales at the present are as great as the supply. Flow of new machines is slow, but operators are more concerned now about the shortage of popular, low-priced bars. Dime bars have been accepted as an

(Continued on page 30)

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TRADE BAROMETER

(Continued from page 88)

answer, at least for the present, by some ops.

Sale of milk thru vending machines is reported to be on the rise with an 18 per cent gain over last year reported. Ops feel that ice cream and milk sales will jump during the remainder of this year. Biscuit vender sales have climbed about 12 per cent over last year with more firms showing an interest in the field. Flow of new ice cream and milk venders has been almost nil, but a steady flow of the biscuit venders is reported in the city.

L. A. Seen Sitting Pretty In Most Coin Lines in '47

LOS ANGELES—Good things are in store for the vending machine operators in this section from a supply of machines and merchandise, according to reports filed by those in the field. Nut venders, coin-operated picture machines, beverage venders and some cigarette machines are expected to come on the market in sufficient quantities during the year to take care of all orders or the greater part of them.

Five cent candy bars at this time are holding operators back along with ball gum. On the candy situation, operators like Russ Collier, of Cigarettes Unlimited, believe that the 5-cent bars will be back shortly. There are operators who contend that manufacturers will put their present stocks of sugar into bars in the belief that rationing will soon end.

A supply of penny peanut machines is available. In the 5-cent field Bernie Shapiro, of the Adams-Fairfax Company, is making delivery on his machines. Shipman Manufacturing Company is readying a 5 and a 1-cent nut vender. The penny vender will be available in quantities in 30 days and the nickel vender about that time or soon after.

Filling Back Orders

Cigarette machines are not being delivered in quantity. There is a "modest number" en route but there will still be back orders. Machines, it is believed, will come thru following the show.

Shipman is up with orders for postage stamp machines. The company has already made a small number of razor blade venders and orders will be filled in limited quantities following the CMI show.

Manufacturers of beverage venders, Interstate Engineering Company and California Aircraft Engineering Company, believe that within the next few months production problems will have eased. Vendorator in Fresno went into production two weeks ago on a selector-type 120-bottle vender.

Salted almonds and peanuts can be obtained. The supply of peanuts with some firms isn't wide open at this time. However, there are firms with ample supply.

Maintaining Player Appeal

Player appeal for games is being maintained in the area even tho boom prosperity is beginning to level off. Merchants are again soliciting business, once hard-to-get articles are available and the section is moving toward normalcy.

According to Curly Robinson, managing director of Associated Operators of Los Angeles County, Inc., consoles are tops in play with one-balls and five-balls following in that order.

Music has shown some decline but only in sections. The overall picture is satisfactory. Operators are getting delivery on some new types of machines and record bugaboo has been forgotten. At one time the operator was an unwanted person around the counters of record distributing companies. But such isn't the case today. Trend is to hand roll games in this

section. Strikes 'n' Spares, being manufactured by Allite Manufacturing Company, Inc., is one on which attention is focused. The patents, dies, etc., were purchased by William Schrader from the Grow Gear Company. Schrader will show the game at the Sherman and is making plans for assembly line production in a large new plant here.

Kansas City Operators Say Business on Par With 1946

KANSAS CITY, Mo.—Operators here report business on a general level with last year. Music men, as an over-all group, maintained fairly steady play, but a few have complained of as much as a 40 per cent drop; vending operators report business good and that much more could be obtained if supplies were available. While disclaiming idea of 1947 being a super business year, average operator feels it should not result in any noticeable reduction in profits.

New machines are plentiful, with exception of cigarette machines. Other venders are available in quantity, but merchandise to fill them is lacking in same proportion.

Dime and nickel juke play is about equally divided here; some operators using six-for-a-quarter play to build up play in weaker spots. Candy bars vended in both 5- and 10-cent size, tho 5-cent variety favored.

Supplies in candy are short, with operators being forced to substitute off-brands, peanuts, cookies and packaged bulk candy to keep machines filled. Peanuts are reported plentiful but shortage of other merchandise necessitates keeping new locations to a minimum. Cigarettes are said to be in good supply and sales up. Venders on the whole seem agreed that supplies will increase soon and shortages disappear in coming months.

Salt Lake City Slump Fails To Materialize; Play Steady

SALT LAKE CITY—A slump in coin machine business which was expected here when more than 30,000 military left the Salt Lake City area never fully materialized, but neither did the resurgence of business which was expected after things settled down. Juke box play has held up surprisingly well despite the loss of military trade because employment has been high and wages higher.

Question of increasing juke box play prices from a nickel to a dime was one which aroused considerable controversy among both distributors and operators. Some juke boxes have been changed over to dime play, but the upping of play prices has failed to produce any noticeable additional revenue. Operators of games in Salt Lake City seem disinclined to make heavy investments in new equipment since the city and State policy with reference to games has changed sharply several times during the past year.

Games Unsettled

In late spring, with no advance notice, games were ordered out of Salt Lake City despite the fact that they were licensed. Remaining portions of license fees were refunded but since then the games have been allowed to return. These unsettled conditions, lack of supplies and changing tax and license rates have tended somewhat to slow down the industries' growth here.

Vending machine operators, despite an acute lack of supplies, feel certain of early recovery. At present most

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1906

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automatic merchandisers are holding the nickel line using smaller bars where those are obtainable. Little-known candy bar brands have crowded in the vending machines which formerly handled name brands exclusively. That vending operators expect a change for the better in this area is shown in the formation of the Theater Candy Distributing Company by independent theaters of Utah, Idaho and Montana. This company will vend candy bars and nuts as well as ready-popped corn in fifty theaters which have already signed for this service. Firm has a reserve of \$20,000, with a warehouse and central buying office at 254 East First South Street, in Salt Lake City.

Massachusetts Operators Hopeful for Biggest Year

WORCESTER, Mass.—Business has been generally steady during 1946, but Massachusetts operators have reported some decline due to shortages and profits cut due to high operating costs. Most operators, however, think 1947 will be better than 1946; some are hopeful for the biggest year in coin history.

By the beginning of 1947 new machines appeared to no longer be a problem; operators are agreed that the demand for new models is largely being satisfied.

New operators entering the business appear to be concentrating on the music machine end, and of these there are many. Some of the older juke box operators in Worcester County have complained that some of these new firms have been willing to pay location owners stepped-up commissions, making it difficult for operators in general. Straight 50 per cent commission must now be paid to get new locations because of these tactics, older operators reported. Due to this condition, one old operating

firm is concentrating on radio servicing and retail music and record selling until commissions return to normal. Cost of servicing machines and inability to get replacement parts were also problems to many music operators.

Vending Supply Shortage

Altho new machines are readily obtainable, the big headache here is vending machine supplies. Gum and candy are very short, peanuts being the only merchandise available in quantity. New locations, therefore, especially for candy bar machines, are not being sought at present. Cigarettes, except for certain brands (such as Camels) are in normal supply. Music operators complain poor quality records obtained from distributors have forced them in some instances to purchase over retail counters, necessitating further loss of profit. Disks bought from former source, they say, break easily in many instances and the edges are uneven. Lasting quality is poor. Many music operators look for a drop in price from recording companies during 1947.

Candy venders plan no increase in prices; they expect to hold the 5-cent rate per bar. Some plan to cut commissions to outlets or even eliminate them entirely before upping sale price. Music machine operators, generally, have or are considering plans to boost play price to a dime, three-for-a-quarter. Opponents of dime play maintain location owners will ask for more commission in view of the increase in price. Members of the Worcester Automatic Phonograph Operators' Association, however, are all for the

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(Continued from page 90)

dime play idea and point to successful results in those few spots already converted. They report take is up to or about the same as in nickel play, with no spots reporting a drop.

New Haven Juke Operators Seen Playing Cards Close

NEW HAVEN, Conn.—Juke box operators in the New Haven area are anxiously awaiting the summer months, which they feel will give them a better picture of the year's possibilities. Trials at boosting the juke box play price to a dime, three for a quarter here left little doubt in the operators' minds that the public would not appreciate the hike. Where it was tried, receipts fell fast, and the nickel remained standard thruout the city.

Most operators are taking conditions in their stride, and believe the "honeymoon is over," and public spending is tightening up. At the moment most operators are holding close to what they have.

Slow Work Cuts Milwaukee Profits; Prospects Fair

MILWAUKEE—Business generally is steady, report operators with Milwaukee locations; latter 1946 brought cuts in profits due to work stoppages in this area, many reported. After first half of this year business should be on the increase, if labor and equipment prices do not go higher, operators say.

New machine delivery is reported ranging from satisfactory to tight;

music machines are most easily obtained while vending equipment almost invariably is difficult to get.

Music Parts Short

Supply picture for music men revealed difficult replacement part situation including plastic trim; record supply adequate; shortage of light bulbs for amusement games; venders were in short supply on candy, substituting cookies and raisins in many instances and gum balls and stick gums were hard to get; cigarettes were said to be plentiful. Shortages on all counts were reported as easing up, with their elimination hoped for later in 1947.

Few local firms went in for increased juke play price, most operators feeling that nickel play was best to keep profits on present level. Most operators seemed to feel public just could not afford present rate of play on dime price. Nickel candy bars predominated, too, some venders using dime bars on new machines while retaining 5-cent type on old.

Austin Business Directly Affected by Student Play

AUSTIN, Tex.—What happens to a coin machine operator's business in this university area can be traced largely to the University of Texas' 17,000 students. When those 17,000 students are on vacation, as they have been recently during the holiday season, play thruout the area takes a nosedive. The campus crowd, biggest juke box patrons in Austin, are responsible for operators' decision not to change play prices to a dime. With 10,000 G.I. students on small government allotments, most operators feel that it is no time to raise play prices.

Eddie Shotts, of the Austin Phonograph Company, expresses the local

(Continued on page 94)

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TRADE BAROMETER

(Continued from page 92)

juke box operators' opinion when he says he feels that college students just won't pay more than a nickel price for a juke box record. His own forecast for 1947 is that the year will be a good, steady one. His best hope is that record manufacturers will, sometime during 1947, begin to turn out disks that match in quality those produced pre-war.

With one exception there has been little noticeable change in the number of firms operating here. The Austin Amusement Company is now being operated by O. B. Klein and J. H. Klein who took over January 1, from Fred Serur and Joe Day. The Kleins had formerly operated Central Tex Amusement Company, at the same address, but have now combined the two operations. Having operated in Central Texas for six years with games and jukeboxes, the Kleins call the future "hazy" because of high operating costs.

Coinmen in Detroit Taking Optimistic 1947 Viewpoint

DETROIT—Developments of recent weeks in this area have generally encouraged operators and distributors alike, and altho the trend upward in business is too recent to be really significant or conclusive, it appears widespread enough to establish a solid base for future 1947 business. Outstanding characteristic is manner in which upward move has included venders, juke boxes and amusement machines generally. There were no spectacular peaks reached in any one field, however.

Scarcity of new machines in this territory is the prevailing complaint of both operators and distributors.

Almost no types of post-war equipment are obtainable in the quantities sought; the used machine market, meanwhile, has become relatively quiet. Used machine prices have been going down. There is a general feeling that distribution has been fairly even between individual operators.

New Music Operators

Many new operators have entered the business during the last year, mostly in the music field. Returning veterans make up about 75 per cent of this group, and half of these with no previous experience. Of total number of new operators, 50 per cent are spare time, with remainder full time. Route turnovers have been large, again mostly in music, with established operators and new men buying up portions or entire existing routes. Old-line men who have sold out this year or last are found frequently returning to the business. Net result, a considerable increase in total number of operators.

Shortage of supplies is critical in candy and cigarette vending fields, especially. Principal solution of Detroit operators, where substitution of lesser known brands has not been sufficient, has been to remove machines from locations.

Price level on machines is seen to be staying at a constant figure here. Adjustments have been minor; exception is the major adjustment some months back in the cigarette field. With most venders rigidly kept to the prevailing nickel field in other lines, there has been little effort to increase 5-cent play. Music operators have not taken to the dime very strongly; a few locations are reported as being on this price, but these mostly on an experimental basis.

(Continued on page 96)

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This machine is exceptionally strong in construction—the result of over 45 years of experience where no effort or expense has been spared to perfect it!

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TRADE BAROMETER

(Continued from page 94)

basis. Swank spots where increased cost will not evoke too much quibbling are those usually tried.

Twin Cities' Jukes, Games Strong; Vending Uncertain

MINNEAPOLIS—The coin machine industry in the Twin Cities—all branches of it—is looking ahead to a busier, bigger year in 1947. Operators report that play has been very steady for jukes and pin games. Vending machine operators, especially those with candy machines, aren't quite as optimistic since candy stocks have been low for some time.

The big problem confronting the games industry is the determination of Minnesota's present administration to permit only free play operation. The administration is also seeking to strengthen State law against bell machines by authorizing the revocation of any and all licenses held by spots where such equipment is found in use. Despite this, coinmen are confident that jukes and licensed machines in Minnesota will enjoy steadily increasing business in 1947.

Many New Faces

This is borne out by the growing number of new operators coming into the trade. The bulk of new coin men are veterans who before the war were in some phase of the industry, either as service or route men. With the war over plenty of them are starting up independent routes. Old-timers in the business are not thinking about considerable expansion programs as yet, preferring to wait instead until market conditions adjust themselves. There has been a better flow of new equipment into this area but the supply was termed as only "reasonably fair" and just about enough to meet the demand.

The great to-do about juke music price apparently was little more than a lot of noise in the Twin Cities. At least 99.9 per cent of operators in this territory are staying at nickel play and are not contemplating higher prices. Most operators are of the opinion that the hiked juke box play price would kill the juke box business.

All reports indicate that business done thru cigarette merchandising machines is suffering. Most machines are getting 20 cents per pack altho some make a return of two or three cents. With over-the-counter retail prices running at 15 and 18 cents per pack, machine sales of cigarettes have dropped.

Music Men Doing Bulk of Trade in Western Ontario

LONDON, Ont.—Flow of new machines into the Western Ontario area has been about 15 per cent, and the bulk of machines arriving are new juke boxes. Three major companies—St. Thomas Coin Sales Company, the Donald Fielding Company and the Jerry Moir Company—are doing the bulk of the business in Western Ontario.

Few candy vending machines are in operation here. Theater vending machines for the most part are operated by the theater owners themselves and the few that are in operation face a real problem in obtaining supplies to stock their columns. From all reports there are no cigarette machines in Western Ontario yet, due mostly to a government tax which makes a definite price program nearly impossible. At the present time 20 cigarettes cost 33 cents in Canada.

Some Dime Play

Only one of the three major companies is now operating on the three-for-a-quarter juke price, while others are of the opinion that juke box

(Continued on page 220)

LOOK FOR THE SIGN OF THE SEACOAST SEA HORSE



Look for the men wearing the Seacoast Sea Horse at the CMI Show!



HARRY PEARL



DAVE STERN



TOM BURKE



EVERETT MASTERSON



IRV ORENSTEIN

We'll all be at the convention and are looking forward to seeing our old friends... making many new ones... starting the year off right! Look for the sign of Seacoast Sea Horse and you'll be sure to find one of us looking for you!

P. S. Though there will be 15 Seacoast men at the show there will still be enough of us back home to take care of the boys who couldn't get to Chicago.

seacoast

DISTRIBUTORS, INC.

627-629 TENTH AVENUE
 NEW YORK 18, N. Y.
 Phone: Longacre 3-0740

415 FRELINGHUYSEN AVENUE
 NEWARK 5, N. J.
 Phone: Bigelow 8-3524

You have a date with the

"POSTMASTER"

a New Postage Stamp Vendor by Daval

SEE US AT BOOTH 20

SEE US AT BOOTH 21

SEE US AT BOOTH 22



DAVAL

PRODUCTS CORPORATION

1512 N. FREMONT

CHICAGO 22

HOTEL SHERMAN

CHICAGO, ILLINOIS

FEBRUARY 3-4-5-6, 1947

"SKILL THRILL"

A new and different Penny Pistol Target Game by Daval

'NUFF SAID!

ARCADE ON WHEELS

By KEN WILSON

President, Amalgamated Distributing Co.

SIXTEEN thousand dollars sounds like a pretty good net profit for a handful of nickel play machines during one road season, but it has been done with an outfit of approximately 10 machines. And they didn't even have to be unloaded from the auto trailer in which they were hauled.

True enough, in the above instance, the money was made during a war year and the machines were of the "improve-your-aim-learn-to-shoot-for-Uncle Sam" type that did a whale of a business during the overseas unpleasantness. However, the same thing can be done again—and will be—by watching trends and giving the public what it wants. That is true of any business—and an arcade, whether portable or on permanent location, has to be run like a business or it won't survive.

But don't be misled by my first-mentioned example of a season's profits with a portable arcade because there are plenty of angles to be taken into consideration in this business that the average operator would never think of. For instance, there is the matter of the type of machines. . . .

But suppose we just start at the beginning and when we get thru, if anybody is still interested in building an arcade for the road, go right ahead. Chances are better than even that you'll make some dough—and enjoy yourself while you're about it.

Capital a Big Factor

To start off, it's a pretty good idea to have about \$20,000, or at least know where you can get it. That's about the minimum required for setting up an arcade of average size, and with a few breaks and a decent season you should get your money back and possibly have a little left over at the end of the year.

That 20G, even under present prices, should build an arcade 20 by 40 feet, which I have found to be just about the proper size. That amount also will be enough to stock the arcade with 50 machines, which should include: two automatic photo machines, two automatic voice recorders, 20 movie machines, two

punching bags, a lifter, a gripper, 10 glamour post card machines, two metal typers, five pistol machines, a football machine and several machine guns.

Selection of machines probably is the most important phase of setting up a traveling arcade. It is a job that a man, just starting out in the business, can't give too much attention to. The main thing to remember is that the more rugged and durable the machines are the less headaches the operator will have.

Rugged Equipment Necessary

The greatest problem connected with an operation of this kind is the terrific beating the equipment has to take. And the average machine used in permanent locations would fall apart within 30 days after it went on the road. However, if the machines are built right, they might look terrible in 30 days but they will still be taking in nickels as fast as the traffic will put them there.

In addition to looking for rugged construction in a machine, the prospective operator would be wise to insist on equipment with stainless steel or bronze metal parts. Machines of this type are able to stand up under almost unbelievable conditions. They will resist salt water, rainy weather, the humidity of the sweltering swamp country or most any type of corrosion.

To illustrate the advisability of buying machines that can take brutal treatment, there is plenty of arcade equipment on the road today that has been taking in pennies and nickels for 40 years. This is especially true of athletic equipment such as weight lifters and the like.

Find a Good Mechanic

That still isn't the end of the equipment problem, tho, even if it is the best that money can buy. The next thing to look for is a first rate mechanic and a complete, but compact, repair shop. The shop will have to include spare parts, paint and enough tools for complete overhauling. That mechanic will have plenty to keep him busy from the time the season opens until it closes.

A machine that won't work won't

All is not beer and skittles for the operator of a traveling arcade, altho he does make money—a dissertation on the subject by one who should know



KEN WILSON

take in any nickels. Every time the show makes a stand, each piece of equipment should be checked thoroughly by the mechanics before it is put on the floor. If it doesn't work perfectly it should be taken out until it has been repaired. Customers can get pretty sore when they put their money in a machine that won't produce.

Tent Maintenance

Actual maintenance of the tent, putting up and tearing down, usually is taken care of by the canvas men working with the carnival. The tent requires a lot of attention during rainy, stormy weather because the guy ropes contract and expand very rapidly when they get wet and dry out. They also have to have attention in a wind because a tent can be ripped to shreds or blown away entirely in a matter of seconds.

A drainage trench should be dug around the tent as soon as it is put up, whether it is raining at the time or not. If this is not taken care of immediately, it will be too late to think of it when the rain does start coming down. Another good idea, especially if the ground is soft and likely to get muddy, is to put down plenty of sawdust before any of the equipment is set up. If the ground is rocky and sandy, the drainage problem is more or less solved. In some terrain, however, literally tons of sawdust will have to be spread during wet weather. A handy item in connection with this is a roller made of an oil drum that can be filled with water to give it weight.

For weather of this type, all electrically operated machines should have a special ground wire built in as standard equipment. Also, a rubber mat should be provided for the customer to stand on when the ground is wet. A player can get some nasty jolts unless these two precautions are taken.

In drawing up plans for the arcade, as much flash as possible should be gotten into it. Go just as far as the traffic will bear on neon lights. Signs, especially the big one that goes all the way across the front, should be made of individual letters so they can easily be replaced. The facade of the arcade should be so constructed, using as much neon as possible, that a head-on view will reveal very little, if any, of the canvas. It should look like a permanent thing.

Devising a good floor plan for

equipment is important. As much of the inside layout should be visible from the midway as possible. Machines should be lined around the walls, with a row from front to back down the center, so there can be an easy flow of traffic around the semi-circle.

One of the best layouts I have found puts the two photo machines in the front at one side and the two voice recorders on the other side. A couple of low machines should be placed back to back at front-center. Directly behind them, running toward the rear, should be two counters for the smaller machines, such as pistols and post cards. Other machines can be strung around the side-walls more or less at will, with the taller ones in the rear. The change booth should be in the center, close to the front, where it is easily accessible.

Clean Entertainment

An operator who provides clean, first class entertainment suitable for any and all members of the family can go into any town he chooses and set up without being bothered with heat or pressure from any side. By the same token, arcade owners would be wise to avoid all carnivals and midways that offer questionable shows of any kind.

It is both annoying and unprofitable to have to jump around the country—avoiding some towns, paying off in others—just to be able to set up for a six-day stand.

Watch trends. Keep on top of public demand—that's where the nickels come from. Machine popularity runs in cycles that are easy to explain some times but at other times are completely unfathomable. Now that the shooting is over, guns of all types are going sour, while games featuring baseball, football, hockey and other sports are making a great upswing. The business is so unpredictable that I have taken an old machine—that never made a cent—out of the basement, cleaned several years' dirt off of it, set it in an obscure corner of the arcade—and the people played it until it was falling apart.

A Stunt That Worked

Here is an example of a gimmick that had people flocking to our stand in droves. We found an old brass-bound treasure chest, took the top off and replaced it with a glass top, fastened by a big padlock. Inside the chest we put an article of value such as a table model radio or nylon stockings. Then we bought thousands of keys at about \$1.25 per thousand and tied big yellow cards to them explaining about the treasure chest and stating that the holder of the key that fit the lock was at liberty to take whatever he found in the chest. The show's advance man would give away thousands of those keys in every town and about one in every thousand was a winner. People swarmed out there with keys and sometimes there were as many as five to 12 winners in a week—which made trade brisker than ever. All but about 5 per cent of the keys were reclaimed by placing a keg by the chest and asking them to throw the old keys in there.

That's about all except to pray for warm, fair weather.

Remember: a man with his hands in his pockets won't spend any money.



SELECTION AND LOCATION of equipment are important phases of setting up a traveling arcade. Durable machines mean fewer headaches to the operator.

WELCOME

COIN MACHINE SHOW VISITORS

SEE

the new

EVANS RACES

(formerly known as Paces Races)

This amazing machine, in a cabinet of brilliant original design, features many important advances. Among them is speed-up action. Each race now takes approximately one-third the time formerly required!

SEE

the complete

EVANS CONSOLE LINE

BANG TAILS

WINTER BOOK

ONE ROL-HI

GALLOPING DOMINOS

BANG TAILS

CASINO BELLS

All are available in 5¢ or 25¢ play and in Automatic Award, Replay or Check Separator Models.

SEE

How Evans Precision Engineering, Quality Construction and Outstanding Mechanical Improvements insure trouble-free performance on location.

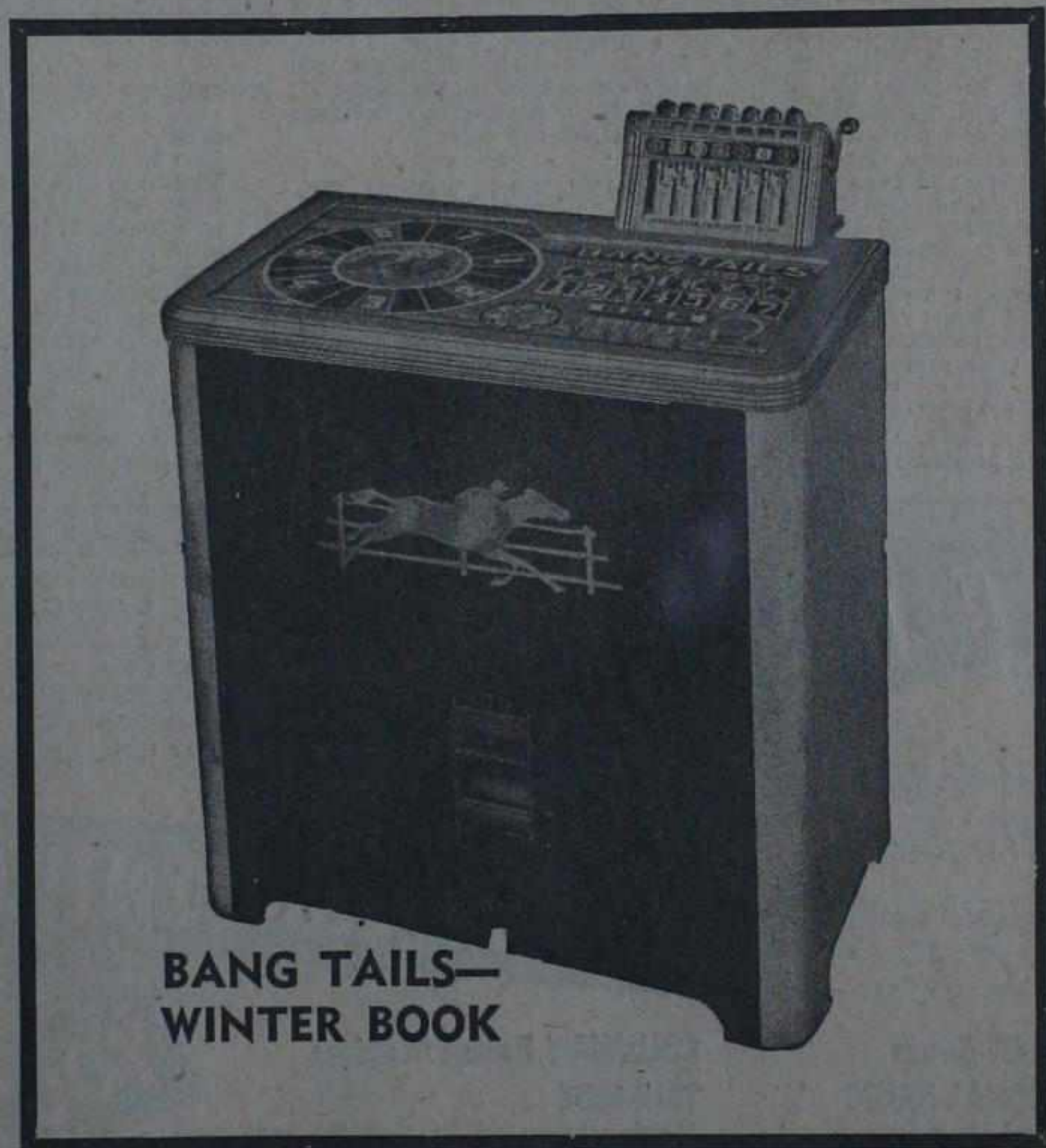
SEE

The custom-built Evans Console Cabinets in American Black Walnut and Gold Maple. See the new, attractive designs in rich, colorful, brightly lighted playing fields!

... to our exhibit in

BOOTHS 41, 42, 43 and 44

to see the latest in Coin Operated Equipment. You are cordially invited to make our suite of private rooms your headquarters for relaxation and refreshments.



**BANG TAILS—
WINTER BOOK**

SEE the 1947 TEN STRIKE . . . it's a revelation!

H. C. EVANS & CO.

1520-1530 W. ADAMS ST.

CHICAGO 7, ILLINOIS



MEMBER

WHO'S WHO OF MANUFACTURERS

A. B. T. MANUFACTURING CORP., 715-723 N. Kedzie Ave., Chicago 12. W. A. Tratsch, president; W. A. Patzer, vice-president; G. L. Lewis, treasurer. Equipment produced: Coin chutes and slug rejectors.

AIRCRAFT ENGINEERING CO., 22 Raydol Ave., Secaucus, N. J. Benjamin Doktor, president. Equipment produced: 16mm. Standard silent projector, convertible to sound; 16mm. Standard sound projector, speaker and carrying case on unit; 16mm. Automotion silent coin-operated Midget Movies; 16mm. Automotion de luxe cabinet model, sound continuous; 16mm. Automotion silent Model A-11 portable.

AIREON MANUFACTURING CORP., 1401 Fairfax Trafficway, Kansas City 15, Kan. R. C. Walker, president; K. D. Halleck, vice-president and general manager; R. R. Greenbaum, vice-president and commercial sales manager; B. D. Craig, vice-president; L. C. Hey, secretary and treasurer. Equipment produced: Aireon's Super De Luxe, Aireon's Fiesta, Aireon's Hideaway (phonographs); Solo (5-cent wall box); Trio (5-10-25-cent wall box); Carillon, Melodeon, Impresario (wall speakers).

ALLIANCE MANUFACTURING CO., Maitoning Road, Alliance, O. R. F. Doyle, president and treasurer;

L. Reynolds, secretary; John Bentia, sales manager. Equipment produced: Motors—The Alliance Motor and all types beginning at 1/30 H. P. AC shaded pole under.

AMERICAN AMUSEMENT CO., 158-164 E. Grand Ave., Chicago 11. Harry H. Brown, president. Equipment produced: Junior League Bat-a-Ball; Bat-a-Ball (amusement games); new bell machine cabinets; Golden Falls bells.

AMERICAN VENDING CORP., 1401 Fairfax Trafficway, Kansas City 15, Kan. J. J. Grum, president; H. W. McEwen, vice-president; C. R. Holcomb Jr., secretary and treasurer; R. A. Dahlstrom, general manager. Equipment produced: Vendit (150 Super - Selective candy vender); pocket book vender; cup beverage vender (1,000 cup capacity).

A. M. I. INC., 679 N. Wells St., Chicago 10. J. W. Haddock, president; H. R. Boston, vice-president and secretary; Dewitt Eaton, vice-president and general sales manager; J. N. Rolston, vice-president and general manager; H. H. Vanderzee, vice-president and chief engineer; T. C. Fredrich, treasurer; M. B. Cavanagh, assistant secretary. Equipment produced: Model A (40 selection phonograph); Model F

FACTS AS YOU NEED THEM

In this new census of coin machine manufacturers an attempt has been made to include fuller information of the kind trade members need in the day-to-day conduct of their businesses. For each firm, data comprises full address, names of executive family and listing of products by trade name wherever possible. To make this service as accurate and up-to-date as possible, only those firms which replied to the 1947 manufacturers' questionnaire are listed. Since additional information will appear in subsequent issues as it is received, it is suggested that readers save the list and make additions as they appear.

(automatic hostess coin-operated personal service for location music); Model HS (Hideaway phonograph).

AMUSEMENT CORP., 4556 N. Kenmore Ave., Chicago 40. Theodore A. Kruse, president; William H. Burdick, vice-president; Vincent T. Connor, secretary and treasurer; August L. Brieske, plant superintendent. Equipment produced: Amusematic Lite League; Amusematic Jack Rabbit (console games); Amusematic Boomerang (upright pin game).

AMUSEMENT ENTERPRISES, 1001 Louisiana St., Houston. William V. Siros, president; Will Siros, vice-president; J. Milliss, vice-

president; Walter Siros, treasurer; A. New, secretary; A. J. Fergeson, floor manager. Equipment produced: Bowl-o-Ball; Bowl-a-Jump; Pitchem; Star Bells; Poker Jr.; 21 Bust; Duces Wild; Poker Queen; the Record Bar; Original Dice Shaker; Carnival Games.

AMUSEMENT ENTERPRISES, INC., 2 Columbus Circle, New York 19. Irving Kaye, president and vice-president; George Ponsler, treasurer and secretary. Equipment produced: Bank Ball (skee-ball alley); Whirl-a-Ball (counter game); Bowl-a-Strike (bowling game — miniature); Tri-Score (roll down game); One World (roll down game).

(Continued on page 102)

IF IT'S SHOWN

Distributors in Maryland, Virginia and D. C. for...

- *EXHIBIT Games
- PERSONAL MUSIC
 - Wired Music Systems
- *GENCO Games
- PACE Slots & Consoles
- GROETCHEN Columbia Slots
- *TRADIO Hotel Radio
- *EVANS Games
- ABT Challengers

*These lines not distributed in all areas of our territory.

AT THE CONVENTION-

- COLUMBUS Peanut Machines
- TELE-QUIZ
 - Showings thruout Md., Va., D. C., Feb. 10-25
- MINIT-POP Popcorn Machines
- VENDIT Candy Machines
- HARLICH Punch Boards
- ACE Coin Counters
- AMERICAN Scales
- COMPAS Parts

SILENT SALES SYSTEM forges ahead into 1947 with confidence that this will be the coin machine industry's most successful year. We have the staff —we have the facilities—we have the lines to serve our territory perfectly.



"IRA" BYRAM
General Manager



"HAL" KLEIN
Sales Manager

Look us up at the Sherman in Chicago

YOU'LL SEE IT SOON

? and there'll be some new lines added

... AT

MAIN OFFICE:

635 "D" STREET, N. W.
WASHINGTON 4, D. C.
DISTRICT 0500



TERMS: 1/3 DEPOSIT; BALANCE C.O.D.

SILENT SALES SYSTEM

BRANCH OFFICE:

2505 N. CHARLES ST.
BALTIMORE 18, MD.
BELMONT 8189

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United's Sensational New 1947 Show Game

RIO

FIVE BALL NOVELTY-REPLAY GAME



Dynamic . . . Intriguing
New Playing Principle



Twin Kick-Out Pockets
with Cross-Ball Action



R-I-O Feature Doubles
Value of Pockets



Eleven Ways to
Score Replays



Last Second
Play Suspense

See Your Distributor



UNITED MANUFACTURING COMPANY

5737 NORTH BROADWAY



CHICAGO 40, ILLINOIS

Visit Booth #173
 while in Chicago
 for the Convention
 and see our
 Sensational New Game--
"HI-FLY"

Central Manufacturing Company
 652 W. Walnut Street
 Chicago 6, Illinois
 Tel. DEArborn 2034

WHO'S WHO OF MANUFACTURERS

(Continued from page 100)

- ASCO VENDING MACHINE EXCHANGE, 55 Branford St., Newark 5. A. S. Cohen, president; M. H. Schwartz, treasurer; R. C. Adams, secretary.
 Equipment produced: Asco 5c hot nut vender.
- THE ATLAS MANUFACTURING & SALES CO., 12220 Triskett Road, Cleveland 11. W. A. Jenkins, president.
 Equipment produced: Atlas Ace, Atlas De Luxe (1c bulk peanut, candy and ball gum venders); Atlas Royal (5c bulk almond, peanuts, candy, ball gum vender); Atlas Tray Vender (5c bulk almond, peanut and candy vender); 1c and 5c coin counter; Atlas combination 1c and 5c coin counter; Atlas wall bracket; pipe model floor stand; cabinet model floor stand.
- AUTOMATIC DISPENSER CO., 9018 Olympic Boulevard, Beverly Hills, Calif. Jess M. Davy, president; Robert M. Caples, vice-president.
 Equipment produced: Victory postage stamp vender (2 column).
- AUTOMATIC NEWS-VENDORS, LTD., 1101 Dominion Bank Building, Vancouver, B. C., Canada. L. Bell, president; J. Kosloski, vice-president; J. Campbell, secretary and treasurer; D. L. Cummings, general manager; S. Kidd, publicity director.
 Equipment produced: Auto Newsy (automatic 5c-10c-15c newspaper vender).
- THE AUTOVEND CO., 3619 Broadway, Kansas City 2, Mo.
 Equipment produced: Autovend (automatic, 4 choice, milk and beverage bottle vender).
- BALLY MANUFACTURING CO., 2640 Belmont Ave., Chicago 18. Raymond T. Moloney, president; A. J. Renn, executive vice-president and treasurer; George W. Jenkins, general sales manager; Herbert B. Jones, advertising manager; H. K. Moloney, secretary.
 Equipment produced: Bally Entry (one-ball multiple automatic); Special Entry (one-ball multiple replay); Midget Racer (five-ball novelty replay); Triple bell, De Luxe Draw Bell (bell console games); 24-Record phonograph; beverage cup vender.
- BASTIAN-BLESSING CO., 4201 Peterson Ave., Chicago 30. S. D. Levings, general manager, vender and specialty division.
 Equipment produced: Bottled beverage vender.
- BELL-O-MATIC CORP., 4100 Fullerton Ave., Chicago 39. Vincent C. Shay, president; Arthur V. Cooley, vice-president; John P. Ryan, treasurer; E. E. Jacobson, secretary; Grant F. Shay, advertising manager.
 Equipment produced: Mills Three Bells, Mills Four Bells (console type bell machines); Mills Club Royale (floor model type bell); Mills Jewel Bell, Mills Golden Falls, Mills Black Cherry (regular type bells); Mills QT Bell, Mills Vest Pocket Bell (counter model bells); Double Safe Cabinet, Single Safe Cabinet (for Mills bell machines); Jumbo, Bonus Console (free-play consoles).

(Continued on page 104)

STEP-UP
 By GENCO

STEP-UP is a Five-Ball Free Play Game and can easily be converted to a Novelty Game—an easy-to-pick stand-out as a strong Money-Maker.

STEP-UP has "Playing Power"—power to attract and hold interest. Power to draw greater Profits.

STEP-UP has that extra something that makes it another GENCO "great" in its long list of successful pin games.

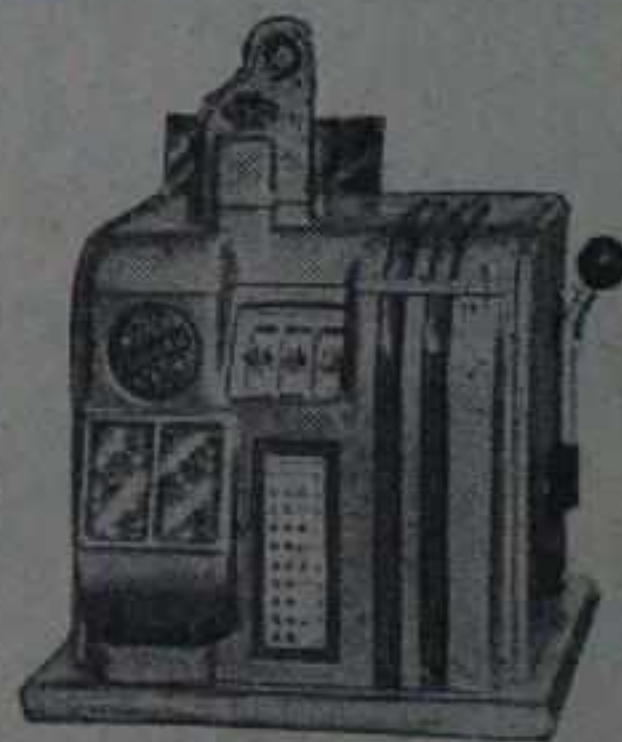


\$209.50

COLUMBIA DELUXE CLUB BELL GOLDEN FINISH

This big, beautiful BELL has everything an operator's heart desires—superb styling—a lustrous GOLDEN FINISH—a quiet yet fast and fascinating playing action—a trouble free mechanism. Yes, the Columbia Deluxe Club Bell was designed by leaders in the coin machine industry to bring you the finest Bell in the world today. Changeable to 1-5-10-25¢ play in a few moments' time. The coin box will prove to the operator the great earning power of this money-making machine.

Write for Price in Quantity Lots



\$145.00

COLUMBIA TWIN JACKPOT BELL

The Columbia Twin Jackpot Bell is smartly styled in dazzling, durable Hammerloid; its operation is silent and its mechanism trouble free—changeable to 1-5-10-25¢ play; hence you get the service of four machines for the price of one—plus double slug protection!

DON'T DELAY! Get your order in for a sample of these machines—both great and steady Money-Makers for the operator.

Write for Price in Quantity Lots

ROANOKE VENDING MACHINE EXCHANGE, Inc. 13 S. JEFFERSON STREET ROANOKE, VIRGINIA

A Step Ahead...



1937
First with illumination



1939
First with electrical selector



1938
First with Closed-in and all over illuminated cabinet.

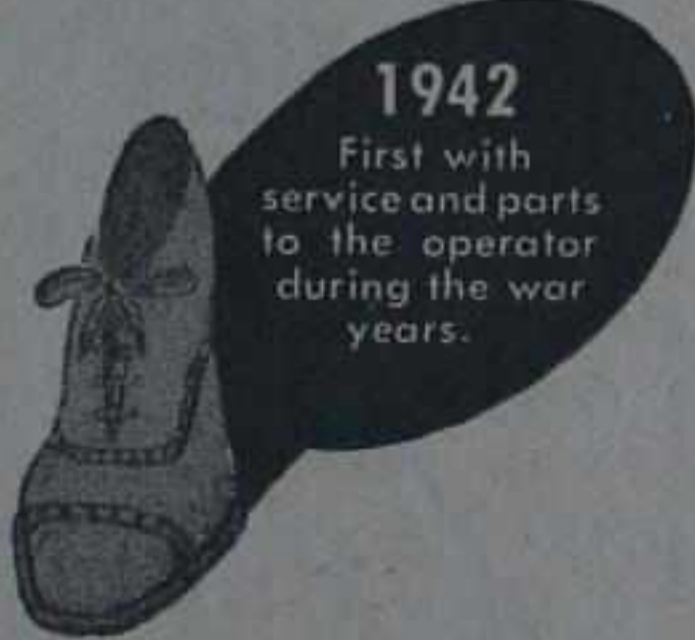


1941
First with remote control special (hidden mechanism)



1940
First with wired & wireless remote control

Seeburg and Automatic... Always A Step Ahead



1942
First with service and parts to the operator during the war years.



1943
First with service and parts to the operator during the war years.



1944
First with service and parts to the operator during the war years

There's a certain assurance that when you buy SEEBURG you're buying the best! In all the years that Automatic has been Exclusive Seeburg Distributor in Eastern Pennsylvania, Southern New Jersey and Delaware, the distributor-operator relationship has been one of service, confidence and friendship. We know that this bond will continue to grow with each succeeding year.

To go ahead you bought SEEBURG . . .
To stay ahead Buy Seeburg . . .

Keep a Step Ahead With Seeburg and Automatic

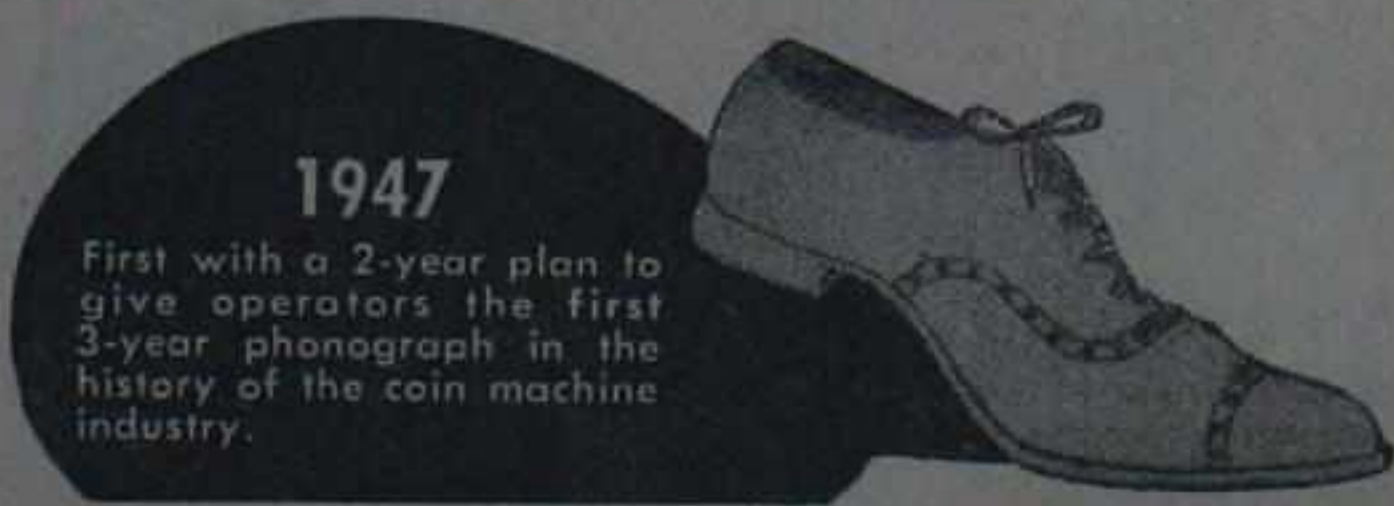


1945
First with service and parts to the operator during the war years



1946
First with Scientific Sound Distribution

Automatic Equipment Co.
 EXCLUSIVE SEEBURG DISTRIBUTORS FOR E. PENN., SO. JERSEY & DELAWARE
 919-921 North Broad Street, Philadelphia 23, Pa. Tel. Poplar 5-1333



1947
First with a 2-year plan to give operators the first 3-year phonograph in the history of the coin machine industry.

MAX BROWN OFFERS TO ALL MANUFACTURERS



SALES ABILITY FOR HIRE

Phila. Coin wants to handle your coin machine line. We're youthful, aggressive and know the coin machine business from A to Z. Write us today. You won't regret it.

SEE MAX BROWN AT THE SHERMAN HOTEL
YOU'LL LIKE THE WAY WE DO BUSINESS

Phila. COIN MACHINE EXCHANGE
844 N. BROAD ST. — PHONE PO 5-4777 — PHILA. 30, PA.

WHO'S WHO OF MANUFACTURERS

(Continued from page 102)

CALIFORNIA AIRCRAFT ENGINEERING CO., 750 S. La Brea, Los Angeles 36. H. J. Coffman, president; E. E. Brown, vice-president.

Equipment produced: American Ace (bottled beverage vender, single flavor); American Deuce (bottled beverage vender, trio flavor); American Selector (bottled beverage vender, any number flavor); American (cup beverage vender, 100 drink capacity); American (cup beverage vender, 600 drink capacity).

CARTON COOLER CO., INC., 1401 Woodland, Kansas City 6, Mo. George C. Bockover, president. Equipment produced: Bottled beverage vender (12 bottle—2 case open

top ice cooler with stand for two empty cases).

CENTRAL MANUFACTURING CO., 652 W. Walnut St., Chicago 6. Partnership. Equipment produced: Hi Fly (vertical pin game).

COAN MANUFACTURING CO., 2070 Helena St., Madison 4, Wis. J. W. Coan, president; John Kaiser, vice-president; Art Schlingens, secretary and treasurer; Vic Johnson, sales manager. Equipment produced: U-Select-It (candy bar venders—models Nos. 74 and 148).

COIN-ARTS INDUSTRIES, INC., 231 W. Wisconsin Ave., Milwaukee. A. R. Slade, president; A. R. Cline, vice-president and treasurer; Julius Smith, secretary; Frank Adams, chief engineer. Equipment produced: Shine-a-Minit (automatic shoeshine machine).

COLUMBUS VENDING CO., 2005-2013 E. Main St., Columbus 9, O. Frank H. Vogel, president; C. H. Vogel, vice-president; Frank H. Vogel, treasurer; James D. Vogel, secretary. Equipment produced: Columbus Venders (bulk merchandise machines).

DAVAL PRODUCTS CORP., 1512-14 N. Fremont St., Chicago 22. A. S. Douglass, president; Ben Lutske, vice-president; Jerome S. Blonder, secretary and treasurer. Equipment produced: The Postmaster (postage stamp vender); Best Hand, Mexican Baseball, Oomph Skill Thrill, Marvel, American Eagle, Buddy (free-play counter games).

DuGRENIER, INC., 15 Hale St., Haverhill, Mass. John W. Haddock, president; Burnhar Glassgold, vice-president and general manager; Henry Boston, treasurer; Paul E. Kyburg, assistant general manager. Equipment produced: Challenger (cigarette vender); Model C Candyman vender; G. V. gum vender.

EASTERN ELECTRIC VENDING MACHINE CORP., 1775 Broadway, New York. Joseph P. Marcelle, president; Mario Caruso, secretary and treasurer; Hal R. Meeks, sales manager. Equipment produced: Electro (electric cigarette vender, eight columns and capacity of 320 packs).

EDELCO MANUFACTURING CO., INC., 1438 Franklin, Detroit 7. I. Edelman, president; Louis Edelman, vice-president; George Hirsh, treasurer; Rose Greifner, secretary. Equipment produced: Coin machine cabinets of all types.

EDELMAN AMUSEMENT DEVICES, 2459 Grand River, Detroit 1. I. Edelman, owner. Equipment produced: Bang-a-Fitty (bowling game, 10, 11, 12, 13 and 14 feet alleys).

EAGLE COIN MACHINE CO., 1512-14 N. Fremont St., Chicago 22. A. S. Douglass, president; Ben Lutske, vice-president; Jerome S. Blonder, secretary and treasurer. Equipment produced: Replacement plastics for automatic phonographs. ELECTRONIC AMUSEMENT CORP., 85 Ave. E, Rochester 5, N. Y. Jack Garliner, president. Equipment produced: Remote Turret Gunner.

(Continued on page 106)



A B T Big Time is ahead!

This first large postwar Coin Machine Convention is the start of a bright future . . . we at ABT look forward to a banner year for the industry with new games and mechanisms . . . stop in at our booths and tell us what you have on your mind . . . we feel certain that we can get together for our mutual benefit.

ABT always makes the finest . . .

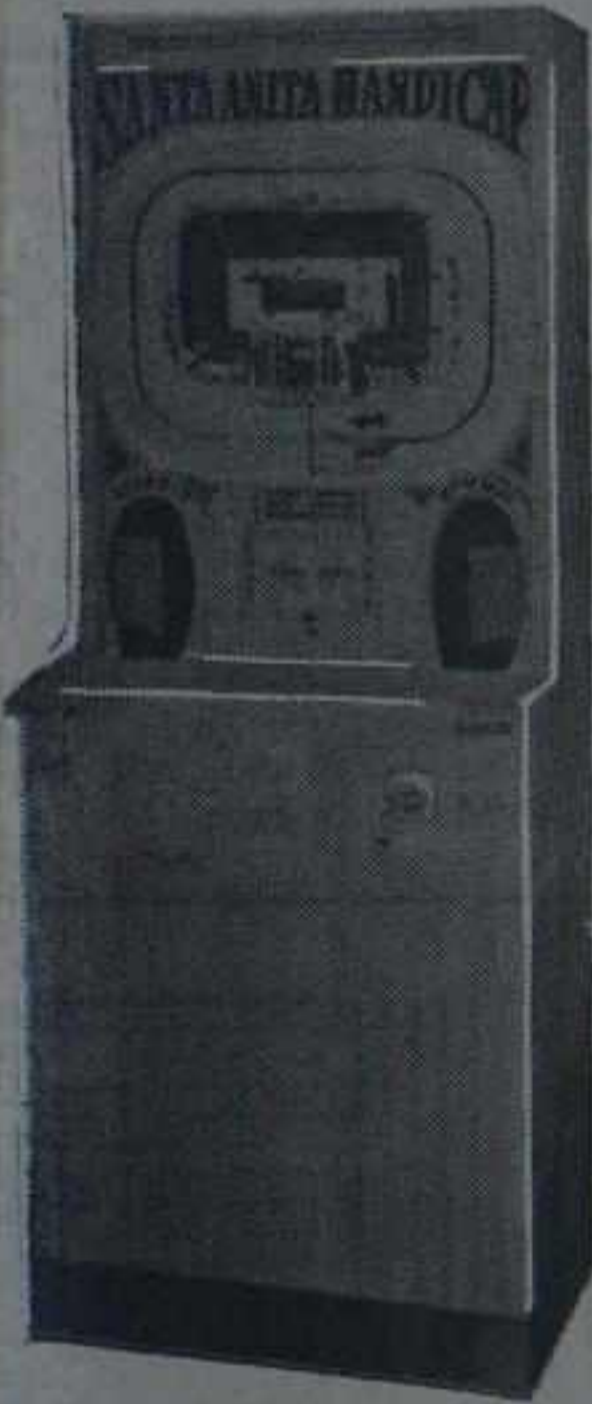
- ★ Plug Rejectors
- ★ Coin Chutes
- ★ Target Skills
- ★ Air Rifles
- ★ Amusement Machines
- ★ Other Coin-operated Machines

A.B.T. Manufacturing Corporation
715-723 North Kedzie Avenue, Chicago 12, Illinois



MEMBER

Here are 4
Brand New Firestone Winners!
SEE THEM IN BOOTHS 100, 101, 102, 103



**SANTA ANITA
 HANDICAP**

For a brand new money maker don't miss this sensation! It's been tested and proven irresistible to players everywhere! A two player game packed with plenty of player competition! SANTA ANITA HANDICAP is an exciting race game where the score and the winner depend strictly on the skill of the players. And its hard wood cabinet can really take it! A flashy progressive backboard peeps up the play to a terrific fever pitch! A natural fast play in any location!

ROLLOBALL

This roll down game gets every player with its chance at a big score! ROLLOBALL'S hard wood cabinet with chrome trim will stand up under a lot of kicking around. And its sparkling lite up backboard keeps them playing and playing! Interchangeable units make for easy servicing. Large cash box . . . quiet operation . . . everything you could want! It measures 5'9" long, just the right size to go into that location and earn big money for you!



BONUS ROLL

A typically "different" Firestone-designed game. Boasting the very finest features ever included in this kind of game—PLUS a "Firestone First"—a thrilling rotation "Bonus Pocket," which changes with each roll. New excitement — Bigger scores — Greatly increased popularity. New Wider playing field. Mechanically perfect!
 10 ft. x 26 in. (Also 12 ft. and 14 ft. sizes. Prices on request.)

AT-YOUR-SERVICE-RADIO

THE COIN-OPERATED RADIO THAT IS LOCATION-TESTED, PROFIT PROVEN

AT-YOUR-SERVICE-RADIO meets every requirement of hotels, tourist camps, hospitals, etc., because it is Location-Tested. Every flaw has been eliminated, assuring coinmen of trouble-free, profitable operation! Every customer-appealing feature of AT-YOUR-SERVICE-RADIO points to minimum maintenance, heavy profits. Here's why:

- Delivers one hour of matchless radio reception for 25c.
- Automatic timing device switches off radio at the conclusion of "play-time."
- Available in Walnut, Maple and Mahogany finish.
- Dimensions—16" wide, 27" high.
- Can be utilized as a beautiful night table or end table.
- Roomy shelf accommodates magazines, books, etc.

AT-YOUR-SERVICE-RADIO is in production and available for immediate delivery — NOW!

WRITE — WIRE — PHONE FOR IMMEDIATE DISTRIBUTORSHIP



EXPORTERS — ALL OUR PRODUCTS ARE AVAILABLE FOR IMMEDIATE DELIVERY THROUGHOUT THE WORLD.

FIRESTONE ENTERPRISES, INC.

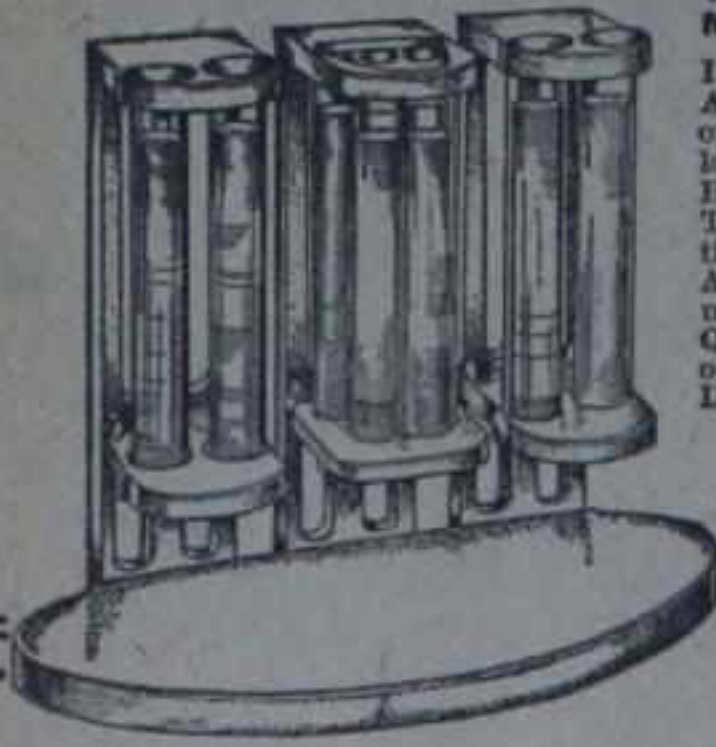
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NOW! THE LAST WORD IN ACCURACY

SEE THESE CHANGERS AT THE CMI SHOW . . . Block Marble Co., Booth #62-63-64

THE COMBINATION CHANGER THAT MASTERS CHANGE MAKING PROBLEMS.

It will pay for itself in savings made by giving ACCURATE change. Wide, beveled coin tube openings in all models, permit filling with either loose or rolled coins. Aluminum construction. Heavy, cast iron, non-marring base. Unbreakable Tulox coin tubes allow visibility of coins at all times. Combination changer is equipped with 3 ACCURATE changer units, including one dime unit and choice of any TWO—Penny-Nickel-Quarter. . . . (When ordering specify choice of other two units). Capacity of nickel unit \$11. Dime unit \$70. Quarter unit \$50.

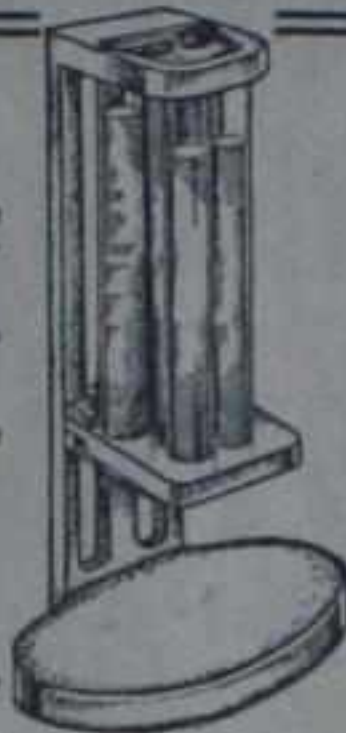


← \$49.50 Complete

The combination changer features the only ACCURATE dime changer unit on the market. Equipped with FIVE Tulox coin tubes. A single pull of the trigger ejects 5 and only 5 dimes REGARDLESS of the variation in the thickness of the coins. Holds \$70 in dimes. Separate dime changer, complete with base.

\$22.50 →

Separate — Penny-Nickel-Quarter — changers, complete with base \$17.50. Patents Pending on all models.



ORDER FROM YOUR DISTRIBUTOR . . . TODAY or write, wire or phone

VEND O MATIC SALES CO.
ELLICOTT SQ. BUFFALO 3, N. Y.

1/3 Deposit with Order. All shipments F. O. B.

WHO'S WHO OF MANUFACTURERS

(Continued from page 104)

H. C. EVANS & CO., 1528 W. Adams St., Chicago 7. R. W. Hood, president and treasurer; E. Hood, secretary; Rex Shriver, assistant secretary.

Equipment produced: Bang Tails, Bang Tails—Winter Book, Galloping Dominoes, Casino Bell, Evans Races, One Rol-Hi (consoles); Super Bomber, Ten Strike.

EXHIBIT SUPPLY CO., 4222 W. Lake St., Chicago 26. J. Frank Meyer, president; Stewart W. Knabe, vice-president; P. C. Smith, vice-president; H. M. Knabe, vice-president; Stewart W. Knabe, treasurer; C. R. Palmer, secretary; John Chrest, sales manager.

Equipment produced: Fiesta (pin-ball game); cards.

FIRESTONE ENTERPRISES, INC., 1602 Chestnut Ave., Brooklyn. John B. Firestone, president; Murray Goldberg, secretary.

Equipment produced: Bonus Roll (skee bowl alley); Rolloball (roll down game); Skibowlette (junior skee bowl); Upright Santa Anita Handicap; At Your Service (radio).

JOHN GABEL MANUFACTURING CO., 1200 W. Lake St., Chicago 7. Robert Gabel, president and treasurer; Lola B. Gabel, secretary; Charles A. Borden.

Equipment produced: Gabel 24-

record continuous play mechanism; Gabel 24-record remote control automatic phonograph.

GENCO MANUFACTURING & SALES CO., 2621 N. Ashland, Chicago. Louis W. Gensburg, president; David Gensburg, treasurer; Myer Gensburg, secretary.

GENERAL VENDING MACHINE CORP., 549 W. Washington Boulevard, Chicago 6. Paul H. Dunakin, president; John T. Clark, vice-president and secretary; Edwin C. George, treasurer; E. A. Terhune, general manager.

Equipment produced: General (bottled beverage vender with elevator action); Models: Master—single flavor, Jumbo—two flavors.

GILLESPIE GAMES CO., 1200 Gaviota Ave., Long Beach 13, Calif. H. E. Gillespie, owner.

Equipment produced: Kontest Poker, Kontest Bomber (games).

D. GOTTLIEB & CO., 1140 N. Kostner Ave., Chicago 51. David Gottlieb, president; Dorothy Gottlieb, vice-president; Nathan Gottlieb, secretary and treasurer.

Equipment produced: Miss America (5-ball free-play); Daily Races (one-ball free-play and bell type)

(Continued on page 108)

SEE THE
New TAX-FREE
Reel-Type Game
AT **BOOTH 21**

Premier Presents

3 New Games

FOR THE BIG MONEY!

Mark down Booths 186 and 187 as "must visit" booths at the Coin Machine Convention.

Premier Coin Machine Manufacturing Corp. will show—for the first time—three new games specifically designed to draw profits YOUR way! In addition, those two consistent coin catchers of the industry will also be displayed—Premier's Barrel Roll and Junior Console Model Barrel Roll. (The "Pop" and "Junior" combination you've all acclaimed.)

● Present at our booths to welcome you and give you full details on all Premier money-makers will be . . .



Bob Preitz
Chief Engineer



Harry Fraier
Treasurer

PREMIER COIN MACHINE MFG. CORP.
577 TENTH AVENUE · NEW YORK 18, N. Y.



Samuel C. Mendelson
Sales Director



Mario Pacor
Secretary



Joseph Kochansky
President

Profit-seeking operators and distributors will flock to Booths 186 and 187 at the CMI Show.

BE SURE TO BE THERE TOO.

WHO'S WHO OF MANUFACTURERS

(Continued from page 106)

game); De Luxe Grip scale (counter machine).

HAMILTON SCALE CO., 714 S. St. Clair St., Toledo 4. Vaughn G. Fisher, president; Richard Booth, vice-president; Frank C. Fisher, secretary and treasurer; John Harper, sales manager.

Equipment produced: Lowboy (Model PW coin-operated scale); Highboy (Model Oracle coin-operated scale).

HAWKEYE NOVELTY CO., 1754 E. Grand Ave., Des Moines. F. A. Wittern, president; H. C. Steiglitz, vice-president; V. K. Wittern, treasurer; P. S. Rumble, vice, treasurer; Allen Mesirov, secretary.

Equipment produced: Red Ball (combination pinball and billiard table); Whirl Pool (5c counter game); Super De Luxe (pinball machine).

INTERNATIONAL MUTOSCOPE CORP., 44-01 11th St., Long Island City 1, N. Y. William Rabkin, president; A. W. Blendow, sales manager; Maurice B. Leschen, controller; Rudy Kuch, secretary; Harvey T. Banks, production manager.

Equipment produced: Hawkeye Free Portion peanut machine (1c); Model G peanut machine (1c and 5c); Booth-type peanut vender; counter games; match vender; stamp vender.

HIRSH COIN MACHINE CORP., 1309 New Jersey Ave. N. W., Washington 1. Hirsh de La Viez, president; Jeanne de La Viez, vice-president; Freddy de La

factory superintendent; Alex Lissiansky, chief engineer; Hans Oberhammer, industrial designer; Grace B. Rabkin, secretary.

Equipment produced: De Luxe Model Photomatic; De Luxe Model Voice-o-Graph; Atomic Bomber; De Luxe Lite-Up Top Card Vender and Cards; De Luxe Mutoscope Movie Machine.

INTERSTATE ENGINEERING CORP., 2250 E. Imperial Highway, El Segundo, Calif. Don P. Smith, president; L. J. Lay, vice-president; L. A. Kavanagh, secretary and treasurer; R. W. Limacher, executive assistant; R. E. Harvuot, chief engineer; J. E. Koster, director of material.

Equipment produced: Interstate Automatic Soft Drink Vender (single drink and three drink, cup type).

JAFCO, INC., 453 W. 47th St., New York 19. John A. Fitzgibbons Sr., president; John A. Fitzgibbons Jr., vice-president; John A. Fitzgibbons Sr., treasurer; Catherine Fitzgibbons, secretary.

Equipment produced: Roll-a-Ball (amusement machine).

O. D. JENNINGS & CO., 4307-39 W. Lake St., Chicago 24. O. D. Jennings, president and treasurer; J. R. Bacon, vice-president; J. H. Jennings, secretary; W. F. Lipscomb, sales manager; J. Neise, sales manager; W. A. Kerstann, comptroller; D. B. Lovitz, advertising manager.

Equipment produced: Club Chief, Standard Chief, Challenger (bell machines); bottled milk vender and beverage vender.

LEHIGH FOUNDRIES, INC., 1500 Lehigh Drive, Easton, Pa. F. E. Shumann, president; R. W. Crannell, vice-president; A. A. Shumann, treasurer; C. R. Laros, secretary; Neill Mitchell, sales manager.

Equipment produced: Lehigh PX Cigarette vender.

LOS ANGELES PENN MFGRS., 703 U. S. Bank Building, Johnstown, Pa. E. H. Rhodes, president.

Equipment produced: Sun Bulk 5c vender.

MARVEL MANUFACTURING CO., 2847 W. Fullerton Ave., Chicago 47. Ted Rubinstein, president; Joseph Kohout, vice-president; Bill Perry, treasurer.

Equipment produced: Pop-Up (baseball counter game); Opportunity (5-ball free-play pin table).

METROPOLITAN COIN MACHINES, INC., 203 Sands St., Brooklyn. August Dinelli, president; Bernard E. Kahn, secretary and treasurer.

Equipment produced: Novelty card venders; 1-cent postcard venders; Double-Up Skill Bowl (skee-ball type game).

MILK-O-MAT CORPORATION & MILK-O-MAT COMPANY (CANADA) LTD., 500 Fifth Ave., New York 18. Maurice Schack, president; Samuel Werner, vice-president; Peter S. Schwoebel, treasurer; Thayer D. Moss, secretary.

Equipment produced: Milk-O-Mat (milk vender and mixed milk drinks); Polsen Beverage Dispenser (fruit juiced and non-carbonated drinks); Polsen Dispenser (carbonated drinks).

BERT MILLS CORPORATION, 400 W. Madison St., Chicago 6. Bert E. Mills, president and treasurer; Herbert W. Chadwick, vice-president and secretary.

Equipment produced: Hot coffee vender (500-cup, offering choice of black coffee, coffee with cream, coffee

(Continued on page 110)

**ELECTROMATON BRINGS YOU
THRILLING, FASCINATING HIGH SKILL
ROL-A-SCORE**

SEE IT IN BOOTH No. 201 AT THE CMI SHOW



- 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.

DISTRIBUTORS, JOBBERS, OPERATORS
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Manufacturers of Electro-Mechanical Amusement Devices
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It's Here — THE COIN MACHINE INDUSTRY SHOW
BOOTHS 112-113-114—HOTEL SHERMAN, CHICAGO

STRIKES 'N' SPARES

The Complete

AUTOMATIC BOWLING ALLEY

Sets Pins, Keeps Score, Gives Frames, Delivers Two Balls for Strikes and One Ball for Spares. All Automatic But the Throwing of the Ball, Which Calls for Equal Skill as Regular Bowling.



**MOST PROFITABLE
LEGAL GAME
EVER
INVENTED**

TESTED 12 MONTHS ON LOCATION

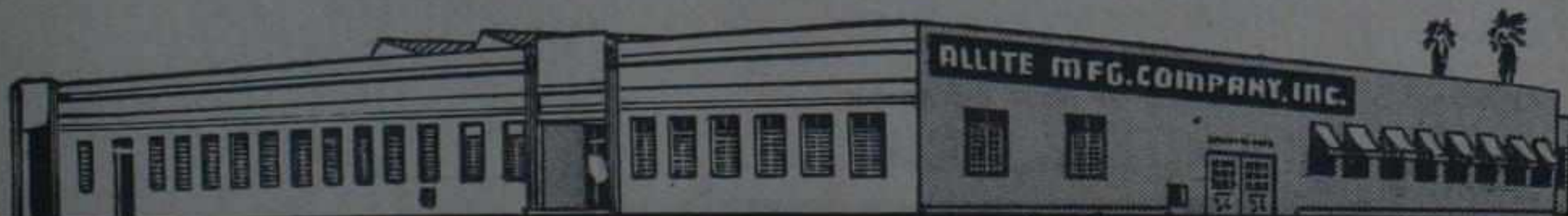
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**FEATURES NO OTHER GAME
CAN CLAIM**



- Ball Totalizer
- Total Score
- Extra Ball for Spares
- Two Extra Balls for Strike
- 10c Play or 20c Game
- Two Coin Chutes
- Strong Incentive for Additional Coin Play
- Time Payment Plan Any Bank Will Accept
- A Skill Game That Can't Be Beat
- Long Location Life — Proven Player Appeal
- Last Ball Suspense
- At Last a Game That Schools, Boy Scouts, Girl Scouts and Youth Centers Will OK
- Will Open Up New Fields for Operators Everywhere.

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ALLITE MFG. COMPANY, INC. 5732 DUARTE ST.
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with
**MYSTERY
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BUSTING
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OPERATORS
PRICE
299.00

Order from Your
Nearest Distributor



EXHIBIT SUPPLY CO. 4222-30 W. LAKE ST. CHICAGO 24, ILL.

WHO'S WHO OF MANUFACTURERS

(Continued from page 108)

with cream and sugar, coffee with sugar).

MILLS INDUSTRIES, INC., 4100 Fullerton Ave., Chicago 39. Ralph J. Mills, chairman of board; Herbert S. Mills, president; Dennis W. Donohue, executive vice-president; Gordon B. Mills, vice-president in charge of sales; Hayden R. Mills, treasurer; George D. Kasten, secretary; Charles W. Schlicht, manager, music division; Richard K. Law, director of advertising.

Equipment produced: Mills Automatic Phonograph.

MIN-O-BOWL, INC., 76 Court St., Brooklyn 2. Fred Oddo, president; Alfred Oddo, vice-president; Murray Browndorff, treasurer; Jack Roper, secretary; Anthony Mazzeo, sales director; Joseph Shoenfield, eastern sales. Equipment produced: Min-O-Bowl (miniature bowling alley).

MUSICAL MINUTES, Inc., 453 W. 47th St., New York 19. John A. Fitzgibbons, president and secretary; Leo Knebel, vice-president and treasurer.

Equipment produced: Individual music and commercial music equipment; Musical Minutes (boxes—indiboxes); Musical Minutes (studios for individual non-selective music wall boxes); Jonlee (commercial music systems); Musical Minutes (studios for individual selective music wall boxes).

NATIONAL SLUG REJECTORS, INC., San Francisco Ave., St. Louis 15. John Gottfried, president; Fred C. Steffens, vice-presi-

dent and general manager; George N. Kuechler, secretary and treasurer; Jerre V. Manning, sales manager.

Equipment produced: National slug rejectors; National electric coin changers; National radio-timers; National manual actuators; National coin switches.

NATIONAL VENDORS, INC., 5055 Natural Bridge Ave., St. Louis 15. Ben W. Fry, president and treasurer; A. F. Diederich, vice-president; Thomas B. Donahue, secretary.

Equipment produced: National Model 9E (conventional electric cigarette vender); National Model 9M (conventional manually operated cigarette vender); National Model 8 CE (electric console candy merchandiser vender).

NORRIS MANUFACTURING COMPANY, 553 Wager St., Columbus 5, O. G. E. Norris, president; F. O. Ackers, vice-president; G. E. Norris, treasurer; K. L. Laird, secretary.

Equipment produced: Master 1c special vender; Master novelty vender; Master nickel vender; Master penny-nickel vender (bulk vendors).

NORTHWESTERN CORP., 5 E. Armstrong St., Morris, Ill. W. E. Bolen, president; W. R. Greiner, sales manager.

Equipment produced: De Luxe Merchandiser (models 39, 33, 40—bulk vendors); Gum vender (33 ball).

P & S MACHINE CO., 3017 N. Sheffield Ave., Chicago 14. Bruno

(Continued on page 112)

NEW CABINET ASSEMBLIES

FOR MILLS ESCALATOR BELLS
HAMMERLOID OR WRINKLE

YOUR CHOICE OF:

CHERRY OR DIAMOND ORNAMENTS
COPPER MAROON
GOLD SURF BLUE GREEN
CHOCOLATE ALUMINUM GRAY

JACKPOT BELLS

LOOK AND OPERATE
LIKE NEW!

BLACK CHERRY
GOLD CHROME
5¢\$150
10¢ 160
25¢ 170

WATLING ROLATOPS
5¢ ..\$75; 10¢ ..\$85
25¢ ..\$95
F. O. B. Chicago

- COMPLETE NEW PRECISION-BUILT LIGHT WOOD CABINETS EXPERTLY FINISHED WITH PERFECT FIT NEW ALUMINUM CASTINGS.
- CLUB HANDLE AND HANDLE COLLAR CHROME PLATED.
- HEAVY BRASS CHROME PLATED ETCHED REWARD PLATES, 2/5 or 3/5.
- 5¢-10¢-25¢ CHROME DENOMINATOR COIN INTAKE.
- PAYOUT CUPS WITH ANTI-SPOON CUP.
- DRILLPROOF PLATES.

SPECIAL DISCOUNT LOTS OF TEN OR MORE
BOOTHS 141-142-143, HOTEL SHERMAN

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Operators-
Your Service
Department Needs
our New FREE Wall Chart!

For trouble-free, fast replacement of parts for all types of coin operated equipment consult BLOCK MARBLE'S new photographic Wall Chart. This Wall Chart in your service department makes it simple and quick to identify and replace your parts and supplies. Chart measures 24 by 36 inches and is the most extensive and complete price list we've ever

released. It contains close to 1,000 photographs and lists over 1,200 individual parts! Your letterhead or business card will bring it to you FREE OF CHARGE. Request it today!

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IMPORTANT—If you have already completed a card for our corrected mailing list, there is no need for you to write. You will automatically receive this chart.

Be sure to see us in Booths 62, 63 and 64
AT THE CMI CONVENTION!

Largest Parts Supplier in the U. S. A.

Block  **MARBLE CO.**
1425 NO. BROAD ST., PHILA. 22, PA.
PHONE: STEVENSON 4-8975

GET IT FROM BLOCK—THEY HAVE IT IN STOCK

WHO'S WHO OF MANUFACTURERS

(Continued from page 110)

Siegl, Walter Pasold and Herbert Pasold, partners.
Equipment produced: Shooting Star (pinball machine and counter game).

PERSONAL MUSIC CORP., U. S. Highway No. 1, Newark 1, N. J. H. F. Dennison, president; M. A. Laswell, vice-president; R. F. Batch, vice-president; S. E. Allen, treasurer; B. S. McCabe, secretary.
Equipment produced: Melody Lane (Personal Music coin-operated table and counter music equipment).

PHILADELPHIA TOBOGGAN CO., 130-140 E. Duval St., Philadelphia 44. Herbert P. Schmeck, president; Clarence M. Gerhart, vice-president; Arnold Aiman, secretary and treasurer; Samuel H. High Jr., assistant treasurer.
Equipment produced: Skee Ball and Skee Roll devices.

PIONEER VENDING MACHINE CO., INC., 934 Kingshighway, Brooklyn 23. Theodore Jelenk, president; Sadie Jelenk, secretary and treasurer.
Equipment produced: Penny venders suitable for installation on busses (25 pieces of tab gum).

POSTAGE STAMP MACHINE CO., 33 W. 60th St., New York. Ralph Petrosino and Harry Wartell, partners.
Equipment produced: Postage stamp venders.

PREMIER COIN MACHINE MANUFACTURING CORP., 577 10th Ave., New York 18. Joseph Kochansky, president; Harry Fraier, treasurer; Mario Pacor, secretary; Samuel C. Mendelson, sales director.
Equipment produced: Premier Barrel Rolls (10½ ft., 12½ ft., 14 ft.); Premier Junior Console Barrel Roll (7 ft.).

REGAL PRODUCTS CO., Gay Mills, Wis. E. Tex Reddick, sole trader.
Equipment produced: Bulk venders.
REVCO, INC., Deerfield, Mich. C. F. Forsthoefel, president and general manager; H. D. White, vice-president and chief engineer; Edward C. Boss, secretary.
Equipment produced: Revco Automatic ice cream venders (Model 350—Mono-Mat—single flavor and Model 500—Duo-Mat—dual flavor).

ROCK-OLA MANUFACTURING CORP., 800 N. Kedzie Ave., Chicago 51. David C. Rockola, president; J. A. Weinand, sales manager; L. F. Sebastian, assistant sales manager; R. E. Tyrrell, advertising manager; H. J. Meyn, treasurer.
Equipment produced: Phonographs; remote control units; wall boxes; speakers.

ROOVERS BROTHERS, INC., 3611 14th Ave., Brooklyn 18. Joseph M. Lotsch, president; Sidney S. Hodes, vice-president; O. Schwinger, treasurer; M. D. Becker, secretary.

Equipment produced: Roovers standard name plate machine; Roovers type embossing presses.
SANITEX CO., 14182 Meyers Road, Detroit 27. Bryan Kamhout, general manager; D. T. Lozon, secretary and treasurer; William M. McNeil, sales manager; George O. Silverlake, assistant sales manager.
Equipment produced: Sanitex (sanitary napkin vender); manufacturers and distributors of sanitary napkins.

SCIENTIFIC MACHINE CORP., 229 W. 28th St., New York 1. Max D. Levine, president; Fred C. Hailparn, secretary and treasurer.
Equipment produced: Amusement games, arcade machines and group games; X-Ray Poker; Kentucky Derby; Sport-O-Kings; Field Goal; Home Run; Pokereeno Jr.; Roll-O; Turf Champ; Batting Champ.

SHIPMAN MANUFACTURING CO., 1326 South Lorena Street, Los Angeles 23, Calif. A. V. and R. V. Shipman, partners; Jack Olson, sales manager.
Equipment Produced: Postage stamp vender (triplex model, three compartments); Hollywood Art Show (5 cent amusement machine, 35mm. still film, console); Penny Peek Show (35mm. still film, counter or stand type); razor blade vender; Spin-It (5 cent almond vender); Spin-It (1 cent peanut vender).

SILVER-KING CORP., 622 Diversey Parkway, Chicago 14. H. F. Burt, president and treasurer; A. Theis, vice-president and secretary; Fred Gray, auditor; E. Jordan, attorney; E. W. Ellis, factory office.
Equipment produced: Silver-King 1c-5c venders; Silver-King hot nut venders; Grip-Vue (picture grip machines); View-a-Scope (third dimension picture machines); Peek-Show (picture machines); Music-King (personal music box); Waffl-ette (moulds); Aluminum 1c-5c coin counters; aluminum sand castings.

SLECTOR PRODUCTS CO., 3800 Park Ave., St. Louis 10. Louis Heiman, sales manager.
Equipment produced: Beverage venders (roulette type).

SOLOTONE CORP., 2311 West Pico Boulevard, Los Angeles. F. E. Wilson, president; William (Bud) Parr, vice-president; L. B. McCreary, secretary and treasurer.
Equipment produced: Solotone (individual timed music systems); Mirror-Tone (selector cabinets); leveling pre-amplifiers; timing devices.

SPACARB, INC., 311 E. 23d St., New York 10. I. Hayne Houston, president; R. E. Parks, vice-president; George Thiers, assistant vice-president; L. A. McGough, treasurer; Rayford W. Alley, secretary.
Equipment produced: Cup beverage venders (single carbonated flavor and multi-flavor); Spacarb Fountainette.

STATLER MANUFACTURERS CORP., 2112 Broadway, New York 23. L. K. Reis, president; Lawrence Reis, vice-president and treasurer; Charles Dardeck, vice-president; A. B. Silverman, secretary.
Equipment produced: Niks (biscuit vender).

TELECOIN CORPORATION, 12 East 44th Street, New York 12, N. Y. Arthur W. Percival, president; William L. Doherty, vice-president; Eugene R. Farny, chairman of the board.
Equipment Produced: Telecoin meters; fluid milk venders; canned

(Continued on page 114)

We'll see you at the **SHOW...** and when we do **WE'LL HAVE PLENTY TO TALK ABOUT** LOOK US UP AT THE SHERMAN **SEABOARD**

MEYER PARKOFF
HARRY ROSEN
BERT LANE
JOE FISHMAN
GEORGE HURWICH

SEABOARD NEW YORK CORP. 460 Tenth Ave., New York 18, N.Y.
SEABOARD NEW JERSEY CORP. 27-29 Austin Ave., Newark 5, N. J.
SEABOARD CONNECTICUT CORP. 1625 Main St., Hartford 5, Conn.

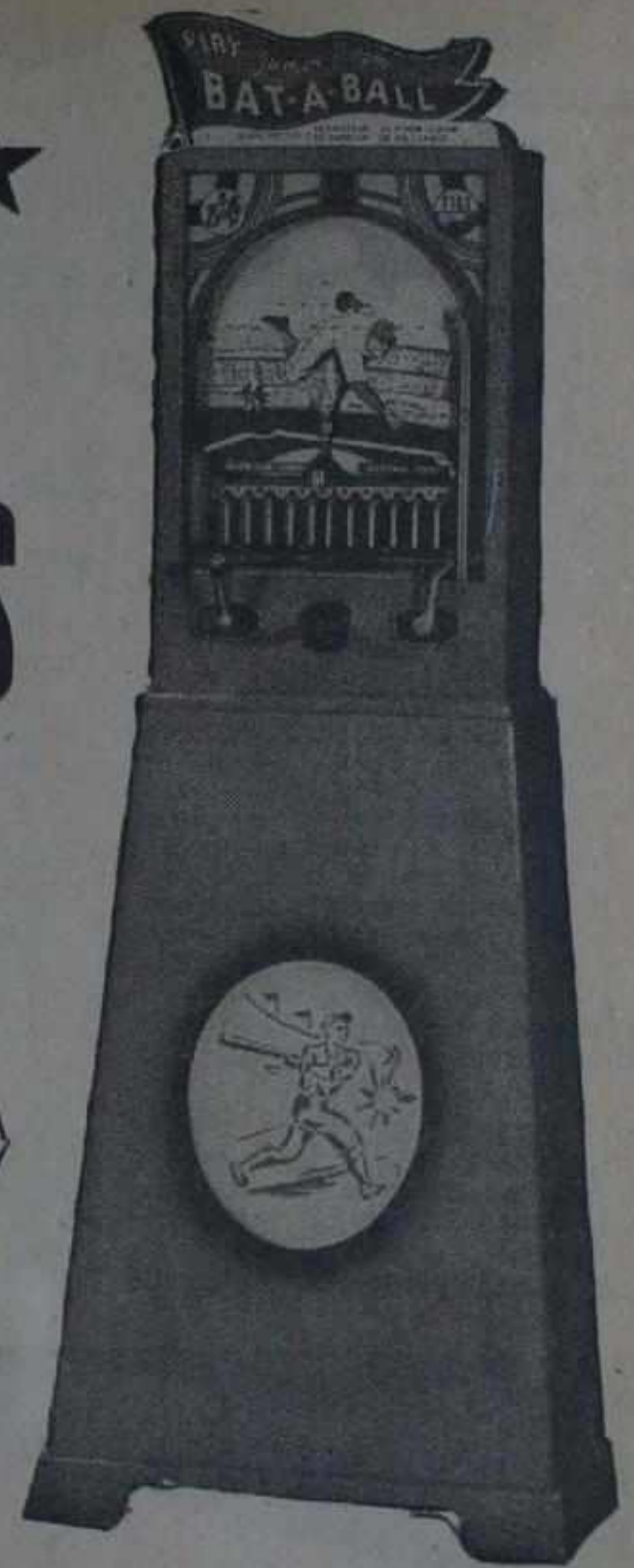
Visit Booth 207



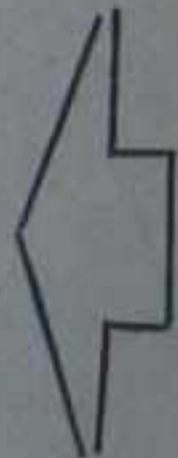
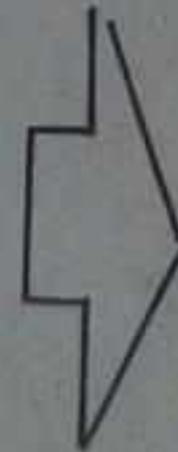
AT THE CONVENTION and SEE

the 3 "AMERICAN" STARS

which mean \$\$\$ to you!



"Junior League Bat-A-Ball"



"Bat-A-Ball"



"Golden Falls"



Visit our new Factory and Offices while you're in Town!

American Amusement Co.

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BUY "AMERICAN" AND YOU BUY THE "FINEST"

WHO'S WHO OF MANUFACTURERS

(Continued from page 113)

fruit juice venders; distributors of Bendix coin-operated automatic laundries.

TRADIO, INC., 1001 First Ave., Asbury Park, N. J. Victor Trad, president; George Trad, vice-president and treasurer; Nathan Hellman, chief engineer; Harry J. Rockefeller, sales co-ordinator; Ray Stevens, chief engineer in charge of television.

Equipment produced: Tradio (coin-operated radio); Tradiola (coin-operated intimate restaurant radio); TradioVision (coin-operated television).

TRAINING DEVICES, INC., 1469 Electric Ave., Lincoln Park, Mich. Thomas U. Sisson, president; Stephen J. Collins, vice-president; Kenneth Nusly, vice-president in charge of sales; George F. Hellmuth, secretary and treasurer; Frank Collins, George Summerfield, James Dingman, Otto Klein, board of directors.

Equipment produced: Telequiz (coin-operated quiz machine).

TRANS-METER CORP., 62 William St., New York 5. J. Kirke Paulding, president; B. A. Turenne, treasurer; Edward M. Bacon, secretary.

Equipment produced: Automatic

railroad ticket vender, combined with change-making feature and adaptations thereof.

UNITED MANUFACTURING CO., 5737 N. Broadway, Chicago 40. L. A. Durant, president and treasurer; Henry Dabeck, vice-president; H. L. Oettinger, secretary.

Equipment produced: Five-ball novelty and replay pin games.

U-NEED-A-VENDORS, INC., 288 Frelinghuysen Ave., Newark, N. J. Harry Breidt, president; Jacob Breidt, vice-president and treasurer; William Moore, secretary.

Equipment produced: Monarch cigarette vender (8 and 6 column); Monarch candy vender.

UNITED STATES VENDING CORP., Board of Trade Building, 141 W. Jackson Boulevard, Chicago 4. Allen G. Messick, president; Henry T. Roberts, vice-president; Robert Jackson, vice-president; Francis P. Garvin Jr., treasurer; L. Newton Brozan, secretary.

Equipment produced: Bottled carbonated beverage venders; bottled milk venders; ice cream venders; frozen food venders; non-refrigerated venders for candy, hosiery, etc. (Trade name of equipment—Pik-Ups).

VENDALL CO., 2323 W. Wolfram St., Chicago 18. A. Garrick Alex, president and treasurer; Harold C. Adsit, vice-president and secretary; Bert F. Riel, sales manager; David Hancock Jr., chief engineer; F. L. Newton, production manager.

Equipment produced: Vendall Model C (eight column candy vender).

VENDALL DIVISION—HYDRO SILICA CORP., Gasport, New York. C. B. Fletcher, president; M. G. Hess, vice-president; G. V. Schad, treasurer; G. C. Robinson, secretary; G. D. Aberdeen, assistant treasurer.

Equipment produced: Vendall (manually operated, selectivity, beverage vender); Vendit (automatic, single or dual selectivity beverage vender).

VENDI-FREEZE CORP., 116 S. 20th St., Birmingham 3. W. W. Dann, president; J. D. Carter, vice-president and secretary; V. T. Heinz, vice-president and treasurer.

Equipment produced: Ice cream bar vender; frozen food vender.

VENDORLATOR MANUFACTURING CO., 4000 Railroad Ave., Fresno, Calif. H. S. Childers, president; Howard M. Tripp, vice-president.

Equipment produced: Vendorlator (beverage vender; Advance Model now in production).

VIKING TOOL & MACHINE CORP., 2 Main St., Belleville 9, N. J.

John Lindstrom, president; Clarence Lommerin, secretary and treasurer; Edward C. Leeson, general sales manager. Equipment produced: Minit-Pop (automatic popcorn vender).

VICTOR VENDING CORP., 5711 W. Grand Ave., Chicago 39, Ill. H. M. Schaeff, president and treasurer; A. F. Norling, vice-president; G. A. Schaeff, secretary.

Equipment produced: Bulk merchandise venders (Model V DeLuxe cabinet type 1c; Model V DeLuxe cabinet type 5c; Model V Globe type 1c only); parts for Model V and Topper venders.

VICTORY GAMES, 2144 Southport Ave., Chicago 14. Robert Usedom, president.

Equipment produced: Pin game conversion units; pin game playboards; glass products.

WATLING MANUFACTURING CO., 4650 W. Fulton St., Chicago 44. John Watling, president and treasurer; F. Watling, vice-president; M. Steffen, secretary; L. Pavlis, board of directors.

Equipment produced: Personal weighing machines and trade machines.

WILLIAMS MANUFACTURING Co., 161 W. Huron St., Chicago 10. Harry Williams, president; Tony Gasparro, vice-president; L. Leon Maurada, treasurer; L. E. Williams, secretary.

Equipment produced: Amusement machines.



WURLITZER

| | |
|--------------------------------------|-------|
| 800 TOP CORNERS | 16.50 |
| 800 LOWER SIDES | 15.00 |
| 800 MIDDLE SIDES | 3.00 |
| 800 TOP CENTERS (Right or Left, Red) | 0.50 |
| 800 BACK SIDES (Green) | 0.50 |
| 800 TOP CENTERS (Onyx) | 5.50 |
| 600, 500 TOP CORNERS | 5.50 |
| 700 TOP CORNERS | 8.50 |
| 700 LOWER SIDES | 0.50 |
| 700 BACK SIDES | 0.50 |
| 750 TOP CORNERS | 0.75 |
| 750 LOWER SIDES | 0.75 |
| 750 TOP CENTER | 5.50 |
| 750 MIDDLE SIDES | 2.00 |
| 850 TOP CORNERS | 12.50 |
| 850 LOWER SIDES | 8.75 |
| 850 TOP CENTER | 12.50 |
| 850 PEACOCK GLASSES | 4.75 |
| 950 LOWER SIDES | 12.50 |
| 24 TOP CORNERS | 1.25 |
| 24 LOWER SIDES | 5.50 |
| 41, 51, 71 TOP CORNERS | 5.50 |

ROCK-OLA

Standard, Master, DeLuxe or Supers:

| | |
|--|-------|
| Top Corners (Solid Red, Yellow or Green) | 12.75 |
| Lower Sides (Red or Yellow) | 12.75 |

SEEBURG

| | |
|---|-------|
| "Hi-Tone" Model 9800, 8800, 8200: | |
| Lower Sides (Solid Red, Yellow or Green) | 14.50 |
| "Hi-Tone" Grille Pilasters (Solid Red, Yellow, Green or Onyx) | 2.25 |
| "Classic"—"Colonel": | |
| Top Corners (Solid Red, Yellow or Green) | 6.00 |
| Lower Sides | 9.50 |

SHEET PLASTICS
20" x 50"—Pliable. Per Sheet 50 Gauge; Red, Yellow, Green or Clear.
\$12.50

PLASTIC WINDOWS
New, clear, transparent... for your Model 850 program holder.
Per Set
\$5.00

If You Don't See What You Want... Ask for It! We May Have It in Stock!

MONEY-BACK GUARANTEE

SOLID COLOR

TOUGH CONSTRUCTION

PERFECT FIT

TOP QUALITY

LOW COST

Eagle Coin Machine Co.

1514 NORTH FREMONT AVENUE • CHICAGO 22, ILLINOIS • PHONE MICHIGAN 1247

BOOTH 93

AT THE SHERMAN

COIN MACHINE MEN—
WE'LL BE SEEING YOU
FEB. 3, 4, 5 & 6

OPEN HOUSE

AT OUR SHOWROOMS

A WARM WELCOME AWAITS YOU AT MARVEL!

REGIONAL DISTRIBUTORS

TRIMOUNT COIN MACHINE CO.
40 Waltham St.
Boston, Mass.

CENTRAL DISTRIBUTORS
2334 Olive St.
St. Louis, Mo.

CONSOLIDATED DISTRIBUTORS
1910 Grand Ave.
Kansas City, Mo.

TORONTO TRADING POST
736-738 Young St.
Toronto, Ontario, Canada

LANIEL AMUSEMENT CO.
1807 Notre Dame St. West
Montreal, Quebec, Canada

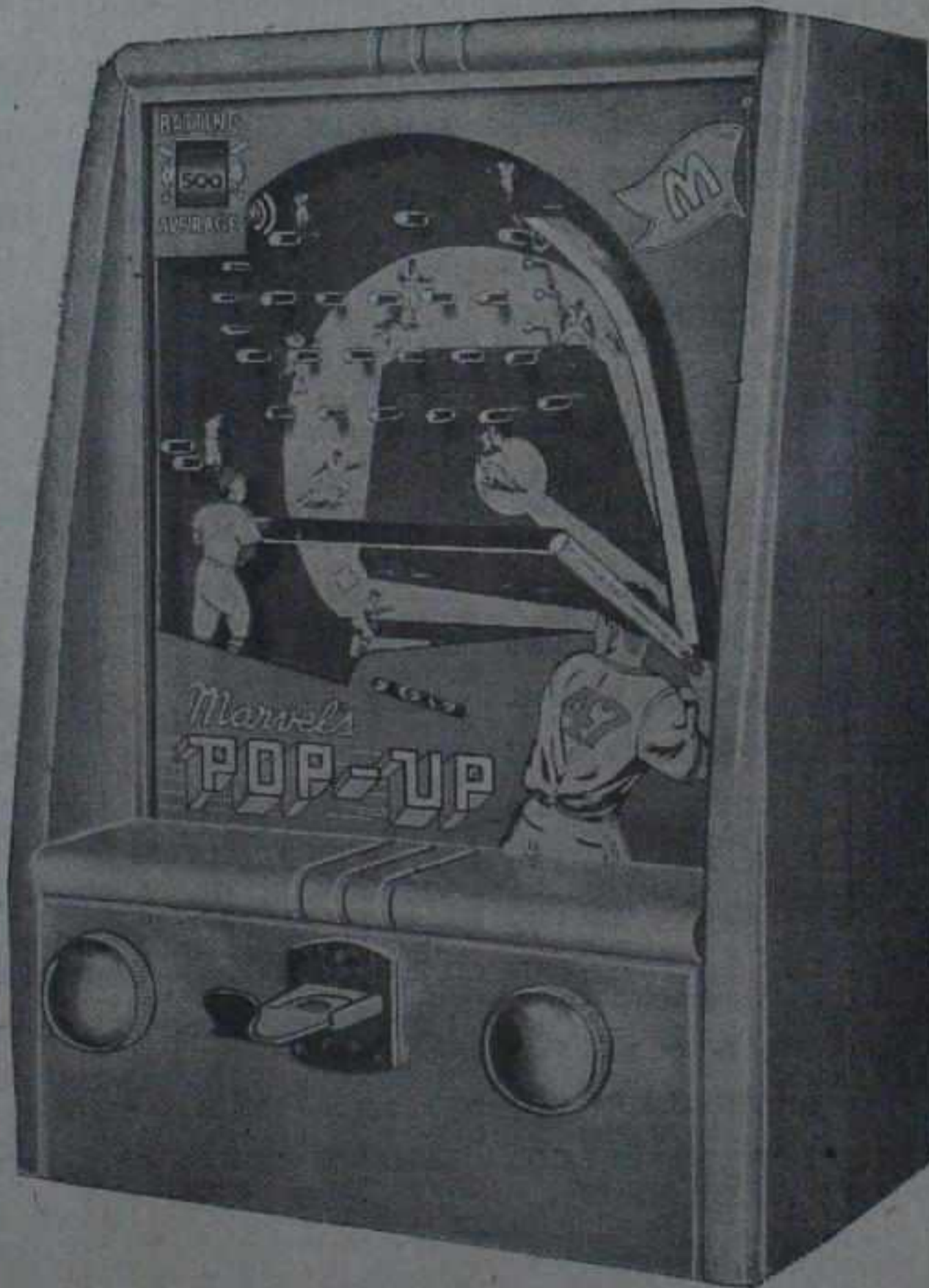
EMPIRE COIN MACHINE EXCHANGE
2812 W. North Ave.
Chicago, Ill.

RAKE COIN MACHINE EXCHANGE
609 Spring Garden Ave.
Philadelphia, Pa.

UNITED AMUSEMENT CO.
310 S. Alamo St.
San Antonio, Texas

MID STATE CO.
2369 Milwaukee Ave.
Chicago, Ill.

Marvel's POP-UP



\$49.50

F.O.B. CHICAGO

REGIONAL DISTRIBUTORS

UNITED COIN MACHINE CO.
6304 W. Greenfield Ave.
Milwaukee, Wis.

KING PIN EQUIPMENT CO.
826 Mills St.
Kalamazoo, Mich.

McGLENN'S DISTRIBUTING CO.
612 5th Ave.
Pittsburgh, Pa.

ADVANCE AUTOMATIC SALES CO.
1350 Howard St.
San Francisco, Calif.

GENERAL VENDING SALES CORP.
306 N. Gay St.
Baltimore, Md.

T. B. HOLLIDAY
1200 W. Morehead St.
Charlotte, N. C.

DAVE LOWY & CO.
594 Tenth Ave.
New York, N. Y.

SHAFFER MUSIC CO.
606 S. High St.
Columbus, Ohio



MARVEL

2847 FULLERTON AVENUE

MANUFACTURING COMPANY

CHICAGO 47, ILLINOIS



DIRECTORY OF DISTRIBUTORS

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.

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BAKER NOVELTY COMPANY, INC.

1700 Washington Blvd. Chicago 12, Illinois

ALABAMA
ALAMAT CO., 12 N. 23d St., Birmingham.

BIRMINGHAM AMUSEMENT CO., 731 Second Ave., N., Birmingham.

BIRMINGHAM VENDING CO., 2117 Third Ave., N., Birmingham 3.
TEN BALL NOVELTY & MANUFACTURING CO., 1731 Second Ave., N., Birmingham.

F. A. B. AMUSEMENT CO., 515 Dauphin St., Mobile.
SPOT COMMISSION CO., 610 Marshall St., Shreveport.

ARIZONA
GARRISON SALES CO., 1002 W. Washington St., Phoenix.
PHOENIX DISTRIBUTING CO., 1211 N. Third Ave., Phoenix.

ARKANSAS
W. R. ALLEN & CO., 160 Main St., Booneville.
EAST TEXAS DISTRIBUTING CO., 219 S. Welsh St., Booneville.
H. S. WILHELMJ, 306 W. Conway, Benton.

AMALGAMATED AMUSEMENTS CO., 118 Main St., Little Rock.
ARK-TENN DISTRIBUTING CORP., 304 Main St., Little Rock.
DELUXE AMUSEMENT CO., 17 Arcade Building, Little Rock.

CALIFORNIA
ADVANCE AUTOMATIC SALES CO., 1359 Howard St., San Francisco 3.

WALTER H. HESSE, 1928 Silver St., Long Beach.
LONG BEACH COIN MACHINE Co., 1628 E. Anaheim St., Long Beach.

AUTOMATIC VENDORS, INC., 1320 Venice Blvd., Los Angeles.
BADGER SALES CO., 1612 W. Pico Blvd., Los Angeles 15.
BLAKE SALES CO., INC., 1028 W. Ninth St., Los Angeles.

COIN M A T I C DISTRIBUTORS, 2712 Pico Blvd., Los Angeles.
GENERAL MUSIC CO., 2277 W. Pico Blvd., Los Angeles.
GUTHALL DISTRIBUTING CO., 1870 W. Washington, Los Angeles.
PAUL A. LAYMON, 1503 W. Pico Blvd., Los Angeles.

LES LORDEN, 244 South Western, Los Angeles 5.
MAESTRO MUSIC CO., 357 S. Hill St., Los Angeles.
MINTHORNE MUSIC CO., 2616 W. Pico Blvd., Los Angeles.

NELS NELSON, 2329 W. Pico Blvd., Los Angeles.
NCKABOB SALES CO., 2525 Pico Blvd., Los Angeles.
PACIFIC COAST DISTRIBUTORS, 1347 W. Washington Blvd., Los Angeles 7.

C. R. ROBINSON & CO., 2301 Pico Blvd., Los Angeles.
PLA-MOR DISTRIBUTING CO., 1511 W. Pico Blvd., Los Angeles.
WILLIAMS DISTRIBUTING CO., 2309 W. Pico Blvd., Los Angeles.

M. S. WOLF DISTRIBUTING CO., 1348 W. Venice Blvd., Los Angeles.
SAN DIEGO VENDING SERVICE, 541 E. Fourth St., National City.
MILLS SALES CO., LTD., 1640 18th St., Oakland 7.

NORTHERN DISTRIBUTING CO., 128 E. 14th St., Oakland.
OSBORN MUSIC CO., 206 Magnolia, Piedmont.
M. B. W. ASSOCIATES, 1797 Union St., San Francisco 23.

MAESTRO MUSIC CO., 221 Chronicle Bldg., 905 Mission St., San Francisco.
E. T. MAPE MUSIC CO., 284 Turk St., San Francisco 2.
JACK R. MOORE CO., 348 Sixth St., San Francisco.

GEORGE R. MURDOCK & ASSOCIATES, 1797 Union St., San Francisco 23.
D. A. BARINA & CO. 156 Ninth

A distributing company is an established firm which has a definite agreement or franchise with a manufacturing firm to buy at wholesale and to sell at list prices to the operating trade. The list of distributors appearing on this page has for its purpose the inclusion of those companies which have been appointed by manufacturers to act as their sales agents. Some firms, included in this list, have gained national trade prominence by their long service as wholesalers, and are included for that reason.

For the readers' convenience the list is broken down by States. Like all other lists of this type, the distributors' directory is undergoing constant change and revision. Where omissions of firms are found, these omissions can be traced to a failure to report distributing appointments, since the list itself is based on reports from manufacturers giving distributor assignments.

St., San Francisco.
M. A. POLLARD & CO., 725 Larkin St., San Francisco.

CANADA
MARITIME AUTOMATIC MUSIC, Amherst, N. S.

AMUSEMENT COIN MACHINE CO., 10260 96th St., Edmonton, Alta.
HALIFAX COIN MACHINE EXCHANGE, REG'S, 283 1/2 Oxford and 69 Windsor St., Halifax, N. S.

COIN CRAFT CANADA, Hamilton, Ont.
WASAGA RECREATIONS, LTD., Hamilton, Ont.
DUNN'S COIN MACHINE EXCHANGE, 94 St. Catherine St., E., Montreal, Que.

FEDERAL AMUSEMENTS, 853 Notre Dame, W., Montreal, Que.
LANIEL A MUSEMENT MACHINE EXCHANGE, 1807-1815 Notre Dame St., W., Montreal 3, Que.

LAWRENCE NOVELTY CO., 1436 Notre Dame St., W., Montreal, Que.
MORTIMER SALES CO., 1269 Amherst St., Montreal, Que.
PAUL NOVELTY REG'D, 7421 St. Hubert, Montreal, Que.

ROXY SPECIALTY CORP., 703 Notre Dame St., W., Montreal 3, Que.
HARRY SOLOMAN, 357 Roy St., Montreal, Que.
TRANS-CANADA DISTRIBUTORS, LTD., 1247 Guy St., Montreal 25, Que.

VICTORY NOVELTY CO., 1895 Beaubien E., Montreal, Que.
QUEBEC COIN MACHINE EXCHANGE, 1247 Guy St., Montreal 25, Que.
HAROLD H. THOMPSON, Uptergrove, Ontario.

REGENT VENDING MACHINES, LTD., 779 and 78 1/2 Bank St., Ottawa, Ont.
LEMIEUX AMUSEMENT, 1116 Rue St. Vallier, Quebec, Que.

ST. THOMAS COIN SALES, 58 Woodward Avenue, St. Thomas, Ont.
A. M. I. DISTRIBUTING CO., LTD., 820 King St., W., Toronto 1.
FRANK KIRKE NOVELTY CO., 241 King St., E., Toronto.

MILLS NOVELTY OF CANADA, LTD., 138 Dundas St., W., Toronto.
PHONO-VISION DISTRIBUTING CO., 145 Dundas St., W., Toronto 5.
ROSY NOVELTY CO., 293 King W., Toronto.

SIEGEL DISTRIBUTING CO., 477 Yonge St., Toronto.
TORONTO COIN MACHINE EXCHANGE, 507A Yonge St., Toronto.
VIGNEUX BROTHERS, 990 Bay St., Toronto.

DONALD FIELDING & CO., 736 Yonge St., Toronto.
ISLAND AMUSEMENT & NOVELTY CO., 2508 Douglas St., Victoria, B. C.

SMITH DISTRIBUTING CO., 2508 Douglas St., Victoria, B. C.

ALLAN PULLMER, 30 Buckingham Apartments, Winnipeg, Man.
WILSON COIN MACHINE EXCHANGE, 191 Pacific Ave., Winnipeg, Man.

WINNIPEG COIN MACHINE, 277 Donald St., Winnipeg, Man.

COLORADO
AJAX MUSIC CO., 1331 E. 16th Ave., Denver.

BLACKWELL SALES CO., Milwaukee St. at Sixth Ave., Denver.
C. E. BURNS MUSIC & APPLIANCE CO., 1510 N. Seventh St., Grand Junction, Denver.

DENVER DISTRIBUTING CO., 1856-68 Arapahoe St., Denver 2.
GAIL HALLIDAY, 1526 Ivy St., Denver.
METERED MUSIC CO., 1748 Tamarac St., Denver.

MODERN DISTRIBUTING CO., 1810 Welton St., Denver 2.
STAR VENDING CO., 194 S. Pennsylvania St., Denver.
SUPERIOR DISTRIBUTING CO., 11716 W. Colfax Ave., Denver.

CONNECTICUT
CONNECTICUT PLA-MOR CO., 461-65 E. Main St., Bridgeport.
UNITED AMUSEMENT MACHINE CO., 383-389 E. Main St., Bridgeport.

REDD DISTRIBUTING CO., 195 Church St., Hartford.
STATE MUSIC DISTRIBUTING CO., 1156 Main St., Hartford.
HARTMANN CANDY CO., 73 Liberty St., Meriden.

RALPH COLUCCI, 167 Columbia Blvd., Waterbury.
WATERBURY AMUSEMENT MACHINE CO., 54 Watertown Ave., Waterbury 59.

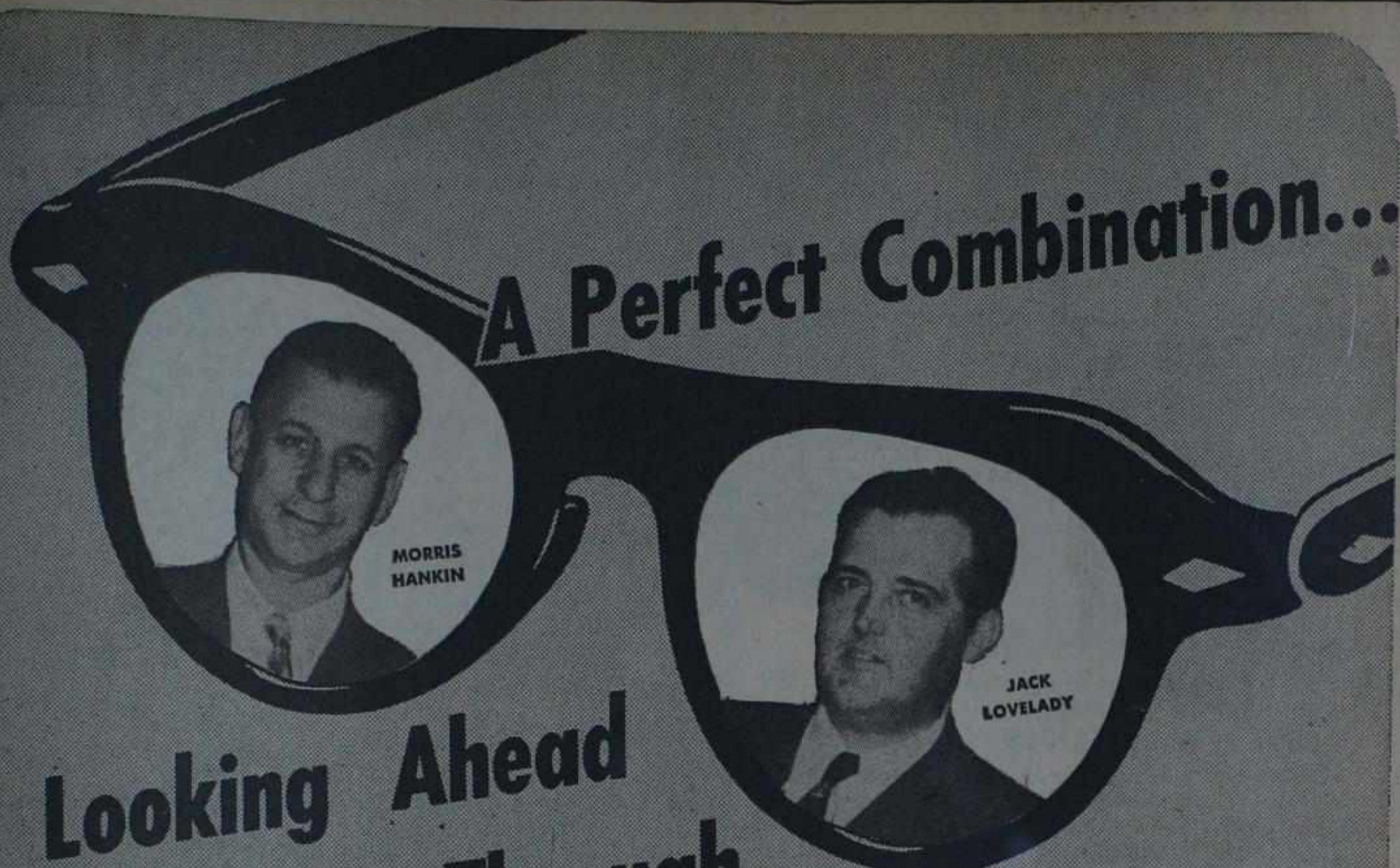
CUBA
E. K. BENNETT, Havana.

DELAWARE
FIRST CITY AMUSEMENT MACHINE CO., 316 S. Union St., Wilmington.

DISTRICT OF COLUMBIA
HIRSH COIN MACHINE CO., 1309 New Jersey Ave., N. W., Washington.
SILENT SALES SYSTEM, 635-37 "D" St., N. W., Washington.

FLORIDA
ROYAL PALM MUSIC, INC., 1630 McGregor Blvd., Fort Meyers.
MODERN SOUTHERN DISTRIBUTORS, 459 Riverside Ave., Jacksonville.
MUTUAL DISTRIBUTING CO., INC., 508 Dellwood Ave., Jacksonville.

(Continued to page 118)



A Perfect Combination...

MORRIS HANKIN

JACK LOVELADY

Looking Ahead
Through
Rose Colored Glasses!

Hello, Coin-Machine Gang!

It'll be nice to see you all again at the Convention in Chicago . . . to talk over old times and plan for what lies ahead. As you probably know, for many, many years operators and their clients have depended on Morris Hankin and Jack Lovelady to supply all of their coin machine needs — in music machines, vending machines and games of all kinds. For constructive advice and considerate co-operation they extend a helpful hand. So, as the New Year 1947 gets off to a good beginning, we wish you all Good Luck.

Morris Hankin & Jack Lovelady

EXCLUSIVE DISTRIBUTORS

In Georgia and Alabama for:

- AMI
- KEENEY
- MUTOSCOPE
- PERSONAL
- A. B. T.
- CHICAGO COIN
- EXHIBIT
- TRADIO
- for Alabama

H & L . . . Where Promise and Performance Go Hand in Hand



DISTRIBUTORS, INC.

708 Spring St., N. W., ATLANTA, GA. • 1524 2nd Ave., N. BIRMINGHAM, ALA.

Marvel's POP-UP

THE COUNTER GAME THAT IS LEGAL EVERYWHERE!

1c PLAY
(5c 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.

SEE US AT BOOTH 94 — HOTEL SHERMAN
ONE-HALF DEPOSIT WITH ORDERS, BALANCE C. O. D. OR SIGHT DRAFT.

Empire Coin

MACHINE EXCHANGE

2812 WEST NORTH AVENUE · PHONE: HUMBOLDT 6288 · CHICAGO 47, ILLINOIS

Quiz For PROFIT-MINDED COIN MACHINE MEN

- Q. What amusement device won highest award at NAAPPB Show?
- A. ➔ **Remote Turret Gunner.**
- Q. What amusement device uses actual government guns that originally cost \$50,000?
- A. ➔ **Remote Turret Gunner.**
- Q. What amusement device has proven earnings up to \$500 weekly on location over a year?
- A. ➔ **Remote Turret Gunner.**
- Q. What sensational amusement device will be shown at Booth 182-183 at Coin Machine Show — Hotel Sherman?
- A. ➔ **Remote Turret Gunner.**

If you can't be present at the Show, write or wire for full information on the "Talk of the Show" — Remote Turret Gunner.

Jack Garliner, President

ELECTRONIC AMUSEMENT CORP.

85 AVENUE E., • GLENWOOD 1426 • ROCHESTER, N. Y.

DIRECTORY OF DISTRIBUTORS

(Continued from page 116)

WILLIAM BOIZELL, 834 S. Jackson Ave., Lakeland.

DIXIE MUSIC CO., 634 N. Miami Ave., Miami.

HILL FREY, INC., Tod Building, 140 N. W. First St., Miami 25.

McCLOY DISTRIBUTING CO., 7800 N. E. Fourth Court St., Miami.

MODERN VENDING CO., 286 N. W. 29th St., Miami 37.

SUPREME DISTRIBUTORS, INC., 3817 N. E. Second Ave., Miami.

TROPICAL COIN MACHINE CO., 3039 N. W. Seventh Ave., Miami.

U-NEED-A-VENDOR DISTRIBUTING CO., 167 E. Second St., Miami.

AMERICAN VENDING CO., 810 Fifth St., Miami Beach.

GAY-COIN DISTRIBUTORS, INC., 1141 Everglades Parkway, Miami, Beach 41.

J & J NOVELTY CO., 919 Collins Ave., Miami Beach 41.

TARAN DISTRIBUTING CO., 2820 Seventh Ave., N. W., Miami Beach.

SOUTHERN MUSIC DISTRIBUTING CO., 503 W. Central Ave., Orlando.

F. A. B. AMUSEMENT CO., 124 E. Intendencia St., Pensacola.

GEORGIA

H. & L. DISTRIBUTORS, INC., 708 Spring St., N. W., Atlanta.

HANKIN MUSIC CO., 258 Pryor St., S. W., Atlanta.

MODERN SOUTHERN DISTRIBUTORS, 320 Peters St., Atlanta.

T. T. WILLIAMS JR., 4462 N. Conway Rd., Atlanta.

EDGAR I. WOODFIN, 62-64 Central Ave., Atlanta.

HEATH DISTRIBUTING CO., 217 Third Ave., Macon.

TRADIO, INC., OF GEORGIA, 201 Denmead St., Marietta.

MULLINIX AMUSEMENT CO., 1514-16 Bull St., Savannah.

FRIEDMAN AMUSEMENT CO., 441 Edgewood Ave., S. E., Atlanta.

IDAHO

COLLETTE SPECIALTY CO., 342 Park Ave., Idaho Falls.

A. E. CONDON SALES CO., 913 Main St., Lewiston.

STEWART NOVELTY CO., 129 Shoshone St., N., Twin Falls.

ILLINOIS

F. BURGESSON, Barrington.

AMALGAMATED DISTRIBUTORS CO., 226 W. Randolph St., Chicago 6.

FRED ANDERSEN, 2352 E. 70th St., Chicago.

ATLAS NOVELTY CORP., 2200 N. Western Ave., Chicago 47.

AUTOMATIC COIN MACHINE SALES CO., 600-610 W. Van Buren St., Chicago.

AUTOMATIC DISTRIBUTING CO., 806 N. Milwaukee Ave., Chicago.

BELL PRODUCTS CO., 2646 W. North Ave., Chicago 47.

CHICAGO NOVELTY CO., 1348 Newport Ave., Chicago.

CHICAGO SIMPLEX DISTRIBUTING CO., 831 S. Wabash Ave., Chicago.

COINEX CORP., 1348 Newport Ave., Chicago 13.

COIN OPERATORS SUPPLY CO., 2120 Lawrence Ave., Chicago.

COVEN DISTRIBUTING CO., 3181 N. Elston Ave., Chicago 18.

EMPIRE COIN MACHINE EXCHANGE, 2812 W. North Ave., Chicago 47.

FIRST AMERICAN SALES, 4603 Lincoln Ave., Chicago 25.

LOUIS KOREN, 1231 W. Chicago Ave., Chicago.

MONARCH COIN MACHINE CO., 1545 N. Fairfield Ave., Chicago.

NATIONAL COIN MACHINE EXCHANGE, 1407 W. Diversey Blvd., Chicago.

JACK NELSON CO., 800 N. Clark St., Chicago.

HAROLD PERKINS, 1623 N. California Ave., Chicago.

MACK H. POSTEL, 6750 N. Ashland Ave., Chicago.

WEBB DISTRIBUTING CO., 6 S. Kedzie Ave., Chicago 12.

WORLD WIDE DISTRIBUTING CO., 1014 N. Ashland Ave., Chicago.

H. & H. NOVELTY CO., 809 Jefferson St., Quincy.

COLEMAN NOVELTY CO., 1023-25 Fifth Ave., Rockford.

FRANKEL DISTRIBUTING CO., 2532 Fifth Ave., Rock Island.

D. & S. NOVELTY CO., 1005 Broadway, Rockford.

P. & H. DISTRIBUTING CO., 220 N. Fifth St., Springfield.

INDIANA

JOHN BEIHL, Batesville.

RAY VOLMER, 2832 E. Jackson Blvd., Elkhart.

AUTOMATIC AMUSEMENT CO., 1001 Pennsylvania St., Evansville.

L. BERMAN & CO., 112-114 N. W. First St., Evansville.

S. SILVER NOVELTY CO., 425 Vine St., Evansville.

BINCO MUSIC DISTRIBUTING CO., 2302 Forest Park Blvd., Fort Wayne.

LEE SALES CO., 1815 S. Lafayette St., Fort Wayne.

R. A. MARTIN & CO., 1639 Wells St., Fort Wayne.

GUARANTEE DISTRIBUTING CO., 2451 N. Meridian St., Indianapolis.

INDIANA AUTOMATIC SALES CO., 450 Massachusetts, Indianapolis.

MIAMI DISTRIBUTING CO., Jackson Bldg., 542 S. Meridian, Indianapolis.

SICKING CO., 927 Fort Wayne Ave., Indianapolis.

SILVER KING NOVELTY CO., 615-617 N. Capitol Avenue, Indianapolis.

SOUTHERN AUTOMATIC MUSIC CO., 531 North Capitol, Indianapolis.

LAWRENCE M. VOLLROTH, 218 South Audubon Road, Indianapolis.

FRANK KOLAR, 1606 Elwood Ave., South Bend.

WABASH VALLEY DISTRIBUTING CO., 425 N. 13th St., Terre Haute.

IOWA

GIBSON MUSIC CO., 1112 Grand Ave., Des Moines.

GILBERT DISTRIBUTING CO., 3203 Forest Ave., Des Moines.

IDEAL NOVELTY CO., 11th and Center Sts., Des Moines.

SANDLER DISTRIBUTING CO., 110 11th St., Des Moines.

KANSAS

L. O. DAVID, El Dorado.

WICKWARE AMUSEMENT CO., 110 W. Monroe St., Pittsburg.

W. R. BURTT, 436 North Terrace, Wichita.

THE MARION CO., 627 Murdock, Wichita 2.

MATHENY VENDING CO., 564 W. Douglas Ave., Wichita.

KENTUCKY

STERLING NOVELTY CO., 869 S. Broadway, Lexington.

BLUE GRASS SALES CO., Box 1799, Louisville.

H. M. BRANSON DISTRIBUTING CO., 512-514-516 S. Second St., Louisville 1.

COMMONWEALTH MUSIC CO., 121 S. Seventh St., Louisville.

CO-OPERATIVE DISTRIBUTING CO., 234 W. Jefferson St., Louisville.

OHIO SPECIALTY CO., 539 S. Second St., Louisville.

SOUTHERN AUTOMATIC MUSIC CO., 542 S. Second St., Louisville.

LOUISIANA

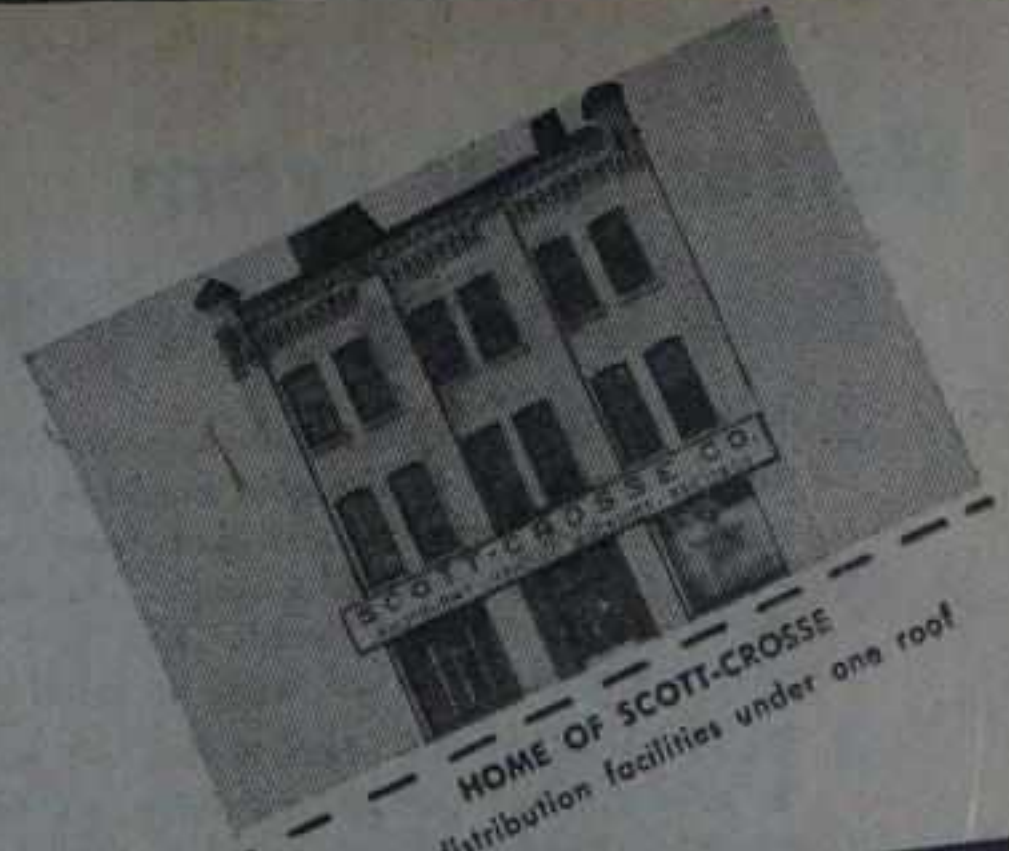
A. M. AMUSEMENT CO., 1000 Padras St., New Orleans.

(Continued to page 120)

“
 These Facilities Enable
 Scott-Crosse Company
 To Keep You
 48 HOURS
 Ahead of
 the Field”
 ”



SAM STERN



HOME OF SCOTT-CROSSE
 All distribution facilities under one roof



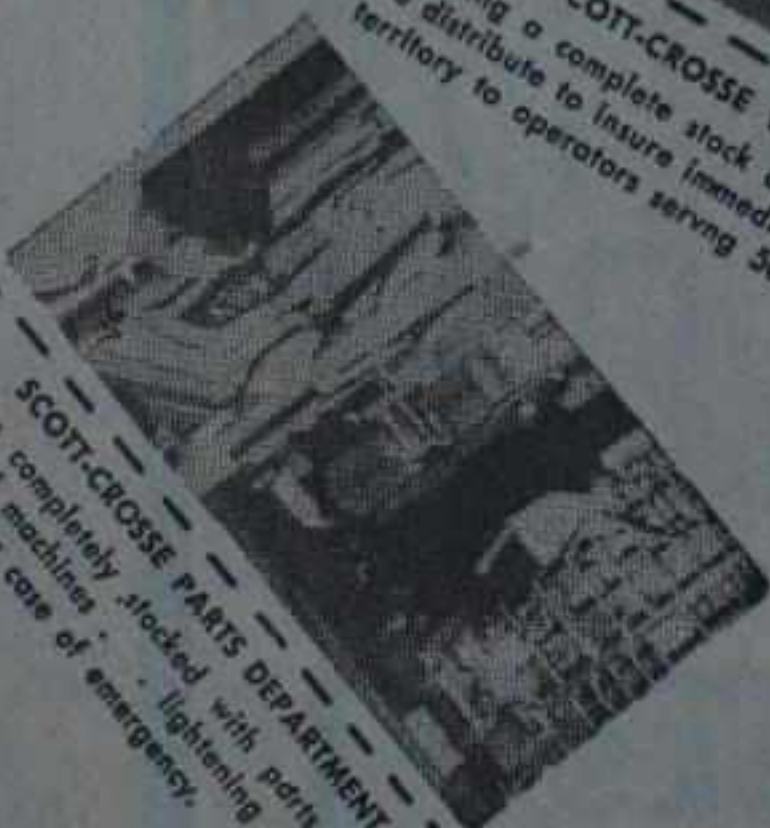
SCOTT-CROSSE SHOWROOMS
 Among the finest in the East. Here operators see the equipment we distribute on constant display.



SCOTT-CROSSE SERVICE DEPARTMENT
 Manned by a thoroughly skilled maintenance staff capable of keeping your equipment 100% operative — at all times!



SCOTT-CROSSE WAREHOUSE
 Carrying a complete stock of all the equipment we distribute to insure immediate delivery in our territory to operators serving 30,000 locations.



SCOTT-CROSSE PARTS DEPARTMENT
 Always completely stocked with parts for all makes of machines — lightning speed re-
 placement in case of emergency.

EXCLUSIVE DISTRIBUTORS

IN PENNSYLVANIA, NEW JERSEY, DELAWARE, MARYLAND AND WASHINGTON, D. C.

- Rock-Ola Manufacturing Corp.
- J-Need-A-Vendors, Inc.
- H. C. Evans Company
- Williams Manufacturing Company
- Pfanstiehl Chemical Co.
- General Electric Co.
- Daval Products Corp.
- Savoy Records
- National Records
- Cosmo Records

See You at the
 Rock-Ola Open House during
 the CMI Show in Chicago

Scott-Crosse Co.
 1423 SPRING GARDEN STREET
 PHILADELPHIA 30, PA.

Better Buy From East Coast Every Time

★ EAST COAST'S extensive stock includes the finest equipment in the coin machine business. Every reconditioned East Coast machine comes to you like new . . . completely re-engineered inside and out to perform perfectly in all types of locations.

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MAIN OFFICE: TENTH AND WALNUT STREETS, CHESTER, PA. - PHONE: CHESTER 3637-9300



DIRECTORY OF DISTRIBUTORS

(Continued from page 118)

DIXIE COIN MACHINE CO., 910-912 Poydras St., New Orleans 13.

LOUISIANA CHALLENGER DISTRIBUTING CO., 1400 St. Charles Ave., New Orleans.

LOUISIANA COIN MACHINE SERVICE, 931 Poydras St., New Orleans.

NEW ORLEANS COIN MACHINE EXCHANGE, 922 Poydras St., New Orleans.

NEW ORLEANS NOVELTY CO., 115 Magazine St., New Orleans.

J. H. PERES AMUSEMENT CO., 922 Poydras St., New Orleans.

PROGRESSIVE DISTRIBUTING CO., 1400 St. Charles Ave., New Orleans.

SOUTHERN MUSIC SALES CO., INC., 727 Poydras St., New Orleans 12.

SHREVEPORT NOVELTY CO., 414 Crockett St., Shreveport.

MAINE

MAIN AUTOMATIC SERVICE CO., 44 Park St., Rockland.

MAINE AUTOMATIC MUSIC CO., 33 Exchange St., Portland 3.

MAINE COIN MACHINE CO., 351 Forest Ave., Portland.

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CALVERT SALES CO., 708 N. Howard St., Baltimore 1.

GENERAL VENDING SERVICE CO., 306 N. Gay St., Baltimore 2.

HUB ENTERPRISES, 32 S. Charles St., Baltimore.

MACK'S MUSIC CO., 2024 E. Fayette St., Baltimore.

ROY MCGINNIS CO., 2011 Maryland Ave., Baltimore.

ORIOLE COIN MACHINE CORP., Oriole Building, 138-148 W. Mt. Royal Ave., Baltimore.

ROBERTS DISTRIBUTORS, 5109 Levindale Rd., Baltimore.

MASSACHUSETTS

AMUSEMENT SERVICE SYSTEM, 359 Adams St., Boston.

ASSOCIATED AMUSEMENTS, INC., 46 Commonwealth Ave., Boston.

BOSTON SALES AGENCY, 100 Sudbury St., Boston.

GREENE DISTRIBUTING COMPANY, 28 Brighton Ave., Boston.

J. J. GOLUMBO & CO., 116 Newbury St., Boston 16.

HAMEL DISTRIBUTING CO., 910 Beacon St., Boston 15.

BERT KLAPPER, INC., 269 Huntington Ave., Boston.

PIONEER DISTRIBUTING CO., 22 Scully Square, Boston.

REDD DISTRIBUTING CO., 26 Brighton Ave., Boston.

TRIMOUNT COIN MACHINE CO., 40 Waltham Pl., Boston.

JOSEPH GREEN, 145 Englewood Ave., Brookline 46, Mass.

RAYMOND Q. SKOMRO, 100 Monttuck Ave., Chicopee, Mass.

HENRY F. RILOY, 11 Sagamore St., Dorchester, Mass.

AUTOMATIC COIN MACHINE CORP., 349 Chestnut St., Springfield, Mass.

MICHIGAN

HAROLD J. OVERMEYER, Degr-field, Mich.

ALLIED MUSIC SALES CO., 3122 Woodward Ave., Detroit 1.

ANGOTT SALES COMPANY, 2616 Puritan, Detroit 21.

ATLANTIC PRODUCTS CO., 9024 Van Dyke, Detroit.

ATLAS AUTOMATIC MUSIC CO., Grand River Ave., Detroit.

BRILLIANT MUSIC CO., 4606 Cass Ave., Detroit 1.

LEMKE COIN MACHINE CO., 131 W. Vernon Highway, Detroit.

MARQUETTE DISTRIBUTING CO., 3730 Woodward Ave., Detroit.

MARSTON DISTRIBUTORS, 313 E. Jefferson Ave., Detroit 26.

SPANN NOVELTY CO., 7525

Grand River, Detroit.

UNEEDA PAK DISTRIBUTING CORP., 1420 Michigan Ave., Detroit.

ALFRED GAMBLE, Grand River at Saginaw, East Lansing.

CAPITOL AMUSEMENT CO., Grand Ledge.

GREAT LAKES SALES CO., 330 Bond Ave., Northwest, Grand Rapids.

O. C. HALL, 1721 Newark St., Grand Rapids.

MILLER VENDING CO., 42 Fairbanks St., N. W., Grand Rapids 2.

KING-PIN EQUIPMENT CO., 826 Mills St., Kalamazoo.

CONSOLIDATED DISTRIBUTING CO., 1910 Grand Ave. Kansas City 8.

EUREKA NOVELTY CO., 413 Court St., Saginaw.

PEACH RIDGE DISTRIBUTING CO., R. R. No. 2, Sparta.

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NORTHWEST CHALLENGER CO., 310 W. Michigan St., Duluth.

TWIN PORTS SALES CO., 230 Lake Ave., S., Duluth.

ACME MUSIC CO., 1124 Hennepin Ave., Minneapolis.

E. T. BARRON CO., 816 W. 36th Minneapolis.

P. L. BURGESSON, 3504 E. 50th St., Minneapolis.

BUSH DISTRIBUTING CO., 250 W. Broadway, Minneapolis.

HY-G AMUSEMENT CO., 1415 Washington Ave., S., Minneapolis.

SILENT SALES CO., 200-206 11th Ave., S., Minneapolis.

TWIN PORTS SALES CO., Minneapolis.

AMUSEMENT GAMES, INC., 1679 University Ave., St. Paul.

AUTOMATIC GAMES SUPPLY CO., 1607 University St., St. Paul 4.

LA BEAU NOVELTY SALES CO., 946 University Ave., St. Paul 4.

PASTER DISTRIBUTING CO., 2218 University Ave., St. Paul.

MISSISSIPPI

UNITED NOVELTY CO., DeLaney and Division Sts., Biloxi.

J. H. PERES DISTRIBUTING CO., 241 Farrish St., N., Jackson.

MISSOURI

ADVANCED MUSIC CO., 301 W. Ninth, Kansas City.

AUTOMATIC COIN MACHINE CO., 13 W. Linwood Blvd., Kansas City.

CENTRAL DISTRIBUTING CO., Grand Ave. at 23d, Kansas City.

CONSOLIDATED DISTRIBUTING CO., 1910 Grand Ave., Kansas City 6.

UNITED AMUSEMENT CO., 3410 Main St., Kansas City 2.

WESTERN DISTRIBUTING CO., 3425-29 Main St., Kansas City.

WORLD-WIDE DISTRIBUTORS, 1513 Oak St., Kansas City.

ARROW NOVELTY CO., 2852 Sidney St., St. Louis.

CENTRAL DISTRIBUTORS, 2334 Olive St., St. Louis 3.

IDEAL NOVELTY CO., 2823 Locust St., St. Louis.

OLIVE NOVELTY CO., 2625 Lucas St., St. Louis.

JACK ROSENFELD CO., 3218 Olive St., St. Louis 3.

V. P. DISTRIBUTING CO., 2336 Olive St., St. Louis 3.

MONTANA

H. B. BRINCK, 825 E. Front St., Butte.

NEBRASKA

J. J. KELLOGG, Koehler Hotel, Grand Island.

MIDWEST MERCHANDISING CORP., 1534 S. 20th St., Lincoln.

FRANKEL DISTRIBUTING CO., 1209 Douglas, Omaha.

HOWARD SALES, 1206 Farham, Omaha 2.

(Continued to page 122)

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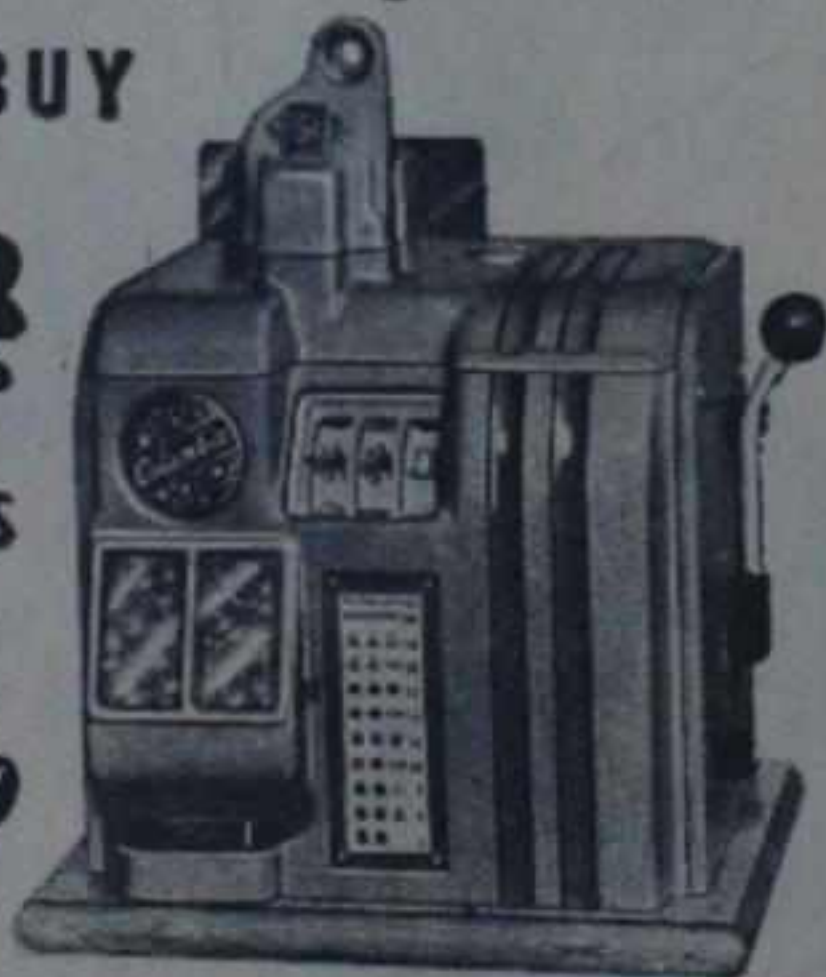
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SPECIALS!

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25c Jennings Chief . . \$135.00

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BOOTH NO. 79 AT COIN MACHINE INDUSTRY SHOW

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AUTHORIZED SERVICE CENTERS: LOS ANGELES • CHICAGO

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... But Always Remember:

**the best coin machine
is no better than
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MITCHELL'S, 209 E. Second St.,
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JOE WILLIAMSON, 1515 Patrick
Ave., Reno.

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EAST COAST DISTRIBUTING
CO., INC., 411 Broad St., Elizabeth 3.
ACTIVE AMUSEMENT MA-
CHINES CO., Frelinghuysen Ave.,
Newark.
DIERICH VENDING CO., 107 Ce-
dar Ave., Newark.
HERCULES SALES CO., 415 Fre-
linghuysen Ave., Newark.
GEORGE PONSER CO., 763 S.
18th St., Newark.
ROYAL DISTRIBUTORS, INC.,
54 Elizabeth Ave., Newark.
RUNYON SALES CO., 123 W. Run-
yon St., Newark.
TRI-STATE SALES CO., 131
Clinton Ave., Newark.
SUNSHINE DISTRIBUTORS CO.,
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BEN H. GOLOB DISTRIBUTING
CO., 338 S. Warren St., Trenton.

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BORDER NOVELTY CO., 2929 N.
Fourth St., Albuquerque.

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ARTHUR HERMANN CO., 382
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REX COIN MACHINE DIS-
TRIBUTION CORP., 1230 Broadway,
Albany.
GEORGE R. THAYER CO., 47
State St., Binghamton.
ACE SALES CO., 396 Broadway,
Buffalo.
ALFRED SALES, INC., 1006-1008
Main St., Buffalo 2.

DIRECTORY OF DISTRIBUTORS

(Continued from page 120)

REX COIN MACHINE DISTRI-
BUTING CORP., 1441 Main St.
J. H. WINFIELD, 916 Main St.,
Buffalo.

NATIONAL NOVELTY CO., 179
E. Merrick Rd., Merrick, L. I.
ATLANTIC DISTRIBUTING CO.,
583 10th Ave., New York 18.
GEORGE I. BOONE, 1775 Broad-
way, New York 19.

EAST COAST SALES & DIS-
TRIBUTING CO., 625 10th Ave, New
York.

JOE EISEN, 710-712 12th Ave.,
New York.

EMPIRE STATE RADIO, INC., 366
Madison Ave., New York.

BEN H. GOLOB DISTRIBUTING
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DAVID M. MARGOLIN, 239 E.
56th St., New York.

MODERN MUSIC SALES CORP.,
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MIKE MUNVES & CO., 510 W.
34th St., New York.

LESTER PAUL, 585 10th Ave.,
New York.

PIONEER DISTRIBUTING CO.,
INC., 585 10th Ave., New York 18.

AL PRICE DISTRIBUTING CO.,
585 10th Ave., New York.

TRADIO, 140 W. 42d St., New
York.

TRI-STATE SALES CO., 585 10th
Ave., New York.

SQUARE AMUSEMENT CO., 88-
90 Main St., Poughkeepsie.

EASTERN SALES CO., 1824-26
Main St. C., Rochester 9.

PAIGE AIRWAYS, INC., Rochester
City Airport, Rochester.

REX COIN MACHINE DISTRI-
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Syracuse 3.

HANNA DISTRIBUTING CO., 217-
219 Elizabeth St., Utica.

NORTH CAROLINA

TRI-STATE DISTRIBUTING CO.,
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T. B. HOLLIDAY CO., 1200 W.
Morehead St., Charlotte 1.

A. R. Kiser & CO., 125-127 N.
Brevard St., Charlotte.

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THE VENDING MACHINE CO.,
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JESSE WELLONS, 455 W. Russell
St., Fayetteville.

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PIEDMONT DISTRIBUTING CO.,
200 E. Council St., Salisbury.

WHITEHEAD MUSIC CO., 106 N.
Second St., Wilmington.

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471-473 S. Main St., Akron.

VEND OHIO CORP., 471-73 S.
Main St., Akron.

ESQUIRE DISTRIBUTING, INC.,
3418 Harrison Ave., Cincinnati 11.

OHIO SPECIALTY CO., 29 W.
Court St., Cincinnati 2.

PLA-MOR DISTRIBUTING CO.,
1408-12 W. Central Parkway, Cin-
cinnati.

SICKING, INC., 1401 Central
Parkway, Cincinnati 4.

SOUTHERN AUTOMATIC MUSIC
CO., 312 W. Seventh St., Cincinnati.

T. & L. MUSIC CO., 1424 Central
Parkway, Cincinnati.

CLEVELAND COIN MACHINE
EXCHANGE, 2021 Prospect Ave.,
Cleveland 15.

E. & W. DISTRIBUTING CO., 1642
Payne Ave., Cleveland.

KISSEL'S CATERING CO., 659 E.
103d St., Cleveland.

THE MARKEPP CO., INC., 4310
Carnegie Ave., Cleveland 3.

NICKEL AMUSEMENT CO., 1648
St. Clair Ave., Cleveland.

TRIANGLE DISTRIBUTING CO.,
4808 Prospect Ave., Cleveland 3.

AMERICAN VENDING CO., 518 S.
High St. Columbus 15.

CAPITOL PLA-MOR DISTRI-
BUTING CO., 428 S. High St., Co-
lumbus.

CENTRAL OHIO COIN MACHINE
EXCHANGE, 185 E. Town St., Co-
lumbus 15.

GARFIELD NOVELTY CO., 1154
Parsons Ave., Columbus.

SHAFFER MUSIC CO., 606 High
St., Columbus 15.

WARREN C. DEATON, 437 Hard-
ing Way West, Gallon.

R. & S. SALES CO., Third & But-
ler, Marietta.

J. L. FINGERHUT, 2311 Warren
St., Toledo.

TOLEDO COIN MACHINE EX-
CHANGE CO., 814 Summit St., To-
ledo.

PLA-MOR DISTRIBUTING CO.,
1310 S. Market St., Youngstown.

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HOMA, 401 E. Fifth St., Edmond.

K & M DISTRIBUTING CO., 704
N. Broadway, Oklahoma City.

RICE MUSIC CO., 816 N. Walker,
Oklahoma City 3.

SOONER NOVELTY CO., INC., 405
N. W. Second St., Oklahoma City.

BOYLE AMUSEMENT CO., 1407
E. First, Tulsa.

CLIFF WILSON DISTRIBUTING
CO., 1121 S. Main St., Tulsa.

CULP MUSIC CO., 1405 E. First
St., Tulsa.

(Continued to page 124)

After 28 Years
being a friend becomes a habit!



B. D. LAZAR



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28 years of satisfied customers is a constant source of pride to B. D. LAZAR CO. Our reputation of coming through for you is based on the fact that we distribute only the finest equipment. This harmonious relationship means everything to us . . . we intend to maintain it and continue to build upon it. Keep your eyes on LAZAR, it will mean greater profits to YOU!

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AS EXCLUSIVE
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Champion's BASKETBALL

Makes friends instantly at
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 change like a magnet. Its
 low cost, its larger
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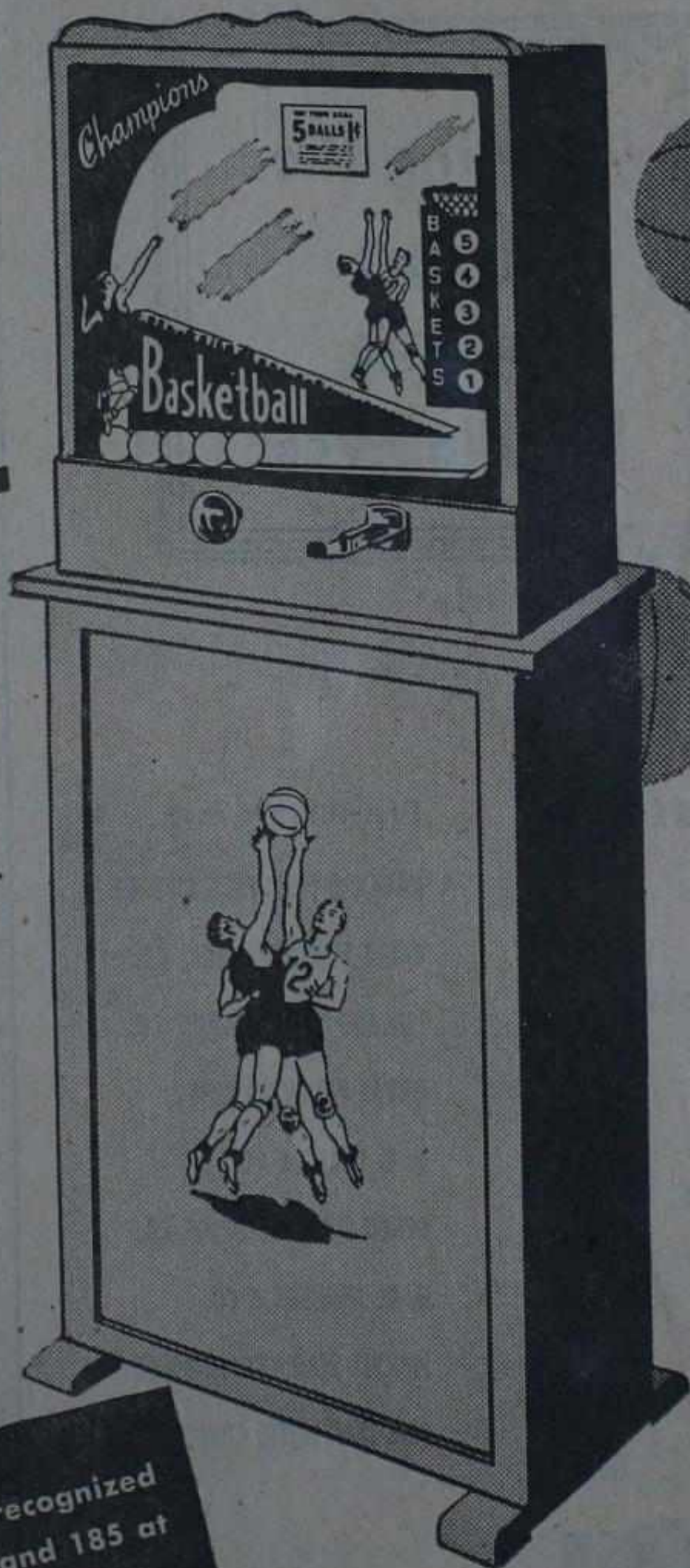
Without Base. F. O. B. Boston, Mass.
 Base \$15.00 Extra.

● **Brand New
 COUNTER GAME**

Featuring
 Simple trouble-free mechanism.
 Sturdily constructed attractive
 cabinet.

Competitive play appeal.
 Simple scoring.

- 1c or 5 play.
- Height - - - - - 24"
- Width - - - - - 21"
- Depth - - - - - 7"
- Height of base - - 36"



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CHAMPION MANUFACTURING COMPANY
 101 RANTOUL STREET BEVERLY, MASS.

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**GREATER
EARNING
POWER**

Serving the
Heart
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★ **QUALITY**

★ **SERVICE**

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(Continued from page 122)

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NAT SCHOEN, 1516 N. E. 33d, Portland 13.
ROBERT C. MALLOY, 7325 S. E. 22d St., Portland.
JACK R. MOORE CO., 1615 S. W. 14th Ave., Portland.
OREGON PLA-MOR CO., 1426 S. W. Second St., Portland.
WESTERN DISTRIBUTORS, INC., 1226 S. W. 16th Ave., Portland.

PENNSYLVANIA

SKILL AMUSEMENT CO., 661 Northampton, Easton.
SAM SPURRIER, 318 Hamilton St., Harrisburg.
ROY TORR, 30 Runnemedede Ave., Lansdowne.
J. J. BERCHTOLD, 226 Chestnut St., Meadville.
GEORGE NOVELTY CO., 1716 Washington Ave., Northampton.
ACTIVE AMUSEMENT MACHINES CO., 900 N. Franklin St., Philadelphia 23.
ATLAS DISTRIBUTING CO., 2013 N. Broad St., Philadelphia 22.
AUTOMATIC EQUIPMENT CO., 821 N. Broad St., Philadelphia 23.
BANNER SPECIALTY CO., 199 W. Girard Ave., Philadelphia.
BLOCK MARBLE CO., 1527 Fairmont Ave., Philadelphia.
GENERAL COIN MACHINE CO., 227 N. 10th, Philadelphia.
KEYSTONE NOVELTY & MANUFACTURING CO., 26th & Huntingdon Sts., Philadelphia.
MIDLAND DISTRIBUTORS, 634 N. 18th St., Philadelphia.
DAVID ROSEN, 855 N. Broad St., Philadelphia 23.
RAKE COIN MACHINE EXCHANGE, 609 Spring Garden St., Philadelphia 23.
SCOTT CROSSE CO., 1423 Spring Garden St., Philadelphia 30.
SPECTOR DISTRIBUTING CO., 812 N. Broad St., Philadelphia 30.
LEON TAKSEN CO., 2035 Germantown Ave., Philadelphia.
ACME NOVELTY CO., 2039 Fifth Ave., Pittsburgh.
AMERICAN COIN-O-MATIC MACHINE CO., 1437 Fifth Ave., Pittsburgh.
ATLAS NOVELTY CO., 2217 Fifth Ave., Pittsburgh.
BANNER SPECIALTY CO., 1508 Fifth Ave., Pittsburgh 19.
B. D. LAZAR CO., 1635 Fifth Ave., Pittsburgh 19.
PENN COIN DISTRIBUTING CO., 500 Craig St., Pittsburgh.
KLEIN DISTRIBUTING CO., 500 N. Craig, Pittsburgh 6.
H. SANDLER NOVELTY CO., 876 High St., Pottstown.
WALTER HEIST, 1023 Greenwich St., Reading.
READING NOVELTY CO., 117-119 Pennsylvania Ave., Reading.
SCRANTON COIN MACHINE EXCHANGE, 1830 Prospect Ave., Scranton.
STERLING SERVICE, 109 Franklin St., Scranton.
ROTH NOVELTY CO., 54 N. Pennsylvania Ave., Wilkes-Barre.
TRI-STATE DISTRIBUTING CO., 500 N. Craig St., Pittsburgh 6.
WILLIAMSPORT AMUSEMENT CO., 321 Hepburn St., Williamsport.

RHODE ISLAND

TRIANGLE VENDING MACHINE CO., 386 N. Main St., Providence 3.
X. L. SALES CO., 959 Hope St., Providence 6.

SOUTH CAROLINA

GEORGE J. YOUNG DISTRIBUTING CO., 120 S. Church St., Florence.
AMUSU NOVELTY CO., 129 N. Spring St., Spartanburg.

SOUTH DAKOTA

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UNITED NOVELTY CO., INC., 110 S. Main Ave., Sioux Falls.

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DIXIE AMUSEMENT CO., 912 Houston St., Chattanooga 3.
KELLEY MUSIC CO., 20 E. Ninth St., Chattanooga.
H. & D. SALES CO., 404 N. Gay St., Knoxville.
PARKER PRODUCTS CO., INC., P. O. Box 1211, Knoxville.
CANIPE DISTRIBUTING CO., 1049 Union Ave., Memphis 3.
DIXIE SALES CO., 682 Madison Ave., Memphis.
MEMPHIS AMUSEMENT CO., 1064 N. Avalon, Memphis.
S & M SALES CO., 1074 Union Ave., Memphis.
AUTOMATIC SALES CO., 119 Third Ave., N., Nashville 3.
HERMITAGE MUSIC CO., 423 Broadway, Nashville 3.
FRANK HIGGINS, 3524 Park Ave., Nashville.
H. G. PAYNE CO., 312-14 Broadway, Nashville 3.
SOUTHERN AUTOMATIC MUSIC CO., 425 Broad St., Nashville.
FRANK SWARTZ SALES CO., 117 N. Third Ave., Nashville.

TEXAS

AMERICAN DISTRIBUTING CO., INC., 2034 Commerce, Dallas.
RAYMOND CARR, 125 Mesquite St., Corpus Christi.
ACME AMUSEMENT CO., 2413 N. Pearl St., Dallas 1.
FISHER BROWN, 2206 Harwood, Dallas.
ARTHUR FLAKE DISTRIBUTING CO., 3230 McKinney Ave., Dallas.
GENERAL DISTRIBUTING CO., 2812 Main St., Dallas 1.
LEADER SALES & DISTRIBUTING CO., 4116 Live Oak St., Dallas.
NATIONAL SALES & DISTRIBUTING CO., 416 S. St. Paul St., Dallas 1.
SOUTHWEST AMUSEMENT CO., 2916-18 Main St., Dallas.
WALBOX SALES CO., 1503 Young St., Dallas.
UNITED AMUSEMENT CO., 2812 Main St., Dallas.
ISLAND DISTRIBUTING CO., 2502 39th St., Galveston.
ACE MERCHANDISE VENDERS, 215 San Jacinto, Houston.
AMUSEMENT ENTERPRISES, 1001 Louisiana St., Houston.
STANDARD MUSIC DISTRIBUTING CO., 1201 Chenevert, Houston 3.
SOUTHERN DISTRIBUTING CO., 1010 Leeland, Houston.
J. N. TAUB & SONS, 909 Franklin Ave., Houston.
JO W. WALKER, 1714 W. Capitol Ave., Houston.
McLARTY MUSIC CO., 2210 18th St., Lubbock.
COIN OPERATING SALES CO., 1524 Main Ave., San Antonio.
PAN-AMERICAN SALES CO., 824 San Pedro St., San Antonio.
UNITED AMUSEMENT CO., 310 S. Alamo St., San Antonio.

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K. C. DISTRIBUTING CO., 99 S. 12 East St., Salt Lake City.
RAINBOW DISTRIBUTING CO., 276 W. First, S., Salt Lake City 1.
J. H. RUTTER, 77 W. Second, S., Salt Lake City.
STEWART NOVELTY CO., 250 S. State St., Salt Lake City.

VERMONT

HAL L. MARCH, 5 Walker Pl., Brattleboro.

(Continued to page 128)

BANG-A-FITTY

The BOWLING GAME of TODAY, TOMORROW and YEARS TO COME



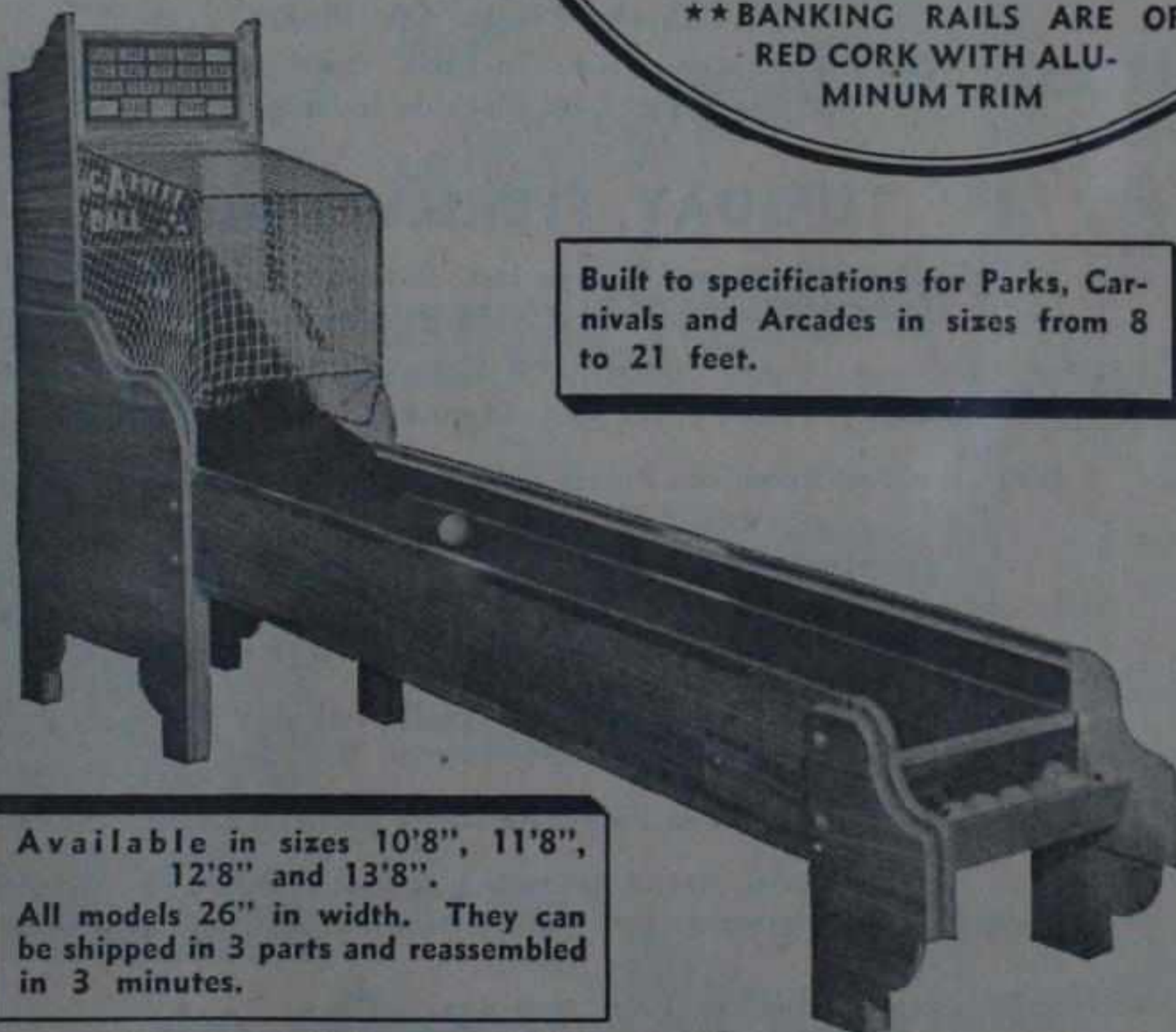
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SPECIAL FEATURES!!

- **FREE RETURN BALL WHEN PLAYER SCORES 500 POCKET. SEPARATE RETURN TRACK.
- **ELECTRICAL MECHANICAL BALL RELEASE UNIT MAKES GAME 100% TROUBLE FREE.
- **ALLEY TRIMMED WITH ALUMINUM MOLDING WILL MATCH ANY MODERNISTIC TAVERNS.
- **COMPLETELY BUILT OF MAHOGANY, BIRCH OR MAPLE HARDWOOD, ADDING TO ITS STURDINESS AND BEAUTY.
- **GREEN CORK LINOLEUM MATTING AND RUBBERIZED FELT COMBINE TO REDUCE NOISE TO A MINIMUM.
- **ALL CUPS ARE COLORED RED, GREEN AND BLUE AND MADE OF 4-PLY BELTING 4 INCHES HIGH.
- **BANKING RAILS ARE OF RED CORK WITH ALUMINUM TRIM

FOR PERFORMANCE AND RESULTS ASK THE OPERATORS WHO OPERATE BANG-A-FITTY BOWLING GAMES EXCLUSIVELY

Built to specifications for Parks, Carnivals and Arcades in sizes from 8 to 21 feet.



Available in sizes 10'8", 11'8", 12'8" and 13'8".
All models 26" in width. They can be shipped in 3 parts and reassembled in 3 minutes.

Models 11'8" and 13'8" will be displayed at the SHERMAN HOTEL, CHICAGO, Booths 71A and 72, Feb. 3, 4, 5, 6, or inquire at your nearest distributor.

"I've tried the rest—I've finally got the best."—J. R. PIETERS, King-Pin Equipment Co., 826 Mills St., Kalamazoo, Mich.

"I like it so much that I've put one in my own game room in the lobby of the SHERMAN HOTEL, CHICAGO, and will welcome all operators who visit there."—KENNETH C. WILSON, Amalgamated Distributors, 226 Mills St., Chicago 6.

"Never mind the quota—just keep on shipping them to me."—OGDEN WHITBECK, Mohawk Skill Games, 86 Snowden Ave., Schenectady, N.Y.

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MEMBER

(Tear Out This Page for Your Personal Use at Convention)

PROGRAM

for

COIN MACHINE SHOW

FEB. 3, 4, 5, 6, 1947

HOTEL SHERMAN, CHICAGO

*Every operator is invited and urged
to attend these meetings and events:*

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Bal Tabarin Room, 6th Floor

Philosophy Forum: "How To Live." Open discussion
by leaders of Coin Machine Industry.

TUESDAY, FEBRUARY 4th

12:00 Noon Luncheon: College Inn. Personal appearances of
celebrities. Address by Dr. Preston Bradley

2:30 p.m.: Public Relations Meeting for whole industry
Speakers: James T. Mangan, Samuel "Curley" Robinson.

5:00 p.m.: West Room and Public Relations Booth—Television Show.

WEDNESDAY, FEBRUARY 5th

10:30 Bal Tabarin, 6th Floor: Vending Machine Forum

10:30 Crystal Room: Discussion of elimination of Excise
Taxes on Phonographs. Chairman: Ray Cunliffe.

2:30 p.m.: West Room and Public Relations Booth—Television Show

7:00 p.m.: Hotel Stevens, Grand Ballroom. Annual Banquet and floorshow
(informal). Presentation of 1946 Public Relations Award—Cadillac car.

THURSDAY, FEBRUARY 6th

1:00 p.m.: West Room. Luncheon and meeting of Arcade Owners.

Registration Lobby Floor starts Sunday, Feb. 2, at 12:00 Noon.

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- ② FALA
- ③ MR. GREGOR
- ④ DUKE
- ⑤ LASSIE
- ⑥ ROYER



When did Pittsburg last win a World Series?

- ① 1907
- ② 1934
- ③ 1919
- ④ 1941
- ⑤ 1925



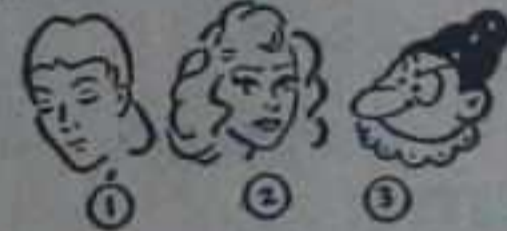
Whose Flag is this?

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- ② FINLAND
- ③ U. S. A.



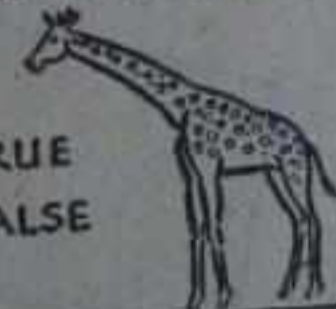
- ④ FRANCE
- ⑤ SPAIN
- ⑥ RUSSIA

Which is Lil Abner's Girl Friend?



A Giraffe has no voice . . .

- ① TRUE
- ② FALSE



The People of this country cannot if they desire, change the constitution

- ① TRUE
- ② FALSE



Who bought Manhattan Island from the Indians?

- ① PAUL REVERE
- ② PETER MINUIT
- ③ WARNER BROS.
- ④ JOHN JACOB ASTOR



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- ① YES
- ② NO



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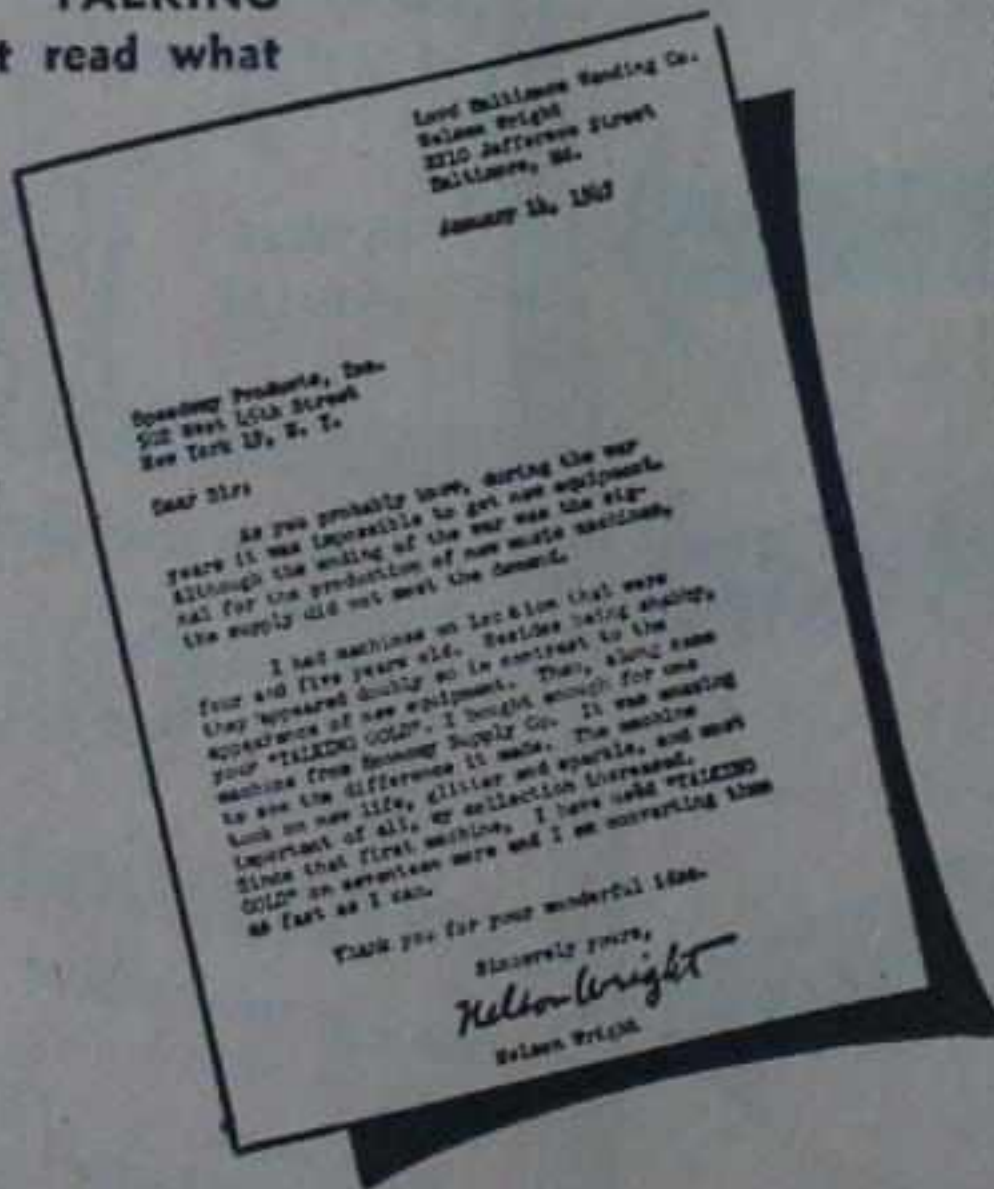


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(Continued from page 124)

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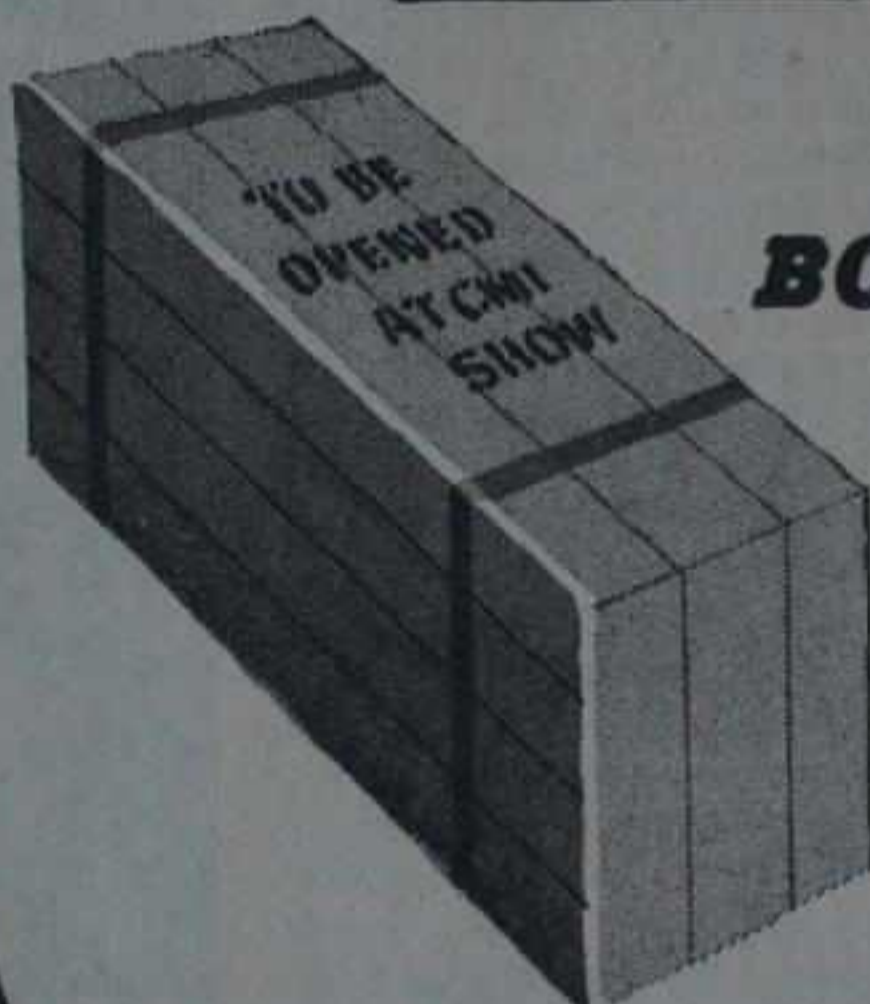
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THE VENDER COMES OF AGE

THE spotlight of interest in the coin machine industry has long been trained upon the "glamour girls" of the industry—the juke box and game machines—while the vending machine has played the role of Cinderella. But, like the heroine of that folk fable, venders are due to reap the reward of faithful, unobtrusive service at last.

In volume, venders account for large part of the entire industry, in terms of capital investment, number of units and gross business alike. Precise figures today are not available and would be somewhat misleading, because the picture is not stable—the industry today is in a field of transition, with production of new machines in practically all types far below demand. An accurate census of today's locations would thus be far under a true normal figure.

\$500,000,000 Business

The most informed sources estimate the total business done in vend-

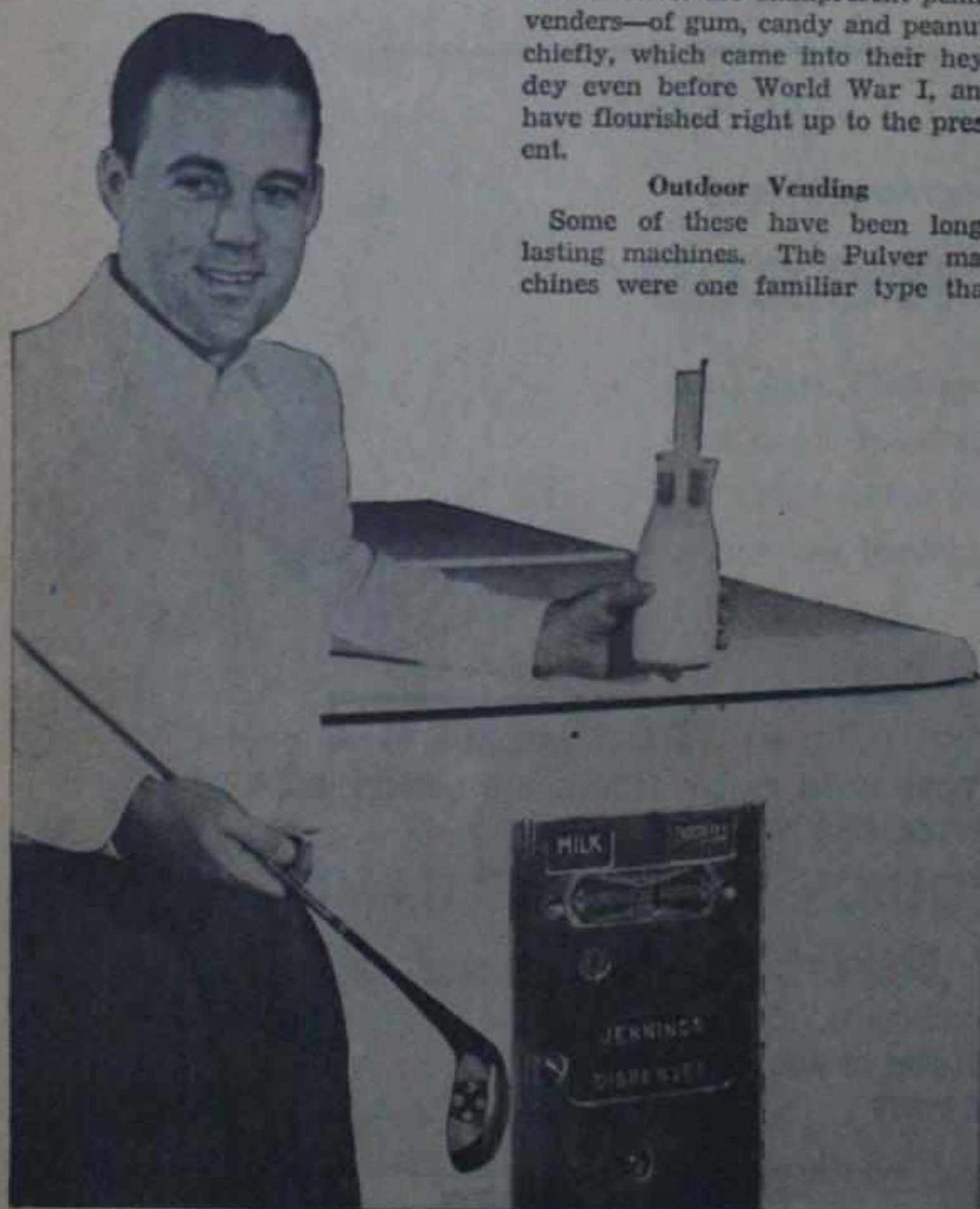
ing machines today at \$500,000,000 annually, with about 3,300,000 vending machines on location prior to the war. This number took a sharp drop during the war, as the penny candy venders virtually disappeared under the combined pressure of scarcity of candy and rising prices. Of these pre-war machines 3,000,000 were penny venders and some 300,000 were grouped in the many other types of venders on the market, with cigarette machines well in the lead.

Here, obviously, is a field of business of sometimes unrecognized significance, accounting for over 1 per cent of the retail trade of the entire United States—say about the entire retail business transactions of such a State as Kansas or Kentucky.

It has grown steadily for at least 40 years—vending machines in fair volume came into the picture around the turn of the century, although predecessors can be found well back in the last century, but not in significant volume. Those whose memories go back three or four decades will recollect the omnipresent penny venders—of gum, candy and peanuts chiefly, which came into their heyday even before World War I, and have flourished right up to the present.

Outdoor Vending

Some of these have been long-lasting machines. The Pulver machines were one familiar type that



MILK VENDERS are a typical example of new coin-operated machines that made a fair start before the war and are now ready to roll off the production lines in quantity. Several manufacturers have entered this field recently. Picture shows O. D. Jennings milk dispenser.



AIR-TRIP INSURANCE vender, called Insurograph, on location in a New York airlines terminal is one of the many new service merchandisers. Others are ticket venders, shoe-shine venders and coin changers.

seemed indestructible, tho now fairly rarely seen. They were common on the outsides of store buildings, and perhaps the citizens of those early days were less destructive than operators report people to be today, with outside location venders of this type a subject to considerable risk of damage by vandals or thieves.

In numbers, the penny venders dominated the vending field and in fact the entire coin machine industry. Other machines—such as the pleasantly recollected chocolate bar venders on the back of every theater seat—were much less in evidence.

Shortly after the first war automatic merchandising ideas grew rapidly, in variety and in practicability alike. There was a period of quick expansion marked by the introduction of automats in New York and Philadelphia, of the elaborate experimental multiple-purpose vending battery in a Detroit drugstore. The industry received a serious blow from the depression, and until the past year has never quite come back to that pinnacle of eager development and experimentation.

Arrested Development

It has seemed, to one who has observed the industry during these years, a case of arrested development.

There were good ideas—no lack of them at times—but rather few large-scale attempts to carry them out. New machines were brought out during the decade before the last war, but they did not bring out the potentialities of genuine automatic merchandising. There were rough adaptations of existing machines for new purposes—a cigarette vender adapted to sell fishing tackle and a candy vender adapted to sell apples in the days when the "apple man" was a familiar street-corner victim of the depression.

One of the most vividly remembered newer machines was a large and elaborate hot popcorn vender, which encountered chiefly service problems that made its success problematical at the time. In a way it typified what was wrong with the vending industry in that period—largely, imagination misapplied. A very ingenious device was cooked up to do a merchandising job expensively, at no significant saving over existing methods of selling popcorn. It was apparently too far removed from economic realities.

Automat Stands Pat

Other good vending ideas seemed to stagnate during this period. Typically the most elaborate perma-

The vending machine, Cinderella of the coin machine industry, begins to reap rewards of long, faithful service, stealing the spotlight from "glamor girls" of the trade, juke boxes and games; estimates place annual business of venders at about \$500,000,000

By HAVILAND F. REVES

ment vending set-up ever known on this continent—the Automat—remained in status quo. The idea has proved eminently successful in a couple of Eastern cities. Once there were plans to extend this type of operation to other cities but they were lost somewhere. Perhaps the operators felt that they had reached the limits of profitable expansion for their own business, but that is scarcely a sound explanation for 20 years marked by no growth in this direction.

Perhaps this special and very successful type of automatic merchandising is not the best that could be devised in its field, but the industry, as far as commercial application goes, has done nothing to prove the contrary.

The soundness of the idea of automatic merchandising has long been proved. Any type of commodity that can be dispensed without essential personal service can be handled by machines if the volume is there to justify it. It is probable that if the potential volume is sufficient to justify stocking a reasonable quantity of the product at a given location, it will succeed with mechanical sales. Personal servicing required, however, whether to handle the product itself or to service the machines, must be kept at a low enough figure to make operation profitable. Prescription drugs, for instance, require careful personal attention, but bulk sales of patent medicines could profitably be handled by suitable machines. If enough people want a given product at a given point of sale, or the consumer can be given reasonable choice of products economically, there is a sound opening for automatic merchandisers.

New Era Here

In the past year signs of a great new era of development of the vender industry have become increasingly evident. Five years of suppressed ideas in mechanical development, during the war, have resulted in a renaissance of designs for new machines. There were a lot of ideas tried out on a limited scale during the war itself, but the scarcity of materials, for one thing, made large-scale development impossible.

Today the best brains of American industry are turning toward mechanical merchandising as they have never done before. Industrial designers, manufacturers, engineers are coming forth with ideas for new types of machines, because they have seen the need for a particular type of vender and have the commercial foresight to envision the possibilities for it. There is a vast reserve of unutilized industrial production ca-

capacity on tap around the country today—an industrial plant expanded during the war. Industrialists are looking for new products, and venders have occupied the attention of large and small firms alike.

Some are on the market already, others are still in the blueprint and experimental stage, may not be ready for a couple of years, but they are coming. Steel and other materials have been too scarce to justify a well-developed production program in almost any line, but in the offing, is a potential revolution by the influx of these new machines and new people.

Mass Market Items

Mostly the designers have sensibly selected machines to vend products for which there is a mass market—soft drinks, milk, refrigerated foods and ice cream—besides the old standby products of cigarettes, candy and nuts. Assorted industrial locations had experience with little publicized types of machines—such as a sandwich venders. Plant management and the workers alike are generally ready to accept further extension of this idea.

But the vender must face the competition of established methods of merchandising. Lunch wagons serving hot food to workers in industrial factories have driven food venders out of the field in some instances. Operators of venders must be prepared to offer equal or superior service at competitive prices.

Here is the essential factor that will determine the soundness of all future growth of the industry—the operator must study his business and operate it as carefully as any other merchant. The old idea that all that was necessary was to place a few machines on location and then go around periodically and fill up with fresh stock and take out the money won't work today. It never did work too well, and the fact that many operators were lulled into believing they were doing a successful business if they kept going thru this routine is a reason for the small average profits sometimes reported for the vending field.

Success Factors

Careful study of location trends, traffic, demands for particular types of commodities and varieties of selection required, frequency of service needs and proper display are principal factors in making for successful vending today. Perhaps the most neglected of all is suitable display and promotion. The average operator does little or nothing to advertise his product in sharp distinction to virtually every manufacturer and every retail location owner he does business with. Dressing up his machines with suitable display and promotional activity in mind should normally result in the maximum sales peak. This is only one of the important phases of sound merchandising practice which the operator who will succeed must learn, as any other business man must learn his own trade's special ways to success.

Yet there is room in the vending field for just about every type of

operation. Typical of a small, stable operation is the familiar postage stamp vender, which has changed little in design in 20 years, but has steadily grown in volume of business done and in potential number of locations. Investment and net profit are small in relation to gross revenue because of the value of stamps sold. The more lively cigarette, candy and beverage vender fields are examples of other types of operation, each attractive to a different type of operator with totally different conditions.

Characteristic of the new trends in automatic merchandising is the increasing interest shown by manufacturers and large distributors of various merchandise products in machines. Beverage and candy firms, for instance, are increasingly aware of the potential market that machines will open to them beyond present sales—and this interest is bound to grow.

Distribution Costs

The growth of vender use is right in line with the trend of the best business thought in America today. Attention has been centered for a dozen years upon reducing costs in the field of distribution. Economists generally agree that manufacturing

costs have generally been brought down near a profitable minimum, but that costs of distribution remain relatively high. Selling, handling and transportation costs are principal factors in keeping this figure up. Much of this cost can be reduced thru the use of machine merchandising when the products to be sold are selected intelligently and properly handled in reasonable volume.

One major drawback of vender operation on a large scale is the relative inflexibility of the average vender as far as price selection is concerned. Coin chutes, in general, cannot be readily changed to accommodate various priced items, and the typical machine is restricted to the familiar penny, nickel or dime. In-between prices are difficult to handle on machines, but this problem is on the threshold of being overcome with new developments in coin chute controls and coin changers.

Such problems can be fairly readily overcome as the spread of vender use makes it profitable to solve them. With the influx of new capital and new minds—many of them eager, active and ingenious returned servicemen—the industry may look forward to a prosperous period of steady and sound growth.



HOT FOOD VENDERS, such as the above automatic hot-dog machine, Speedy Weeny, cook snacks instantly after coin is inserted. Similar venders serve hamburgers, grilled cheese and barbecued beef sandwiches.

WHAT MAKES A VENDER?

WITH an estimated 3,500,000 vending machines — from peanut to ice cream—in operation around the country today and production of new machines starting to reach set levels, the amounts of various metals, plastics, woods and glass used by the industry are attracting wide interest among the suppliers of these materials as a market of great possibilities.

For example, an estimated 50,375 tons of cast steel, 187,500 tons of cold-rolled steel, 48,435 tons of stainless steel, 32,300 tons of copper, 4,350 tons of zinc, 2,850 tons of aluminum, 41,750 tons of brass, 13,000 tons of tin, 4,450 tons of gray iron, 9,375 tons of glass, 4,750 tons of plastic materials and 11,250,000 pounds of rubber compose the annual needs of vending machine manufacturers thruout the nation on the basis of production since the end of the war.

These figures may be dwarfed when manufacturers get into full swing within the following three months. Jake Breidt, president of U-Need-A Venders, Inc., estimates that between 40 and 50 tons of steel will be used daily by his firm in making cigarette and candy venders as soon as they get going full steam. Other manufacturers make similar estimates regarding future production scales.

Hard To Believe

The amount and number of different metals and other materials which go into an ordinary vending machine sometimes reaches the incredible stage. George Thiers, engineer with Spacarb, Inc., states that if all the different metals used in a machine were listed on the outside of the venders, as food manufacturers and packers are forced to do thru the Pure Food and Drug Act, most

As amazing to metals and plastic makers as to coinmen themselves are the variety and volume of materials used in venders

By AL SCHWARZ

people would not think it was possible to have so many in such a small apparatus.

Most firms tried to limit the number of metals in their machines after the war so that concentrated effort could be put behind securing the major metals needed. Other manufacturers decided to sit back until they could get a reasonable amount of all needed metals before starting their production lines.

In the three-flavor soft-drink cup vender made by Spacarb 100 pounds of cast steel, 10 pounds of rubber, 5 pounds of plastics, 325 pounds of cold-rolled steel, 100 pounds of stainless or alloy steel, 100 pounds of copper, 10 pounds of zinc, 10 pounds of wood, 20 pounds of glass, 25 pounds of tin and 100 pounds of brass are used, which explains why introduction of post-war models has been slow in the soft-drink beverage field generally.

These materials total 805 pounds and the actual machine weight is just 807 pounds, which takes care of fractional amounts over the even figures stated. While Spacarb and other firms are putting out smaller venders, the different metals and allied materials involved will remain almost the same—but on a small scale.

More kinds and types of materials go into making a soft-drink machine

than into any other type of vender with the possible exception of a frozen food or ice cream vender. All required in the average cigarette machine are 170 pounds of stainless steel, 10 pounds of gray iron, a few ounces of lead for use in coin rejector magnets and a two-pound mirror.

In the penny vending machine picture it even becomes simpler because only materials needed are a few pounds of gray iron—or stainless steel—brass (in some cases) and the glass globes or glass plates sometimes used in front of penny candy venders. This also is true in the cigar vending set-up, with the possible exception of the multi-column cigar venders.

Similar to the cigarette picture is the biscuit vending machine outlook. Lawrence Reiss, president of Statler Distributors, Inc., states that only 6 pounds of gray iron, 4 pounds of chrome, 122 pounds of steel and a 3-pound mirror are needed to manufacture one of his machines.

Card vender manufacturers find their production problems are the simplest in the vending machine industry. Most are made from wood

with metal bindings. Hardest hit however, at war's end—or shortly thereafter—were the small manufacturers regardless what they were planning to make. Larger pre-war manufacturers managed to maintain fairly large steel stockpiles that held them over during the strike period last year.

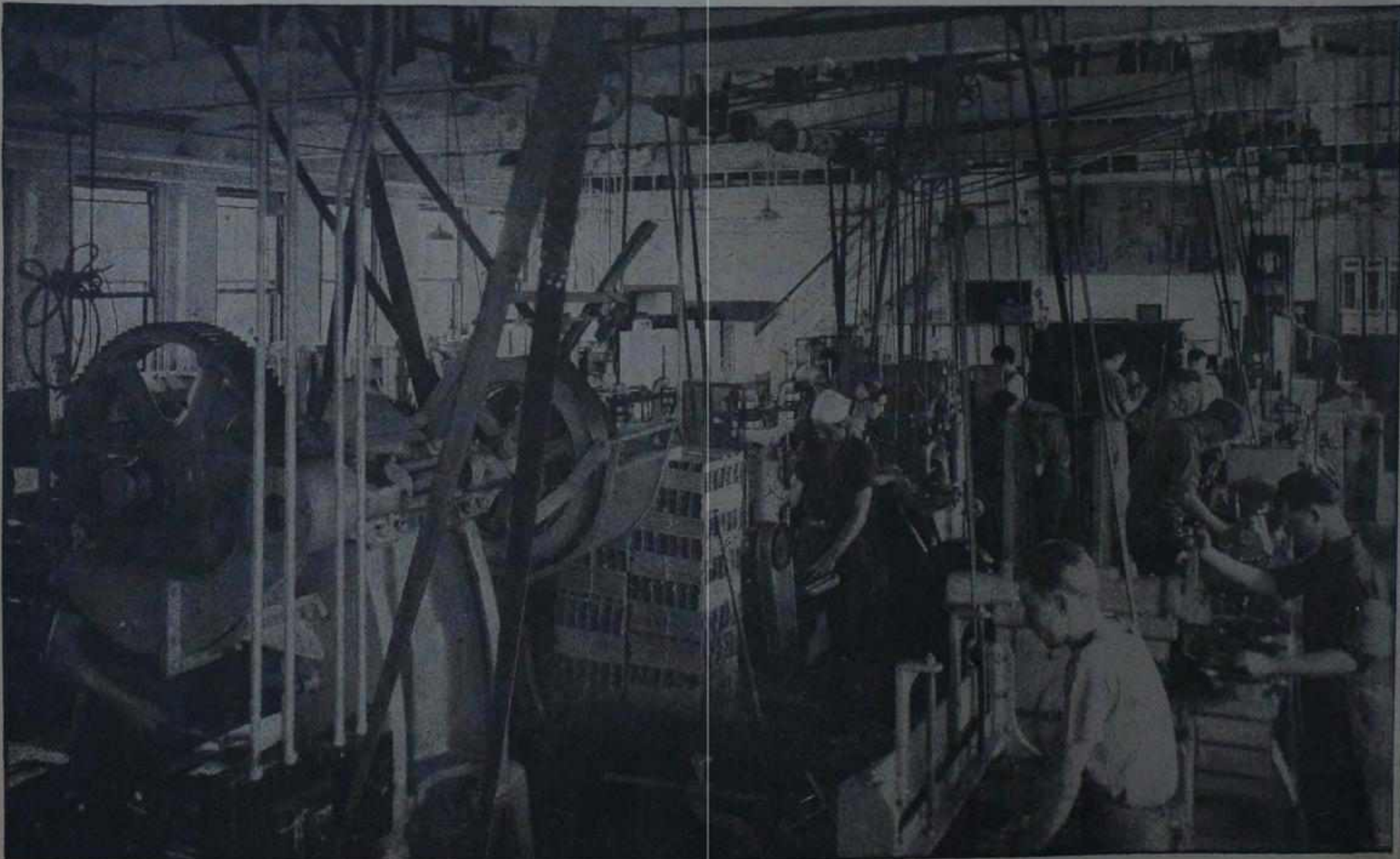
Wartime demand and the post-war acceptance of aluminum by the industry has helped make it the second-ranking peacetime metal in terms of volume produced. Only steel is produced in larger volume at present according to George R. Giggons, senior vice-president of the Aluminum Company of America. It is estimated that 418,000 tons of aluminum was produced during 1946 in the United States.

Estimated steel production for 1947 is estimated at well over 250,000,000 tons, according to Paul Sadler, industrial engineer. Greater production for tin and plastics during this year also are forecast by leaders in the industry.

Closer Studies Planned

As the vending machine industry continues to expand, leaders in the metal industries feel that closer studies will be made by their engineers of vending requirements with the possible result that future machines may be made of other materials than those used at present—these materials probably will cost less and still offer the same or better service. Trade leaders point to the automobile, speedboat and novelty giftware fields for examples of what they feel they can do with a young, expanding market.

IF THE DIFFERENT metals used in a vending machine were listed on the outside of the automatic merchandiser, patrons would think it impossible to have such variety in one device. Pictured above is the sheet metal department of Coan Manufacturing Company.



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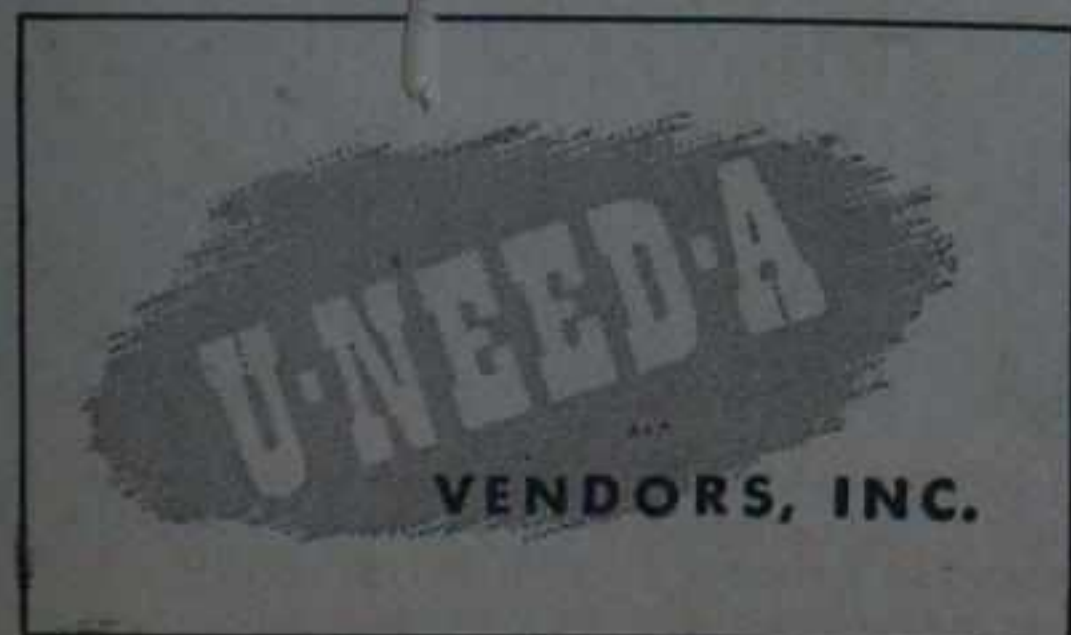
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LUNCH PAILS GET COIN SLOTS

Hot and cold food venders, rapidly advancing from the blueprint stage, present the possibility of an entirely new field for the vending machine operator

By FRED W. AMANN

FIRMLY established as a national habit with the American industrial worker, the dropping of a coin into a machine for simple between-meal snacks is the initial step toward complete machine-vended lunches. With new hot and cold sandwich venders, hot coffee venders, bottled milk machines, ice cream, fruit, candy, nut and gum venders rapidly evolving out of the blueprint stage, in-plant feeding of workers presents a widening field to the vending operator.

During the war, vending machines in plants were termed time-savers and morale builders. They provided a lift to the worker. Because of this, the presence of venders in industrial plants, therefore, was accepted as a way to improve quality and quantity of work, and better relationships of employee to employer. Now, in the post-war era, this fact is being emphasized by the automatic merchandisers when seeking plant locations.

Philadelphia Plan

Encouraged by the great strides machine vending of soft drinks, candy and food made during the war years, a Philadelphia vending machine company in 1945 proposed to vend hot soups, stews, coffee, meat and vegetables thru venders. These coin vended lunches were to have sold for 25 and 50 cents. A row of such venders was expected to handle an entire floor of workers. Evidently lack of materials curtailed this pioneer move. But that it will spring to life again, now that wartime restrictions on materials are lifted and shortages are disappearing, and that it will this time be successfully carried out, is not far-fetched conjecture.

But the vending machine continued to gain plaudits as a contributing factor to the growth of in-plant feeding, altho cafeterias, canteens, mobile units and snack bars were also being used on a large scale to dispense food and refreshment to workers. A survey made in 1944 by a paper cup firm revealed that of all five forms of in-plant feeding, vending machines proved the least objectionable to plant officials.

Cafeteria Headaches

Cafeterias were desirable, the survey discovered, as they served complete, full-balanced meals in wide variety, but were expensive to operate, and in sprawling industries were not easily accessible.

Mobile units, canteens on wheels, etc., were popular because of their great versatility and speed of service. Objections were that this method of in-plant feeding kept workers in the same surroundings (a tiresome thing day after day) and left them standing on their feet.

Vending machines, along with snack bars and lunch counters, offered swift service and were inexpensive and even profitable to management. While disadvantage here was also that there was usually no place for the worker to sit, both management and employees came up with the suggestion that venders be placed in workers' lounges.

From this 1944 survey it can be seen that the vending machine is well adapted to fill in-plant feeding requirements.

Another survey, conducted by the War Food Administration during this same period, covered 2,416 industrial



TIME OUT for this worker means a quick trip to a soft-drink vender.

plants and revealed that four out of five workers were exposed to in-plant feeding of some type—cafeteria, canteen, lunch counter, mobile unit, vender or a combination of these.

WFA predicted, at the conclusion of its survey, that the post-war era would see great expansion and installation of new food venders in industrial plants.

Plants Want More Venders

It was found that 67 per cent of the plants contacted were preparing to increase the number of vending machines, mobile units and snack bars to facilitate in-plant feeding. Factory foremen reported as much as a 4.6 per cent increase of output when workers were allowed a 15-minute afternoon break to munch a candy bar, drink milk or a soft drink, etc.

The most recent survey on in-plant feeding, conducted last year by *Modern Industry*, reveals that permanent between-meal feeding was in effect in one form or another in 69.7 per cent of those plants covered. Vending machines, it was found, had their greatest application in those plants employing from 100 workers and up. Venders were found to be in use, however, in 20.5 per cent of all plants contacted employing less than 50 people.

Broken down, the survey was worked out this way: In plants employing over 1,000 persons, 97.7 per cent of such large plants contacted offered candy to their employees; 79.0 per cent sandwiches; 72.0 per cent ice cream; 30.2 per cent fresh fruits; 95.3 per cent milk; 72.0 per cent coffee; 95.3 per cent cola beverages; 65.0 per cent other soft beverages.

Candy Venders Ahead

In those plants with less than 250 workers, but more than 100, 78.6 per cent offered candy; 33.3 per cent, sandwiches; 7.1 per cent, fresh fruits; 61.9 per cent, milk; 28.5 per cent, ice cream; 35.7 per cent, coffee; 69.0 per cent, cola beverages; 45.2 percent, other soft drinks.

Survey also showed that of those plants contacted that had over 1,000 workers, 37.2 per cent planned to expand their in-plant feeding in one manner or another. Of those plants employing from 100 to 250 workers, 33.3 per cent were planning similar expansion. Venders were thought to be a distinct possibility in both instances.

In response to a survey question on advantages of in-plant feeding, 65.1 per cent of those plants employing over 1,000 workers that answered went on record as saying in-plant feeding improved employee relations; 30.2 per cent said it increased productivity, and 41.8 per cent claimed it lessened fatigue.

Plants having 100 to 250 workers answered the same question in this manner: 59.5 per cent said in-plant feeding improved employee relations; 33.3 per cent claimed it increased productivity; 57.1 per cent said it lessened fatigue.

35.8 Per Cent Use Venders

Coin-operated venders were in use in 35.8 per cent of all those plants covered in the survey; 39.8 per cent had permanent canteens or cafeterias; 16.4 per cent used mobile canteens. Of all industrial plants contacted, only 1.9 per cent expected to curtail between-meal feeding facilities in coming months.

Also brought out in the survey was the fact that in 20.8 per cent of the larger plants reached, between-meal feeding facilities were installed at the request of employees; in plants having 50 to 100 workers, this figure was raised to 28.5 per cent.

It was found that of all reporting plants, 16.4 per cent made no profit on in-plant feeding services; profits of 28.3 per cent went to workers wel-

fare funds; profits of 15.4 per cent went to support employee recreation.

Results of this survey reveal large potentialities which the full lunch-pail-type vender might have during coming years. Meanwhile the between-meals vender service is strictly "business in the blue ink" for operators. Batteries of different venders placed in central locations in plants offer the vendman opportunities for steady, protected profits. His equipment is safer from vandalism than that exposed to every class of society in public places, and as the same people will patronize his machines week after week, he is better able to satisfy their wants.

Commissions as Good Will

For those plants not taking a percentage of vender profits, the operator can assure himself of a permanent, co-operative industrial location by suggesting that this percentage, or a portion of this percentage, go into an employee's welfare or recreation fund. This will increase sales over a long period, for workers will know that when they make a purchase from a vender a portion of that nickel or dime goes into a fund for their own benefit. This is a real talking and selling point when offered as an alternative for direct plant management profit when the operator is seeking new plant locations.

In plants where coverage of venders is adequate and where workers have such a welfare or pleasure fund arrangement with their plant and the operator, it is not unusual for the workers' portion of one year's vender sales to reach substantial sums. This is not to be considered a loss by the operator, for his own net returns also are substantially increased, and will

(Continued on page 136)



INDUSTRIAL PLANTS have termed intramurally located vending machines as time savers. Plant officials claim the presence of automatic merchandisers improves quality and quantity of work, fosters better employee-employer relationship.

YOU HAVE TRIED THE REST—NOW BUY THE BEST

BEST BUY BECAUSE Even—FINER THAN THE FINEST BULK VENDORS

Manufactured by an old reliable, permanent firm. No trouble to secure parts or globes if you ever need same.

MODEL V BOTH TYPES; VENDS

Everything without buying additional parts. All type Salted Nuts, Candy, Candy Coated Peanuts, Charms, Toys, Buttons, 1/2-3/8-3/4 Ball Gum or Marbles, and all type Bulk Merchandise. "WITH NO ADDITIONAL PARTS."

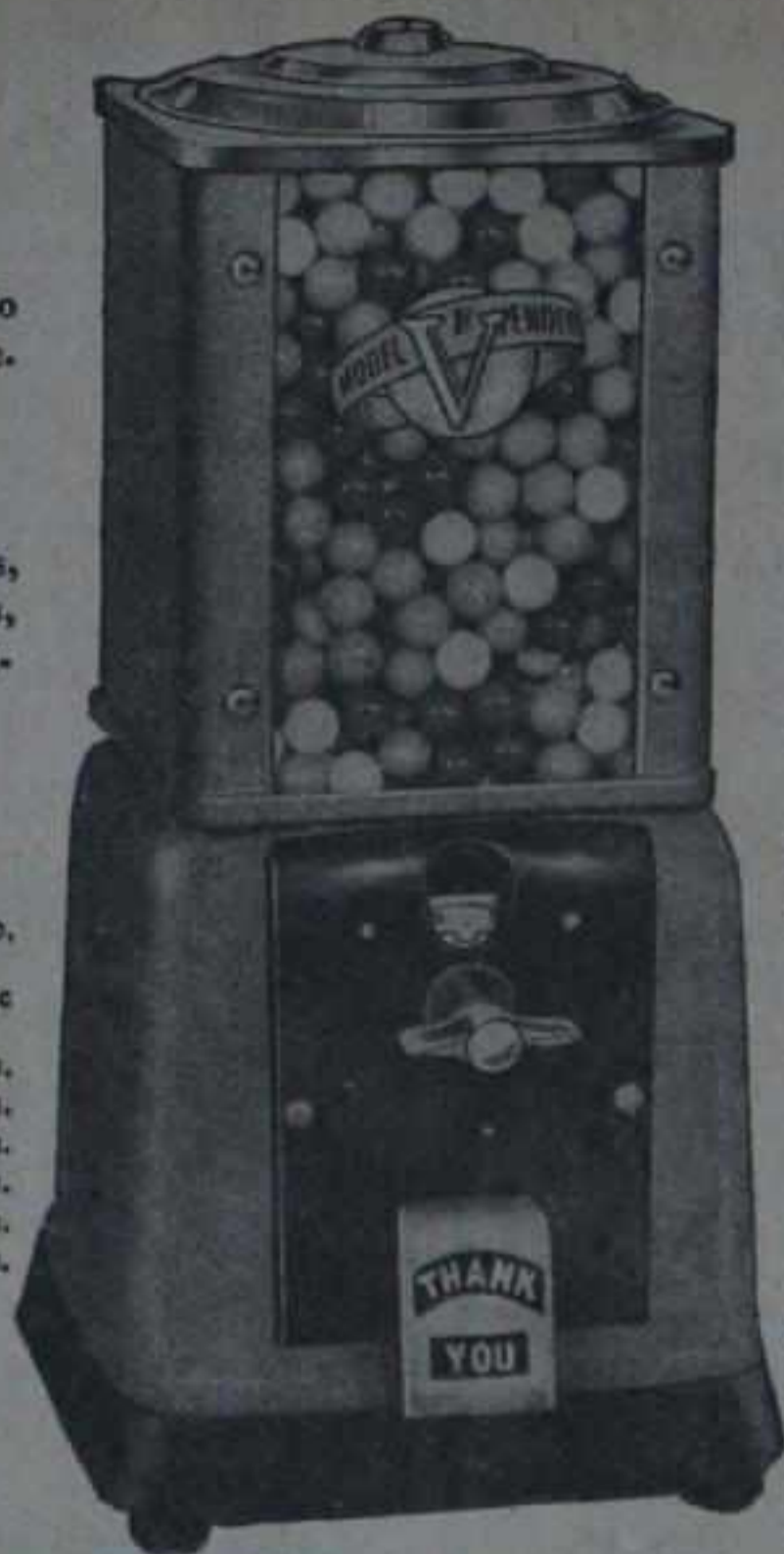
Due to greatly increased production **ORDERS FILLED AT ONCE, BOTH TYPES**

- Model V Globe Type, capacity 5 to 6 pounds bulk merchandise, 1,000 to 1,200 Ball Gum or Marbles.
- Model V De Luxe Type, built of steel, with a transparent plastic front. Capacity 25% more than Globe Type.
- Model V De Luxe Cabinet 5c \$14.75 Ea.
- Model V De Luxe Cabinet Type 1c 13.75 Ea.
- Model V, Globe Type 11.75 Ea.
- Extra Globes for Model V 1.10 Ea.
- Wall Brackets65 Ea.
- Comb. 1c or 5c Coin Counters 1.25 Ea.

Parcel Post Paid on Coin Counters

FULL CASH WITH ORDER - - - F. O. B. FACTORY

MODEL V DELUXE CABINET TYPE



BALL GUM

IS STILL THE A-1 SCARCE ITEM, and from all reports will be until late in 1947. Many Ball Gum Machine Operators have successfully switched to MARBLES and have reaped a harvest of BIG PROFITS DURING THE PAST FIVE YEARS. HOLD YOUR LOCATION WITH BEST SUBSTITUTE.

CAN STILL SUPPLY

Agate — Glass — Assorted **COLORED MARBLES**

AT NEW UNBELIEVABLE LOW PRICES FOR FEBRUARY ORDER SEVERAL KEGS OR BARRELS TODAY AT THESE PRICES

| | |
|----------------------------------|---------|
| Barrel of 50,000 Size 9/16 | \$38.75 |
| Barrel of 40,000, Size 5/8 | 37.25 |
| Keg of 21,000, Size 9/16 | 16.30 |
| Keg of 17,000, Size 5/8 | 15.80 |

SOLID COLOR, CHERRY RED to use as a prize MARBLE \$4.00 Per Thousand

FULL CASH WITH ORDER, F. O. B. FACTORY Shipments are made at once.

BARGAINS GALORE—BY TORR CHARMS — MARBLES AND SALTED NUTS

Spanish Salted - - - - - 19 1/2c Per Pound
Va. Blanched and Salted - - 27c Per Pound
30 or 30,000 Pound.
No C. O. D.'s, Please — F. O. B. Phila.



\$145.00 COLUMBIA

TWIN JACKPOT BELL

The Columbia Twin Jackpot Bell is smartly styled in dazzling, durable Hammerloid; its operation is silent and its mechanism trouble free—changeable to 1-5-10-25c play; hence you get the service of four machines for the price of one—plus double slug protection!



\$65.00

A. B. T. CHALLENGER

For a gun game that hits the bull's-eye of day-after-day big returns you can't beat it!



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 | 5 GR. | 4.95 | | |
| GOLD WEDDING RINGS | 5 GR. | 5.75 | | |
| WHITE PLASTIC SKULLS | 4 GR. | 16.50 | | |
| GLASS DICE, LARGE SIZE | 6 GR. | 19.75 | | |
| GLASS DICE, MEDIUM SIZE | 6 GR. | 15.75 | | |
| GLASS DICE, SMALL SIZE | 1,000 | 10.50 | | |
| 1/2-INCH SILVER SHEEN JINGLE BELLS | 1,000 | 7.50 | | |

IF YOU ARE LOOKING FOR CHEAP CHARMS—I GOT 'EM TOO

ASSORTED CHARMS, ALL BRIGHT COLORS

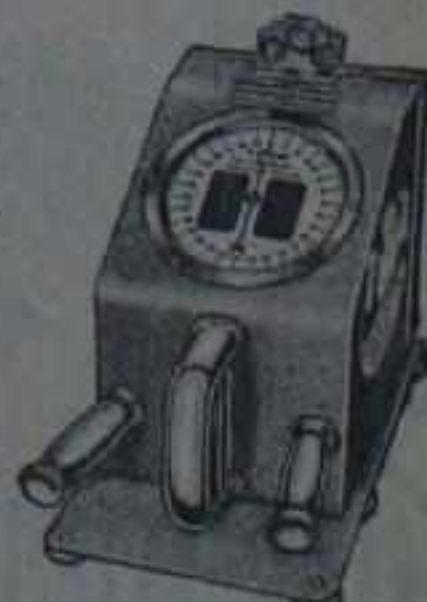
| | | |
|--------------------|---------|---------|
| FLAT PLASTIC | 1,000 | \$ 2.90 |
| FLAT PLASTIC | 10,000 | 27.50 |
| FLAT PLASTIC | 100,000 | 250.00 |

Full cash with order. I pay the parcel post charges. DOES YOUR SUPPLIER DO THIS? It makes a difference on cost.

GOTTLIEB'S 3-WAY GRIPPERS

This "personal" strength tester "gets" 'em all on the way by . . . is a big moneymaker in any location!

\$39.50



Marvel's 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.

POP-UP WILL TRIPLE YOUR PROFIT! FULLY METERED—NO COIN COUNTING NECESSARY.



PRICE \$49.50 F.O.B. Factory

ACCURATE COMPETITIVE SKILL SCORING



ROY TORR

GIVING FRIENDLY SERVICE TO OPERATORS FOR 37 YEARS

LANSDOWNE, PA.



IT'S HERE
THE NEW SENSATIONAL

Supreme

SANITARY FOLDERTYPE
POSTAGE STAMP MACHINE

Supreme APPEARANCE

SUPREME has a gleaming white front with an attractive two-color design which adds a decorative touch to every location.

Supreme PROFITS

And repeat orders are sure things with SUPREME, the ideal operator's machine.

Supreme DESIGN

The SUPREME mechanism is sturdy, simple and faultless. The mechanism is instantly removed and serviced.

Supreme PERFORMANCE

SUPREME is a duplex machine with one push rod operating both sections which eliminates all risks of jamming. SUPREME always gives a PERFECT PERFORMANCE!

Territories are now available for wide-awake salesmen or distributors to sell SUPREME, the Sanitary Foldertype Postage Stamp Machine. Only those with experience selling to operators need apply.

Write, wire or phone

POSTAGE STAMP MACHINE CO.

33 WEST 60 STREET NEW YORK 23, N. Y.
Columbus 5-6464-5-6

LUNCH PAILS GET COIN SLOTS

(Continued from page 134)

stay high because of worker and management satisfaction.

Multiple Advantage

Regarding "adequate" coverage of venders in an industrial location, it is better to have a number of machines in a plant than one or two. Thus workers will not waste their employer's time seeking out a lone vender. One national distributor of vending machines suggests one machine for every 50 to 75 workers.

Helping operators decide where and how many venders to place in a plant, and what to place in the machines, are these factors which he can check: number of people employed in the plant; number of floors; number of shifts; number of young people; other food sources available; type of work done in the plant.

Keeping machines filled is a must for all vending locations. It is of special importance to the operator with industrial locations. The reason for this is evident; while empty venders will hurt the operator with public locations, his customers, upon finding the machine empty, can always turn to other venders in the course of the day or obtain the desired item over the counter. Thus the average customer, while he will at first resent finding the vender unable to satisfy his want, will, after he later obtains the desired item, forget about his earlier disappointment in 9 out of 10 instances.

With the industrial location, however, a decidedly different picture is presented; the customer is compelled, usually, to remain indoors for entire shifts, and should the machine be empty of the particular item he wants he cannot make his purchase elsewhere. In this case, the person forms a very uncomplimentary opinion of vending machines and vending machine operators. This adverse opinion only grows as the day progresses and he often complains to the plant management. Prompt, frequent servicing eliminates this problem.

Supplement Other Feeding

In the larger plants, vending machines usually supplement the cafeteria, mobile canteen, etc. Smaller plants, however, look askance at the idea of granting concessions to restaurant operators whose performance in such locations has not been too satisfactory. Venders are the logical answer for these plants, providing as they do food and refreshment to employees without bringing about an increase in plant overhead costs.

Now that the free-spending policies that most plants embraced during the war years are over, and economy again becomes a prime requisite, industrial concerns are turning a favorable eye on the advantages of having coin-operated food and soft drink dispensers on their premises. And they have discovered that in-plant feeding via vender not only does not cost them money but actually increases plant profits two ways; thru plant's percentage take on vender sales and thru increased efficiency and output of their workers.

The day of coin vended industrial lunches is not too distant; for the present, machine vended between-meal snacks "are going great guns" and constitute a fertile field for the profit-wise vendman.

Helen Tindall Joins Berlo

PHILADELPHIA, Jan. 25. — Berlo Vending Company announced this week that it has appointed Helen Tindall as supervisor in the Delaware and Southeastern Pennsylvania territory. Miss Tindall was formerly assistant manager of the Arcadia Theater, Wilmington, Del.

SALESMEN and DISTRIBUTORS

WANTED

FOR THE

NEW PIONEER 5¢ HOT NUT VENDOR ★

... A great new profit opportunity for wide awake, reputable salesmen in all parts of the country. The new Pioneer 5¢ Hot Nut Vendor is a "natural" for quick, big business in all types of locations. Qualified salesmen or distributors will be guaranteed exclusive territory on quota basis.

NOTE THESE SUPERIOR FEATURES

- Removable sanitary and adjustable baffles (controlled profits for the operator).
- 30 SECOND ON THE SPOT access to the mechanism (less trouble for the operator).
- Will vend all types of nuts (more money for the operator).
- Large cash drawer protected by National Lock (sure protection for the operator).
- Simplified mechanism... maintenance reduced to absolute minimum (a great time-saver for the operator). Large bowl holds six pounds (more money in the till—fewer stops for the operator).
- Blinker-light cap and highly polished aluminum housing for greater attention value (more and better locations for the operator).
- Vital moving parts OF BRASS for longer wear (trouble-free operation for the operator).
- Electrical costs to operate machine is less than a penny a day.
- Completely equipped with cup dispenser or bag holder... an added convenience for the customer.

• THEN ACT AT ONCE! • Write, Wire or Phone for Complete Information.

PIONEER DISTRIBUTING CORP.

MANUFACTURERS

1115 Poplar Grove St. Baltimore 16, Md.

START A ROUTE WITH ONE OR MORE VENDORS



IMMEDIATE DELIVERY

SILVER KING VENDORS
1¢ or 5¢.
\$13.95 each.
Lots of 25 or more,
\$10.00 each.

ALSO IN STOCK
Victor Model "V" Vendors,
Globe Type,
1¢ only,
\$11.75.
Cabinet Type,
1¢ or 5¢,
\$13.75.

Both types can be changed to handle Bulk Merchandise, including Ball Gum, without cost.

WISCONSIN NOVELTY CO. of Milwaukee
3734 N. Green Bay Ave. Milwaukee 5, Wis.

VENDING MACHINE OPERATORS

We are State distributors for Samuel Eppy's Plastic Charms and have them in stock at the following prices:

Assorted Charms. Per M \$4.00
Alphabet Letters. Per M 5.00
Wise Crack Buttons. Per M 6.00

We Pay Postage—Immediate Delivery.
1/3 With Order, Balance C. O. D.

GEORGIA AUTOMATIC CO.

P. O. BOX 223 DECATUR, GEORGIA

Special Offer

500¢ Ball Gum
10 5¢ Cabinet Type Model V
100 1¢ Deluxe Cabinet Type Model V
All the above for \$1935.00.

BRAND NEW MACHINES.

For Full Details Write
P. O. Box 625
Port Huron, Mich.



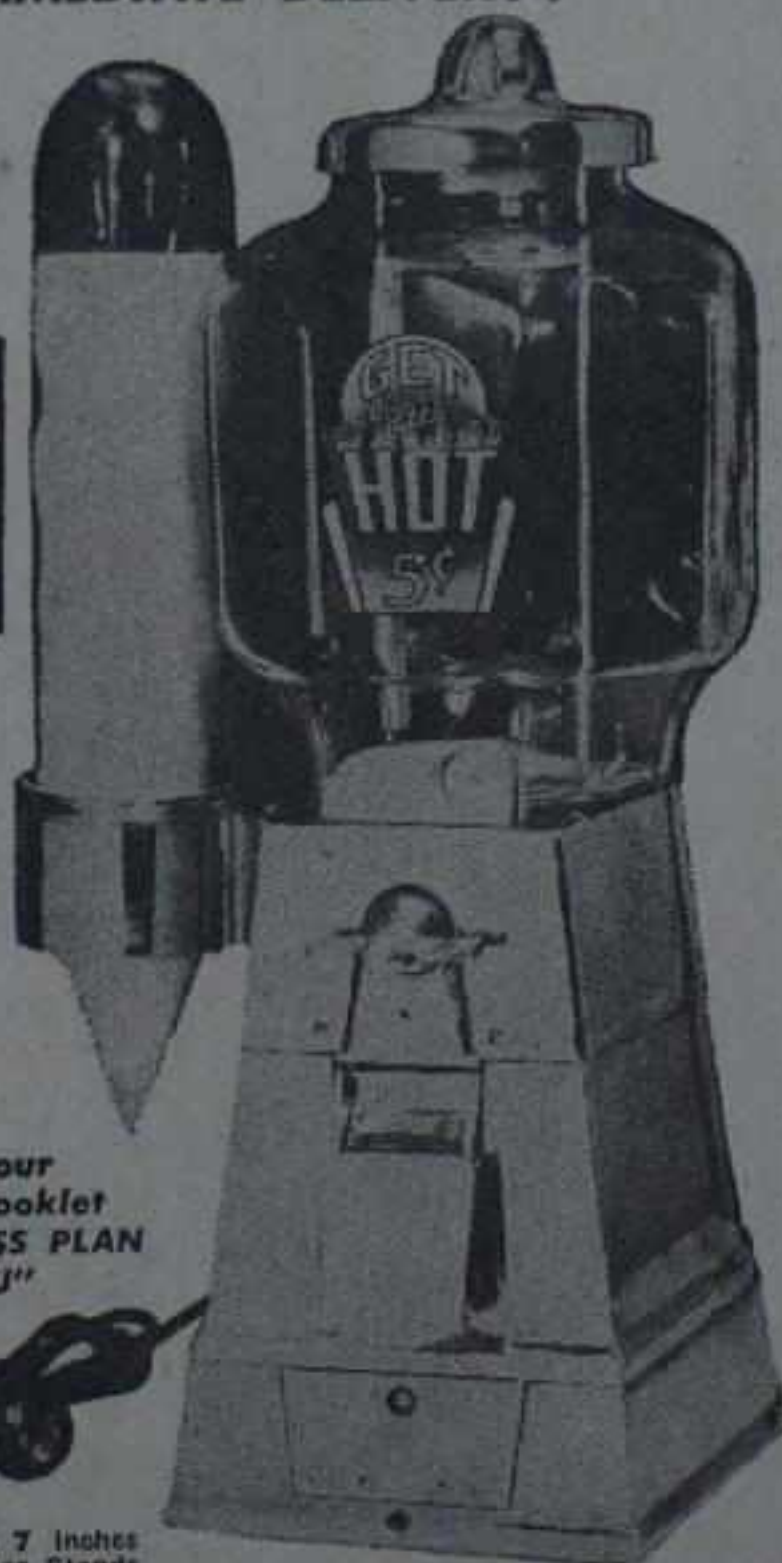
OVER 40,000 SOLD! ORDER NOW—IMMEDIATE DELIVERY!



5¢ HOT NUT VENDOR

Beautifully designed and well constructed of strong, highly polished aluminum castings with a crystal-clear globe to display the nuts most appetizingly. A "Flasher" calls attention to the machine to insure maximum sales.

The Asco 5¢ Hot Nut Automatic Dispenser is a fool-proof vender that will produce big profits for you.



Send for our Illustrated Booklet "ASCO BUSINESS PLAN FOR YOU"

ASCO'S NEW 1947 ALL PURPOSE MODEL

Dispenses All Bulk Products, Including Bulk Panned Confections and Pistachio Nuts.

SEE US IN BOOTH 105 AT THE CMI SHOW



Height 21 inches. Base 7 inches wide, 9 inches deep. Floor Stands and Wall Brackets available.

ASCO VENDING MACHINE EXCHANGE

55-57-59 Branford Street Newark 5, N. J.
Blgelow 3-7744-5

THIS WEEK'S SPECIALS

PISTACHIO NUTS

QUEEN SIZE
RED COLOR
64c PER POUND
25 LBS. TO A CARTON

NOTICE!

In last week's ad price for above was listed incorrectly. Correct price is 64c.

BOSTON BAKED BEANS

33c PER POUND
35 LBS. TO A CARTON

1/2 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

Rockwood-Froedtert Merger Is Reported

NEW YORK, Jan. 25.—Proposal for merger of Rockwood & Company here with Froedtert Grain & Malting Company, Milwaukee, was announced to stockholders of both companies by presidents of the two firms.

Rockwood is one of the largest makers of chocolate products, including candy bars, coatings and cocoa, while the Milwaukee firm is reputed to be the world's largest commercial maltster.

Detailed plans for the merger, it was announced, are now being readied for submission to stockholders by H. Russell Burbank, Rockwood president, and Kurtis R. Froedtert, president of the malting company.



DuGrenier
Champion, 475
Pack Capacity,
\$110.

CIGARETTE MACHINES

- Unedas, brand new,
8 cols. \$154.50
- 6 cols. 144.50
- Model 500, 15 cols. 125.00
- Model E, 8 cols. 55.00
- Rowe, 150 pack cap. 32.50
- Royals, 10 cols. 105.00
- Imperials, 8 cols. 70.00
- National 9-30, 9 cols. 72.50

CANDY MACHINES

- Rowe, 120 Bar Cap \$ 95.00
- Rowe Deluxe Model with
Lights, 120 Bar Cap 115.00
- Unedas, 102 Bar Cap. . . 70.00
- Advance, 64 Bar Cap. . . 37.50
- National 9-18 Standard,
162 Bar Cap. 110.00

Penny Inserting
Machine \$25.00 and up

One-Third Deposit With Orders—Balance C. O. D.
PARTS AND MIRRORS AVAILABLE FOR ALL MODELS!

UNEEDA VENDING SERVICE

"THE NATION'S LEADING DISTRIBUTOR OF VENDING MACHINES"
NEW ADDRESS: 166 CLYMER STREET BROOKLYN 11, NEW YORK

VENDIT

Sells More Candy • Pays More Profits
The VENDIT Corporation
2946 W. Grand Ave. Chicago 22, Ill.

NEW 5c HOT PEANUT VENDING MACHINES

With cup dispensers attached. Best buy in hot nut vendors. Limited supply. Save money by sending now for information.
The Billboard BOX D-422 Cincinnati 1, O.

"SPECIAL"

- 50—5c ROWE 8-Col. CANDY MACHINES, Ea. \$85.00
- 50—1c-5c Comb. Nut Vendors, Ea. 8.95
- 15—1c BINGO Counter Games—clean, Ea. 9.95
- BRAND NEW 1c—Also, 5c COLUMBUS NUT VENDERS, WRITE FOR FREE CIRCULAR.
- BOSTON BEANS—38c lb. WANTED: U-NEED-A-PAK CANDY VENDERS, 5c Also HOT PEANUT, NORTHWESTERN DELUXES, ROWE CIGARETTE MACHINES.
- We have U-NEED-A-PAK 25c CHANGE-OVER PARTS.

CAMEO VENDING 432 West 42nd, New York 18, N. Y.

CIGARETTE MACHINES REAL BARGAINS

- READY FOR LOCATION
- National 9-30 \$ 52.50
 - DuGrenier W's, 9 Col. 47.50
 - DuGrenier 7 Col. Mod. 5. Ea. 27.50
 - DuGrenier Champs, 9 & 11 Col. 75.00
 - U-Need-a-Pak, Model 500, 15 Col. 95.00
 - U-Need-a-Pak A, 9 Col. 65.00
 - U-Need-a-Pak A, 6 Col. 50.00
 - U-Need-a-Pak Monarch, Like New, 6 Col. 110.00
 - U-Need-a-Pak Monarch, Like New, 8 Col. 120.00

What Have You To Sell?
Half Deposit. Phone: BA 9-0606
HARRIS VENDING
2717 N. Park Ave. Philadelphia, Pa.

CIGARETTE VENDING MACHINES

- Refinished Like New—Ready for Location.
- Each
 - DuGrenier 7-Col. Champion \$80.00
 - DuGrenier 7-Col. VD 52.50
 - DuGrenier 8-Col. W 52.50
 - DuGrenier 9-Col. Champion 85.00
 - U-Need-a-Pak 5-Col. E 37.50
 - U-Need-a-Pak 6-Col. E 47.50
 - U-Need-a-Pak 8 & 9-Col. E 57.50
 - U-Need-a-Pak 12-Col. E 60.00
 - National 9-30 65.00
 - Rowe Imperial 6-Col. 50.00
 - Rowe Imperial 8-Col. 57.50
 - 1/2 Down Payment, Balance C. O. D., F. O. B. New York City.
- WHAT HAVE YOU FOR SALE?
N. Y. VENDING MACHINE EXCH.
418 Broadway Brooklyn, N. Y.
EVergreen 8-7870

Exp. Beverage Cup Dispenser
SALESMAN-ENGINEER AND OPERATOR
Wants Connection With Mfr.
Exp. in Carbonation Refrig., Design, Operation
—Make Own Syrup and Extracts—Sales and Franchises.
RAYMOND ANDREASON
6809 N. Rockwell Ave. CHICAGO, ILL.
Phone: Ambassador 2840

There is a **NEED** for a Million
POPCORN MAIDS

Taverns ... Drug Stores ... Confectionery Stores
Cigar Stores

DELIVERIES NOW BEING MADE

OPERATORS! Here is the answer to your need for Extra Profits! Extra Sales!

POPCORN MAIDS now on location are proven money earners, **OUT-EARNING** all other existing types of popcorn machines. Simple Operation! One-quarter turn of the handle delivers a two-ounce serving of hot-fresh pop corn. **NOT COIN OPERATED!**

CHECK THESE FEATURES

- Holds 7 1/2 Gals. of Popcorn—approx. 32 servings
- Heated—thermostatically controlled
- Chute allows filling bowl, box or bag
- Easily cleaned—hinged top—disassemble entire machine by removing 3 screws
- Porcelainized steel grey finish—red trim
- Stainless steel and aluminum construction
- Passed by Underwriters' Laboratories, Inc.
- Electric Light inside—37" high—17 1/2" Wide—15" Deep at Base—9" Deep at Top

Trouble-Free Operation — No Mechanical Failures
TERRITORIES STILL OPEN FOR OPERATORS

MESSICK & KOLBA, INC.

130 N. Wells St., 19th Floor Dearborn 1582 Chicago 6, Ill.



\$60

In Quantity Lots

\$75

Single Machines

1/3 Deposit — Balance C. O. D. — F. O. B. Chicago

BIG BOTTLE PINCH ON WAY

See Vender Supply Hit

Glass shortage teams with failure to recover empty bottles to cause headache

CHICAGO, Jan. 25.—Operators of bottled beverage venders may soon be affected by a serious curtailment of supplies because of a shortage of bottles which may last from 12 to 18 months, according to estimates of manufacturers of glass containers.

While operators now may be receiving soft drink supplies adequate to meet cool weather demand, these sources are looking for increasing supply needs as the season advances. It is obvious that a shortage of bottles would have the same effect on the vending trade as a shortage of the beverage themselves.

Venders, too, will have to watch their empties more closely than ever. A large Ohio rubber manufacturer found recently that hundreds of dollars' worth of bottles were being lost monthly because of the failure of employees to place empties in racks near vending machines.

Empties Campaign Bogs

Present shortage, which has plagued the industry in varying degrees since the beginning of the war, is still more serious in view of the fact that return-the-empties campaigns don't have the assistance of general salvage drives that were conducted during the war years, manufacturers declare.

Shortage is caused by a number of factors, including vastly increased demands for glass in manufacturing of all kinds; increased demand for glass containers of all types, including containers for many products that have been packed in tin heretofore (See Big Bottle Pinch on page 142)

Vended Beer Seen Possibility Soon

ST. LOUIS, Jan. 25.—Possibility of selling bottled or canned beer thru automatic merchandising machines was discussed this week at the annual sales meeting of the Anheuser-Busch Brewing Company here.

Machine under discussion was the Beertender, manufactured by the United States Vending Corporation, Chicago. Machine will handle a variety of products simultaneously, including beer, sandwiches, potato chips and pretzels, customer choosing desired article by means of a selector. Vender can be stocked with a maximum of 10 brands or products, with a capacity of 220 articles.

Lehigh To Have Chi Show Headquarters At Ambassador West

EASTON, Pa., Jan. 25.—Lehigh Foundries said this week that Frank E. Schumann, president; M. J. Auerback, vending division manager, and Sales Manager Neill Mitchell will have headquarters at the Ambassador West Hotel, Chicago, during the Coin Machine Show.

Bernard Spira, representing Standard Vending Machine Sales Company, Cleveland, Lehigh distributor, will also be present.

Frozen Food Group To Meet in Boston

NEW YORK, Jan. 25.—The 1947 Frozen Food Institute convention and educational congress will be held in Boston March 31-April 4 at the Horticultural Hall, it was announced this week.

Convention headquarters will be at the Copley Plaza Hotel.

Sugar Situation Still Is Vexing Problem; Definite Solution in 1947 Unlikely

Greater supplies seen nullified by world conditions

NEW YORK, Jan. 25.—Sugar situation, of prime importance to coinmen vending soft drink, gum and candy products, is still pretty much of a vexing problem offering no definite solution even in 1947. Greater sugar supplies are promised this year, but world conditions tend to nullify this increase insofar as immediate benefits to American industry are concerned. On the home legislative front, some spokesmen see danger in premature decontrol of sugar, saying after five years of high employment and increased purchasing power it is impossible to estimate how much sugar it would take to fill demand in first year of free trading.

Fuchs & Company, sugar broker of this city and Philadelphia, in a report last week stated that general opinion held that a larger but still insufficient world supply of sugar would be realized during this year. Opinion was based on these facts: current Cuban sugar crop, estimated at 5,800,000 tons, will be second largest in history, comparing with 4½ million tons last year; U. S. domestic beet production will likely reach 1,900,000 tons and sugar cane output in Florida and Louisiana may increase; an increase of 20 to 30 per cent is expected this year in European sugar production.

Offers No Guarantee

In spite of these increases, however, it remains uncertain how much more sugar America will get, as some countries previously exporting the crop now import it, due to destruction of crops and lands during the war. Among these are Java, which formerly exported 2,000,000 tons of sugar annually, but had to import sugar this year for home consumption; Philippines, exporting about 1,000,000 tons in pre-war days, must now import sugar.

Ordinarily, world population consumes about 34 million tons of sugar a year, so this year's indicated supply of 30 million tons will still fall short of demand, as did last year's 27 million tons. Secretary of Agriculture recently disclosed, however, that U. S. industrial consumer's allotment could be increased by April 1 from 60 per cent of 1941 base quantity to 70 per cent; it was indicated, moreover, that during or even before the third quarter this year a 5 to 10 per cent increase would be granted to industrial sugar users.

On the total decontrol issue Earl B. Wilson, president of the California & Hawaiian Sugar Refining Corporation, Ltd., said that the free market status of sugar should be accomplished sensibly so that stability of prices and equitable distribution are assured during the decontrol period. According to Wilson, present sugar situation facing country has grown more critical than similar 1920 picture when refined sugar skyrocketed from 9 cents a pound to 26 cents in the five months from December 5, 1919, to May 29, 1920, and then declined to 8 cents a pound at end of 1920.

Early lifting of controls, Wilson said, would result in fluctuating markets which would result in economic disaster to jobbers and manufac-

turers. Short sugar supplies in a free market would mean that the small manufacturer would receive less than he did in 1946 because most sugar would probably go to aggressive speculative interests, he added.

At present, Department of Agriculture is contacting various branches of the sugar industry in an endeavor to learn what recommendations for gradual decontrol will be offered. The department and the government, it is evident, wish to get out of the wartime sugar program whenever conditions make this move possible.

YOUR BEST BUY!

These Scales Will Be on Display at Booth No. 145, CMI Convention

Arist-o-Scale Mir-o-Scale



Three modern, accurate weighing scales will make extra profit for you in any of your locations! Black porcelain foot base. Takes only 12" by 20" floor space! Aluminum cast column for strength and lightness! Baked enamel finish. Simple, foolproof weighing mechanism!

Arist-o-Scale, Ea. \$115.00
Mir-o-Scale, Ea. 125.00

F. O. B. Oak Park, Ill.
1/3 Deposit,
Balance C. O. D.

★ Send for Free Leaflet ★



IMMEDIATE DELIVERY!

Single Lots
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Victor Model "V" Vendors. Handle ALL KINDS of nuts, candies and ball gum with no extra attachments required.

Model "V" 14 Standard Finish (glass globe). Each. **\$11.75**

Model "V" 16 Deluxe Cabinet (as pictured). Each. **\$13.75**

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Terms: 1/2 Cash With Order, Balance C. O. D.



Brand New LATEST factory model Shyman Triple Stamp Vendors. Vends 1¢, 2¢ and New 5¢ Air Mail. Compact size! Foolproof! Sold ONLY to operators.

Price, \$39.50 each. **IMMEDIATE DELIVERY!**

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R. H. Adair Company
8924-26 Roosevelt Rd.
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Folders—New, time saving multiple type only \$18.75 for 25,000 which return gross profit of \$250.00 when sold thru the machines!



Lehigh PX CIGARETTE Vender

DEFINITELY AN OPERATORS MACHINE

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STANDARD VENDORS DIVISION
LEHIGH FOUNDRIES INC., EASTON, PENNA.

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NEW 5 CENT BULK VENDOR

FOR ALMONDS, PECANS AND MIXED NUTS. VENDS A GOOD PORTION AT HIGH PERCENTAGE OF PROFIT.



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Oppose Wis. Bill To Ban Cig Venders

Milwaukee Ops Speak

MILWAUKEE, Jan. 25. — Bill which would prohibit sale of cigarettes and tobacco products thru vending machines thruout Wisconsin, introduced in the State Legislature January 10, is being opposed by vending machine operators here as "unjust, unfair and completely illogical."

Backed by a local newspaper and the Parent Teachers' Association here, the proposed act is claimed to be a move to keep tobacco away from minors. The State senator who introduced the bill asserted that after investigation he had come to the conclusion that the majority of minors who smoke get their cigarettes from vending machines.

Attorney Presents Case

Vending machine operators, who long have stood on the ground that such a bill will never eliminate the evil which it seeks to curb, will present their position thru their United Vendors' Association attorney, it was disclosed.

Leading operators in the tobacco vending trade expressed the attitude of operators, who in the past have sought to co-operate in discouraging use of tobacco by minors.

Said Ray J. Ernster: "That bill would put me out of business. And what good would it do? What the senator doesn't seem to realize is that he is doing harm without doing any good. If minors want to smoke they will get their cigarettes anyway. All they have to do is go in mother's purse or dad's pocket."

Spheeris' View

Andrew M. Spheeris, general manager, Spheeris Bros. Tobacco Company, declared: "This bill would not only put most Milwaukee venders out of business, but it would cut the State off from much of its license revenue. Now all operators pay a flat fee for handling vending machines, in addition to a business tax. If machines were removed, the proprietor would have to buy the license himself if he wished to continue to sell tobacco. If the bill passed, the State probably would lose both fees in many cases."

Herbert Geiger, Geiger Candy & Tobacco Company, said: "I understand that there are close to 2,000 tobacco vending machines in Milwaukee. These are placed in taverns, restaurants, railway stations and factories. All of these locations bring in a steady revenue to the State, and to the city, too. Machines are a convenience for our citizens, many of whom are in too great a hurry to wait until a clerk can wait on them. Great majority of machines are in taverns or factories where minors cannot get at them. The few we have in restaurants cannot possibly furnish the many cigarettes which it is claimed the youngsters are smoking. We believe the pressure being applied for passage of the bill is misplaced, because forbidding a habit has never stopped it. This bill would merely hurt our venders without solving anything."

'Bama Town Ups Truck Tax

PRICHARD, Ala., Jan. 28.—Action taken recently by the city commission raises the 1947 tax on trucks carrying soft drinks to \$7.

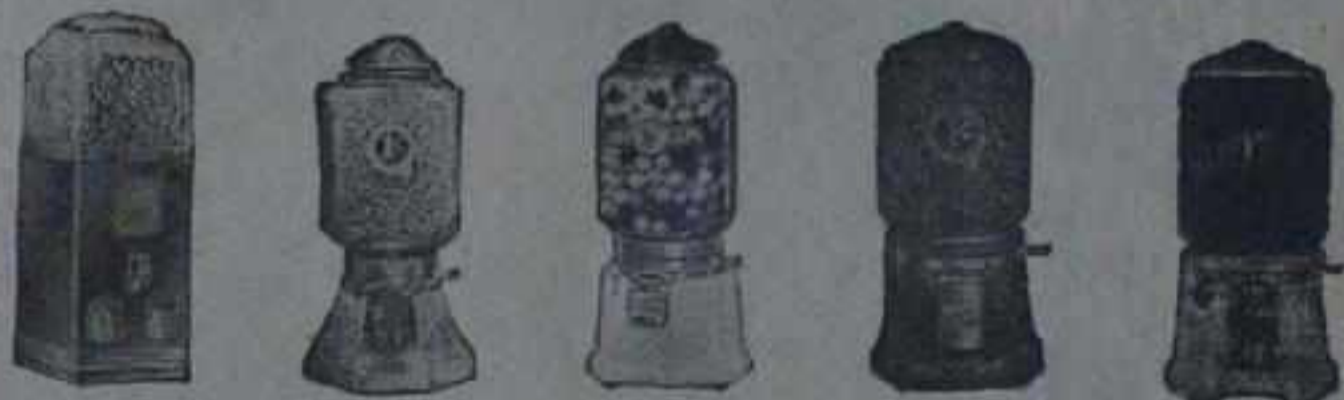
DEPENDABILITY!

JUST ONE OF THE REASONS WHY OPERATORS INSIST ON

Northwestern

WORLD'S FINEST BULK VENDERS

Experienced operators know—and the beginner soon learns—that carefree performance on location, with minimum service and expense, may mean the difference between success or failure of a route. Every feature of your Northwestern machines is designed to give you long wear and trouble-free service, nothing has been cheapened to make a price. When you buy machines, insist on Northwestern dependability—it does make a difference, and is one of the many reasons for the unparalleled preference for Northwestern—machines built for operators!



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DON'T MISS THE NEW HOT COFFEE VENDOR

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HARD TO GET STANDS for Merchandise Vendors

Flange
1" Pipe
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Solid Steel Base
Total Weight 40 Lbs.

PRICE \$4.00
F.O.B. Phila., Pa.

Will Support Any Type Vendor.

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COLUMBUS PEANUT MACHINES

IN STOCK — WE CAN DELIVER

Southern Amusement Co.
28 MADISON MEMPHIS

Candy, Frozen Foods Feature A. C. Meeting

ATLANTIC CITY, Jan. 25.—Candy bars and frozen foods were in the spotlight here with the introduction of new bars and new brands at the Food Industry Exposition this week on Steel Pier. While the National Canners' Association exhibition in Convention Hall was thrown open to the public, the newest of some of the products and introduction of new lines was one of the main reasons for limiting admission to the food exposition on the pier, according to a spokesman.

Opening January 19 with a carnival

night, featuring the Alex Bartha Orchestra and seven acts in the Casino Theater on Steel Pier, the food show drew an estimated 6,000 during its four-day stand. All types of grocery products, soft drinks, candies and allied goods were included among the 92 exhibitors.

Candy was shown by Princess Sweets, Inc., Imported Delicacies Company, Leading Candy Company, N. Billaudot and several others. Other exhibitors included Harrison Orange Products Company; Bowman Gum Inc.; Doelger Malt Products Corporation; Frozen Farm Products, Inc.; Fisher Pre-Cooked Frozen Foods; Sylvania Electric Products, Inc.; Swift & Company, and William Penn Inn Pure Food Corporation.

David M. Sloane, former food department advertising manager of the New York Journal of Commerce, was director of the exposition.

New Frozen Food Coin Vending Machines Seen Assured in 1947.

ATLANTIC CITY, Jan. 25.—"Introduction of several frozen food coin vending machines this year is already assured," Paul Adrian, food consultant, stated in an interview at the 42d annual meeting of the National Food Brokers' Association held here this week. Acceptance by several large grocery chains has been indicated, Adrian declared, and it is possible several of the newer frozen food concerns may back venders of their own as an easy wedge in the market.

"Many frozen food manufacturers will fall by the wayside during the

next few years and introduction of their product in a vender—that is, an exclusive vender—similar to the introduction of the penny candy bar by means of coin machines, I think may be one answer," is the way George Helfer, Helfer, Inc., puts it.

Prices To Stay Up

With a few exceptions, prices of most frozen foods will not be lower during the coming season, Fritz Brahm, chairman of the NFBA frozen food committee said, but he pointed out that the future for frozen foods, and allied products such as coin venders, will hinge upon quality foods being produced at economical prices.

An exception in price prospect for the coming season, was said by Brahm to be berries. Frozen merchandising studies by brokers was urged by Brahm as one way for the speedy advancement of the industry.

Best for Small Stores

Majority opinion among brokers was that the only way frozen foods could gain a foothold in neighborhood grocery stores was for someone else to foot the freezer bill. Establishment of an operator system with frozen food vending machines seems the best answer, it was agreed.

Electric costs, however, will not be as easy to solve as in other fields where there are electric vending machines, it was felt. At the present time, an average frozen food cabinet runs up an electric bill of from \$6 to \$8 a month, one expert stated. "Of course," he added, "in a coin-operated frozen food vender the cabinet would not be exposed to room temperature as much as under the present system of customers holding the doors open for long stretches looking for particular brands or items."

First large-scale entry into the coin frozen food vender field will be made by packers, most brokers agreed, but the really successful coin vender operator will be the private individual who establishes a route similar to "the present peanut machine routes," Helfer added.

A. B. T. To Show New Auto-Clerk

CHICAGO, Jan. 25.—Auto-Clerk, a machine 24 inches square capable of handling transactions on as many as 100 vending units with as many different prices up to and including a dollar, will be shown by A. B. T. Manufacturing Company at the CMI show here.

Machine, electrically operated and completely automatic, substitutes for a cashier in that it makes change in any amount and unlocks display doors of the various vending units for the delivery of merchandise.

Here is the way it works: the customer notes the price of the article he wishes to purchase, sets the double dials to the correct number, inserts coins and receives change and package. One dial selects the vending unit desired while the other sets the price. Machine has coin chutes for pennies, nickels, dimes and quarters.

A. B. T. also will exhibit its totalizer, a counting device adaptable for machines requiring more than one coin. When the required amount has been registered, the totalizer sets the machine in motion, delivering merchandise or starting game.

Firm's exhibit will include a new amusement game, Photo-Finish, an oval race-track machine which can be played by from one to six persons by means of six push buttons which manipulate the horses.

The Choice of Operators who want the BEST!

Because They're BUILT FOR OPERATING!

TRADE-INS · PARTS
GLOBES · STANDS
BRACKETS · PISTACHIO
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Everything for the trade.
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DELUXE

Here is truly the industry's most outstanding single unit merchandise—the machine you want for big money in bulk vending. Location proved for profits and totally trouble-free performance. Built for 1¢ and 5¢ play; full slug protection; vends accurately; convenient in-a-door mechanism. Be wise. Before you buy see DELUXE.

With Plastic Globe:

| | |
|---------------|---------|
| Less than 25 | \$28.20 |
| Less than 100 | 27.95 |
| 100 or more | 27.45 |

With Glass Globe:

| | |
|---------------|---------|
| Less than 25 | \$25.00 |
| Less than 100 | 24.75 |
| 100 or more | 24.25 |



MODEL 39

Engineered for the operator, Model 39 is an ideal bulk vendor, including every feature necessary for profitable, dependable vending of all nuts and confections. Note these features: Efficient slug rejector; merchandise chute lock; porcelain enamel finish throughout; large globe opening for easy cleaning; available in variety of colors. See MODEL 39—Try It—And you'll buy it.

| | |
|---------------|---------|
| Less than 25 | \$12.75 |
| Less than 100 | 12.30 |
| 100 or more | 11.90 |



33 BALL GUM

You can't beat the 33 Ball Gum Vender. Same foolproof, lever type mechanism as found in the regular Model 33. Vends five-eighths and three-quarter inch gum, one ball for 1¢. The startling beauty and rugged mechanical construction makes this machine a favorite with every operator.

(3½-Lb. Globe)

| | |
|---------------|--------|
| Less than 25 | \$9.95 |
| Less than 100 | 8.35 |
| 100 or more | 8.05 |

(5-Lb. Globe, 15¢ Extra)



MODEL 33

Imagine! A low-priced peanut vender containing such features as slug ejector, self-clearing coin slot, fool-proof mechanism and being actually sanitary. Yet Model 33 offers a host of other advantages. A trial proves its superiority. Porcelain enamel or Hammeroid finish in many colors.

| | |
|---------------|---------|
| Less than 25 | \$10.95 |
| Less than 100 | 10.75 |
| 100 or more | 10.60 |



MODEL 40

Model 40 contains features never before available in this price range. Vends all products in adjustable portions, trouble-free mechanism, chute cover lock, easy to clean and service. Super value in the low-priced field.

(4-Lb. Globe)

| | |
|---------------|--------|
| Less than 25 | \$8.80 |
| Less than 100 | 8.35 |
| 100 or more | 8.10 |

(6-Lb. Globe, 15¢ Extra)

VICTOR'S FAMOUS MODEL V

THE CHOICE OF THOUSANDS OF SUCCESSFUL OPERATORS!

Post-War Model V, further improved and 5 lbs. lighter, is universal and vends all kinds of bulk merchandise, including Ball Gum. NO ADDITIONAL PARTS NECESSARY!

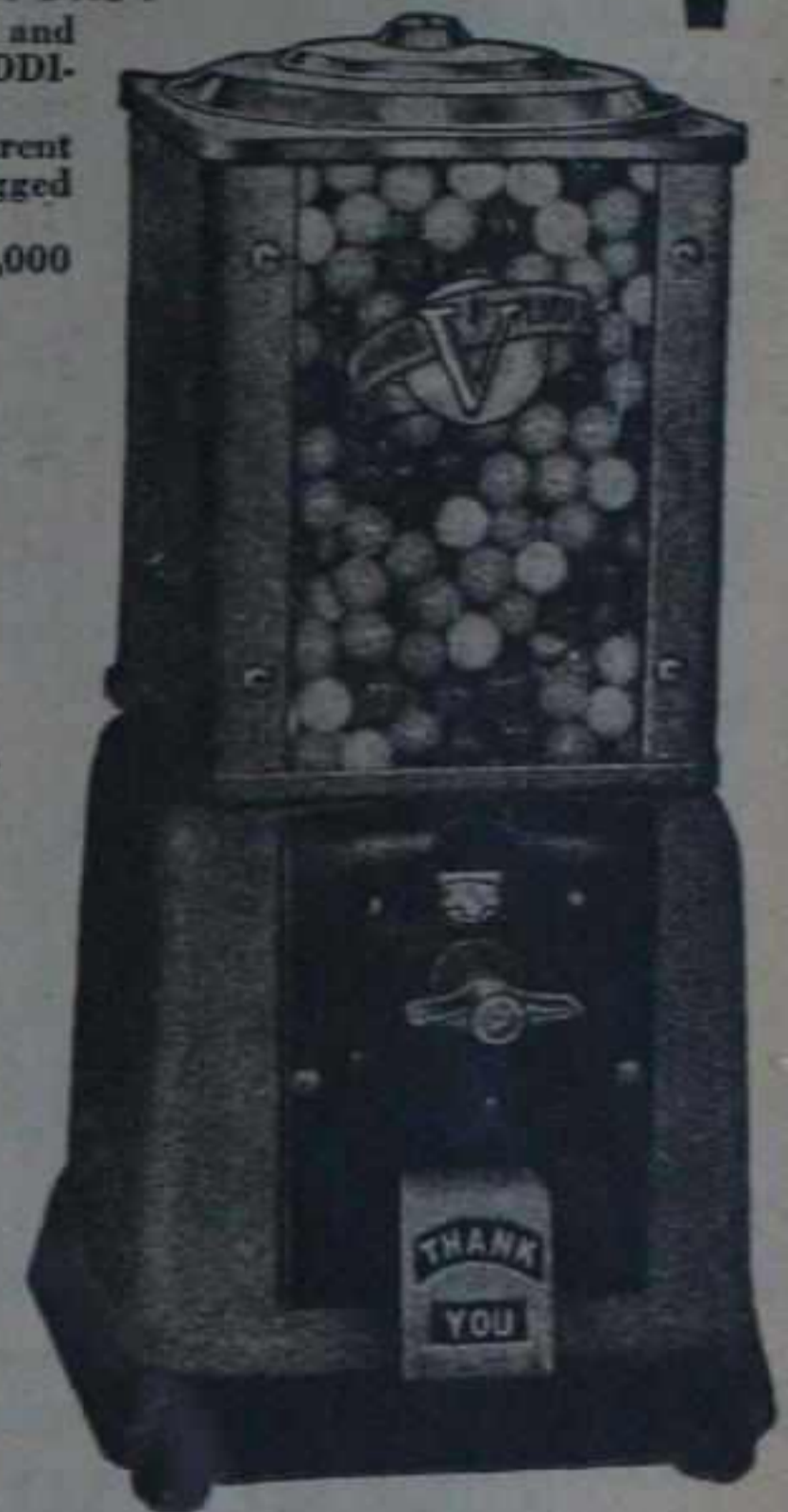
Model V DELUXE CABINET TYPE is built of steel and has transparent plastic front, making it exceptionally strong and durable for those rugged locations. CAPACITY: 25% MORE merchandise than globe type.

Model V GLOBE TYPE capacity: 5 to 6 lbs. of bulk merchandise or 1,000 to 1,200 balls of gum. Vends 1/2", 5/8", 3/4" ball gum.

SEE YOUR NEAREST AUTHORIZED VICTOR DISTRIBUTOR



MODEL V
GLOBE TYPE
1¢ PLAY ONLY



MODEL V
DELUXE CABINET TYPE
1¢ OR 5¢ PLAY

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6928 W. Roosevelt Road
Oak Park, Ill.

Adams-Fairfax Corp.
5721 W. Jefferson Blvd.
Los Angeles 16, Calif.

American Coin-e-Matic Machine Co.
1437 Fifth Ave.
Pittsburgh 19, Penna.

Arky Sales Co.
1912 N. 56th St.
Milwaukee 8, Wisc.

Asco Vending Machine Exch.
55 Branford St.
Newark 5, N. J.

Automatic Amusement Co.
1000 Pennsylvania St.
Evansville 10, Ind.

Bannister Vending Service
3310 Poplar St.
Port Huron, Mich.

E. T. Barron & Co.
816 W. 36th St.
Minneapolis 9, Minn.

L. M. Becker Vending Service
105 Dewey St.
Brilliant, Wisc.

Buckman Novelty Co.
107 S. Madison St.
Green Bay, Wisc.

Central Coin Machine Co.
3519 Banks St.
New Orleans 19, La.

Champion Nut & Chocolate Co.
1194 Tremont St.
Boston 20, Mass.

Cleveland Coin Machine Exch.
2021 Prospect Ave.
Cleveland 15, Ohio

A. Connors Distributing Co.
265 E. North St.
Buffalo 4, N. Y.

Co-Operative Distributing Co.
234 Jefferson St.
Louisville, Ky.

Eastern Carolina Candy Co.
Box 829
Morehead City, N. C.

Ellingsworth Nut & Sup. Co.
15 Thirteenth Ave., N. E.
Minneapolis, Minn.

Empire Coin Machine Exch.
2812 W. North Ave.
Chicago 47, Ill.

Fielding Mfg. Co.
250 W. Pearl St.
Jackson, Mich.

Frank Distributing Co.
535 N. 8th St.
Philadelphia 23, Penna.

General Distributing Co.
2812 Main St.
Dallas 1, Texas

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1200 W. Morehead St.
Charlotte 1, N. C.

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National Coin Machine Exch.
1411 Diversy Blvd.
Chicago, Ill.

Jack Nelson & Co.
2320 Milwaukee Ave.
Chicago, Ill.

Parkway Machine Co.
623 W. North Ave.
Baltimore 17, Md.

Penn-Jersey Distributing Co.
Stratford, N. J.

Pioneer Vending Service
461 Sackman St.
Brooklyn 12, N. Y.

Rainbow Distributing Co.
1475 South Main St.
Salt Lake City, Utah

Reliable Coin Machine Co.
152 Windsor St.
Hartford, Conn.

J. Rosenfeld Co.
3218 Olive St.
St. Louis 8, Mo.

Southern Coin-o-Mat Distributing Co.
943 N. W. 7th Ave.
Miami 36, Fla.

Star Vending Co.
510 W. 4th Ave.
Denver 9, Colo.

Russ Thomas
3285 Overland Pl.
Memphis 11, Tenn.

T. O. Thomas Novelty Co.
1572 Jefferson St.
Paducah, Ky.

Roy Torr
Lansdowne, Penna.

Vending Exchange
P. O. Box 440
Tusculum, Ala.

Vending Machine Co.
207 Franklin St.
Fayetteville, N. C.

Veterans Vending Co.
1304 21st St.
Port Huron, Mich.

Washington Music Co.
7812 13th St., N. W.
Washington, D. C.

Wisconsin Novelty Co.
3734 N. Green Bay Ave.
Milwaukee 8, Wisc.

VICTOR VENDING CORP.

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381 Fourth Avenue, New York, N. Y.

POCKET BOOKS WILL BE AVAILABLE IN
THE BOOK-O-MAT

The Book-O-Mat will be distributed by the Automatic Book Vending Machine Corporation and will be on display at Booth #197 at the Coin Machine Industries Convention in Chicago.



WELCOME

I join my fellow exhibitors in a hearty welcome to you at this 1947 COIN MACHINE CONVENTION, the greatest ever. It will be a pleasure greeting you at Booth 206.

One look is worth a thousand words. Come up and see for yourselves the many outstanding features of our Double-Up Skill Bowl. Proven on many locations to outearn any bowling type game ever made.

Also, see our fast selling, quick profit Star Card Vendor. The key to successful operation is diversified equipment. And, think of it! For the price of one music machine, you can purchase a whole route of these legal and tax-free proven money makers.

One more thing—we expect to have a new surprise to open your eyes.

See you at Booth 206

Barney Kahn

METROPOLITAN COIN MACHINES, INC.

203 SANDS ST.

BROOKLYN, N. Y.

MAIN 5-4369

"Aristo" THE SCALE THAT MAKES SCALE OPERATING PROFITABLE

CONVENTIONEERS—OUR BOOTH NO. IS 145
Precision made scales that guarantee a consistent profit on your investment

Aristo Scales are the answer to "how to make scale operating profitable." Authentic height and weight chart on each scale. Highest type workmanship throughout insures long operation and greater returns on your investment.

PARTS AVAILABLE FOR ALL FORMER PACE SCALES

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| ARIST-O-SCALE Modern design—yet a low built model which has proven popular for many years and has been widely imitated. | MIR-O-SCALE A beautiful scale with gracefully designed column surmounted by beveled glass mirror assembly. |
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J. F. FRANTZ MFG. CO.
8022 So. Racine Ave. Vincennes 0085 Chicago 20, Illinois

Big Bottle Pinch Will Hit Venders

(Continued from page 138)
fore; a grave shortage of soda ash, essential to glass manufacture; shortage of railroad freight cars to move both raw materials and finished bottles, and failure of consumers to return empty bottles to dealers.

Empty Bottle Problem

According to a survey conducted recently under the sponsorship of the Owens-Illinois Glass Company, there are some 35,000,000 returnable bottles lying around in the homes of American consumers—an average of two dozen bottles per home.

Possibly the greatest manufacturing bottleneck of all is the shortage of soda ash which comprises more than 22 per cent of container glass. There is a movement under way by soda ash producers to increase their production but glass manufacturers predict effects won't be felt for a year or more.

According to a report of the U. S. Department of Commerce, little has been done to alleviate the acute shortage of soda ash since it first began to be felt during the war. The report stated attempts have been made to reduce soda ash consumption by increasing the quantities of borax or other components, but that the attempt, on the whole, was ineffective. The best means of limiting the use of soda ash, it continued, has been the extensive use of cullet (broken or unformed glass) and the standardization of shapes and sizes.

Upward Trend Indicated

Report stated that glass containers shipments were higher in 1945 than any other recorded year and that, the 1946 figures still were incomplete, indications were that the upward trend would continue at a slower rate. Prediction was that 1946 would see production of 110,000,000 gross of containers.

Report stated there has been no slackening in demand for glass containers since the end of the war and, despite the return of some products to tin, the pressure of new products and products new to glass probably will continue for several years. Tin supplies also are short and promise to remain so for the remainder of the year.

Exports of bottles have greatly increased in the past decade, while

Soft Drink Tax Urged in W. Va.

WHEELING, W. Va., Jan. 25.—West Virginia Farm Bureau has proposed the enactment of an excise tax on all soft drinks, beer and ale to raise funds for secondary road construction.

Amount of tax was not specified in the bureau's recommendation to the 1947 Legislature but the suggestion was advanced that \$5,650,000 could be collected annually. Other proposals included a special excise tax on tobacco products and an increased consumers sales tax.

Name Paul Beich to Candy Council Group

CHICAGO, Jan. 25.—Philip P. Gott, National Confectioners' Association president, has announced that Paul F. Beich, president of P. F. Beich Company, Bloomington, Ill., has been appointed a member of the Council on Candy Committee. Beich will serve until June, 1948.

Council committee now consists of 12 representatives of NCA plus one member each from three co-operating national associations: Associated Retail Confectioners of the U. S., National Candy Wholesalers' Association and National Confectionery Salesmen's Association.

Ex-Cell-O Takes on Electro-Pure Assets

DETROIT, Jan. 25.—Ex-Cell-O Corporation here has purchased all assets of the Electro-Pure Pasteurizer Division of the Trumbull Electric Manufacturing Company. Firm recently expanded into the beverage vending machine field when they introduced a new pint milk carton coin-operated vender. They also manufacture the Pure-Pak machine which folds, fills and seals cardboard milk cartons.

New milk vender has a coin chute which accepts pennies, nickels or dimes; operator may set machine for any price. According to frozen food industry experts, the vender can be easily converted so as to vend their products.

Imports virtually disappeared during the war. The 1945 export total was three times that of 1939.

BE SURE TO SEE VENDI FREEZE!

THE SENSATIONAL NEW ICE CREAM Vending Machine



DISTRIBUTORS WANTED!
Investigate the Vendi Freeze, exclusive franchise plan. See Vendi Freeze on display in our offices.

VENDI FREEZE SALES
37TH FLOOR — BANKERS BUILDING
105 W. ADAMS ST. CHICAGO, ILLINOIS

Machine When You're in Chicago for the COIN MACHINE CONVENTION

Calling All OPERATORS



TO WRITE US AT ONCE WHAT EXHIBIT'S 'IDEAL' CARD VENDER CAN EARN for YOU ANYWHERE and EVERYWHERE

Proved Surprising to Many Operators like you... Over 40 Different Series of Cards to Vend. No delay in Card Deliveries. ALL Cards produced in our own plant with large stock always available.

EXHIBIT SUPPLY CO. (INC.) 4222-30 W. LAKE ST. CHICAGO 24, ILL.

Special Notice To MICHIGAN Cigarette Machine Operators

The Lehigh PX Cigarette Vender will be on display in Detroit, Flint, Grand Rapids and Battle Creek during the latter part of February. A detailed announcement will be sent you in plenty of time.

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**Hope-Crosby Team
In Soft Drink Co.**

MONTGOMERY, Ala., Jan. 25.—Soft drink industry is becoming star-minded, it appears. Lime-Cola Company here has announced, thru its president, I. Berman, that Bing Crosby and Bob Hope have acquired substantial interests in the parent company.

Pair plan to visit Montgomery when the new Lime-Cola home office building is completed. Berman says they will be active in coming promotion plans of the concern.

**Natl. Vendors Will
Show 3 New Models**

ST. LOUIS, Jan. 28.—National Vendors, Inc., will feature three vending machines at the CMI show in Chicago. They will be two cigarette venders, one electrically operated and the other manually operated, and an electrical console candy vender.

Electric cigarette vender, featuring fluorescent lighting and an electric counter, has nine columns with a ca-

**Coca-Cola Exec
Flays One-Cent
Soft Drink Tax**

NASHVILLE, Jan. 28.—The 1-cent excise tax on carbonated beverages is the greatest single deterrent ever to hit the industry, E. J. Forio, vice-president of the Coca-Cola Company of Atlanta, declared at a recent meeting of the Tennessee Bottlers here.

Declaring there is no 6-cent industry, Forio stated the tax would have the effect of killing every sixth sale. "The very purpose of an excise tax is to reduce consumption," he said, "and we're dependent upon volume."

All officers of the association were re-elected. They are Glen Dillon, Jackson, president; Jordan Ennis, Tullahoma, vice-president; W. E. Harlan, Mount Pleasant, secretary-treasurer; James A. Carlen, Cookeville, chairman of the board, and Keith Short, Jackson, general counsel.

capacity of 477 packs. Candy vender, also with fluorescent lighting, has an eight-column capacity of 400 bars. Prices can be set from a nickel to 40 cents.



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| Advance #11 | \$13.75 |
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| Victor Model V, Globe Type | 11.75 |
| Victor Model V, De Luxe Cab. Type | 13.75 |
| Columbus Model 46G | 12.00 |
| Master 1c | 14.00 |
| Master #2, 1c & 5c | 15.00 |
| Silver Kings | 13.95 |
| Coin Weighing Scales | 18.50 |

| | |
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| Charms, Per M | \$4.00 |
| Sassy Buttons, Per M | 6.00 |
| Spanish Peanuts, 30 Lb. Ctns. Lb. | .21 |
| Virginia Peanuts, 30 Lb. Ctns. Lb. | .28 |

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| National 9-18 Candy Machine, 162 Bar Cap | 100.00 |
| Stoner 9-Col. Candy Machine, 102 Bar Cap | 87.50 |
| National, 9-30, 9-Col. | 62.50 |
| Rowe Royal, 10-Col. | 90.00 |
| U-Needs-Pak "E" 9-Col., without base | 37.50 |
| DuGrenier Champ, 9-Col. Split | 85.00 |
| DuGrenier Champ, 11-Col. | 80.00 |

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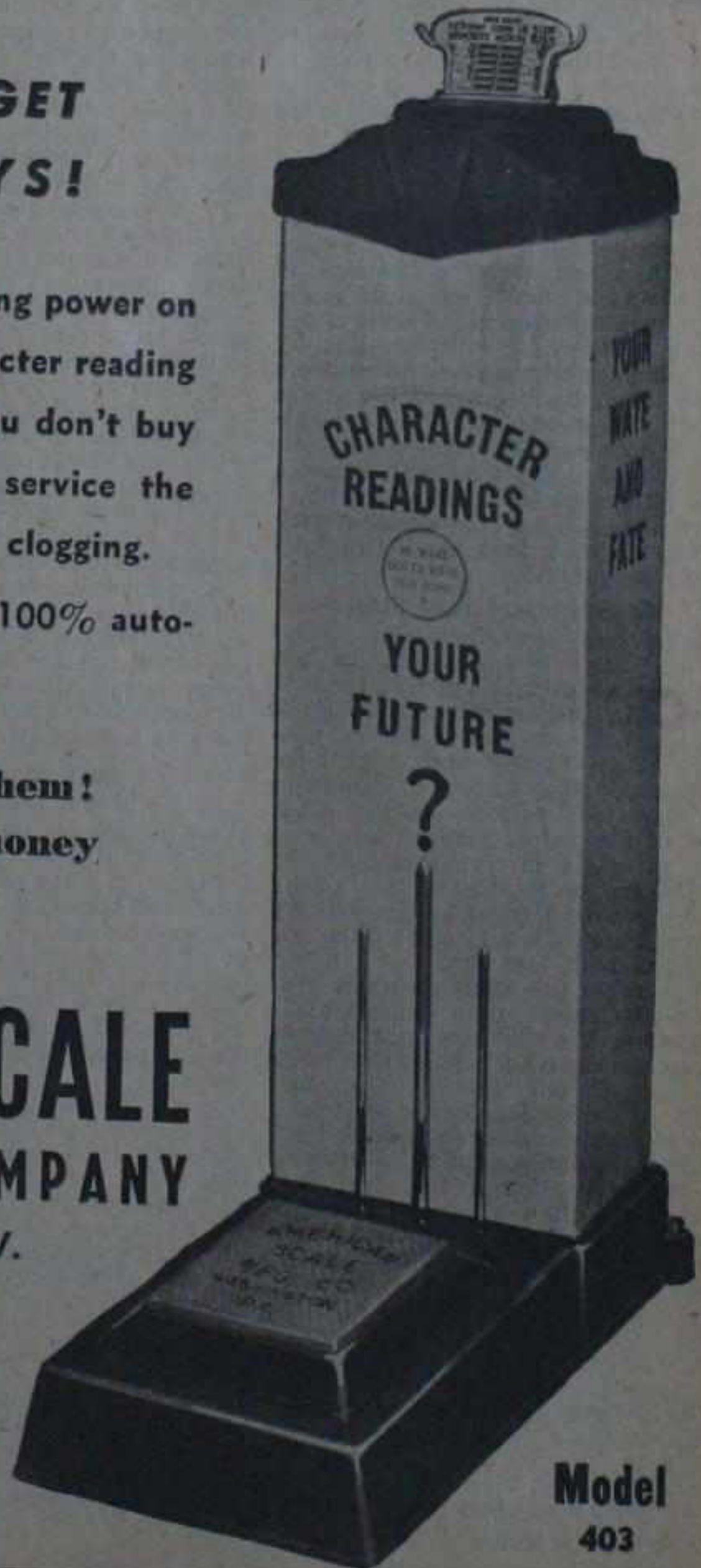
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DIME PLAY... OR NICKEL?

As operating costs soar, question of play price is arousing unprecedented interest thruout the music machine trade. Here are the chief issues

By ROBERT M. SEALS

THE CONTROVERSY over increasing the price of juke play to a dime, three for a quarter, still rages in automatic music circles thruout the country. Altho reports still trickle in, from time to time, of new converts to the upped price, a majority of operators are holding off on any changeover in machine slots in hopes of seeing a downward trend in costs of operation.

The squabble within the industry has received wide notice in the public prints and many statements of operators announcing increased prices have been followed in the same newspaper the next day with rebuttals by opposing operators. Some newspapers have taken cognizance of the situation to the extent of publishing editorial comment thereon—some pro and others anti-price boost. Practically all pro-increase editorials, however, have followed the line that such increase would tend to silence juke boxes in general.

Manufacturers Take Sides

Juke box manufacturers, themselves, have been leaders in the wrangle which first began to grow to noticeable proportions more than a year ago. Some manufacturers, notably Wurlitzer and AMI have been conducting an all-out campaign for increased prices. On the other side of the fence, Seeburg has been just as active in trying to hold the nickel line, on the theory that a general downward trend in the nation's price structure would leave dime operations high and dry.

The same unsettled situation prevails in Canada, with operators divided on the increase question in about the same proportion that holds in the United States. Operators north of the border, for the most part, are retaining nickel operations until general business conditions become more stable. They, too, feel that change to dime play (at considerable cost) might leave them on a limb in the event of a sudden general drop in prices.

Summary of the opinion of those who favor retaining the nickel price could be phrased thus: "Juke box collections are none too good at the present time, even with nickel play. This certainly is no time to kill off the industry with a 100 per cent increase in prices."

Advocates of dime play, however, are just as emphatic in their insist-

ence that the price increase is essential to survival of the industry. In support of their contentions, they cite the fact that manufacturers' prices on machines have increased some 300 per cent; that competent servicemen, who once worked for \$30 to \$40 a week, now demand from \$50 to \$75; that parts are more expensive; that record prices have doubled and tripled, and that play has fallen off since the lush days of the war.

Price increase rumblings first began to be heard more than a year ago from the operators themselves, gradually increasing in strength and tempo until operator associations began to go on record as favoring dime play. Concerted movement, however, didn't get underway until early October, when AMI announced that it would support the drive for increased prices and urged other manufacturers to join the campaign. Wurlitzer soon followed suit, announcing that it had been in preparation for the move for a number of months.

A national—even international—hornet's nest was stirred up that still shows no signs of subsiding. Observers are of the opinion that the issue will never be settled to the satisfaction of all concerned until the nation returns to a normal economy.

Only Alternative

In firing the opening gun in the all-out drive for the price hike, DeWitt Eaton, vice-president and sales manager of AMI, declared two practices had been tried by operators without success: (1) taking "front" or "top" money and (2) adjusting commission split to provide the operator with a higher percentage of the gross. This, he stated, left only the alternative of increasing the price per play.

M. G. Hammergren, vice-president and director of sales for Wurlitzer, declared: "We know that depreciation costs, record costs, labor costs and all costs are at an all-time high. We know that, while earnings today are substantially higher than they were in 1940, they still are not high enough to cover these increased costs."

At the same time, Hammergren announced that Wurlitzer had already tested the dime, three for a quarter, play in various "guinea pig" locations thruout the country and was convinced it was the answer to the problem. He also announced that Wurlitzer conversion kits were available

in quantity for immediate installation.

Educational Program

Both AMI and Wurlitzer recognized the necessity for a wide educational program because of the difficulty to be expected in breaking the public's nickel habit. To institute a public relations program along this line—designed to sell the idea to operators and location owners as well as the public—both manufacturers began to distribute promotional material.

It wasn't long, however, until Seeburg entered the fray on the side of the hold-the-line advocates, announcing discontinuation of producing a yearly model so that operators would be aided in keeping down costs and making it unnecessary to increase play prices.

Reporting that Seeburg distributors had voted unanimously in favor of holding play at a nickel, Seeburg declared: "Raising the price of phonograph music will tend, we believe, to create a buyers' strike and operators will find their equipment sitting idle."

"The answer to increased costs must be found in increase in the play and in eliminating yearly models, giving the operator a longer time to amortize the cost of his installations. Attempting to double the price of music to increase revenue is an illusion that can only result in disaster to the industry."

Play Promotion

Most operators who favor holding prices to a nickel agree that increased play is the logical solution to the problem, some of them advancing ideas designed to promote play.

One operator advocated closing the nickel slot so that the juke wouldn't operate for less than a dime but would deliver two tunes for every dime inserted. Another suggested that two nickels or a dime be required for the initial tune but that a quarter still would play five numbers. A third went so far as to suggest that the bargain price of six tunes for a quarter be offered.

The latter, a New York operator, conducted an experiment in which he removed the nickel slot from one machine and plugged the nickel slot in another, putting up a sign which stated that two tunes would be played for a dime and five for a quarter. At the end of three weeks it was found that play had increased by 43 per cent.

"At first," the operator declared, "the patrons grumbled, but after the bartender pointed out that it still gave two plays for a dime and that in this way it really was saving the customer the trouble of going to the machine after each piece to drop a coin, it caught on rapidly."

Other suggestions to solve the price problem include using the dime price for best selling hits and artists, while

less popular tunes remain at a nickel, and increasing the price on all songs in more elaborate locations, especially where dancing is a feature, but holding prices to a nickel in cheaper places.

Uniformity Won't Work

Aireon took a middle-of-the-road stand on the issue because of "the impossibility of establishing a single price schedule for the entire country."

Declaring an educational program to be the most pressing need of the industry, R. R. Greenbaum, vice-president and sales manager of Aireon's phonograph division, stated:

"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, altho 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 condition of the community, the condition of the 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."

Cite Poll Results

Because of the wide differences of opinion that became apparent thruout the nation, *The Billboard* in December completed a poll of 3,204 juke box operators in all sections of the country for their reaction to the controversy. The survey revealed operators to be almost evenly divided on the issue, with those favoring the price hike getting a slight edge. A total of 1,532 favored dime play, 1,452 were opposed to it, while 220 expressed neutrality but offered other ideas for increasing juke box take.

Tabulation showed music operators in the South were most strongly in favor of the increase, while the greatest opposition seemed to stem from the Midwestern States. Eastern States were almost evenly divided.

Altho operators were not requested to write letters elaborating on their views, many took time to do so. Most of those opposing the increase were of the opinion that the business was built on the nickel price and that dime play would cut play in the long run. They said the price boom could not last forever and that it would be

(See Dime Play on page 150)



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RECORD MANUFACTURERS, like other members of the coin machine industry, having coped successfully with many reconversion problems, are beginning to place into operation many long-prepared plans. Left: Close-up of record production at an RCA Victor plant. Right: A view of the pressing line at Mercury.

PLATTER INDUSTRY JIVES WITH PLANS

LIKE other segments of the coin machine industry record manufacturers are beginning to come out of the murk and fog of reconversion with its many attendant problems (both anticipated and otherwise) and are starting to get their long-laid plans under way. These plans run the gamut from building, buying and selling plants to rebuilding distributor organizations thru realigning talent deals, with everything in between getting a greater or lesser degree of attention, depending on the individual company under discussion.

MGM Record Division finally has its Bloomfield (N. J.) plant in operation. Columbia, Victor and Decca are, and have been, increasing production either thru expansion of present plant facilities and/or building new plants. Capitol has been steadily expanding productive capacity at its Scranton factory. And the smaller companies have been reorganizing production facilities in line with their individual tightening-up processes.

Distributor Upset

Probably nowhere in the changing record picture, however, has the re-organizational frenzy hit as hard as in the distribution end. The majors, for the most part, managed to hold their distribution structures together fairly well thru the war. What it took in the top-level category was a weeding out of the distributor salesmen who had forgotten (or never

knew) how to sell and replacing them with live wires who could do a real selling job. The indies, on the other hand, discovered (and in many cases with a rude abruptness) that distribution was a key factor in the successful operation of a diskery. More distributor changes took place among indie set-ups than could be listed in this entire convention section. And changes are still taking place.

Indies' Future

On the subject of indies, however, the bankruptcy of ARA and a handful of other minor firms has given rise to a fairly widespread belief in the record business that the indies have been and will continue to drop off like flies. Trade toppers know that this is only one side of the picture. A number of the war-born indies have already proved that they have the executive know-how to stay in the business for quite a while to come. And most surprising and least recognized of all, new firms continue to come into the record business despite the fact that it is generally recognized that the boom honeymoon period is over. These recent entries into platter manufacturing circles are, generally speaking, a more conservative, cautious breed than their get-quick-rich, wartime counterparts. They are not plunging headlong into competition with the majors or even with established indies. They are making a careful study of the problems which met and continue to meet new firms entering the field and are anticipating those problems to a large extent. In such anticipation they are also being careful to set aside substantial enough financial reserves to carry them over the rougher spots.

Changes continue to take place, too,

Advice to operators: Watch for quick changes in production, distribution and talent plans of the plattermakers as their boom market ends

By JOE CSIDA

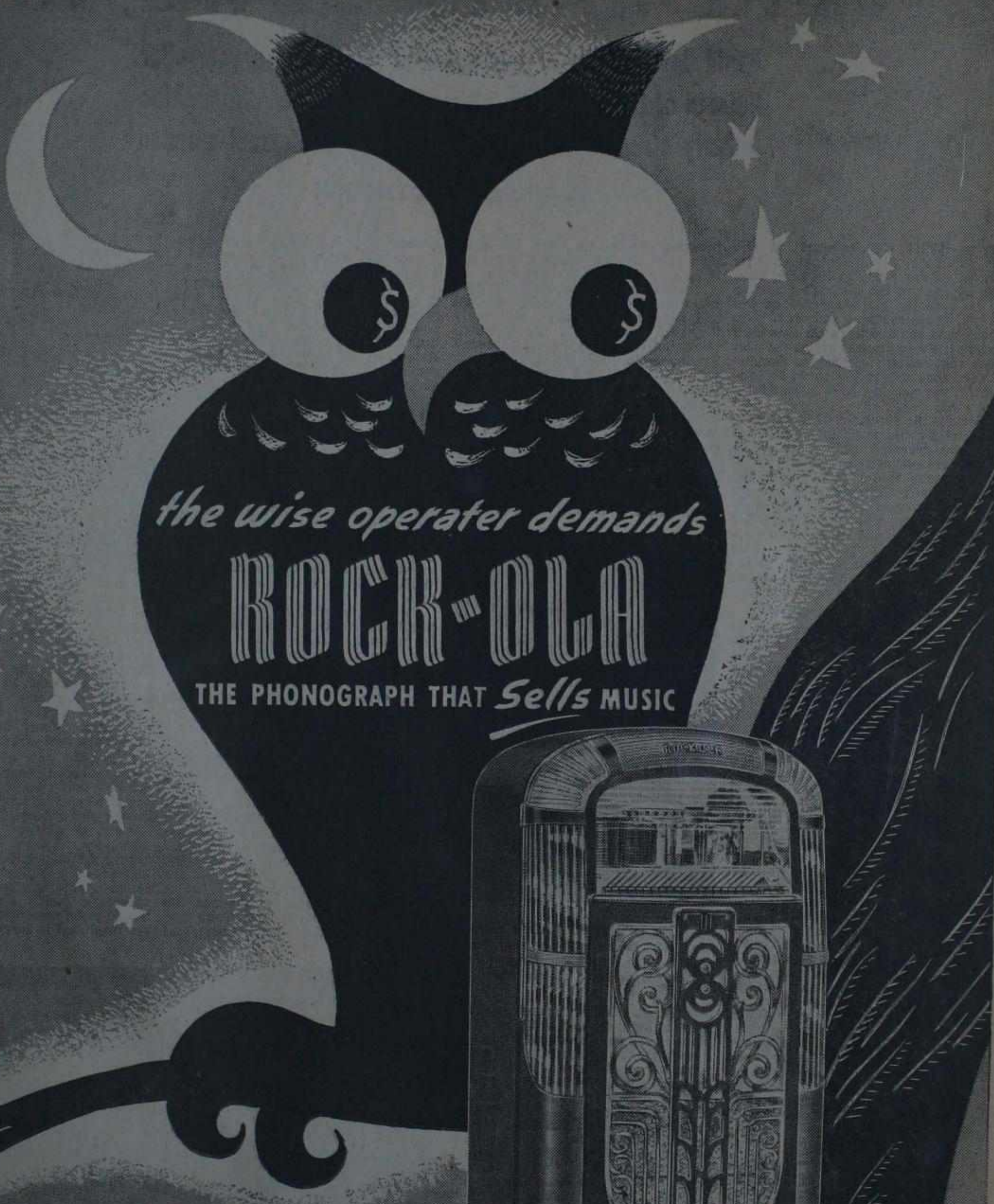
in the talent end of the business. Count Basie and Benny Goodman both left Columbia in recent weeks, the latter to check in at Capitol and the former to join the Victor stable. Jimmy Dorsey bowed out at Decca to climb on the MGM diskwagon. Tony Martin switched from Mercury to Victor, and Glen Gray joined Mercury. These and other talent switchovers are significant from a number of standpoints not generally recognized. They indicate not only that some of the less-than-big-three firms are in there battling as is highlighted by Cap grabbing Goodman, Mercury taking on Gray and a number of other instances. Conversely they point up, to a certain extent, the fact that some of the record companies are getting a little tired of a situation which they claim has persisted ever since the war began. That is the case of top talent telling the diskeries "how to run our business." (The quote is the manufacturers.) Columbia claims that while they didn't particularly leap with joy over losing Basie and Goodman, they would rather lose them than permit the bands and their managers to dictate recording terms, policy as regards song selections, etc. Furthermore, Columbia, for one, claims that it will pay no attraction (regardless of his name value) so much money

that the company can't profitably produce and sell his disks.

Cost Headaches

Which point leads to the strained picture of operating costs and profit margins. Almost to a man, disk manufacturers claim that operating costs have skyrocketed to the point where the profit margin on even a 50-cent disk is microscopic. But in the face of this generally unquestioned condition, Sonora announced that it was going to put a 35-cent disk back on the market. Whether Sonora is making a wise move which will eventually result in forcing other platter-makers to re-introduce a 35-cent line, or whether Sonora will soon despair of its low-price effort as a bad idea only time will tell.

To the operator all this change means just one thing, and that may easily be something which applies to every facet of his business. It means that the operator must more than ever keep himself well-informed concerning the disk output. If he does that he should be able to buy the right kind of platters at the right time so that the take on his routes will hit the maximum every time. Just as in the theater, the play's the thing, so in the jukes the disk's the thing. Those payees are putting that nickel or dime in the slot to hear the record they want, when they want to hear it.



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COIN RADIO BOWS IN

Rapid development of coin-operated sets within a year after the end of the war, while other branches of the coin machine industry struggle to expand, comes as a pleasant surprise

By THOMAS McDONOUGH

RAPID development of the coin-operated radio after its debut early in 1946 has been one of the pleasant surprises of the post-war era of the coin machine industry. There was some activity in this field before the war, it was only in the past year that several companies demonstrated that coin radios could be successfully produced and successfully operated.

Besides the foresight of those coinmen who could see the possibilities for coin-operated radios, an additional reason can be advanced to explain why this new phase of the industry was able not only to bow in but to progress rapidly at a time when the more established branches of the coin machine trade was struggling to step up production: The radio industry itself was able to recover its pre-war production sooner than most other types of businesses.

Record Radio Output

In the past year, according to radio editor O. H. Caldwell, 14,000,000 receivers were produced, a figure which even surpassed the biggest pre-war year of 1941 when 13,000,000 sets were manufactured. This record production of the past year brought the total sets in American homes up to 60,000,000, a figure which gains importance when it is pointed out that the rest of the world has 65,000,000 sets. Caldwell also revealed that in the United States there are 4,000,000 sets in places of business, institutions and public places and finally that there are 6,000,000 receivers installed in automobiles.

Early starters in the coin radio business felt that the best locations would be hotels which have 100 or more transient rooms. Others were just as firm in their belief that 40 to 60 rooms would provide suitable locations. However, as the coin radio firms progressed, it was found that the most important type of location was that which had a good rate of transiency, whether they were hotels, motels or auto courts. This was based on the fact that guests who stayed but a short time would be more apt to give the coin radio play. Permanent guests ordinarily own their own sets, or find it more economical to purchase one outright than to listen on a coin-rental basis.

Many Firms in Field

Firms that have made the pay-as-you-listen radios a profitable enterprise are now many. Among them are Tradio, Inc., Asbury Park, N. J.; Corco, Inc., of Chicago; Coradio, Inc., New York; Hotel Radio Corporation of Detroit; Radio-Matic of America, Inc., Newark, N. J., and Ra-o-Matic, Los Angeles.

Tradio, owned by George and Victor Trad, manufactures a coin radio that is encased in a metal cabinet that is fastened to the location's wall. Box is locked and cannot be removed, except by the operator, or tampered with, Tradio officials say. Set gives three hours' radio entertainment for 25 cents. A feature of this coin radio and most others is that the time does not have to be used continuously. Thus, if the guest has used up all but a half hour of his radio time and he remembers that he has a favorite

program coming up later, the guest may shut off the set and later use remaining time for this program.

Trad brothers also make a coin radio that is designed for dining room and restaurant reception, and lastly they also produce a coin-operated television set which they have named Tradivision. This set is turned out with either a 5" or a 7" screen, measures 16 inches in height, has acoustic modulation and operates with 20 tubes. Tradivision is quarter-operated, with the rate of play set at 50 cents per half hour.

Vets Head Corco

Corco, Inc., headed by three World War II veterans, Martin Freedman, president; S. N. Logan, vice-president,



COIN-OPERATED RADIO made a fast start in the post-war era. Hotel guest is inserting a quarter in Ra-O-Matic Corporation's console model.

and A. R. Kantor, secretary-treasurer, is another firm with ambitious plans in the coin-operated radio field. Freedman's company puts out a five-tube superheterodyne table model that measures 16 by 9 by 8 and three-fourths inches. Corco gives two hours of continuous play for a quarter.

Corco is a firm that has already made plans to deal in coin radio exports. For they have already made plans to have H. Y. Cottam & Company, an old line New Orleans exporting firm, to handle all of its exports.

Lou Brown is president of the Coradio, Inc., of New York. His firm is marketing a 5-tube coin-operated receiver that vends two hours of radio entertainment for 25 cents. This set is wall or table mounted and is encased in a steel cabinet with a hinged door that lends itself to easy servicing since the entire unit swings out. Brown also recently announced that production of a console model will soon be a reality. This will be built into a night table or any other suitable furniture that will be acceptable to a hotel.

Hotel Men Enter

Hotel Radio Corporation, of Detroit, is headed by a group of business men

prominent in hotel and radio industries. J. E. Frawley, firm president, is a past president of the American Hotel Association, general manager of Hotel Fort Shelby in Detroit and president of the Frawley Hotel Company, which operates four hotels in the Midwest. Operation of Hotel Radio's set is controlled thru a 25-cent coin chute, and a timing device giving two hours of play for a quarter. Play may be divided into 15-minute periods, adding up to a total of two hours for one coin insertion. Device takes up to 15 quarters at a time making possible continuous play over a long period.

Radio-Matic of America, located in Newark, N. J., makes a coin radio that is engineered and built by General Electric. This is a table model with a coin chute on top. Rate of play is two hours for 25 cents and the guest may use the time as he wishes. William Weiss is president of this firm.

In Los Angeles, Ra-o-Matic Corporation, headed by George Klor, is in production on a table-top model and also a console-type coin radio. Table model is of conventional design, has five tubes and is equipped with five-inch dynamic speakers. Console model is built so as to resemble an occasional table.

Selling Locations

Principal selling points in locating coin radios in locations such as hotels and motels are numerous. For the most of the operating firms have a general plan in which the operating firm, not the location, is responsible for the theft or damage to the radio receiver. Another factor is that the coin radio operators do not ask for any capital investment.

According to reports thruout the nation, in recent months there has been a drop in the hotel business, and

many hotels are advertising that they now have accommodations, something that has not happened in years. With this recent competition for the patronage of hotel guests services have been added. One of the services expected to figure importantly here is the coin radio.

While it is true that in many hotels the guest could rent a radio before the inroads of coin radio, frequently the guest either was not conscious of this service or just did not bother to order a set thru the hotel's desk staff. However, the coin radio having the advantage of being before the guest's eye actually sells itself.

Hospitals Interested

Another type of location that has showed a growing interest in pay-as-you-listen sets is the hospital. Although some patients are fortunate to have more than one receiver at home and there is a member of the family able to bring one to the hospital, there are many cases in which the entire family has only one radio. This kind of a patient would seem to be a real prospect for the coin-operated radio. Visiting hours in a hospital are usually restricted to an hour or two in the afternoon and a similarly short period in the evening, leaving the patient many unoccupied hours during the rest of the day.

Coin television, of course, has not made as much progress as the standard coin radio. In the first place, not many television programs as yet are on a regular basis. The range of a telecast is another factor that will have to show a considerable increase before the coin television set will be located in quantity. Another hindrance is that the cost of coin television is high. This, however, is bound to be remedied soon when sets are produced in larger volume.



HOTELS, MOTELS AND HOSPITALS are among the best locations for coin radios because of their high rates of transiency. In the above hotel room is pictured the table-top model made by General Electric Company for Radio-Matic of America, Inc.



It's a
problem
of
making-

BOTH ENDS MEET!

The problem that faces the operating end of the commercial music business is a problem that practically every industry has faced...and solved...by increasing the price of its product.

It's the problem of making both ends meet!

In the case of the music operator, the cost of everything he buys, from labor to lamp bulbs, from phonographs to records, has been hiked to new highs.

Simultaneously his earnings are down from the wartime peak.

Ordinary horse sense should indicate that something must be done. Wurlitzer is doing it. Advocating an industry-wide change to quarter-dime play.

No business enjoys being forced to increase its prices. Yet the policy is so necessary and has been adopted so generally by *all* business that to challenge it from a standpoint of being unessential or unethical simply won't hold water.

It's to *your* interests as a Music Merchant that Wurlitzer has paved the way for quarter-dime play.

Analyze your problem. Consult your business records and your better judgment.

They will testify to the urgent need of "3 for 25¢—1 for 10¢" play. The Rudolph Wurlitzer Company, North Tonawanda, New York.

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E & W DISTRIBUTING CO.

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DIME PLAY— OR NICKELS?

(Continued from page 144)

dangerous for juke to be on dime play when prices begin to fall.

Public Willing?

Argument of those in favor of the increase, however, was that their experience had shown the public was willing to pay the increased price. Also, they contended, location owners readily consent to the change once they are shown how operating costs have increased. Most of them admitted that play was likely to fall off when the increases are first put into effect. They answered this with the contention that the decline in play levels off, leaving the operator with a larger gross than is possible with nickel price.

Another phase of juke box operations with a direct bearing on operating costs is federal excise tax on machines, which amounts to 10 per cent of the manufacturer's price. The industry has fretted under the burden of this tax ever since it was imposed as a war-revenue measure. Coinmen, especially since the end of the war, have urged that the tax be cut or lifted entirely on the grounds that it constituted an unfair burden on the shoulders of the operator. At the same time, they argue, total collections of the tax actually amount to a very small percentage of the national income and would hardly be missed if it were eliminated entirely.

Within recent weeks juke box manufacturers have urged that the nation's juke box operators join in a concerted effort to have the tax killed. As one manufacturer declared: "The 10 per cent is added to the price of the equipment and the

Ace Music New Firm Among Detroit Ops

DETROIT, Jan. 25.—New East Side music route has been established as the Ace Music Company, with headquarters at 13615 Ryan Road. Owners of the business are Frank Stankiewicz Jr., and Sylvester Adamski, who are brothers-in-law, as well as business associates.

Adamski, who is just out of the army, also operates another business, and devotes only part time to the Ace organization, which is in direct charge of Stankiewicz.

Organized only a few months, partners said they are working along on a "slow but sure" policy as locations are found and new machines are available.

Denver Body Defers License Fee Action

DENVER, Jan. 25.—City council here has deferred action on its proposal to boost business fees in order to balance the 1947 budget. Business groups in attendance at the council meeting protested the percentage of some of the increases.

Coinmen, thru attorney Ira L. Quiat, asked that the fee on music machines be raised to not more than \$10. Proposed ordinance would raise the yearly fee from \$5 to \$25. Quiat proposed payment of fees by businesses and professions now unlicensed.

burden eventually is placed directly on the shoulders of the operator. On the other hand, if the operator can be relieved of this burden, he will be in a better position to put his business in the profit column."

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latch string*



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friendly hand shake*



*this is a
welcome mat*



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West Coast

Tex Ritter and His Hillbilly Jamboree was signed for the Million-Dollar Theater for one week, starting January 29. Troupe includes Wesley Tuttle, Andrews, Coby Jones and Si Otis. Western stage package will be the final live entertainment to be offered by Million Dollar which reverts to an all-pic policy.

Ken Carson has joined the Plainsmen on the Pappy Cheshire CBS air show.

Recorded by Pickard Family for Coast, *How Many Biscuits Can You Eat?*, *Cindy*, *The Picture on the Wall*, *Keep on the Sunny Side*.

Ozie Waters is on a 50-day tour of Colorado, Utah and Wyoming.

Country Washburn, Western botoner on the *Saturday Night Round-Up* air show, and his collaborator, Foster Carling, have formed their own music publishing house under the name of *Composers' Music Company of Hollywood*.

Columbia Pictures is aiming to become the predominant studio in the Western pix field. In addition to the Columbia lot becoming the home range for Gene Autry's oaters, flicker factory last week signed Charles Starrett to a new four-year contract providing for eight films per year. New pact carries him thru his 16th year with Columbia and gives him a record of continuous service for one studio never before approached by a Western name. Under the contract Smiley Burnette, who has been co-starring with Starrett for the past two years in an annual series of *Durango Kid* features, will continue as his screen partner.

Further strengthening its folk music wing, Capitol this week adds Jimmy Wakley to its recording catalog. Pic player and former Decca Western warbler signed a long-term pact with the Coast diskery and will bow in on its label with *Somebody's*

AMERICAN FOLK TUNES

Cowboy and Hillbilly Tunes and Tunesters

Rose and Everyone Knew It But Me. Wakely first gained attention for his radio work in Oklahoma City. Since then he has worked on Gene Autry's *Melody Ranch* CBS air show for two years, on numerous coast-to-coast broadcasts as a guestar, Decca records and gets star billing in Monogram Pictures' oaters. His platter successes include *Star-Spangled Banner Waving Somewhere*, *You Can't Break the Chains of Love*; *I'll Never Let You Go*, *Little Darling*; *Too Bad*, *Little Girl*, *Too Bad*. Other folk artists already on Capitol's roster are Merle Travis, Tex Ritter, Cliffe Stone, Tex Williams, Wesley Tuttle and Jack Guthrie.

Bob Nolan and the Sons of the Pioneers have recorded *Cigarettes, Whisky and Wild*, *Wild Women for Victor*. Tune was clefted by Tim Spencer, one of the Pioneers.

Smiley Burnette leaves Hollywood January 26 on a personal-appearance tour of Texas. Harmonica Billy Russell and Cy Butler, South Carolina hillbilly guitarist and singer, will accompany the Western comic on the five-week trip. Burnette will cut in on the Gene Autry radio show January 26 and February 2 from Texas.

Surprise Party

A surprise birthday party for Max Freeman, Philadelphia songwriter who collaborated with Dick Thomas in the writing of *Sioux City Sue* and other Western folk tunes, was such a surprise that it caught the Freemans already gone to bed. All the Western entertainers and musicians in the city turned out, the crowd presenting Max with a 10-gallon hat, spurs, chaps, boots and other cowboy regalia. Telegrams came from Gene

Autry; Dick Thomas, who is in the West; Republic Pictures and from the mayor and city council of Sioux City, Ia.

A new recorded program of Western music has been added to the program schedule of WCAU, Philadelphia, the latest local station to hop on the hillbilly band wagon. Heard every morning on WCAU, the program is called *Morning Jamboree* and is conducted by Will Morrell, who spins the Western songs, recorded and transcribed.

Dr. Elizabeth Burchenal, president of the American Folk Dance Society, came to Philadelphia January 18 to give a demonstration lecture on "The Place of Folk Dancing in Our American Life." She delivered her lecture at International Institute, where folk dancing concluded the evening's festivities. The honorary degree of Doctor of Science recently conferred on Dr. Burchenal by Boston University is the first academic recognition of achievement in the field of folk arts in the United States.

Kayo Back

B. L. Frankhouser, Kayo at the Console, is now at the Wellington Hotel, Carlisle, Pa. This is a return to Carlisle after four years' absence. His recording service will be resumed from there.

New Records

Tex Williams has recorded the new Zeb Turner-Ernest Tubb song, *I Got Texas in My Soul*, for Capitol, while Hank Penny has made a waxing of the same tune for King.

York Brothers' new release of *Hamtramck Mama* may stir up the old censorship problem that got their

original recording of the song banned in the Hamtramck section of Detroit several years ago. But the Yorks, Leslie and George, aren't worried so long as the reverse English stays on the censorship ball—before they managed to sell 300,000 right in the city of Detroit.

The Chuckwagon Gang of radio station WWVA, Wheeling, W. Va., has added new members to the group which is headed by Joe and Shirley Barker. Group now includes Joe Barker, Shirley Barker; Hank Selby, comedian and electric guitar (Hank was formerly with Toby Stroud's Blue Mountain Boys of WWVA); Reed Dunn, the Singing Mountaineer, who has two daily programs over WWVA; Frank Dudgeon, the West Virginia Mountain Boy, and Little Nancy Lee Barker. . . . Nancy Lee goes out on p. a.'s during the vacation months and on week-ends when there is school. The Chuckwagon Gang also includes other entertainers on their p. a.'s from time to time. Two who have accompanied them recently being Eddie Snyder, the Plainsman, and Pepper, a banjo player. Both entertainers are former members of the Chuckwagon Gang.

Bob Smith, the Blue Ridge Troubadour, was in Cincinnati January 22 discussing recordings with the King Recording Company. He recently wrote two new songs, *You're Just One Tear Too Late* and *I'll Always Love You*.

Permo To Show Manufacture Of Needles in Sound Movie

CHICAGO, Jan. 28. — Permo, Inc., manufacturers of phonograph needles, will show a sound movie, *Points of Distinction*, at the CMI show here next month. Produced at a cost of \$30,000, the film shows how Permo needles are made.

Coin Machine

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Features amplifier that can be placed under pillow. Designed for hospitals and similar locations. Steel cabinet, crinkle finish. Available in a variety of colors. Table or wall mounted. 13" long, 5" high, 6½" deep.

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For 61, 71 and all other Wurlitzer Counter Models, reconditioned. I will make your old trays the same dimensions as when new and guarantee them to give satisfaction. Price \$7.50 for set of 12, or \$6.00 a set in lots of 5.

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MERCURY

RECORDS

Revised "Coinegie Tech" Recorded by Spike Jones

CHICAGO, Jan. 25.—Recording has been completed on the new Spike Jones tune, written by Jones and Mickey Katz especially in honor of the Coin Machine Show. Ready for its premiere at the CMI Public Relations Booth at the show, the song in its final form as pressed by RCA Victor, experienced a few last-minute changes in lyrics during the record-

ing process. Revised lyrics are as follows:

All Hail Coinegie Tech

VERSE:

Hail to our alma mater, a cheer for the black and blue
We pledge undying loyalty to old Coinegie Tech U.
Our teachers were so good—oh, they were never mean
They taught us all we know today about the coin machine.
Coinegie Tech, Coinegie Tech—your sons cast in their lot.
So brothers, take your troubles and just put them in a slot.
C-O-I-N, C-O-I-N-E-G-I-E,
Coinegie Tech!

CHORUS:

For a penny you get chewing gum or nuts to digest.
Or for the same amount, a scale will tell you the rest.
Or mister, if you want to put those coppers on parade,
It don't cost much to have fun at the penny arcade.
When you're getting very hungry and your belly starts to tickle
There's a zillion things that you can get for just 5 cents—a nickel.
Candy, ice cream, root beer, coke—go have yourself a time.
Play automatic phonographs for music that's sublime.
If you're in a public place and you have some time to kill,
Just use that nickel for some fun in a game that's made for skill.
Coin machines will open up a sporting world that's fine
Baseball, Ski-Ball, pin-ball, you can play them any time.
For dimes you get your cigarettes and get some change to boot.
For nickels, dimes and quarters, play the Bells to get real loot.
And brother, when that jackpot hits, and fills your heart with joy
Put a nickel in the slot, sit down, and read about Kilroy.

Solotone Shows Studio Unit To Announce Tunes

CHICAGO, Jan. 25.—Solotone Corporation of Los Angeles, announced that its new studio amplifier unit would be exhibited at the coin machine show. Unit, which will transmit music and voice over telephone lines to locations, enables operator to announce recordings from his central studio, as he can open each individual box in all locations from this point.

Additional features of the new unit include a leveling pre-amplifier that will transmit all records at one sound level and a timing mechanism to trip off the record changer should a grooved record become stuck. Firm's Mirror-Tone selector cabinets will also be displayed, introducing an electric floor unit to be operated by a hideaway unit. Display will be located in Booths 31-32 at the Sherman Hotel. Additional models will be shown at their Bismarck Hotel suite.

Rand Music Sets Up Detroit Juke Route

DETROIT, Jan. 25.—Rand Music & Novelty Sales, recently established by Paul L. Randazzo, has set up a route of juke boxes in East Side locations with headquarters at 3303 St. Joseph Street and is now planning expansion into other coin machine fields.

Specifically, Randazzo said, he is figuring on going into the shoeshining machine field, when this type of machine is available in adequate quantity on the market, believing that this specialty service vender offers a fine opportunity for the new operator.

Randazzo was formerly a collector for Carlo's Music Company, operated a number of years ago on the East Side by Carlo Di Liberto. However, he is a tool maker by trade, and has the advantage of a specially skilled craftsmanship in handling service problems on his machines.

In selecting locations, Randazzo believes in specializing, and confines his activities strictly to taverns.

Son Joins "Sam C." In Detroit Juke Co.

DETROIT, Jan. 25.—Sam Ciaramitaro, head of Sam's Music Company, announced this week that his son, Philip, has joined the firm's staff. The father, who has been active in the music machine business for many years, operates one of this city's larger routes.

According to the announcement, Philip, who has been in the army several years, has joined the firm to gain experience in the juke box field and ultimately plans to establish a route of his own.

Maser Music's New Building in S. F. To Open After Show

CHICAGO, Jan. 25.—H. R. (Hank) Maser, of the Maser Music Company, San Francisco, who arrived here this week to attend the CMI show, announced that the grand opening of his new building at 1337 Mission Street will be held shortly after his return to the Coast.

New building is three stories high and contains 15,000 square feet of floor space. Showrooms are modern in furnishing and decoration and the repair shop is equipped with new machinery.

Maser said he will have a line of new machines as well as a stock of expertly rebuilt equipment.

Ind. Senate Would Prohibit Picketing

INDIANAPOLIS, Jan. 27.—A measure which would outlaw picketing of struck plants and businesses has been introduced in the upper chamber of the General Assembly. Bill provides fines up to \$500 and maximum sentence of 180 days for violations.

Anti-picketing bill was introduced by Sen. P. R. Edgerton, a Republican. Union leaders have said the measure, which forbids any effort to block or discourage entrance to a struck plant, amounts to little more than a legislative injunction against picketing of any kind.

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If you have a phonograph in your home—a juke box in your tavern—or operate a route of machines—YOU will want to get acquainted with us! We have all of the records. We sell at regular list prices and pay all express charges on orders over \$10.00. We will give bona fide "Juke Box" operators 10¢ each in trade for their used records, F. O. B. Minneapolis. Take a tip and send us all of your used records and buy new ones from us. Mark each carton with number of records enclosed and we will send you our credit memo by return mail or you can send us your order for new records the same time you ship records. Why take less for your good used records? Get on our mailing list. We also have good used Juke Boxes for immediate delivery.

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- #1152 "Red Light"
- #1151 "So Round, So Firm, So Fully Packed"
- #1140 "Divorce Me C. O. D."
- #1009 "Filipino Baby"

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Quick service on Phonograph Motors.
Starting Windings \$4.50
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Reversing leads brought out and marked. Guaranteed.
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the only centralized sound system that supplies superb musical entertainment automatically 24 hours a day



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also to business offices, banks, restaurants, hotels, beauty parlors, department stores, specialty shops, and many other suitable music locations . . . Trouble-free — can be serviced by the operator (no technical knowledge necessary). Meets every requirement of all telephone companies throughout the United States. Not an experiment . . . has been in actual profitable use for over 7 years.)

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- A-I:** A-1 Records of America, 16 East 43d St., Rm. 604, New York 17, N. Y.
- ADVENTURE:** Adventure Record Co., 9721 Third Ave., Brooklyn 9, N. Y.
- AETNA:** Aetna Music Corporation, 232 North Eutaw St., Baltimore 1, Md.
- ALCO:** Alco Recording Co., 8913 Sunset Blvd., Los Angeles 46, Calif.
- ALERT:** Alert Records, Inc., 1303 Fulton St., Brooklyn 16, N. Y.
- ALADDIN:** Aladdin Records, 4918 Santa Monica Blvd., Los Angeles 27, Calif.
- ALPHA:** Alpha Records, Inc., 501 Madison Ave., New York 22, N. Y.
- ALVIN:** Alvin Music Corporation, 1650 Broadway, New York 19, N. Y.
- AMBASSADOR:** Ambassador Records, Ambassador Hotel, Los Angeles, Calif.
- AMERICAN:** International Record Co., 32-58 62d St., Woodside, L. I., N. Y.
- AMERICAN:** American Recording Co., 226 South 15th St., Philadelphia 2, Pa.
- AMERICANA:** Americana Records, c/o Glendale Radio City, 310 North Verdugo, Glendale, Calif.
- APOLLO:** Apollo Records, Inc., 615 10th Ave., New York 19, N. Y.
- ARC:** Artists Relations Corporation, 980 2d Ave., New York 22, N. Y.
- ARCADIA:** Echoes Music Publishing Co., 6432 Cass Ave., Detroit 2, Mich.
- ARISTA:** Arista Records, Inc., 512 Pennsylvania Ave., Baltimore, Md.
- ARTISTIC RECORDS:** Toni Beaulieu, 3316 San Marino, Los Angeles 6, Calif.
- ARVID:** Arvid Records, 200 East Third St., Mount Vernon, N. Y.
- ATLAS:** Atlas Records & Distributing Co., 5901 Lindenhurst Ave., Los Angeles 7, Calif.
- ATOMIC:** Atomic Record Co., Inc., 5634 Santa Monica Blvd., Hollywood 38, Calif.
- AUDIENCE:** Audience Records, Inc., 230 Park Ave., New York 17, N. Y.
- AVALON:** Avalon Record Co., 117 West 48th St., New York 19, N. Y.
- BALCORA:** Harmany Radio Store, 6030 West Fort, Detroit 9, Mich.
- BEE BEE BEE:** Bee Bee Bee Records, 1538 Cahuenga Blvd., Hollywood Calif.
- BELL:** Bell Records, 1658 Broadway, New York 19, N. Y.
- BELL:** Bell Records, c/o Leo Kupina's Studio, P. O. Box 3751, Honolulu 11, Hawaii.
- BIBLETONE:** Bibletone, 354 Fourth Ave., New York 10, N. Y.
- BLACK & WHITE:** Black & White Recording Co., Inc., 4910 Santa Monica Blvd., Los Angeles 27, Calif.
- BLAZON:** Blazon Record Co., P. O. Box 507, North Hollywood, Calif.
- BLUEBIRD:** RCA Victor Division of RCA Mfg. Co., Inc., Camden, N. J.
- BLUE NOTE:** Blue Note Records, 787 Lexington Ave., New York 21, N. Y.
- BLUE STAR:** Blue Star Records, 2211 Cottage Grove, Des Moines 11, Iowa.
- BOST:** Bost Record Co., 29 West 57th St., New York 19, N. Y.
- BROADWAY:** Broadway Record Distributors Corporation, 2061 Broadway, New York 23, N. Y.
- BRONZE:** The Bronze Co., 623 East Vernon Ave., Los Angeles 11, Calif.
- BRUNSWICK:** Decca Records, Inc., 50 West 57th St., New York 19, N. Y.
- BULLET:** Bullet Recording & Transcription Co., 2320 12th Ave. South, Nashville 4, Tenn.
- C SHARPE MINOR RECORDINGS:** C Sharpe Minor Recordings of the Superentertainment Corporation of California, 823 North Vine St., Hollywood, Calif.
- CADET:** Cadet Records, 717 North Vine St., Hollywood 38, Calif.
- CAMPUS CHRISTIAN:** Campus Christian Records, 1226 East Eighth St., Los Angeles, Calif.
- CAPITOL:** Capitol Records, Inc., 1483 North Vine St., Hollywood 28, Calif.
- CARTOON:** Cartoon Records, 6807 Sunset Blvd., Hollywood 28, Calif.
- CA-SONG:** Ca-Song Record Co., 1625 Broadway, New York 19, N. Y.
- CAVALCADE:** Cavalcade Music Co., 1674 Broadway, New York 19, N. Y.
- CELTIC:** Celtic Record Co., 152 West 42d St., New York 18, N. Y.
- CENTURY:** Century Record Co., 737 Fox St., Bronx 55, N. Y.
- CHECKERED:** Artists Music Corporation 1695 Broadway, New York 19, N. Y.
- CHICAGO:** Southern Record Corporation, 307 Lenox Ave., New York 27, N. Y.
- CHIEF:** Chief Record Co., 74 Riverside Drive, New York 24, N. Y.
- CIRCLE:** Circle Sound, Inc., 38 East Fourth St., New York 3, N. Y.
- CLAUDE:** Claude Record Co., 4105 Leidy Ave., Philadelphia, Pa.
- CLICK:** American Recording Co., 226 South 15th St., Philadelphia 2, Pa.
- CLIMAX:** Blue Note Records, 767 Lexington Ave., New York 21, N. Y.
- CO-ART:** The Co-Art Record Co., 1403 South Fairfax Ave., Los Angeles 35, Calif.
- COAST:** Coast Record Mfg. Co., 2534 West Pico Blvd., Los Angeles 6, Calif.
- COCKTAIL HOUR:** Chas. Eckert Co., 4880 Santa Monica Blvd., Los Angeles 27, Calif.
- CODA:** Coda Record Co., 1291 Sixth Ave., New York 19, N. Y.
- CO-ED:** Sorority Fraternity Record Co., 13 West 117th St., Suite 5E, New York 26, N. Y.
- COLUMBIA:** Columbia Recording Corporation, 1473 Barnum Ave., Bridgeport 8, Conn.
- COMET:** Comet, Inc., 420 Lexington Ave., New York 17, N. Y.
- COMMODORE:** Commodore Record Co., Inc., 415 Lexington Ave., New York 17, N. Y.
- COMPASS:** (Russian Records), Compass Record Co., Inc., 1270 Avenue of the Americas, Radio City, New York 20, N. Y.
- CONCERT HALL:** Concert Hall Society, Inc., 250 West 57th St., New York 19, N. Y.
- CONSTELLATION:** Constellation Record & Distributing Co., 11561 Ventura Blvd., North Hollywood, Calif.
- CONTINENTAL:** Continental Record Co., Inc., 265 West 54th St., New York 19, N. Y.
- CONTRACT:** M. & S. Distributing Co., 1350 East 61st St., Chicago, Ill.
- COPACABANA:** Copacabana Records, 369 Sixth St., San Francisco, Calif.
- CORDION:** Scandinavian Music House, 625 Lexington Ave., New York 22, N. Y.
- CORONET:** Coronet Records, Inc., 53 East 51st St., New York 22, N. Y.
- COSMO:** Cosmo Records, Inc., 745 Fifth Ave., New York 22, N. Y.
- COURTNEY:** Courtney Records, 1424 East 78th St., Los Angeles, Calif.
- COWBOY:** Cowboy Record Co., 138 North 12th St., Philadelphia 7, Pa.
- COZY:** Cozy Records, 112 Henry Ave., Davis, W. Va.
- CRS:** (Historical Records), Collectors' Record Shop, 825 Seventh Ave., New York 19, N. Y.
- CRESCENT:** Crescent Records, 6420 Santa Monica Blvd., Hollywood 38, Calif.

(Continued on page 158)

The hit of the show!



THE NEW RCA COIN-OPERATED RADIO!

Specifically engineered to protect the profits of location owners and operators—

A high-quality, 6-tube, 2-band RCA radio receiver with 5" permanent magnet speaker, specifically designed to meet the rigid requirements of coin-machine operation.

Radio chassis and coin mechanism are housed in a sturdy, steel cabinet finished in umber gray with brush-chrome bands and speaker grille. Lighted cigarettes or alcohol will not mar finish.

Hardened steel coin box welded to cabinet is fitted with sturdy pick-proof, screw-type lock, thus allowing chassis service without permitting access to coin box. Coin box holds \$10.00 in quarters. Slug detector, timer

mechanism or radio chassis can be removed for replacement or repair within sixty seconds.

No manual or mechanical operation is required to energize set—just insert coin and tune in desired station.

The RCA Coin-operated Radio permits two hours of radio reception for a quarter and accepts up to 4 quarters' credit, at one time. Coins inserted in a non-operating receiver will be returned. Operates on 110 volts, 50-60 cycles, AC. Inverter available for use in DC areas. Standard Model, umber gray, MI-13176.

DROP IN AT BOOTH NO. 1688 FOR A COMPLETE DEMONSTRATION—WE'LL BE GLAD TO SEE YOU

Check these features:

- ✓ 1. Slug detector which rejects all types of slugs regardless of metallic content.
- ✓ 2. Scavenger button and coin chute, eject bent coins thus eliminating service calls due to clogged coin receivers.
- ✓ 3. Timing mechanism easily connected for intermittent or continuous playing at discretion of operator.
- ✓ 4. Reinforced steel coin box welded to cabinet has pick-proof, screw-type lock. Back of cabinet also has triple tumble lock.
- ✓ 5. Fully insured against fire, theft and vandalism for one year at no cost to operator.



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I WANT TO BE LOVED
(But Only by You)
FOOLISHLY YOURS
A smash hit you should stock

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MANOR RECORDS
313 W. 57th St. New York 19, N. Y.

RECORD LABELS AND MANUFACTURERS

(Continued from page 156)

CREST: Crest Recordings, 8639 West Third, Los Angeles, Calif.
CRITERION: Capitol Records, Inc., 1483 North Vine St., Hollywood 28, Calif.
CROWN: Crown Records, 107 West 52d St., New York 19, N. Y.
CRYSTAL: Crystal Record Studio, 2356 Dorris Place, Los Angeles 34, Calif.
CSARDAS: Continental Record Co., 265 West 54th St., New York 19, N. Y.
DANA: Dana Music Co., 516 Fifth Ave., New York 18, N. Y.
DAVIS: Davis Record Corporation, 331 West 51st St., New York 19, N. Y.
DC: DC Records, 1425 Van Buren St., Northwest, Washington 12, D. C.
DECCA: Decca Records, Inc., 50 West 57th St., New York 19, N. Y.
DE LUXE: De Luxe Record Co., Inc., 1130 St. George Ave., Linden, N. J.
DIAL: Dial Records, c/o Tempo Music Shop, 5946 Hollywood Blvd., Hollywood 28, Calif.
DIAMOND: Diamond Record Corporation, 1650 Broadway, New York 19, N. Y.
DISC: Asch Recording Studios (Disc Company of America), 117 West 46th St., New York 19, N. Y.
DUKE: Duke Record Co., 769 Rockaway Ave., Brooklyn 12, N. Y.
EAGLE: Eagle Records, 1149 Mission St., San Francisco, Calif.
EBONY: Southern Record Corporation, 307 Lenox Ave., New York 27, N. Y.
ELECTRON BELL-RANGERECD: (custom made chimes) Riggs & Jeffries, Inc., 73 Winthrop St., Newark 4, N. J.
EMERALD: Dal E. Haun Co., 708 Arch St., Pittsburgh 12, Pa.
EMPEY: Empey Records, Inc., 115 West 53d St., New York 19, N. Y.
EMPIRE: Empire Recording Studios, 1144 Madison Ave., Redwood City, Calif.
ENCORE: Encore Record Co., 918 South Flower St., Los Angeles 15, Calif.
ENTERPRISE: Enterprise Records, Inc., 8109 Santa Monica Blvd., Hollywood 46, Calif.
ERNO RAPEE MELODY LAND BOOK: Music You Enjoy, Inc., 420 Lexington Ave., New York 17, N. Y.
EXCELSIOR: Excelsior Records Co., 3661 South Gramercy Pl., Los Angeles 7, Calif.
EXCLUSIVE: Exclusive Records, 6272 Sunset Blvd., Hollywood 28, Calif.
F-M: F-M Records, 1012½ North Palm, Hollywood, Calif.
FAMOUS: Famous Records, Inc., RKO Theater Bldg., Room 303, 116 Market St., Newark 2, N. J.
FARGO: Fargo Records, c/o Coinmatic Distributors, 2712 West Pico Blvd., Los Angeles 6, Calif.
FAVORITE RECORDINGS: Favorite Record Co., 6615 Sunset Blvd., Hollywood 28, Calif.
FEATURE: Feature Records, c/o WOR Recording Studios, 1440 Broadway, New York 18, N. Y.
FORTUNE: Fortune Records, Trianon Publications, 11839 12th St., Detroit 6, Mich.
FOUR STAR: Four Star Records, Inc., 500 North Western Ave., Los Angeles 4, Calif.
FRANWIL: Franwil Records, 1650 Broadway, Suite 701, New York 19, N. Y.
FUNNYFACE: Funnyface Records, Inc., 107-09 71st Ave., Forest Hills, L. I., N. Y.
G & G: Sepia Record Co., 8407 Santa Monica Blvd., Los Angeles 46, Calif.
GALA: Gala Record Corporation, 350 Fifth Ave., New York 1, N. Y.
GAMUT: Commodore Record Co., Inc., 415 Lexington Ave., New York 17, N. Y.
GENERAL: Commodore Record Co., Inc., 415 Lexington Ave., New York 17, N. Y.
GI: GI Records, Inc., 1674 Broadway, New York 19, N. Y.
GLOBE: The Globe Record Co., Inc., 4714-16 South Hoover St., Los Angeles 37, Calif.
GOLD SEAL: Gold Seal Records, 333 North Michigan Ave., Chicago, Ill.
GOTHAM: Gotham Record Corporation, 853 Ninth Ave., New York 19, N. Y.
GRAPHIC PHONO-BOOKS: Graphic Educational Phonograph Record Co., 1108 Lillian Way, Hollywood 38, Calif.
GULF: Gulf Record Co., Inc., 3104 Telephone Road, Houston, Tex.
HARGAIL: Hargail Records, 130 West 56th St., New York 19, N. Y.
HARLEM: Southern Record Corporation, 307 Lenox Ave., New York 27, N. Y.
HARMONIA: Harmonia Records Corporation, 1328 Broadway, New York 1, N. Y.
HAVEN: Haven Records, Inc., 716 Rockaway Ave., Brooklyn 12, N. Y.
H. N. SOCIETY: H. N. Society Records, c/o Hargail Records, 130 West 56th St., New York 19, N. Y.
HOLLYWOOD INTERNATIONAL: Hollywood International Records, 985 Menlo Ave., Los Angeles 6, Calif.
HOWARD: Howard Records, Inc., 2007 West Division St., Chicago 22, Ill.
HRS: Hot Record Society, 303 Fifth Ave., New York 16, N. Y.
HUB: Hub Records, Inc., 565 Fifth Ave., New York 17, N. Y.
HUCKSTERS: Hucksters Recording Co., Inc., c/o A. J. Silverman, 8210½ Sunset Blvd., Hollywood 46, Calif.
HY-TONE: Hy-Tone Manufacturing & Distributing Co., 1214 Blue Island Ave., Chicago 8, Ill.
IMPERIAL: Imperial Records, Inc., 32 West Randolph St., Chicago 1, Ill.
IMPRESARIO: Washington Music Bazaar, Suite 1102, 210 Fifth Ave., New York 10, N. Y.
INDIGO: Indigo Recordings, Inc., 4372½ Melrose, Los Angeles, Calif.
INTERNATIONAL: International Record Co., 32-58 62d St., Woodside, L. I., N. Y.
JAMBOREE: Jamboree Record, Inc., 1650 Broadway, New York 19, N. Y.
JAZZ INFORMATION: Commodore Record Co., 415 Lexington Ave., New York 17, N. Y.
JAZZ MAN: Jazz Man Records, 6420 Santa Monica Blvd., Hollywood 38, Calif.
JAZZ RECORD: American Jazz, Inc., 236 West 10th St., New York 14, N. Y.
JEWEL: Jewel Records Co., 1514-20 Crossroads of the World, Hollywood 28, Calif.
JUKE BOX: Juke Box Record Co., Inc., 7 West 46th St., New York 19, N. Y.
JUMP: The Turntable, 1132 Tamarind Ave., Los Angeles 38, Calif.
JUPITER: Jupiter Records, 808 South Vermont, Los Angeles 5, Calif.
KEYNOTE: Keynote Recordings, Inc., 522 5th Ave., New York 18, N. Y.
KIDDIE TUNES: Murray Singer Records, 1674 Broadway, New York 19, N. Y.
KING: King Record Co., 1540 Brewster Ave., Cincinnati 7, Ohio
KING JAZZ: King Jazz Co., 140 West 42nd St., New York 18, N. Y.
KING SOLOMON: Savoy Record Co., 58 Market St., Newark 1, N. J.
KISMET: Kismet Record Co., 227 East 14th St., New York 3, N. Y.
LAMPLIGHTER: Lamplighter Rec-

ord, Co., RFD No. 1, Pacific Palisades, Calif.

LATIN - AMERICAN: Latin-American Records, 17169 Van Buren, Detroit 10, Mich.

LAURENT: Laurent Records, 750 Post St., San Francisco, Calif.

LEI: Lei Record Co., 1219 South Beretania St., 46 Honolulu, T. H.

LIBERTY: Liberty Music Shops, 450 Madison Ave., New York 22, N. Y.

LISTEN LOOK PICTURE BOOK: Music You Enjoy, Inc., 420 Lexington Ave., New York 17, N. Y.

LITTLE FOLKS' FAVORITES: Little Folks' Favorites, Inc., 918 South Flower St., Los Angeles 15, Calif.

LONE STAR: Lone Star Music Co., 1158 N. Orange Drive, Hollywood 28, Calif.

LYRIC: Empire Record Corp., 825 Seventh Ave., New York 19, N. Y.

MAESTRO: Maestro Record Company, 2511 Mayberry St., Los Angeles 26, Calif.

MAJESTIC: Majestic Records, Inc., 29 West 57th St., New York 19, N. Y.

MAJOR: Taran Distributing, Inc., 170 N. 23rd St., Miami, Fla.

MANOR: Manor Record Co., 313 West 57th St., New York 19, N. Y.

(Continued on page 162)



MANUFACTURERS OF
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FOR THE TRADE

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IF I HAD MY LIFE | STAY AS LONG
TO LIVE OVER | AS YOU LIKE
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RECORDS

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BOOTH 97



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- **WEDNESDAY** Feb. 5th—10 A. M. to 4 P. M.
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In Tenn., Ark. & Okla.

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Wichita, Kan.
In Kansas

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TRADIO ACCLAIMED from Coast to Coast!

READ WHAT THE MEN WHO ARE ACTUALLY HANDLING
TRADIO DAY AFTER DAY SAY ABOUT TRADIO'S FUTURE

It's a safe bet that TRADIO has what it takes to please operators and locations when coinmen all over the U.S.A. unanimously praise the widespread acceptance and dynamic profit potential of TRADIO . . . the only coin-operated radio "functionally designed" for use in hotels, motels, institutions, clubs, etc.

JUDGE FOR YOURSELF. COMPARE TRADIO WITH ANY
OTHER COIN-OPERATED RADIO . . . THEN YOU'RE SURE
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TRADIO INTRODUCES T.F.R.P.

...Revolutionary Merchandising Plan to Keep Operators Way, Way Ahead of the Field

We thank Tradio distributors and operators all over the country. Their confidence and cooperation has been of inestimable value to us as pioneers in the embryonic coin-operated field. Today, the word "Tradio" is synonymous with coin-operated radio. We are proud of our leadership in this industry and are fully aware of the responsibility it entails. We are working incessantly on research and experiments designed to improve Tradio and to introduce new items. Our new Tradio-ette and TradioVision are tangible evidence of our ceaseless efforts to open profitable fields to the operator. Knowing that our success is wholly dependent upon the success of the individual operator, we shall continue to keep the operator's interest paramount in our efforts. Every coin-machine operator owes it to himself to visit Booth 154. We are looking forward to renewing old acquaintances and making new friends at the Coin Machine Show.

The enormous volume of orders already placed by our distributors for the coming year, plus our ability to stock-pile component parts for steadier production, enables us to offer our new Tradio at a considerable reduction in price. In doing so, we are not forgetting our established Tradio operators. The consideration they deserve will be effected thru the Tradio First Reduction Plan, which we are labeling T.F.R.P. This plan will enable original Tradio operators to double their present route, more than average out their cost, and be further ahead than any other coin-operated radio operator.

As manufacturers, we are a young organization. However, our previous experience as operators, servicemen, retailers and dealers, has taught us how we would like to have manufacturers treat us. We are happy to have this opportunity to be on the other side of the fence where we can apply the knowledge gained by this experience. Some of our policies may be revolutionary but we intend to stick to them 100%.

Tradio operators all over the country are urged to contact their distributors at once for complete details of T.F.R.P.

ASK FOR TRADIO'S REVOLUTIONARY MERCHANDISING PLAN

ALL 3 TRADIO FAMOUS FIRSTS . . . TRADIO . . . TRADIO-ETTE . . . TRADIOVISION

IN BOOTH 154

TRADIO

the first coin-operated radio specifically designed for use in hotels, motels, institutions, clubs, etc.

TRADIO-ETTE

the first coin-operated intimate music restaurant radio.

TRADIOVISION

the first coin-operated television set.



Victor Trad, Pres.



George Trad, Vice-Pres.



Harry Rockefeller, Sales Co-Ordinator



Remember . . . All Tradio Equipment Is Unconditionally Guaranteed One Year! All Tradio Equipment is Available For Immediate Delivery! And TRADIO, INC. sells only to operators, through qualified TRADIO distributors . . . never direct to locations. Only by protecting its own integrity can TRADIO protect you! Look At The Others . . . Then Buy Tradio!

MARS: Mars Records, 1960 South Santa Fe Ave., Los Angeles 21, Calif.
MARY HOWARD: Mary Howard Recordings, 37 East 49th St., New York 17, N. Y.
MASTER: Master Record Co., 64 E. Lake St., Chicago 1, Ill.
MASTERTONE: Mastertone Record Co., Inc., 4812 Sunset Blvd., Hollywood 27, Calif.
MAYFAIR: Mayfair Record & Recording Corp., 1650 Broadway, New York 19, N. Y.
MAYFAIR REC-O-CARD: Mayfair Record & Recording Corp., 1650 Broadway, New York 19, N. Y.
MELLO-STRAIN: Mello-Strain Rec-

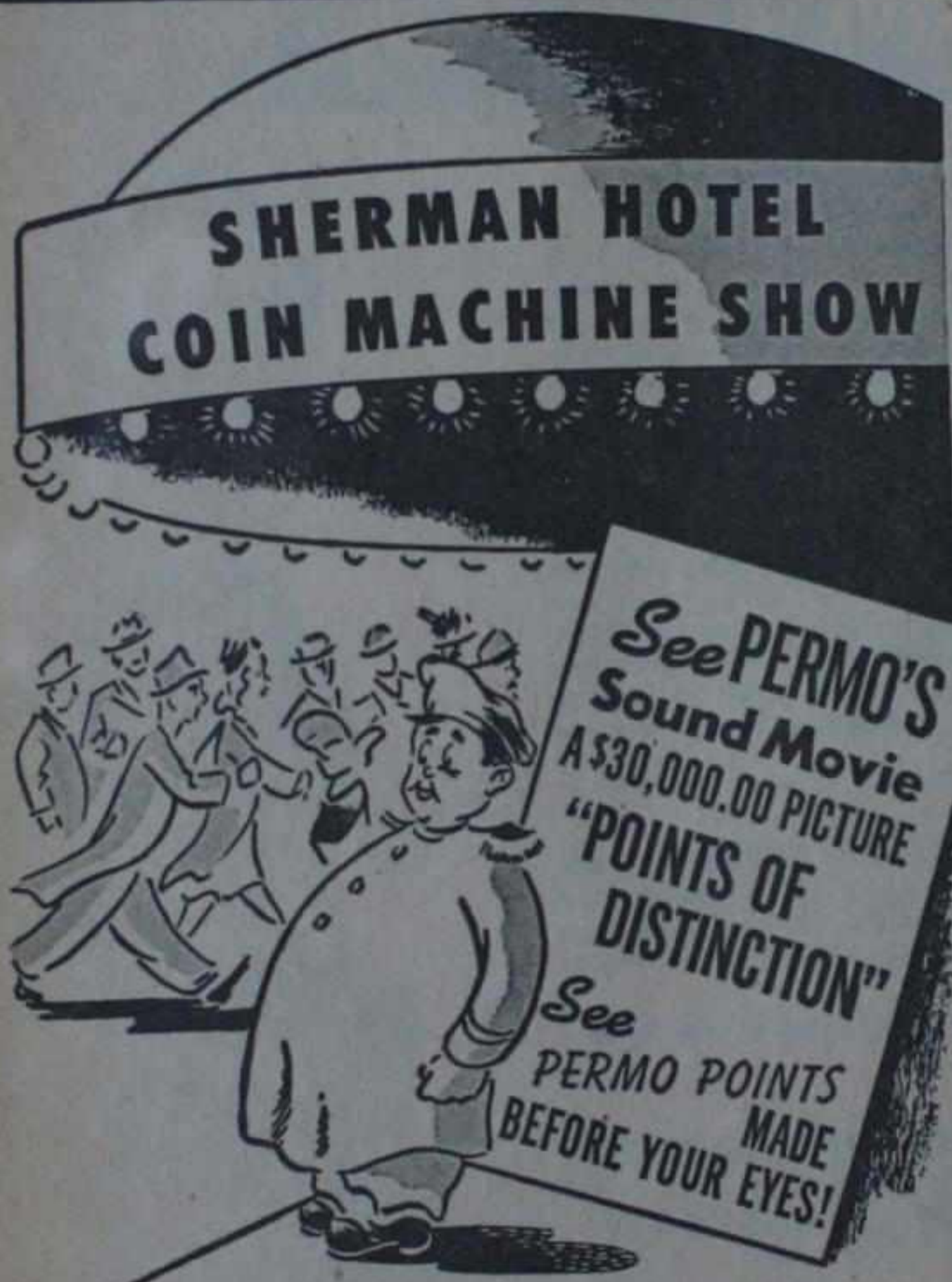
RECORD LABELS AND MANUFACTURERS

(Continued from page 158)

ords, Ltd., 1658 Broadway, Rm. 468, New York 19, N. Y.
MELLOW: Mellow Record Co., 965 Dickerson, Detroit 15, Mich.
MELODISC: Melodisc Recording Co., 6625 Sunset Blvd., Hollywood 28, Calif.
MELROSE: Melrose Record Co., 801 East 19th So., Brooklyn 26, N. Y.
MEMO: Melody Moderne, Inc., 6233 Hollywood Blvd., Hollywood 28, Calif.

MERCURY: Mercury Radio & Television Corp., 839 South Wabash Ave., Chicago 1, Ill.
MGM: MGM Records, 701 Seventh Ave., New York 19, N. Y.
MIRACLE: Miracle Record Co., 107 East 47th St., Chicago 15, Ill.
MIRROR: Mirror Recordings, 810 Rollin St., South Pasadena, Calif.
MIRROR TONE: Murray Singer Records, 1674 Broadway, New York 19, N. Y.
MODERN MUSIC: Modern Music Co., 678 1/2 South Vermont, Los Angeles 5, Calif.
MONARCH: Monarch Records, Inc., 44 Court St., Brooklyn 2, N. Y.
MURRAY SINGER: Murray Singer Records, 1674 Broadway, New York 19, N. Y.
MUSETTE: Musette Publishers, Inc., 113 West 57th St., New York 19, N. Y.
MUSIC ART: Music Art Records, RKO Proctor's Bldg., Newark, N. J.
MUSIC FOR SOCIETY: Music For Society Record Co., 1585 Broadway, New York 19, N. Y.
MUSIC MART: Music Mart Records, 510 Fifteenth St., San Francisco 12, Calif.
MUSIC ON PARADE: Music on Parade Records, 634 S. W. Temple St., Salt Lake City, Utah.
MUSICOMICS: Musette Publishers, Inc., 113 West 57th St., New York 19, N. Y.
MUSICRAFT: Musicraft Corp., 245 E. 23rd St., New York 10, N. Y.
NATIONAL: National Record Co., Inc., 1841 Broadway, New York 23, N. Y.
ODEON: Decca Records, Inc., 50 West 57th St., New York 19, N. Y.
OKEH: Columbia Recording Corp., 1473 Barnum Ave., Bridgeport 8, Conn.

ONCE UPON A TIME: Mayfair Record & Recording Corp., 1650 Broadway, New York 19, N. Y.
ORPHEUS: Orpheus Record & Transcription Co., 1585 Broadway, New York 19, N. Y.
PACIFIC: Pacific Record Co., 2213 San Pablo Ave., Berkeley 2, Calif.
PAN-A-MER: Pan American Publications, 115 E. Walton St., Chicago, Ill.
PAN-AMERICAN: Birwell Corporation, 6618 Santa Monica Blvd., Hollywood 38, Calif.
PARAGON: Paragon Records, Inc., 8000 Connecticut Ave., Chevy Chase 15, Md.
PARAMOUNT: Paramount Records, 6047 Hollywood Blvd., Hollywood 28, Calif.
PARLOPHONE: Decca Records, Inc., 50 West 57th St., New York 19, N. Y.
PEARL: Pearl Records, 809 Madison Ave., Covington, Ky.
PEERLESS: Fabrico De Discos Peerless, Calzado Mariano Escobeda 225, Mexico, DF.
PHOTOTONE: Phototone Records, 9417 Parmalee Ave., Los Angeles 2, Calif.
PIED PIPER: Music You Enjoy, Inc., 420 Lexington Ave., New York 17, N. Y.
PILOTONE: Pilot Radio Co., 37-08 —38th St., Long Island City 1, N. Y.
PRESIDENT: President Records, 712 Louisiana St., Little Rock, Ark.
PROCESS: Process Record Co., 19 Pennell St., Franklin, Pa.
QUAKER: Quaker Music Co., Room 922, Center City Bldg., 121 North Broad St., Philadelphia 7, Pa.
QUEEN: King Record Co., 1540 Brewster Ave., Cincinnati 7, O.
'R-TIST: 'R-Tist Record Co., 3903 No. Franklin St., Philadelphia 40, Pa.
REGAL: Regal Records, 1506 N. Sierra Bonita, Hollywood 28, Calif.
REGAL: Willow Walk Industries, 5339 Burlingame, Detroit 4, Mich.
REGIS: Regis Record Co., 313 W. 57th St., New York 19, N. Y.




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We'll give you a liberal trade on your equipment (if you fuss long enough about it), and we'll even work out, on your terms, an arrangement to convert your entire route to AMI's over a 3, 6 or 12-month period.



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AMI phonographs and AUTOMATIC HOSTESS
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Any size radio tube (or panel lamp) is available from Sylvania — but only one quality—the best money can buy! Specify Sylvania tubes and play safe every time.

Note below Sylvania's latest development to help service juke sets.

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AND SIMPLIFY YOUR SERVICING JOB WITH THIS PORTABLE TUBE TESTER!



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- REGO:** Rego Records, Grand Central Music Co., 1504 Broadway—Rm. 302, Detroit 26, Mich.
- RHAPSODY:** Rhapsody Records, 1752 N. Vine St., Hollywood 28, Calif.
- RHUMBOOGIE:** Rhumboogie Record Co., 343 East Garfield Place, Chicago, Ill.
- RHYTHM RECORDS:** Rhythm Record Co., 705 N. Sierra Bonita Ave., Hollywood 46, Calif.
- RICH:** Rich-Art Records, Inc., 2638 S. Gladys Ave., Garvey, Calif.
- RICH-ART:** Rich-Art Records, Inc., 2638 S. Gladys Ave., Garvey, Calif.
- RIGHTONE:** Rich-Art Records, Inc., 2638 S. Gladys Ave., Garvey, Calif.
- RITE A LYRIC:** Murray Singer Records, 1674 Broadway, New York 19, N. Y.
- ROY:** Roy Records, 1619 Broadway, New York 19, N. Y.
- RUMPUS:** Rumpus Record Co., 6021 Will Rogers St., Los Angeles 45, Calif.
- RUSSIAN:** Russian Music Co., 121 Lexington Ave., New York 16, N. Y. (importers of Russian records—do not manufacture).
- S & D:** S & D Records, 1225 N. La Salle, Chicago, Ill.
- SACRED RECORDS:** Sacred Records, Inc., 217 West Pico Blvd., Los Angeles 14, Calif.
- SAN ANTONIO:** San Antonio Records, Inc., 8407 Santa Monica Blvd., Hollywood 46, Calif.
- SAPHIRE:** Sapphire Music Company, 1655 S. Taney St., Philadelphia 45, Pa.
- SARCO:** Sarco Record Co., 6107 Sunset Blvd., Hollywood 28, Calif.
- SAUVENAIR RECORDS:** Sauvenair Records Co., 6362 Hollywood Blvd.—Rm. 407, Hollywood, Calif.
- SAVOY:** Savoy Record Co., 58 Market St., Newark 2, N. J.
- SCANDINAVIA:** Scandinavian Music House, 625 Lexington Ave, New York 22, N. Y.
- SCHIRMER:** G: Schirmer, Inc., 3 East 43rd St., New York 17, N. Y.
- SEECO:** Seeco Records, Inc., 1395 Fifth Ave., New York 29, N. Y.
- SEPIA:** Sepia Records, Inc., 8407 Santa Monica Blvd., Hollywood 46, Calif.
- SERENADE:** Unique Music Publishers and Recording Co., 910 Alberta St., Detroit 20, Mich.
- SESSION:** Session Record Shop, 125 N. Wells, Chicago 6, Ill.
- SEVA:** Seva Record Co., 45 East 49th St., New York 17, N. Y.
- SIGNATURE:** Signature Recording Corp., 601 West 26th St., New York 1, N. Y.
- SILVER SPUR:** Silver Spur Records, 3907 Lankershim Blvd., North Hollywood, Calif.
- SKATIN' TOONS:** Skatin' Toons, Box 264 Malvern, N. Y.
- SLATE:** Slate Enterprises, Inc., 209 Clinton Ave., Newark 2, N. J.
- SOLAR:** Solar Records, K & M Distributors, 1913 Pico Blvd., Los Angeles 15, Calif.
- SONART:** Sonart Record Corp., 251 West 42nd St., New York 18, N. Y.
- SONG-OF-THE-MONTH-CLUB:** Song-of-the-month-club, 79 Wall St., New York 5, N. Y.
- SONORA:** Sonora Record Co., 730 Fifth Ave., New York 19, N. Y.
- SOUTHERN:** Southern Record Corp., 307 Lenox Ave., New York 27, N. Y.
- SPECIALTY:** Specialty Records, Inc., 311 Venice Blvd., Los Angeles 15, Calif.
- SPIN:** Spin Records, Inc., 74 Riverside Drive, New York 24, N. Y.
- SPOTLIGHT:** Spotlight Records, 6064 Hollywood Blvd., Hollywood 28, Calif.
- SPOTLIGHT RECORDS:** Spotlight Record Co., 1 Light St., Baltimore 3, Md.
- STANCHEL:** Stanchel Records K & M Distributors, 1913 Pico Blvd., Los Angeles 15, Calif.
- STANDARD:** Standard Phono Corp., 163 West 23rd St., New York 11, N. Y.
- STARR:** Starr Record Co., P. O. Box 1073, San Antonio 6, Tex.
- STERLING:** Sterling Records, Inc.,

(Continued on page 164)

EXCELSIOR BLASTS AGAIN!

HOTTER'N WHITE HEAT!

2 Sensational Blues RECORDS SUNG BY

THE KING OF THE BLUES JIMMY RUSHING

with the JIMMY MUNDY ORCHESTRA

TWO OLDIES BUT GOODIES! AND TWO NEW HITS!

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RECORD REVIEWS

Additional Record Reviews, Part VI of Music Popularity Charts, Page 198

MYRA TAYLOR (Mercury 8027)
Tell Your Best Friend Nothing—FT; VC.
Take It Easy, Greasy—FT; VC.

Sepia K. C. chanteuse Myra Taylor offers a pair of originals here, with *Tell Your Best Friend Nothing* the more potent. Lyrics, an important factor in the race pitch, are top-drawer and well sold by la Taylor. Mating, with backing also by Jimmy Keith's just so-so combo, is built on dated jive patois phrase, done in jumpier tempo.

A mediocre mating with race allure only.

STEVE GIBSON (Mercury 5011)
Bless You—FT; VC.
You Can't See the Sun When You're Crying—FT; VC.

Mercury's sepia quintet, recently secured from the Joe Davis label, Steve Gibson and the original Red Caps, makes their bow auspiciously with this twin-spinning. Both sides are imitative of the Ink Spots, slow,

romantic tunes, Steve Gibson doing a sort of Hoppy Jones lyric recitation and a pair of good lead voices, Steve Gibson's husky barying on *Bless* and Gordon McKay tenoring the reverse. Besides their singing, this combo do an excellent musical backing, especially the oft-heard celeste on both sides.

Bless You is musical ammunition, sighted for the top, with mating showing possibilities also.

JENNY LOU CARSON (Mercury 6024)
I'll Trade All of My Tomorrows—FT; VC.
A Penny for Your Thoughts—FT; VC.

Folk singer-composer does two of her own ditties here, both in very plaintive mood. Like her lyrics, which always carry a message that clicks with folk artist fans, gal has rounded up a differently styled band for backing. Sounds like a folk-dance band, with snatched-of wail-

(Continued on page 165)

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(Continued from page 163)

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RECORD REVIEWS

(Continued from page 164)

ing electric guitar, but has enough standard scoring to give her work distinction. Gal's tunes are off-done, as in the past, on records by others, so either of these may be first of a number of versions of the tunes.

Both these sides have better than a longshot's chance of coming home in front.

LECUONA CUBAN BOYS
 (Majestic 1091-1092)
La Chancleta—FT; V.
Bongo—FT; VC.
Baila La Conga—FT; VC.
Cachum-Bambe—FT; VC.

It's the native singing and playing of the Latin American dance melodies. And while the presentation by the Lecuona Cuban Boys and the group singing led by Manyo Lopez is entirely native, they provide little lustre for the melodies. Nor do they provide any descriptive coloring, either instrumentally or vocally, to bring out any melodic charm that may be contained in the selections. Instead, the spinning is entirely for the rumba dance enthusiasts, the appeal entirely on the hoof rather than some for the ear. *La Chancleta* is a slow Son-Montuno, mated to the lively Guaracha rhythms of *Baila La Conga*. *Bongo* is a spirited Afro-Cuban selection, mated with another slow Son-Montuno in *Cachum-Bambe*.

Strictly for the rumba dancers.

MISCHA BORR (Victor 25-0077)
Taboo—FT.
Lolita—FT.

These two Latin melodies are dressed up in a continental fashion by Mischa Borr, who adds a bit of his pash fiddling to the full instrumental sweep of his salon ensemble. It's a colorful scoring for the familiar *Taboo*, spinning with a bright rumba beat, while it's the spiritual Paso-Doble rhythms for the familiar *Lolita*. Both rich in melodic appeal and fall easy on the ears for the listening.

For the home phonos or the atmosphere locations.

WALTER OSSOWSKI (Victor 25-9172)
Making Hay—FT.
With Humor—FT.

This instrumental foursome of two accordions, piano and violin tear off some spry and pert polka dance rhythms for both of these Polish melodies. Moreover, the plattering is plenty tuneful, spinning at a lively clip to make the polka dance all the more inviting.

For the nationality spots.

JAZZ GILLUM (Victor 20-2120)
I'm Not the Lad—FT; V.
Long Razor Blues—FT; V.

The down-to-earth blues singing and shouting of Jazz Gillum, to which he adds a lick of his blues harmonica blowing, rings the race register for both of these sides. Supported by a rhythm section, Gillum talks his way thru *I'm Not the Lad*, admonishing his mamma that he's hep to her jive and should find herself another chump. Also a slow blues is *Long Razor Blues*, warning his baby that the instrument, as long as his arm, is meant to keep her marking the line.

For the back rooms at the race spots.

HANK WILLIAMS (Sterling 201)
Calling You—FT; V.
Never Again Will I Knock at Your Door—W; V.

With real spiritual qualities in his pipes, singing with the spirit of a camp town meeting, Hank Williams makes his bow on the label an auspicious one. Assisted by a vocal trio

(Continued on page 168)

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RECORD REVIEWS

(Continued from page 165)

and the string accompaniment of the Country Boys, Williams scores with his own spiritual song, *Calling You*. And in true backwoods fashion, with a tear in his voice, sings it effectively for the waltz melody, *Never Again Will I Knock At Your Door*, a song supplication to his girl to be true to him.

Phonos at the prairie stops will favor *Never Again Will I Knock At Your Door*.

SLIM BRYANT (Majestic 11003)
Eeny Meeny Dixie Deeny—FT; VC.
Echo Polka—FT.

The male trio sings it in rhythmic fashion for *Eeny Meeny Dixie Deeny*, Slim Bryant's own hide and go-seek novelty ditty, accompanied by the accordion, fiddle, guitar and bass of his Wildcats. However, there's little contagion in the chant or in its chanting. To better effect is the instrumental spinning of *Echo Polka*, a gay and tuneful melody that carries out the title in its composition and exposition.

Where the polka platters pack the phonos, *Echo Polka* will attract some play.

JOHNNY BOND (Columbia 37217)
Rainbow at Midnight—W; VC.
Divorce Me C.O.D.—FT; VC.

Singing with a light Dixie drawl with his Red River Valley Boys, small rhythm band, providing a lusty toe-tapping accompaniment, Johnny Bond sells it strong for *Divorce Me C.O.D.*, a rhythm novelty of disillusioned romance. Joined by one of the boys to make for pleasant duetting, Bond sings in a nostalgic mood *Lost John Miller's Rainbow at Midnight* waltz melody—the rainbow reminding him of his love.

Divorce Me C. O. D., already in pop circles, is the coin catcher for the music machines.

BUCHANAN BROTHERS (Victor 20-2106)
Am I Still Part of Your Heart?—FT; V.
Left by the Wayside—FT; V.

Harmonizing sweetly and adding a touch of sincerity to the song lyric, the Buchanan Brothers, blending baritone and tenor pipes, score with both of these sides. The Georgia Catamounts, small rhythm band, providing toe-tapping support, the Buchanans harmonize smoothly for *Am I Still Part of Your Heart?*, a plaintive spelling song; and in the same toe-tapping fashion, sing the torch lyrics of *Left by the Wayside*, complaining that their gals have left them by the wayside.

Am I Still Part of Your Heart? should hold up in the music boxes.

ROY ACUFF (Columbia 37202)
Gone, Gone, Gone—FT; VC.
Let Me Be the First to Say I'm Sorry—FT; VC.

The Western style of shout-singing that characterizes the piping of Roy Acuff rings the bell for both of these torch melodies, spinning brightly with neat instrumental backgrounds by the guitars and accordions of his Smoky Mountain Boys. For *Gone, Gone, Gone*, he appeals to his girl that she'll not be forgotten. And is even more sentimental for *Let Me Be the First to Say I'm Sorry*, asking to be again the first in her heart.

Both of these Westerns should woo the phono fans.

JIMMIE LAWSON (Columbia 37203)
Foggy River—FT; V.
I Just Can't Forgive You Anymore—FT; V.

A lusty and deep-voiced cowboy singer, Jimmie Lawson displays plenty of sincerity in his song as he makes his bow on this label with these two Western ballads. Strumming guitars providing support, Lawson sings it in simple and appealing fashion for Fred Rose's *Foggy River*, asking for help in finding the distant shore. His own *I Just Can't Forgive You Anymore* is a

slow and tearful torch ballad, warning his love that it's too late to ask forgiveness.

Where the Western stops show favor on the torch chants, they'll shower coins on *I Just Can't Forgive You Anymore*.

RAY WHITLEY (Cowboy CR-301)
Jukebox Cannonball—FT; V.
Between the Lines—FT; V.

Doing a juke box switch for the Cannonball classic, Ray Whitley getting instrumental and vocal support from the Santa Fe Rangers, makes it a lively novelty for *Jukebox Cannonball*. Whitley sings it in spirited fashion with the Rangers cutting in with some fine Western hot fiddle scraping and gait pickings. And to polish off the platter, Whitley brings in Kilroy to put another nickel in the juke. Backside shows off more of Whitley as a lusty baritone singer with a tear in his pipes to make it all the more expressive for his own *Between the Lines* torch ballad. It's a plaintive tune spinning at a slow tempo, with Whitley lyrically asking his girl for forgiveness in a letter.

Jukebox Cannonball aimed for the machines and may hit.

EDDIE ARNOLD (Victor 20-2059)
What's Life Without Love?—FT; V.
Be Sure There's No Mistake—FT; V.

A sweet-singing cowboy, Eddie Arnold pipes it expressively for both of these torch ballads with the string support of his Tennessee Plowboys, keeping the spin thoroly rhythmic. Particularly tuneful is *What's Life Without Love?* and it's rich in torch appeal for *Be Sure There's No Mistake* as he warns his love that she is breaking his lonely heart.

What's Life Without Love? shows plenty of life for the music boxes.

ANN BOND (Apollo 116)
Fireball Mail—FT; V.
Don't Hang Around Anymore—FT; V.

A cowgal singing with plenty of spirit and rhythm, Ann Bond scores with these sides. Taken at a lively clip, it's a train rhythm ditty for *Fireball Mail*, with the accompanying Oklahoma Roundup Boys cutting in with some pert Western hot fiddling. For *Don't Hang Around Me Anymore*, telling off her boy friend that he's been having his fun, Miss Bond sings it in plaintive style with the string accompaniment of the Roundup Boys keeping it toe-tapping.

Fireball Mail is a special delivery for the phono selectors.

PAUL HOWARD (Columbia 37204)
Oklahoma City—FT; VC.
Somebody Else's Trouble—FT; VC.

Making their bow on the label, Paul Howard, folk singer, displays a fine country dance band in his Cotton Pickers. A combination of piano, electric guitars and fiddle, it's spirited spinning for the barn dances and hoe-downs with these selections. Howard adds the vocals for Fred Rose's *Oklahoma City*, singing in homey fashion. Backside, *Somebody Else's Trouble*, has Eddie Shaw singing the hillbilly blues in lively style. Again it's the country music rather than the singing that makes for the platter selling.

Both sides count for coins where the phonos provide the country dance music.

WILEY AND GENE (Columbia 37216)
Take Away Those Blues Around My Heart—FT; V.
Kansas City Blues—FT; V.

The baritone and tenor voices of Wiley Walker and Gene Sullivan harmonizing in country style, their delivery makes both of these chants count. A string band providing accompaniment that fits a rhythmic frame, the twosome sing it with sin-

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RECORD REVIEWS

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cerity for *Take Away Those Blues Around My Heart*. For *Kansas City Blues*, also spinning at a bright beat, Gene Sullivan handles the vocal chores as he sings it plaintively that his girl is moving away to Kansas City.

Both groovings geared for phono play.

BOBBY GREGORY (Apollo 111)
You Were Once My Sunshine—FT; V.
My Good Gal's Gone Away—FT; V.

With a heavy tang of the outdoor in his pipes that isn't helped any by the tearful overtones in his voice, it's too far back in the woods for the singing of Bobby Gregory. However, the toe-tapping rhythms of his *Cactus Cowboys*, small instrumental combo, keeps the spinning bright. Best effort is *You Were Once My Sunshine*, a lyrical complaint that his girl isn't playing fair and makes for a fair sequel to the *You Are My Sunshine* classic. Backside, *My Good Gal's Gone Away*, is a sad graveyard song, and Gregory sings it that way with a sick trumpet wah-wahing a few measures.

Tune title may attract some to *You Were Once My Sunshine*.

DICK THOMAS (National 5014)
Rose of the Alamo—W; V.
A Lonely Cowboy's Dream—FT; V.

A rich romantic flavor in his cowboy chanting, Dick Thomas rings the bell with these sides. With the Santa Fe Rangers adding vocal and instrumental support, Thomas sings it sweetly for a beautiful waltz lament, *Rose of the Alamo*. And in contrasting style, Thomas sings and yodels it in fine rhythmic style for *A Lonely Cowboy's Dream*, piping with contagion about the cowboy who dreams of grandeur. It's the composition of Thomas and Max E. Freedman, who paired with him in penning his hit click, *Sioux City Sue*.

A Lonely Cowboy's Dream is a cinch to catch coins.

OKLAHOMA WRANGLERS (Sterling 202)
I Can't Go On This Way—FT; VC.
You Don't Have to Worry—FT; VC.

The combination of accordion, fiddle, guitar and bass making up the Oklahoma Wranglers provides easy and light toe-tapping rhythms for these Western ditties. And the singing of The Willis Brothers (2) for Fred Rose's *I Can't Go on This Way*; and Guy Willis's solo chant for his own song of lost love, *You Don't Have to Worry*, spins as thin as the foursome's instrumental efforts.

Not enough spirit in their playing or singing to keep the spinning bright for the phonos.

BOB WILLS (Columbia 37212)
Cotton Eyed Joe—FT; VC.
Staccato Waltz—W; VC.

Bob Wills and His Texas Playboys string combo cut two country dance tunes in this spinning. *Cotton Eyed Joe* is a square dance ditty with Tommy Duncan, who joined Wills in penning the song, singing lustily the novelty lyrics that he would have it been married a long time ago if it weren't for "Cotton Eyed Joe." *Staccato Waltz*, spinning at a fast three-quarter tempo, is an innocuous outdoor melody strictly for dancing. Nor does the vocal trio taking over a chorus add any to the flavor.

For the square dances *Cotton Eyed Joe* is a coin catcher.

FIVE DE MARCO SISTERS (Majestic 7209)
A Gay Little Melody—FT; V.
Ready To Go Steady—FT; V.

The pert rhythm harmonies of the De Marco Sisters spin out with much attraction for the tuneful riff rhythm ditty, *Ready To Go Steady*, with plenty of bounce quality to both the

lyrical blend and the instrumental beat of the studio men directed by Phil Davis. It's also a bright tempo for *A Gay Little Melody*, but the selection loses its melodic appeal in its jazz translation from its original classical form as fashioned by Mozart as *Marche Militaire*.

De Marcos ripe for some phono harvesting with "Ready To Go Steady."

ARMORY BROTHERS (National 9024)
Caravan—FT; V.
There Is No Breeze—FT; V.

Coming out of the nitery belt, the label has the benefit of a click harmony foursome in this preem plattering of the Amory Brothers. For here is a group of spiritual singers whose vocal harmonics lends themselves to the popular rhythm pattern. Moreover, it's no soft mumbling, for these four brothers can really sing, displaying a fine conception of both harmony and rhythm. Most attractive is their interpretation of Duke Ellington's *Caravan*, banking the solo voice with rolling riff figures and then again blending all their voices in close harmony. Backside is a slow spinning for *There Is No Breeze* which shows off the robust bass voice spinning a torch lyric with sincerity. Piano, guitar and bass provide adequate support.

If they lend an ear to *Caravan*, the phono fans will like it.

DIZZY GILLESPIE (Musicraft 447)
Emanon—FT.
Things To Come—FT.

Plenty here for the cats to really lick their chops, for Dizzy Gillespie has a full ensemble to bang away at his re-bop brand of music. And it's fairly breath-taking to hear the powerhouse gang blowing the figures in unison at a super speed tempo without losing their balance for *Things To Come*. And against a screaming and dizzy musical bank blasted by the brasses, both Gillespie's trumpet and Milt Jackson's vibes chip in with uncanny improvisings. Gillespie's trumpet sorcery is even more searing for a more moderate *Emanon* (No Name, spelled backwards). But there is nothing backward in the powerhouse blowing of the band, coming on with their unison riffing and going out like blockbusters. The jazz hounds will lap up this cutting.

Guaranteed to blast the hot jazz maniacs out of this world.

FREDDY MARTIN (Victor 20-2108)
Rainbow's End—FT; VC.
The Funny Thing Called Love—FT; VC.

Maestro Martin goes on a classical kick again, but overburdens a good thing in *Rainbow's End*, for even Clyde Rogers' fine singing fails to give lustre to the somber melody lifted from Beethoven's *Sonata Pathetique*. More tuneful and spinning brighter is Peter Tinturin's *The Funny Thing Called Love*, a plaintive melody geared to the minor key which lends itself to the beguine rhythms. And Gene Conklin's romantic singing serves the song well.

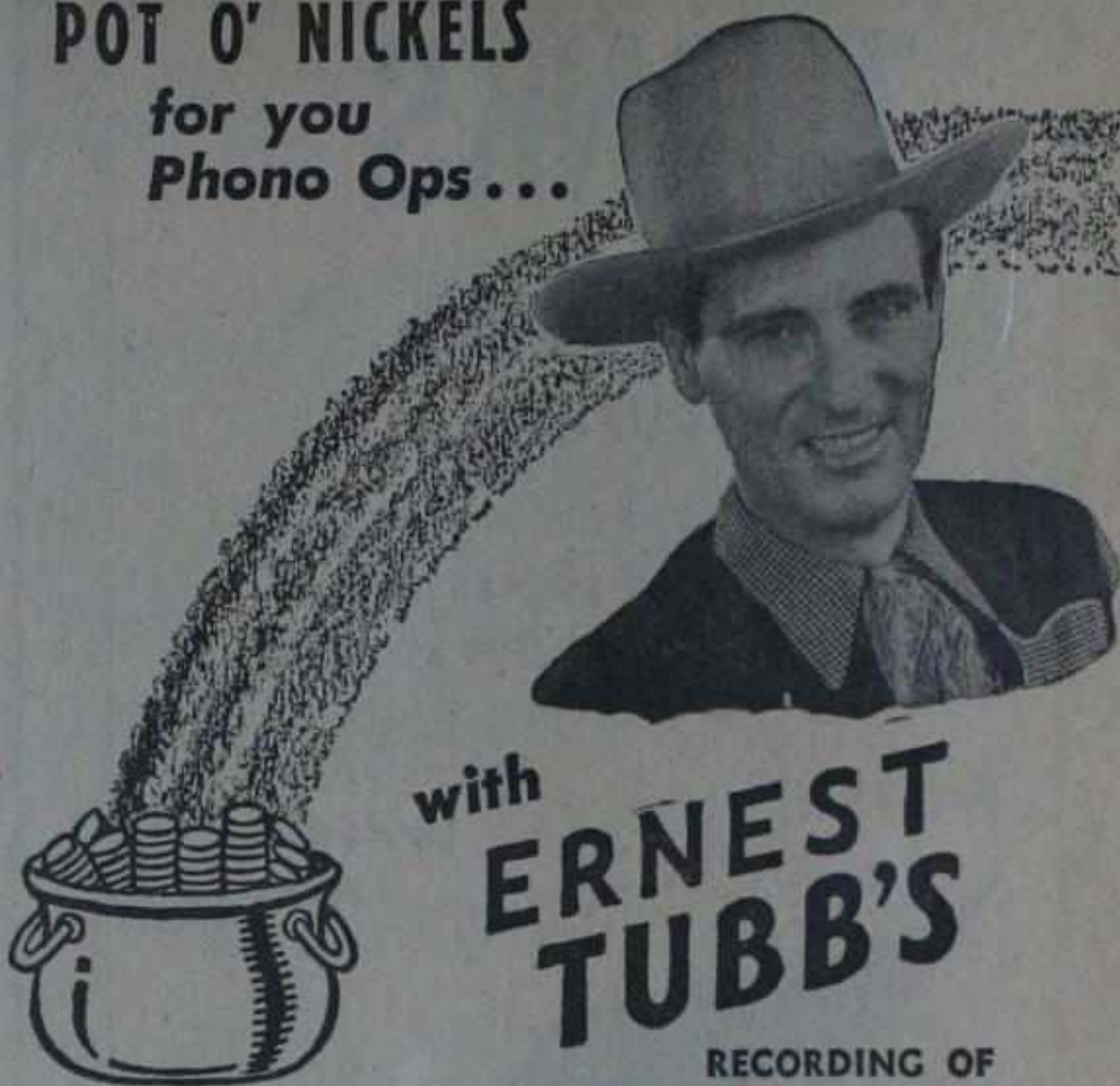
Phono play will depend entirely on popularity of the songs.

GENE KRUPA (Columbia 37209)
It's a Good Day—FT; VC.
The Slow Mosquita—FT; VC.

For the first time in many a cutting, maestro Krupa lets loose with his rattle and roll at the drums and tom-toms for *It's a Good Day*. And save for Carolyn Grey's rhythm chant and an opening stanza of unison saxes, the diskings for this swing spiritual is almost entirely smothered by the maestro's drum-nastics. Band boys move up front for an easy and bouncy rhythm melody that deserves a better title

(Continued on page 169)

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SUNSET AT VINE

HOLLYWOOD

RECORD REVIEWS

(Continued from page 167)

and lyric than *The Slow Mosquita*. Hatted trumpet, clary, altho and tenor saxes introduce the theme and improvise the melody, with Miss Carolyn's chanting as lifto as the music making.

Song selections can hardly hope to hold up in phonos.

LARRY GREEN (Victor 20-2119)
How High the Moon—FT; VC.
Far-Away Island—FT; VC.

Massaging the 88's in a scintillating melody octave style, Larry Green paces his band for both selections. Save for Gil Phelan's pleasant piping, Green's keyboarding carries the cutting all the way with his supper room ensemble bringing up a pert rhythm background. A bright tempo is set for the familiar *How High the Moon* and a slow ballad spin for *Far-Away Island*. All easy for listening or for dancing without creating any undue attention.

No style or distinction to attract 'em to the music boxes.

PHIL BRITO (Musicraft 15100)
They Can't Take That Away From Me—FT; V.
Far-Away Island—FT; V.

Phil Brito romps thru these two songs in orthodox style without giving any undue dynamics in his delivery to make the dishing attractive to any degree. Nor is there any richness in the backgrounds of Walter Gross at the piano with a sextet of filler-in instrumentalists. *They Can't Take That Away From Me* is the Gershwin familiar from the *Shall We Dance* movie, spinning at a slow ballad tempo as does the more current *Far-Away Island*.

Not enough magnetism in this song spinning to yield metal for the music boxes.

THE STARDUSTERS (Swan 8002-8003)
What Happened Joe?—FT; V.
I Wasn't Born in Ireland—FT; V.
Yes, Yes, Honey—FT; V.
When You're Not There—FT; V.

The fine rhythmic blend of the harmonies of the Stardusters rates better song material than what spins out here. As a result, it's too easy to dismiss the two rhythm ditties, the novelty *What Happened Joe?* and its mated *Yes, Yes, Honey*. And while they give it full-fashioned vocal display, neither ditty holds interest musically or lyrically. Other pairing is a ballad set, the Stardusters spinning to best advantage when they wrap their smoothly blending pipes around the torch lyrics of the *When You're Not There*, and in expressive style, bring out all of the Erin qualities of *I Wasn't Born in Ireland*. Phil Napoleon's music, spotlighting the vibe figures, provides the Stardusters with rhythmic support.

While the songs will take heavy plugging before phono playing, *I Wasn't Born in Ireland* should catch some coins during St. Patty's season.

SAMMY KAYE (Victor 20-2110)
All by Myself—W; VC.
You'll Know When It Happens—FT; VC.

Maestro Kaye has Don Cornell and the Three Kaydets going on a strict Mills Brothers kick for Irving Berlin's *All By Myself* classic, singing it as a slow waltz and then in contrasting rhythm style. However, the Mills freres will find their laurels plenty safe. Backside introduces the full-voiced chanting of Mary Marlow for *You'll Know When It Happens*, a sweet ballad that gets the singing title pattern. The sweet and sticky saxes kick it off with Miss Marlow providing more substance lyrically than the band musically, with the result that neither the spinning nor the song makes any appreciable impression.

Nothing here to make 'em shell out coins.

BEN SMITH (Apollo 1026)
Black Stick Boogie—FT; VC.
Me Bed on Fire—FT; VC.

Pacing a small band with a bright rhythm kick, Ben Smith showcases his talents for this cutting. For his *Black Stick Boogie*, a lively eight-beat blues, Smith fingers his clarinet stick eight to the bar, sandwiching in an improvised stanza as the band boys sing out the blues. Backside, *Me Bed on Fire*, finds Smith singing in Calypso style with a vocal trio on the assist for the choruses. Takes both sides in good stride, but without distinction either instrumentally or vocally, it all geared to the conventional Harlem hotterie groove.

Maybe the race spots will stick up some for *Black Stick Boogie*.

HERBIE FIELDS (Victor 20-2104)
Connecticut—FT; VC.
Years and Years Ago—FT; VC.

The attempt to give commercial color to Herbie Fields by bringing in the harmonies of the Romanticists makes for an unhappy combination. Without style or distinction in their blend of close harmonies, the mixed voices strain their way thru *Years and Years Ago* while the band lays down a rhythm figured background that puts an added strain on the spinning. If Tosselli were around, he'd have cause to sue for libel. For *Connecticut*, cutting it unemotionally as a slow ballad, Fields kicks off with a swollen clary-sax choir, while the close harmonies of the singers are not close enough even for jazz to be considered in tune. Fields finishes out on clary, scraping the ceiling with a high note. All adds up to little honor for the State or the spinners.

Ops can dismiss this disk without concern.

ARTIE SIMS (Apollo 1023)
Take It Easy, Baby—FT; VC.
Call the Police—FT; VC.

Another Harlesemese combination that spins in a happy jump frame, but in the characteristic rhythm style. Leading a small band with tenor sax and trumpet the lead instruments, the boys tear off a lively *Take It Easy, Baby*, with the maestro and his men singing the Harlesemese ditty in unison. And in the same style, Artie Sims and the band sing it spryly in unison for *Call the Police* with the trumpet, tenor and piano providing the instrumental licks.

Some interest may be manifest at the race spots for *Call the Police*.

HENRY (RED) ALLEN (Victor 20-2107)
Let Me Miss You—FT; VC.
Check Up—FT.

The earthy trumpet blowing and bluesey chanting of Henry (Red) Allen lends itself well for Luis Russell's *Let Me Miss You* race blues. And for added measure, J. C. Higginbotham gets in a lick of his trombone slides. The small band jams it individually and collectively for the *Check Up* instrumental, spinning at a lively clip.

Mainly for the hot jazz fans.

BABE WALLACE (Apollo 1025)
Whistlin' at the Chicks—FT; V.
Ain't Gonna Worry 'Bout Nothin'—FT; V.

No spirit manifest in the song and patter of Babe Wallace for both of these Harlesemese rhythm ditties. Pipes both tunes, and both are of the mill run variety, in a listless fashion. The music making of Jerry Jerome is no more spirited than the efforts of the singer.

Ops can skip these sides handily.

SPIKE JONES (Victor 20-2116)
Laura—FT; VC.
When Yuba Plays the Rumba on the Tube—FT.

Spike Jones blends his City Slickers with his "Other Orchestra," a

(Continued on page 168)

RECORD REVIEWS

(Continued from page 168)

full-fashioned ensemble. And the contrast makes for a most engaging musical satire at the expense of the lovely Laura lullaby. The full sweep of the large band sets forth the lush melody with rich orchestral color as a slow ballad, dipping into a faster beat when the City Slickers take over for their musical mayhem, carried on by Red Ingle and Dr. Horatio Q. Birdbath as Jimmy Cassidy chants its straight. The full band spins out the tuba-thumping Yuba at a lively clip, spotlighting the belly-blowing of Joe (Country) Washburne, and making for an easy instrumental spin without the usual hokum.

The comedy creations for the familiar Laura lullaby should catch some coins.

PITTSBURGH SYMPHONY ORCHESTRA
(Columbia 12470-D)

A Night On Bald Mountain—Parts I and II
Fritz Reiner, conducting the Pittsburgh Symphony Orchestra, gives an excellent reading of Moussorgsky's powerful and colorful tone picture. *A Night on Bald Mountain*, a vivid musical description of demons celebrating the Black Mass atop Bald Mountain. Taking both sides of a 12-inch platter, it's first-rate artistry bringing out the beauty and depth of this descriptive music of the supernatural.

For the home library.

GLENN CAROW (Impresario 9457-9459)
Shanghai Ditty—FT.
Pre-empt D'Amour—W.
Richie Ride—FT.
The Warbling Flute—FT.

Glenn Carow, concert pianist hailing from Washington, is heard for the first time on the spinning sides for these concert miniature pieces, the composition of R. H. Greenwell. But while his playing is clean-cut and with finesse both in tonal quality and in interpretation, these four descriptive pieces are entirely too light to make for the desired impression. While pleasant enough, there is no

real substance either in composition or in melody. Cuttings are on 10-inch vinyls.

Platter appeal entirely selective.

PIATIGORSKY-PAVLOVSKY
(Columbia 71889-D)
Introduction and Polonaise Brillante—Parts I and II

Here is a brilliant reading of Chopin's *Introduction and Polonaise Brillante* (in C Major), each part taking a 12-inch side. Valetin Pavlovsky at the piano compliments the composer's instrumental obligato played by Gregor Piatigorsky on the cello. And both display their individual artistry to collectively make for a most engaging piece of chamber music, their interpretation well thought-out and lyrical rather than emotional.

For the home library.

JORGE NEGRETE (Victor 26-9011)
I'll Have This Girl—W; V.
Tequila With Lemon—W; V.

These two Mexicali waltz melodies are delivered in super-fine fashion by Jorge Negrete, whose spirited and robust singing in the native tongue makes for excellent exposition. Making his chant all the more colorful is the vocal assistance from the guitar-strumming Calaveras Trio. And adding to the spirit of the spin is the instrumental background of strings and guitars in Rafael de Paz's Orchestra. *I'll Have This Girl* is a tuneful folk melody while *Tequila With Lemon* is a lively drinking song, both selections from the Mexicali film, *Me He de Comer Esa Tuna*.

For south-of-the-border spots.

BUDDY BANKS SEXTET
(Excelsior 500, 501)
Fluffy's Debut—FT; V.
Banks' Boogie—FT; V.
Hi Jinks Blues—FT; V.
Name It and Claim It—FT; V.

It's a roundelay of hot choruses capped by Buddy Banks' tenor sax

(Continued on page 170)

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RECORD REVIEWS

(Continued from page 169)

riding for both of these la jazz hot platters. Tho the jammistics are roughly hewn, this sixsome (sax, trombone, bass, guitar, piano and drum) creates plenty of rhythmic excitement. Beat is solid in the jump groove for *Debut*, with Wallace Huff's trombone and Banks's sax blowing it torrid as Fluffy Hunter slings the wordage. Mixing in spots leaves much to be desired, since vocal and instrumental work drown out each other. Earl Knight's flashy ivory knuckling sets the brisk eight-to-the-bar pattern for the flip and rides in high gear from start to finish, with ensemble joining in to raise wax temperature. Gait slows down to a moderate pulse in *Hi Jinks* as Fluffy chants the typical slow blues lyric. Only redeeming factor of the otherwise dull instrumental accompaniment is a fast flying piano obligato. *Name It* is typical knock-down drag-out stuff built on a speed tempo and time-worn riff. Ensemble shouts the words.

For jazz machines.

MARGARITA CAMPERO

(Discos Mexico 308)
Arriba El Norte—FT; V.
Venganza—FT; V.

For authentic, south-of-the-border music making, there's plenty of pepper in this wax dish. Margarita Campero turns on the vocal personality for a lusty songfest, with strings and guitars supplying the bright Latin-spiced polka beats. La Margarita tends to force her voice with her high notes at times crossing the line between singing and shouting.

For beyond the Rio boxes.

BETTY HALL JONES (Atomic 260, 281)
Learn To Boogie—FT; V.
Fine and Mellow Blues—FT; V.
The Same Old Boogie—FT; V.
Make Me Know It—FT; V.

It's easy to by-pass these race of ferings. Despite vocal and ivor thumping efforts by Betty Hall Jon there's little spark or lift here warrant ear bending. Feeling is th with stronger material Miss Jon would be more convincing. *Learn T Boogie* is the same old stuff, and in strumental quintet (sax and rhythm has little to add. Rhythmically con trasting flip, a slow blues item, a yawn spurrier. *Same Old Boogi* musically reflects its tag whil chanting on the reverse is equal colorless.

Skip these.

DICK JAMES (Coast 241, 242)

Drivin' Nails in My Coffin—FT; V.
Roll 'Em Over—FT; V.
Little Red Wagon—FT; V.
I Can't Wait That Long—FT; V.

Sagebrush troubadouring of Dic James here should win him new fan. With a convincing, folksy quality in his pipes, he takes *Drivin' Nails* in righteous Western stride. To th snappy backing of accordion, guitar and fiddles, he tells how love is driv ing him to the cups. Flip is equal satisfying, advises to keep on rollin until a faithful gal is found. There toe-tapping urge in *Little Re Wagon*, a tuneful dedication to th courtin' buggy. Chanting is abov par in the reverse as he confesses *Can't Wait* for life's pleasures.

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INDEPENDENCE, Mo., Jan. 25.—Conversion of juke boxes to the six plays for a quarter bargain deal made another convert in this area this week.

Independence Amusement Company, owned by Noel Fields and Gerald Page, three weeks ago switched several boxes in locations where the play had been off for some time, Fields said. On the basis of first re-

turns, he added, it has been a successful move.

Machines which have been changed over, Fields said, are on locations in the inter-city district between Independence and Kansas City. Plans are to convert approximately 50 of their console models. On locations where play is holding up at the nickel-per-record price, there will be no change, he said.

Paramount Music Company was the first in the area to report a switch of some of their machines to the six-for-a-quarter play. Their machines are all in the downtown Kansas City district.



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"Night of Memories" Vocal by Tony Russo

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"The Man Who Paints the Rainbow in the Sky"

"You Call It Madness (But I Call It Love)"

Sonora Record No. 3043

"How Are Things in Glocca Morra" ("from Finlan's Rainbow")

"Dream, Dream, Dream"

Bob Houston, featured singer with Glenn Miller's overseas orchestra, sings these ballads in the rich romantic style that means bigger sales. Currently heard on two NBC shows, "Lucky Stars," and "Music As You Like It," Bob has a singing appeal that has won him many fans.



SAXIE DOWELL AND HIS ORCHESTRA

Sonora Record No. 3036

"It's Dreamtime" Vocal by Suzanne Shepard and Don Grady

"All I've Got Is Me" Vocal by Saxie Dowell

Sonora Record No. 3039

"Serenade To Love" Vocal by Don Grady

"Lulu Had A Sweetheart" Vocal by Saxie Dowell

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Sonora Record No. 3032

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Vocal by Max Gordon

"Jealous"

Sonora Record No. 3035

"Caravan"

"Lullaby of the Leaves"

An organ, accordion and guitar make up the Gordon Trio—and their luring style rates them one of music's fastest rising small groups. Successful engagements at Bill Green's Casino in Pittsburgh and New York's Hickory House on 52nd Street were extended by popular acclaim. A natural for your huge specialty demand.



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GRIFF WILLIAMS AND HIS ORCHESTRA

Sonora Record No. 3022
"Bless You" Vocal by Bob Kirk
"Among My Souvenirs" Vocal by Bob Kirk
Sonora Record No. 3028
"There Is No Breeze" Vocal by Bob Kirk
"Do It Again" Vocal by Walter King

Griff Williams, one of the nation's most accomplished pianists and creator of America's most danceable music, brings his inimitable piano styling and sweet, smooth rhythm to SONORA RECORDS. Griff has a big radio following, and his popularity at Chicago's renowned Empire Room earned him the all-time attendance record—and that means a big consistent demand for his releases from your customers.

RAY ANTHONY AND HIS ORCHESTRA

Sonora Record No. 3034
"I'll Close My Eyes" Vocal by Billy Johnson
"Margie" Vocal by the Ensemble
Sonora Record No. 3037
"Isn't This Better Than Walkin' in the Rain"
Vocal by Billy Johnson
"Please Be Kind" Vocal by Dee Keating

Ray Anthony, the hottest recording find of the year, plays a blistering trumpet that adds spice to strong melody arrangements. His mellow swing style is just what the dancing and listening public demands. Fresh from a successful engagement at Chicago's famous College Inn, Ray is on tour adding new thrills to his many loyal fans.



COLEMAN HAWKINS

AND HIS ORCHESTRA
Sonora Record No. 3024
"Cocktails for Two"
"Bean and the Boys"
Sonora Record No. 3027
"You Go to My Head"
"I Mean You"

Coleman Hawkins, father of the tenor sax as used in jazz, is the greatest jazz virtuoso alive today. Famous here and abroad, on the stage and in radio, Hawk is one of the greatest box-office draws in the business. Let his truly distinctive style and universal appeal capture more business for you!

D'ARTEGA AND HIS ORCHESTRA

"Selections From Carnegie Hall"

MS 490—D'Artega conducts selections from the movie in modern tempo—with trombone solos by Will Bradley, piano solos by Milton Kaye, violin solos by Jacques Margolis and vocals by Tony Russo. Included are: Selections from Tchaikovsky's 5th Symphony, Piano Concerto, and Violin Concerto; De Falla's Fire Dance; Brown Danube; Beware My Heart; That Night of Memories; and Saint Saens' My Heart At Thy Sweet Voice. Four 10" records. List incl. tax, \$2.87.



BOB CHESTER
AND HIS ORCHESTRA
Sonora Record No. 3018
"Octave Jump"

"Someday You'll Want Me to Want You"
Vocals by Lou Gardner
Sonora Record No. 3020
"Years and Years Ago"
"When You Make Love to Me"
Vocals by Lou Gardner

Famous the country over for his sparkling arrangements, Bob Chester specializes in the mellow style so popular today. Bob's singing tenor sax won him many fans at his sensational engagements at New York's Astor Roof and Chicago's popular College Inn.

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RYAN RADIO & ELECTRIC CO.
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MAYA AND HIS RHUMBA AMBASSADORS
 Sonora Record No. 3025
 "Cu-Tu-Gu-Ru" (Jack, Jack, Jack)
 "Por Causa De Las Mujeres"
 Vocals by Hector Rivera



Sonora Record No. 3031
 "Mi Bumba Ne" - "Rumbomba"
 The ever-popular authentic Cuban style—played at Maya's rhythmic best with just enough brass and reeds to go over big with the rhumba crowd. The Rumbomba, one of Maya's own creations, is fast becoming the rage among South American rhythms.

DUD BASCOMB AND HIS ORCHESTRA
 Sonora Record No. 103
 "Just One More Chance" Vocal by Marie Turner
 "Not Bad Bascomb"

Sonora Record No. 105
 "That's My Home" - "Late Hour Rock"
 Formerly a featured soloist with Erskine Hawkins and Duke Ellington, Dud Bascomb plays the kind of trumpet your customers want to hear. These releases have an important part in every record fan's collection . . . in every juke box. Make sure you profit now from Dud's great fan following.

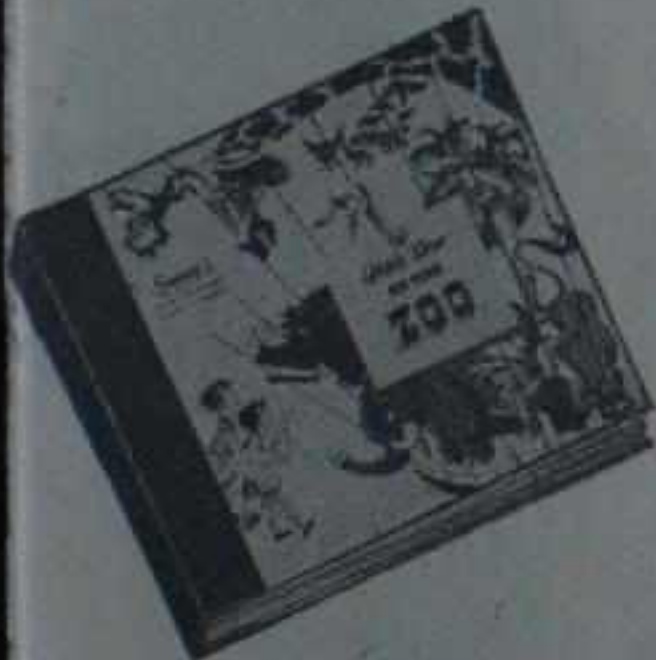


THE MOORE SISTERS
 Sonora Record No. H7028
 "Choo Choo Ch'boogie"
 "I Betcha My Heart I Love You"
 Sonora Record No. H7033
 "Inflation"
 "Rose of the Alamo"

The Moore Sisters, one of the country's leading Western trios, have a rollicking jump 'n' jive style that puts real Western flavor into their rhythm guitar arrangements. Featured on their own MBS radio show, the girls have a big fan following that means lots of calls.

UNCLE DON AT THE ZOO

MS 388—Uncle Don, America's most popular story teller, brings favorite zoo animals to life in song and narrative. Told with all the wonder and charm Uncle Don is famous for, this continuous story has the commanding interest to build big sales for you. Be sure you have enough of this new Uncle Don album hit. Three 10" records. List, incl. tax \$2.34.



JOE BIVIANO QUINTETTE
 "Bugle Call Rag"
 "Stumbling"

Joe Biviano, featured soloist in many movies, and for years associated with radio through NBC, has brought to SONORA RECORDS a blend of accordions, guitars and bass that specializes in rhythm arrangements. Plenty solid with every record fan, these releases are right on the beam for sales and profits.



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JIMMY and MILDRED MULCAY
"MR. and MRS. HARMONICA"

MS 487—There's a big demand for harmonica music, and here's your chance to turn it into profits. Jimmy and Mildred Mulcay, featured on the Rudy Vallee radio show, and recently headlined with Bob Hope on his recent nationwide tour, enjoy enthusiastic following from their hit engagements at America's top night spots and theaters. Hear: Blue Skies, Tabu St. Louis Blues, I Surrender Dear, Tiger Rag, Malaguena, Mildred's Boogie, Swanee River. Four 10" records. List, incl. tax \$2.87

STU DAVIS

Sonora Record No. H7021

"Rainbow at Midnight"
"The Bottom Fell Out of the Sky"

Sonora Record No. H7024

"I Tipped My Hat and Slowly Rode Away"
"I Can Beat You Doin'"

Profit now from the bigger-than-ever popularity of Western singing with Stu Davis, SONORA'S newest record find. Packed with an easy-going personality, Stu's voice has the restful style Western fans demand. Be sure you're on the Stu Davis bandwagon.



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CLYDE BERNHARDT AND THE BLUE BLAZERS

Sonora Record No. 101

"Lay Your Habits Down"
"Would You Do Me A Favor"

Sonora Record No. 100

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"Sweet Jam Jam"

Acclaimed by critics as the outstanding blues and swing singer, Clyde Bernhardt brings to SONORA RECORDS the talent that brought him fame and fan following. Clyde plays the trombone with the same flair for the blues that marks his sensational singing style. A terrific item for every record fan!



BOB STANLEY AND HIS ORCHESTRA

Sonora Record No. 3015

"Meet Me Tonight in Dreamland"
"Carolina Moon"

Sonora Record No. 3009

"Till We Meet Again" - "Girl of My Dreams"

Bob Stanley is one of America's most versatile and gifted conductors. Famous for his orchestrations for many MBS radio shows, Bob has a feel for soft, smooth and mellow music that makes for dancing and listening pleasure. Bob Stanley fans number in the thousands and mean a big, consistent call for these favorites played in the Stanley style.



FRED KIRBY

Sonora Record No. H7023

"That's How Much I Love You"
"After All These Years"

Sonora Record No. H7008

"Atomic Power" - "Honey Be My Honey Bee"

Fred Kirby has one of those melody-rich, friendly voices that make hillbilly music so popular with your trade. His many radio fans, plus the millions he delighted on band tours guarantee a steady call for Fred and his happy-go-lucky style.

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**MURRAY KELLNER
AND HIS ORCHESTRA**

"Singing in the Rain"

MS489—Played by Murray Kellner and his orchestra, these famous "rain" songs have the sparkle and freshness of a summer storm. The smooth dance tempo of Murray Kellner, plus the everlasting popularity of these all-time favorites means a "cloudburst" of sales for you. Includes: Rain, Singing in the Rain, April Showers, Autumn Showers, Call Me Up Some Rainy Afternoon, Let a Smile Be Your Umbrella, Over the Rainbow, Look for the Silver Lining. Four 10" records. List, incl. tax \$2.87



HAL HORTON

Sonora Record No. H7022

**"Dreamy Rio Grande"
"Rhythm in the Hills"**

Sonora Record No. H7025

**"Blue Texas Moonlight"
"Gotta Get Together With My Gal"**

Star of CBS' Hollywood Barn Dance and his own MBS show, Hal Horton commands a big following through his movie roles and his featured singing role in the popular stage success "Song of Norway." His rich romantic voice and personable singing style is a product of his native Northwest, gives him the authentic appeal your trade demands.



**LANI McINTIRE
AND HIS ORCHESTRA**

Sonora Record No. 1091

**"Moonlight in Hawaii"
"Drowsy Waters (Wailana)"**

Sonora Record No. 1030

"Farewell to Thee - "Beautiful Kahana"

The popularity of haunting Hawaiian melodies insures you a big call for these releases played in authentic rhythm by Lani McIntire and his Aloha Islanders. Fired with the color and zest of the islands, Lani and his group transport the listener to a world of rhythmic romance... build up a following that keeps coming back for more.



FRANK CONNORS

Sonora Record No. 1067

**"My Wild Irish Rose"
"I'll Take You Home Again Kathleen"**

Sonora Record No. 1068

**"You're Irish And You're Beautiful"
"Mother Machree"**

These beautiful Irish ballads are immortal, and have tremendous "box office" appeal. Formerly featured with Abe Lyman's orchestra, Frank Connors has won fans by the thousands over NBC radio shows. His clear tenor voice and captivating Irish way mean bigger sales.



**RAYMOND SCOTT
AND HIS ORCHESTRA**

Sonora Record No. 3003

**"Enchanted Forest"
"Toonerville Trolley"**

Sonora Record No. 3008

**"Magic Garden"
"Mr. Basic Goes to Washington"**

The master of the rhythm novelty, Raymond Scott, is world famous for his intriguing arrangements of his original musical fantasies. These releases have everything that the talented Scott can give them... and that means a big, consistent call for these tunes.



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EDDIE BAREFIELD

AND HIS QUINTETTE

Sonora Record No. 102

"That Ain't Right (To Boogie on Sunday)"
"What's Mine Is Mine"

Sonora Record No. 104

"After Hours"
"Three Buckets-O-Jive"

Eddie Barefield, formerly arranger for such outstanding bands as Glenn Miller and Jimmy Dorsey, brings his blistering clarinet and hot rhythms to SONORA RECORDS. Eddie and his solid group have the rhythm appeal that will create lots of call—so be sure you have enough Barefield discs.

JESSE ROGERS

Sonora Record No. H7032

"Go West Young Man, Go West"
"Days Are Long—Nights Are Lonely"

Star of the ABC Saturday night hit show, "Hayloft Hoedown," Jesse Rogers has won enthusiastic fans all over the country with his unusual singing style flavored with real-life experience in the saddle. Known to his fans as Texas' Own Blue Yodeler, Jesse has the real cowboy appeal that can boost your Western sales.



THE CAROLINA PLAYBOYS

Sonora Record No. H7026

"Divorce Me C. O. D."
"I Love You Mary Lou"

Sonora Record No. H7039

"It Takes a Long, Tall, Brown-Skin Gal"
"I've Got a Feeling Somebody's Stealing My Darling"

Singing and playing their own compositions as well as unique arrangements of all-time favorites, the Five Carolina Playboys specialize in clever instrumentals, novelties and Western tunes... just what your trade demands! Hear them now on SONORA RECORDS.

ROBERT RUSSELL BENNETT

AND HIS ORCHESTRA

"Broadway Hits Of Yesterday"

MS475—Robert Russell Bennett, famous arranger of such scores as "Oklahoma" and "Show Boat," conducts his original arrangements of these ever popular favorites: The Song Is You, from Music In The Air; Softly, As In A Morning Sunrise, from New Moon; Of Thee I Sing, from Of Thee I Sing; What Is This Thing Called Love, from Wake Up and Dream; With A Song In My Heart, from Spring Is Here; Rose Marie Overture, from Rose Marie; Soft Lights and Sweet Music, from Face the Music; and Hoops, from Bandwagon. Four 10" records. List, incl. tax \$2.87.



THE VELVETONES

Sonora Record No. 3010

"Pittsburgh Joe"
"It's Written All Over your Face"

Sonora Record No. 3012

"It Just Ain't Right"
"Reverse the Charges"

Four boys—a piano—and a guitar... blended in velvet smooth harmony, that's the Velvetones. Featured at many famous Eastern night spots, the Velvetones, with their scintillating rhythms and unique arrangements, have a loyal fan following. Profit now from their fast-growing popularity.

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ROY SMECK AND THE MUSIC MEN
Sonora Record No. 2000

"Charmaine" Vocal by Bob Houston
"Steel Guitar Rag"

Here's a real winning combination—the silky-smooth voice of Bob Houston against a background of invigorating strings under the guidance of Roy Smeck, world recognized authority on stringed instruments. Plus an instrumental specialty number that will demand a big call.



EUGENE MOTT
"Faith of Our Fathers"

MS 484—Eugene Mott, arranger of special scores for the Ford Sunday Evening Hour and the March of Time, directs the SONORA Chapel Choir in sixteen of the world's best-loved hymns, including: Rock of Ages; Abide With Me; Lead Kindly Light; Nearer My God To Thee; Mine Eyes Have Seen The Glory; Onward Christian Soldiers; and ten others. Four 10" records. List, including tax \$2.87.



MAYA AND HIS RHUMBA AMBASSADORS
Sonora Record No. 3025

"Cu Tu Gu Ru" (Jack, Jack, Jack)
"Por Causa De Las Mujeres"

Vocals by Hector Rivera
Sonora Record No. 3031

"Mi Bumba Ne" - "Rumbomba"

Vocals by Hector Rivera

The ever popular Rhumba is played at its rhythmic best by Maya and his orchestra. The Rumbomba, Maya's own creation, is fast becoming a coast-to-coast sensation. These are two releases no rhumba fan will want to miss.



BOB STANLEY
"Strauss Waltzes"

MS 461—Strauss Waltzes just never go out of style, and here they are played with all the gay luring rhythm that made them the favorites of every music lover. Includes: Blue Danube Waltz; Emperor Waltz; Wine, Women and Song; Artist's Life; Tales of Vienna Woods; Southern Roses; Voices of Spring; and You and You Waltz. Four 10" records. List, incl. tax \$2.87.

"Musical Bouquet"

MS 480—Directed by the talented Bob Stanley, these tunes present a melodic program of America's favorites that are always in demand. Includes: Orchids in the Moonlight; Tangerine; Who'll Buy My Violets; Lilacs in the Rain; In Apple Blossom Time; Pretty Little Pappy (Amopola); When You Were a Tulip; and Love Sends A Little Gift of Roses. Four 10" records. List, incl. tax 2.87.



JOE BIVIANO QUINTETTE
Sonora Record No. 3021

"Copenhagen"
"Honeysuckle Rose"

Everyone goes for the solid rhythm arrangements of the Joe Biviano Quintette. These oft-played favorites had never had so much zest and toe-tapping appeal as his blend of accordions, guitars, and bass give them.

"Accordion Capers"

MS 476—Fast-moving keyboards and strings play original arrangements of popular tunes, as the Joe Biviano group zip through: Leone Jump; La Cinqantaine; Swing Low, Sweet Chariot; Jazz Me Blues; Little Brown Jug; Nursery Rhymes; That's A Plenty; and Scotch Medley. Four 10" records. List, incl. tax \$2.87.



FRED KIRBY

Sonora Record No. H7009
"My War Torn Heart"

"I've Been A Fool Too Long and Too Often"

Sonora Record No. H7001

"Somewhere A Heart Is Breaking"
"When It's Reveille Time in Heaven"

Hillbilly tunes are always on the top of the list, and Fred Kirby, of the W. B. T. Briarhoppers, is one of the most popular singers of these tunes. These releases have the color and warmth that serves as a melodic background for Fred's happy-galucky singing style.

"Hillbilly Tunes"

MS 477—Music straight from the hills, sung by Fred Kirby, in his own inimitable straight from the heart style. Includes: When It's Reveille Time in Heaven; Out Of My Mind; Hang Your Head In Shame; Hello My Baby; Our Hearts Beat Together; Bury My Heart Beneath A Rose; Please Don't Take My Baby From Me; and Somewhere A Heart Is Breaking. Four 10" records. List, incl. tax \$2.87.

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D'ARTEGA

Sonora Record No. 3041

"Beware My Heart"

"Night of Memories" *Vocals by Tony Russo*

Recently named as a hit-of-the-month, *Beware My Heart* is one of the best ballads of this season. Both of these outstanding numbers are played by D'Artega in the sweet smooth style that's so popular today. Be sure you're ready for the big call this disc will stimulate.

"Selections from Carnegie Hall"

MS 490—From the United Artists' screen success, *Carnegie Hall*, comes this program of music at its listenable best. D'Artega, featured in the film in the role of Tschaiikowsky conducts selections from Tschaiikowsky's 5th Symphony, Piano Concerto, and Violin Concerto; De Falla's Fire Dance; Brown Danube; *Beware My Heart*; *That Night Of Memories*; and Saint Saens' *My Heart At Thy Sweet Voice*. Four 10" records. List, incl. tax \$2.87.



SAXIE DOWELL AND HIS ORCHESTRA

Sonora Record No. 3029

"Rugged But Right"

"She Told Him Emphatically 'No!'"

Vocals by Saxie Dowell

Sonora Record No. 3036

"It's Dreamtime"

Vocal by Suzanne Shepard and Don Grady

"All I've Got Is Me" *Vocal by Saxie Dowell*

Sonora Record No. 3039

"Serenade to Love" *Vocal by Don Grady*

"Lulu Had A Sweetheart"

Vocal by Saxie Dowell

When Saxie Dowell was with the late Hal Kemp he helped make the Kemp staccato style famous. Now he blends that intriguing style with the up-and-coming sweet rhythms and makes music the fans want to hear. His original novelty tunes are among the best in the business today.



GRIFF WILLIAMS AND HIS ORCHESTRA

Sonora Record No. 3022

"Bless You" · "Among My Souvenirs"

Vocals by Bob Kirk

Sonora Record No. 3028

"There Is No Breeze" *Vocal by Bob Kirk*

"Do It Again" *Vocal by Walter King*

They call it "America's most danceable music"—and that's what it is when the master of the piano, Griff Williams, gives out with that smooth dance rhythm that everyone loves. Griff's inimitable piano styling makes him a big hit with the listeners.



H. LEOPOLD SPITALNY

"Musical Travelogue"

MS 493—Famous for his work in the development of the NBC Symphony as well as his conducting for many NBC network shows, H. Leopold Spitalny presents a unique musical adventure with selections from the most colorful and melodic of national airs and music. Includes: *Para Mia* (Spain); *Vienna City of My Dreams* (Austria); *Meadowland* (Russia); *Norwegian Dance Number 2* (Norway); *Moro Staccato* (Romania); *Free Jacques* (France); *Aleurette* (France); *Pomp and Circumstance* (England); and *Rerna A Sorriento* (Come Back to Sorriento Italy). Four 10" records. To be released shortly.



MURRAY KELLNER

"Singing in the R²x"

MS 489—Murray Kellner has taken a group of long-time favorite tunes and blended them into a melodic program beyond compare. Their free and easy lulling tempo is the delight of record fans everywhere. Includes: *Rain*; *Singing in the Rain*; *April Showers*; *Autumn Showers*; *Call Me Up Some Rainy Afternoon*; *Let a Smile Be Your Umbrella*; *Over The Rainbow*; *Look For The Silver Lining*. Four 10" records. List, incl. tax \$2.87.



BOB CHESTER AND HIS ORCHESTRA

Sonora Record No. 3017

"Linger in My Arms A Little Longer, Baby"

Vocal by Lou Gardner

"Short Talk" *Vocal by Peter Dean*

Sonora Record No. 3018

"Octave Jump"

"Someday You'll Want Me to Want You"

Vocals by Lou Gardner

Sonora Record No. 3020

"Years and Years Ago"

"When You Made Love to Me"

Vocals by Lou Gardner

When Bob Chester's sweet tenor sax swings out, the fans swarm out to listen and dance. Long a big favorite with the followers of sweet music, Bob has a style closely patterned after Glenn Miller's, and commands a big and loyal fan following.



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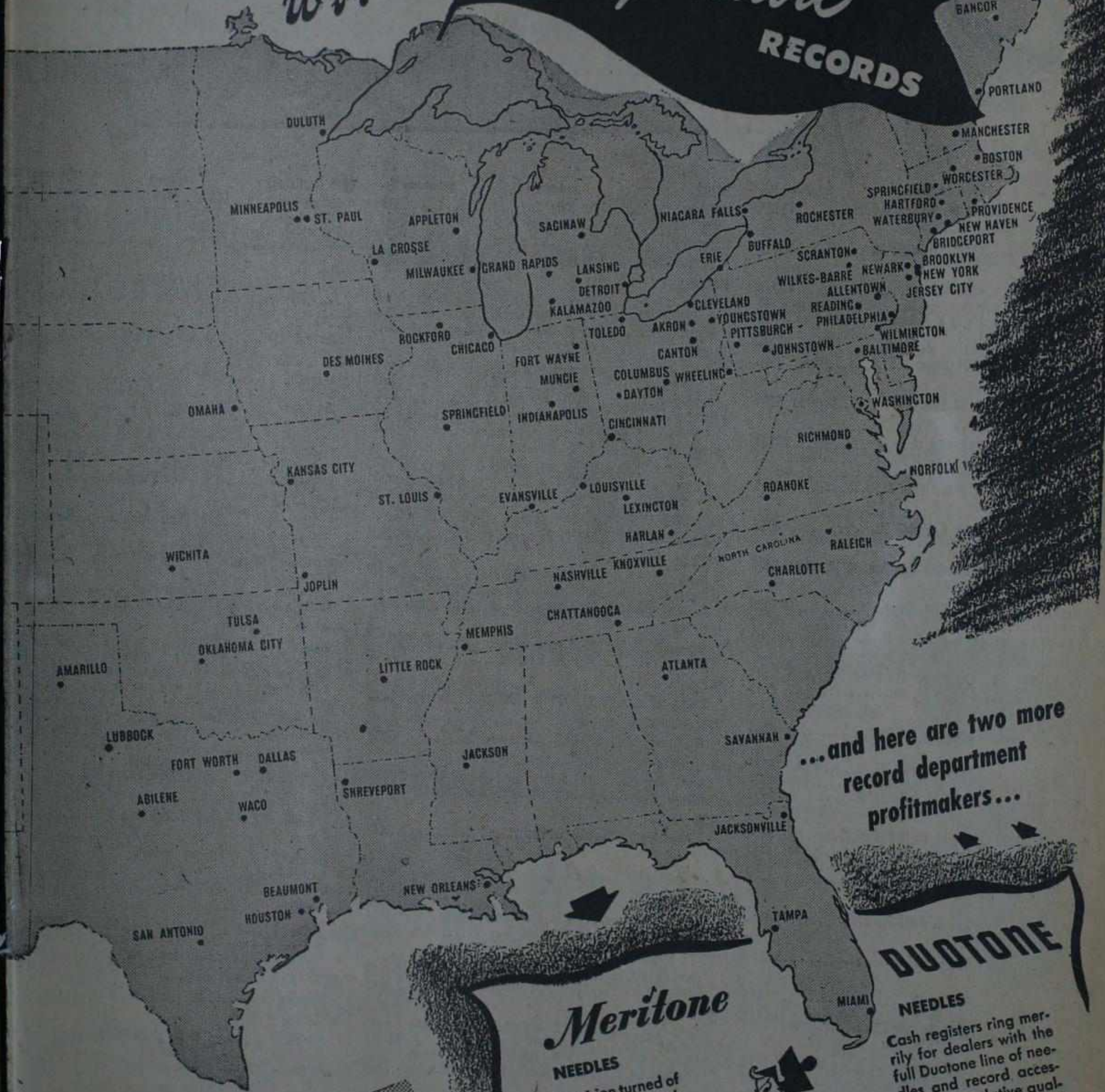
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| DISTRICT OF COLUMBIA | Washington (5) | 1330 New York Ave., N. W. | Nat'l 6800 | |
| | Jacksonville | 530 East Forsyth St. | 5-7008 | |
| FLORIDA | Miami (30) | 811 N. W. First Ave. | 3-0805 | |
| | Tampa (1) | 604 Ella Mae St. | M-1805 | |
| | Atlanta (1) | 172 Haynes St., S. W. | Main 3811 | |
| GEORGIA | Savannah | 22 Bay St., W. | 8143 | |
| | Boise | Eighth St. & Battery | 4343 | |
| ILLINOIS | Chicago (7) | 845 S. Clinton St. | Wabash 5656 | |
| | Rockford | 118 S. First St. | Main 2325 | |
| | Springfield | 1007 E. Jefferson St. | 3-4509 | |
| | Evansville (4) | 422 N. W. Seventh St. | 5274 | |
| INDIANA | Fort Wayne | 1609 So. Calhoun St. | Harrison 3243 | |
| | Indianapolis (9) | 326 W. Georgia St. | Lincoln 8445 | |
| | Muncie | 204 E. Willard St. | 6614 | |
| | Des Moines (9) | 513 E. Court Ave. | 4-0156 | |
| KANSAS | Wichita (3) | 904 E. First St. | 5-0628 | |
| | Harlan | Hoskins St. | 815 | |
| KENTUCKY | Lexington (1) | 309 North Ashland Ave. | 3800 | |
| | Louisville | 2311 So. Brook St. | Jackson 7201 | |
| | New Orleans (6) | 733 Tchoupitoulas St. | Magnolia 2011 | |
| LOUISIANA | Shreveport (81) | 206-208 Market St. | 5209 | |
| | Bangor | 329 Main St. | 7331 | |
| MAINE | Portland (3) | 94 Commercial St. | 2-0131 | |
| | Baltimore (3) | 5 S. Gay St. | Lexington 3565 | |
| MARYLAND | Boston (17) | 378 Stuart St. | Kenmore 6200 | |
| | Springfield (1) | 484 Worthington St. | 4-8255 | |
| | Worcester (8) | 290 Franklin St. | 6-4351 | |
| | Detroit (2) | 680 Antoinette St. | Madison 9400 | |
| | Grand Rapids (2) | 41 Market St., S. W. | 9-3244 | |
| | Kalamazoo (3) | 112 Parkway Ave. | 2-0276 | |
| MASSACHUSETTS | Lansing | 424 No. Grand Ave. | 2-0808 | |
| | Saginaw | 125 Davenport St. | 3-6474 | |
| | Duluth (2) | 102 W. Michigan St. | Melrose 827 | |
| | Minneapolis (4) | 63 S. 13th St. | Bridgeport 3266 | |
| MINNESOTA | St. Paul (1) | 174 E. 6th St. | Garfield 7351 | |
| | Jackson (109) | 620 E. Pascagoula St. | 2-3618 | |
| MISSISSIPPI | Joplin | 922 Pennsylvania Ave. | 2611 | |
| | Kansas City (10) | 2101 Broadway | Harrison 7447 | |
| | St. Louis (3) | 2653 Locust St. | Newslead 3000 | |
| | Billings | 2710 Montana Ave. | 2-2314 | |
| MONTANA | Butte | 900 E. Front St. | 2-2314 | |
| | Omaha (2) | 914-920 N. 18th St. | Jackson 0456 | |
| NEBRASKA | Manchester | 22-24-26 Commercial St. | 6086 | |
| | Jersey City (6) | 157 Tonnele Ave. | Journal Square 2-3620 | |
| NEW HAMPSHIRE | Newark (5) | 221 Frelinghuysen Ave. | Bigelow 8-3200 | |
| | Albuquerque | 820 No. First St. | 6443 | |
| NEW JERSEY | Brooklyn (16) | 776 Bergen St. | Main 2-4400 | |
| | Buffalo (13) | 960 Bustl Ave. | Cleveland 5100 | |
| | New York (14) | 585 Hudson St. | Watkins 9-3800 | |
| | Niagara Falls | 11th St. and Whitney Ave. | 6921 | |
| | Rochester (4) | 67 Morlimer St. | Main 9050 | |
| | Charlotte (1) | 421 Penman St. | 3-1151 | |
| NEW MEXICO | Raleigh | 329-333 W. Hargett St. | 2-0345 | |
| | Akron (8) | 225 E. Mill St. | Franklin 8195 | |
| NEW YORK | Canton | 123-5 Sixth St., S. W. | 45-187 | |
| | Cincinnati (2) | 215 W. 3rd St. | Parkway 3400 | |
| | Cleveland (4) | 4958 Woodland Ave. | Henderson 7280 | |
| | Columbus (15) | 146 N. 3rd St. | Adams 3221 | |
| OHIO (continued) | Dayton (7) | 601 E. 3rd St. | Hemlock 5861 | |
| | Toledo (4) | 28 No. St. Clair St. | Adams 5104 | |
| | Youngstown (2) | 265 West Rayen Ave. | 4-1111 | |
| | Oklahoma City (2) | 127 E. California St. | 3-5475 | |
| OKLAHOMA | Tulsa (3) | 14-18 N. Guthrie St. | 3-6121 | |
| | Portland (8) | 300 N. W. 14th St. | BR-0651 | |
| OREGON | Allentown | 1249 Liberty St. | 3-5206 | |
| | Erie | 2005 State St. | 2-6488 | |
| | Johnstown | 80 Hickory St. | 2-1225 | |
| | Philadelphia (23) | 429 N. 7th St. | Market 2800 | |
| | Reading (9) | 145 South Eighth St. | Atlantic 3975 | |
| | Pittsburgh (22) | 420 Duquesne Way | 4-2169 | |
| | Scranton (2) | 204 Monroe Ave. | 5104 | |
| | Wilkes-Barre | 85-97 East Union St. | 2-5106 | |
| | Providence (1) | 267 Harris Ave. | Gaspee 6523 | |
| | RHODE ISLAND | Chattanooga (2) | 112-116 West 13th St. | 6-1101 |
| | | Knoxville (8) | 701 W. Jackson Ave. | 3-1116 |
| | | Memphis (1) | 500 South Front St. | 8-2291 |
| Nashville (1) | | 128 Sixth Ave., S. | 5-6331 | |
| Abilene | | 190 Locust St. | 6723 | |
| TENNESSEE | Amarillo | 701-711 E. 5th Ave. | 2-3285 | |
| | Beaumont | Pearl & Blanchett Sts. | 2492 | |
| | Dallas (2) | 1811 N. Lamar St. | Central 2201 | |
| | El Paso | 817 Texas St. | Main 892 | |
| | Fort Worth (2) | 409 Jones St. | 2-5385 | |
| | Houston (1) | 1312 Live Oak St. | Fairfax 3121 | |
| | Lubbock | N. E. Cor. Ave. H & Sanders St. | 5569 | |
| | San Antonio (2) | 1801 Broadway | Garfield 1261 | |
| | Waco | 207-209 So. Fourth St. | 666 | |
| | Salt Lake City (12) | 310 W. 2nd South St. | 3-3911 | |
| | UTAH | Norfolk (1) | 709 E. 26th St. | 2-2741 |
| | | Richmond (14) | 401 E. Canal St. | 3-8331 |
| Roanoke | | 515 Norfolk Ave., S. W. | 6295 | |
| VIRGINIA | Seattle (4) | 1212 First Ave., S. | Elliott 4100 | |
| | Spokane (8) | So. 122 Monroe St. | Main 4288 | |
| | Tacoma | 2316 South "A" St. | BR-5144 | |
| WASHINGTON | Wheeling | 1422 Main St. | 2555 | |
| | Appleton | 116 W. Harris St. | 6400 | |
| WEST VIRGINIA | La Crosse | 222 Pearl St. | 7-69 | |
| | Milwaukee (1) | 190 N. Broadway | Daly 5400 | |

A NATION-WIDE ORGANIZATION AT YOUR COMMAND

GENERAL ELECTRIC SUPPLY CORPORATION

GENERAL OFFICES: BRIDGEPORT, CONN.

Frankel Opens Distrib Office In Sioux Falls

ROCK ISLAND, Jan. 25.—Larry S. Frankel said this week that his Frankel Distributing Company established a branch office at 604 South Eighth Street, Sioux Falls, S. D. Firm has headquarters here.

New office will be used principally as a center for the firm's services. It has a staff of trained men, whose main function will be, in addition to installing Packard and Personal Music wall boxes, to service operators in South Dakota, Western Iowa and Southern Minnesota. The new machines are on display, neither sales nor shipping will be handled from the new office.

Frankel also has offices in Omaha and Des Moines.

Don Leary Gets in Lick for Jukes in Minneapolis Paper

MINNEAPOLIS, Jan. 25.—Furthering good public relations for the juke box operator was a feature article in a recent issue of *The Minneapolis Star-Journal*, subject of which was favorable comment on the coin-operated platter boxes expressed by a well-known distributor in coin machine circles here.

"Juke music," said record distributor Don Leary, of Don Leary's, Inc., "is holding down juvenile delinquency across the country by drawing youngsters into ice cream parlors, youth centers, etc., keeping them off the streets evenings." Leary was emphatic in his opinion that the juke box fills a real need of present day society being particularly beneficial to younger people in the larger towns and cities.

moving certain features of the proposed activities of the group to which American Federation of Musicians' interests objected.

One of the objects of the association, under the initial charter application, would have been to deal with unions in labor agreements, to which objections were filed by several locals, pointing out that such activities do not come within the non-profit range.

Objections were filed to the granting of the charter by the Conference of Pennsylvania and Delaware, AFM; Philadelphia Local No. 77, AFM, and Harrisburg Local N. 269, AFM. A master was appointed by the court to hear testimony in the case.

Friedman said a new charter application will be filed by PMOA soon.

Assn. Bid for Charter in Pa. To Be Revised

HARRISBURG, Pa., Jan. 25.—A non-profit charter application, submitted to Dauphin County Court here several months ago by the Pennsylvania Music Operators' Association, was withdrawn January 20 by Edward Friedman, attorney for the operators.

Friedman said the operators' group will submit another application, re-

COLUMBIA RECORDING STARS FRED LOWERY

America's Outstanding Whistling Virtuoso and Lovely

DOROTHY RAE

The Girl With a Smile in Her Voice



LATEST RELEASES

"TOO LATE"

"BY THE WATERS OF MINNETONKA"

(ON COLUMBIA RECORD No. 37172)

These standards also available on COLUMBIA Records

"WHISPERING"

"INDIAN LOVE CALL"

"WHISTLING JOE"

"LAND of SKY BLUE WATER"

MANAGEMENT: HAROLD LEE

PURE OIL BUILDING CHICAGO 1

DIRECTION: GENERAL ARTISTS CORPORATION

"Thank You operators for your wonderful assistance in making our numbers click on your jukes."

—Wynonie Harris, Luis Russell



A few more clicks by Wynonie Harris

No. 360
YOUNG MAN'S BLUES
STRAIGHTEN HIM OUT

No. 361
THAT'S THE STUFF YOU GOT TO WATCH
BABY LOOK AT YOU

No. 362
SOMEBODY CHANGED THE LOCK ON MY DOOR
WYNONIE'S BLUES

No. 363
SHE'S GONE WITH THE WIND
HERE COMES THE BLUES

No. 372
PLAYFUL BABY
PAPA TREE TOP

No. 378
EVERYBODY'S BOOGIE
TIME TO CHANGE YOUR TOWN

No. 381
TAKE ME OUT OF THE RAIN
YOUNG AND WILD



... more winners by Luis Russell & Orchestra

No. 1012
THE VERY THOUGHT OF YOU

SAD LOVER BLUES
(VOCAL BY LEE RICHARDSON)

No. 1020
DON'T TAKE YOUR LOVE FROM ME
SWEET MEMORY

(VOCAL BY LEE RICHARDSON)
No. 1022

1280 JIVE

(INSTRUMENTAL)
I'VE GOT A GAL (WHOSE LOVER COMES C.O.D.)
(VOCAL BY THE BAND)



Please visit APOLLO RECORDS at the COIN MACHINE REVIEW SHOW, booth number 181, SHERMAN HOTEL, in Chicago, Ill.

APOLLO RECORDS, INC.

EXECUTIVE OFFICES

342 MADISON AVE., NEW YORK CITY

NEW YORK • CHICAGO • LOS ANGELES • DETROIT • NEW ORLEANS • ATLANTA • BALTIMORE

Number One Song on the Hit Parade!

(I LOVE YOU)

FOR SENTIMENTAL REASONS

9 big records singing the song of the nickels.

And Now: That Runaway Novelty Hit

Open The Door, Richard!

Recorded by

THE THREE FLAMES (Columbia)

COUNT BASIE (Victor)

JACK McVEA (Black and White)

LOUIS JORDAN (Decca)

THE PIED PIPERS (Capitol)

BILL OSBORNE (Continental)

THE MERRY MACS (Majestic)

DUSTY FLETCHER (National)

THE CHARIOTEERS (Columbia)

CHARLIE SPIVAK (Victor)

10 RECORDS

10 RECORDS

Next: A Great Torch Ballad!

IT'S AS SIMPLE AS THAT

Recorded by JO STAFFORD (Capitol)

DUCHESS MUSIC CORPORATION

RKO BUILDING • RADIO CITY, N. Y.

Sterling ANNOUNCES

2 MORE HIT RECORDS IN THEIR HILLBILLY and WESTERN CATALOGUE

SR 203—I'M SORRY IF THAT'S THE WAY YOU FEEL

and FARTHER AND FARTHER APART

Featuring Skeeter and Guy Willis, those famous Oklahoma Wranglers in two excellent WESTERN tunes.

SR 204—WEALTH WON'T SAVE YOUR SOUL and WHEN GOD COMES AND FATHERS HIS JEWELS

Hank Williams and The Country Boys.

PLUS THESE TWO PREVIOUS RELEASES

SR 201—CALLING YOU and NEVER AGAIN (will I knock at your door)

Hank Williams and The Country Boys.

SR 202—I CAN'T GO ON THIS WAY and YOU DON'T HAVE TO WORRY

By the Oklahoma Wranglers, vocals by Skeeter and Guy Willis

The new Sterling 200 Series is terrific and at the peak of popularity.

JUKE BOX No. 1 RACE RECORD LINE

- JB 504 R. M. Blues & Rhythm Blues Roy Milton and His Solid Senders
- JB 503 Milton's Boogie & Groovy Blues Roy Milton and His Solid Senders
- JB 502 Voo-it Voo-it & Crying Blues The Blues Woman, Buddy Banks Sextet
- JB 508 Fat Boogie Woogie & Loved and Lost Ollie Jackson & His Band
- JB 512 Tiddle De Winks Vocal by Ed Harris
- JB 512 Shanghai Stomp Vocal by Cal Lucas
- JB 515 Poison's Boogie & My Baby's Gone Away By Poison Gardner

Contact your local distributor . . . or

JUKE BOX RECORD CO. New York 19, N. Y.

The Billboard

MUSIC POPULARITY CHARTS

PART I

The Nation's Top Tunes

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

Week Ending January 24

Billboard TRADE SERVICE FEATURE

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

1. (I LOVE YOU) FOR SENTIMENTAL REASONS By Deek Watson and William Best Published by Duchess (BMI) 2

Records available: The Brown Dots, Manor 1941; King Cole Trio, Capitol 304; Ella Fitzgerald-Delta Rhythm Boys, Decca 23670; Eddy Howard Ork, Majestic 1071; Art Kassel, Vogue R-781; Dinah Shore, Columbia 37188; Charlie Spivak, Victor 20-1981; Skip Strahl Ork, Emerald 106; Fran Warren, Cosmo 514.

Electrical transcription libraries: Buzz Adlam Ork, Standard; Bob Crosby Ork, Standard; Vic Damone, Associated; The 4 Knights, Lang-Worth; Eddie Le Mar Ork, Capitol; The Music of Manhattan Ork, NBC Thesaurus; Charlie Spivak, World; Don Swan, MacGregor.

2. THE OLD LAMPLIGHTER By Charles Tobias and Nat Simon Published by Shapiro, Bernstein (ASCAP) 1

Records available: Kenny Baker-Russ Morgan, Decca 23781; Hal Derwin, Capitol 288; Saxie Duwell Ork, Sonora 3028; Morton Downey, Majestic 1061; Anita Ellis, Mercury 3033; Sammy Kaye, Victor 20-1963; Kay Kyser, Columbia 37098; Hal McIntyre, Cosmo 502.

Electrical transcription libraries: Vic Damone, Associated; Hal Derwin, Capitol; Les Egart, Lang-Worth; Jan Garber, Capitol; Sammy Kaye, NBC Thesaurus; Russ Morgan, World; The Music of Manhattan Ork, NBC Thesaurus; Joe Reichman Ork, Standard.

3. OLE BUTTERMILK SKY By Hoagy Carmichael and Jack Brooks Published by Burke-Van Heusen (ASCAP) 3

From the Universal film "Canyon Passage," sung by Hoagy Carmichael. Records available: Connie Boswell, Decca 18913; Hoagy Carmichael Ork, ARA 155; Hoagy Carmichael-Lou Brigg Ork, Decca 23789; Helen Carroll and The Satisfiers, Victor 20-1987; Marie Greene, Signature 15040; Kay Kyser, Columbia 37073; Danny O'Neil, Majestic 7199; Paul Weston Ork, Capitol 285.

Electrical transcription libraries: Barclay Allen, MacGregor; Chuck Foster, Lang-Worth; Elliot Lawrence, Associated; Russ Morgan, World; Leighton Noble Ork, Standard; Novatime Trio, NBC Thesaurus; The Pied Pipers, Standard.

4. A GAL IN CALICO By Leo Robin and Arthur Schwartz Published by Remick (ASCAP) 4

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; Larry Douglas, Signature 15074; Benny Goodman, Columbia 37187; Tony Martin, Mercury 3095; Hal McIntyre, Cosmo 517; Johnny Mercer-The Pied Pipers, Capitol 316; Louis Prima, Majestic 1087.

Electrical transcription libraries: Bob Crosby Ork, Standard; Vic Damone, Associated; Jan Garber, Capitol; Music of Manhattan Ork, NBC Thesaurus; The Pied Pipers, Standard; Joe Reichman Ork, Standard; Charlie Spivak, World.

5. HUGGIN' AND CHALKIN' By Clancy Hayes and Kermit Goell Published by Hudson Music (ASCAP) 5

Records available: Hoagy Carmichael-The Chickadees-Vic Schoen Ork, Decca 23875; Herbie Fields Ork, Victor 20-2036; Frisco Jazz Band-Clancy Hayes, Pacific 618; Kay Kyser, Columbia 37095; Johnny Mercer, Capitol 334.

Electrical transcription libraries: Les Egart, Lang-Worth; Joe Reichman Ork, Standard.

6. ZIP-A-DEE DOO-DAH By Roy Gilbert and Allie Wrubel Published by Santly-Joy (ASCAP) 6

From the Walt Disney film "Song of the South." Records available: Connie Boswell-Bob Crosby, Decca 23748; Sammy Kaye, Victor 20-1978; Johnny Mercer, Capitol 323; The Modernaires-Paula Kelly, Columbia 37147; George Olsen Ork, Majestic 7204; Paul Page, Enterprise 233; Two-Ton Baker, Mercury 3047.

Electrical transcription libraries: Blue Barron, Lang-Worth; Bob Crosby Ork, Standard; Sammy Kaye, NBC Thesaurus; Eddie Le Mar Ork, Capitol; Tony Pastor, Lang-Worth; Charlie Spivak, World; George Towne, Associated.

7. OH, BUT I DO By Leo Robin and Arthur Schwartz Published by Witmark (ASCAP) 8

From the Warner Bros. film "The Time, the Place and the Girl." Records available: Tex Beneke-Miller Ork, Victor 20-1991; Bing Crosby-John Scott Trotter Ork, Decca 23739; Morton Downey, Majestic 1065; Skinny Ennis, Signature 15056; Harry James, Columbia 37158; Frances Langford, Mercury 3041; Gordon MacRae, Musicraft 15094; Margaret Whiting, Capitol 324.

Electrical transcription libraries: Les Brown, World; Louise Carlyle, NBC Thesaurus; Vic Damone, Associated; Joe Reichman Ork, Standard.

8. MANAGUA, NICARAGUA By Albert Gansse and Irving Fields Published by Encore (BMI) 7

Records available: The Gordon Trio, Sonora 3032; Kay Kyser, Columbia 37214; Guy Lombardo, Decca 23782; Freddy Martin, Victor 20-2026; Two-Ton Baker and His Merry Music Makers, Mercury 5016.

Electrical transcription libraries: Patti Dugan-The Jumpin' Jacks, NBC Thesaurus; Elliot Lawrence, Associated.

9. I'LL CLOSE MY EYES By Buddy Kaye and Billy Reid Published by Peter Maurice (ASCAP) 9

Records available: Ray Anthony Ork, Sonora 3034; Mildred Bailey, Majestic 1093; Johnny Bothwell Ork, Signature 15068; Johnny Desmond-Page Cavanaugh Trio, Victor 20-2109; Jack Fina Ork, Mercury 3048; Hildegarde-Percy Faith Ork, Decca 23758; Jack McLean Ork, Coast 8005; Andy Russell, Capitol 342; The Sentimentalists, Manor 1047; Dinah Shore, Columbia 37213; Teddy Walters, Musicraft 15097.

Electrical transcription libraries: Louise Carlyle, NBC Thesaurus; Vic Damone, Associated; Dinner Music, Lang-Worth; George Wright, NBC Thesaurus.

10. SONATA By Ervin Drake, Jimmy Shirl and Al Stone Published by Oxford (ASCAP) 10

Records available: Carmen Cavallaro, Decca 23747; Perry Como, Victor 20-2033; Larry Green Ork, Victor 20-2010; Tony Martin, Mercury 3043; Jo Stafford, Capitol 337; Claude Thornhill, Columbia 37219; The Three Suns, Majestic 1080; George Towne Ork, Sonora 3004.

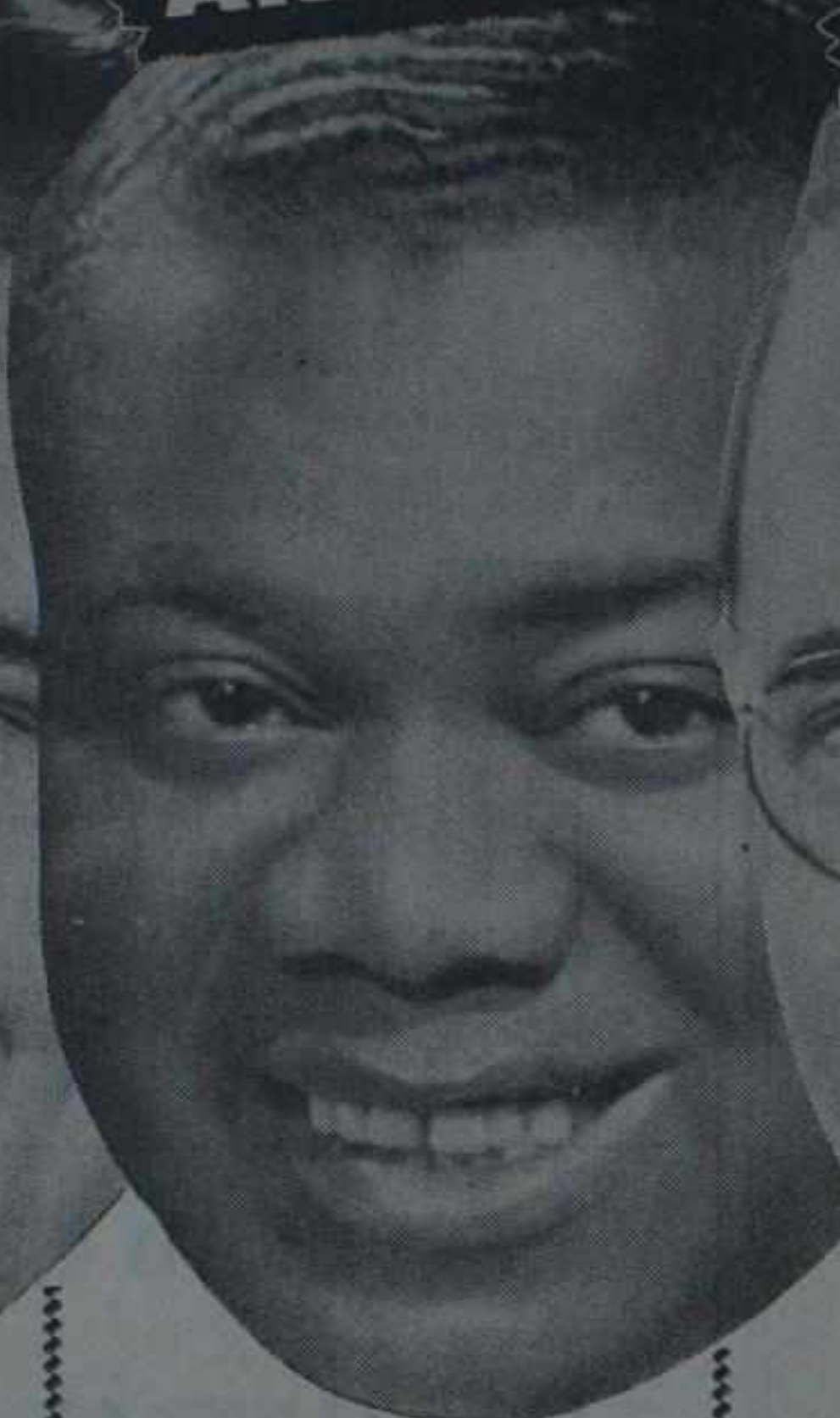
Electrical transcription libraries: Vic Damone, Associated; The Music of Manhattan Ork, NBC Thesaurus; Russ Morgan, World.

MONROE!

ARMSTRONG!

DORSEY!

PEE WEE KING!



"Song Hits Magazine" rates this one the RECORD OF THE MONTH! With Vaughn and the Moon Maids on both sides.

Beware My Heart!

A number that's headed for the hit parade, from the United Artists Release "Carnegie Hall."

AND

The Pleasure's All Mine

RCA Victor 20-2084

Another pair of terrific Louis Armstrong numbers! With his Dixieland Seven, Armstrong taking the trumpet and vocal.

Where The Blues Were Born In New Orleans

(from Armstrong's movie "New Orleans")

AND

Mahogany Hall Stomp

RCA Victor 20-2088

Tom Foolery

An all-instrumental session of neat swing, in top Dorsey form!

AND

Snootie Little Cutie

Dorsey is giving this oldie much plugging. Vocals by Frank Sinatra, Connie Haines and The Pied Pipers.

RCA Victor 20-2116

and his Golden West Cowboys

Steel Guitar Rag

AND

Tennessee Central No. 9

RCA Victor 20-2111

AND...

DICK LEIBERT AT THE ORGAN

with Verlaye Mills, harp; Bob Haggart, bass; Karl Kress, guitar; Johnny Blowers, drums; Edward Vito, harp; Murray Cohan, clarinet, English horn and oboe; Mack Shopnick, bass; Anthony Mattola, guitar.

RCA Victor Album P-164

Amor

(from M-G-M picture "Broadway Rhythm")

AND **Estrellita** (Little Star)

RCA Victor 20-2029

The Sweetheart of Sigma Chi

AND **A Kiss In the Dark**

(from "Orange Blossoms")

RCA Victor 20-2030

Over the Rainbow

(from the M-G-M picture "The Wizard of Oz")

AND **When Day is Done**

RCA Victor 20-2031

Laura

(Theme melody from the 20th Century-Fox picture "Laura")

AND **In A Little Clock Shop**

RCA Victor 20-2032

"RED" ALLEN

and his Orchestra

Featuring J. C. Higginbotham

Let Me Miss You

AND

Check Up

RCA Victor 20-2107

MISCHA BORR

and his Continental Orchestra

Taboo—Rhumba

AND **Lolita—Paso-Doble**

RCA Victor 25-0077

WALTER OSSOWSKI

and his Instrumental Quartet

Na Sianku—Polka

(Making Hay)

AND **Z Humoreum—Polka**

(With Humor)

RCA Victor 25-9172

BUCHANAN BROTHERS

and The Georgia Catamounts

Am I Still P-a-r-t of

Your H-e-a-r-t AND

Left by the Wayside

RCA Victor 20-2106

JORGE NEGRETE

with The Calaveras Trio

and Rafael de Paz' Orchestra

I'll Have This Girl

(Me He De Comer Esa Tuna-Canción)

AND **Tequila With Lemon**

(Tequila con Limon-Canción Mexicana)
(both from the film "Me He De Comer Esa Tuna")

RCA Victor 26-9011

THE STARS WHO MAKE THE HITS ARE ON

RCA VICTOR RECORDS

**DON'T FAIL
TO LOOK US UP AT
THE CHICAGO COIN
MACHINE SHOW
FEB. 3, 4 5 & 6TH.
MILLS INDUSTRIES
DISPLAY**

**CONTINENTAL HOTEL
SOUVENIR RECORDS**

With compliments of

**MODERN MUSIC
SALES CORP.** 10TH AVE. AT 45TH ST.
NEW YORK CITY

distributors of

Vogue
THE
PICTURE RECORD

The **Billboard** MUSIC POPULARITY CHARTS
Sheet Music

Week Ending
January 24

PART
I

BEST-SELLING SHEET MUSIC

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

| POSITION | | | Publisher |
|---------------|-----------|-----------|---|
| Weeks to date | Last Week | This Week | |
| 13 | 1 | 1. | THE OLD LAMPLIGHTER (R).....Shapiro-Bernstein |
| 10 | 2 | 2. | (I LOVE YOU) FOR SENTIMENTAL REASONS (R).....Duchess |
| 9 | 4 | 3. | ZIP-A-DEE DOO-DAH (F) (R).....Remick |
| 7 | 5 | 4. | A GAL IN CALICO (F) (R).....Remick |
| 16 | 3 | 5. | OLE BUTTERMILK SKY (F) (R).....Burke-Van Heusen |
| 4 | 8 | 6. | OH, BUT I DO (F) (R).....Witmark |
| 5 | 14 | 7. | I'LL CLOSE MY EYES (R).....Peter Maurice |
| 2 | 11 | 8. | ANNIVERSARY SONG (F) (R).....Mood |
| 14 | 6 | 9. | THE WHOLE WORLD IS SINGING MY SONG (R).....Robbins |
| 6 | 7 | 10. | HUGGIN' AND CHALKIN' (R).....Hudson |
| 8 | 7 | 11. | SOONER OR LATER (F) (R).....Santly-Joy |
| 15 | 9 | 12. | THE THINGS WE DID LAST SUMMER (R).....E. H. Morris |
| 1 | — | 13. | SONATA (R).....Oxford |
| 2 | 14 | 14. | MANAGUA, NICARAGUA (R).....Encore |
| 1 | — | 15. | YOU'LL ALWAYS BE THE ONE I LOVE (R).....Sinatra Songs |

ENGLAND'S TOP TWENTY

| POSITION | | | |
|---------------|-----------|-----------|---|
| Weeks to date | Last Week | This Week | |
| 10 | 1 | 1. | FIVE MINUTES MORE ..Edwin Morris ..Melrose |
| 18 | 3 | 2. | TO EACH HIS OWN ..Victoria ..Paramount |
| 5 | 2 | 3. | THE OLD LAMPLIGHTER, Irwin Dash ..Shapiro-Bernstein |
| 27 | 4 | 4. | YOU ALWAYS HURT THE ONE YOU LOVE ..Bradbury Wood ..Sun |
| 5 | 5 | 5. | DREAM AGAIN ..Box and Cox ..* |
| 17 | 7 | 6. | SWEETHEART, WE'LL NEVER GROW OLD.....Strauss-Miller ..* |
| 2 | 14 | 7. | ANNIVERSARY SONG ..Campbell-Connelly ..Mood |
| 15 | 6 | 8. | PRETENDING ..Bradbury Wood ..Criterion |
| 6 | 9 | 9. | THE STARS WILL REMEMBER ..Feldman ..* |
| 12 | 8 | 10. | TILL THEN ..Chappell ..Sun |
| 4 | 13 | 11. | GO HOME (Your Mother Wants You) ..Yale ..* |
| 27 | 11 | 12. | DOWN IN THE VALLEY..Leeds ..Leeds |
| 13 | 7 | 13. | SOMEDAY (You'll Want Me to Want You) ..Irwin Dash ..Main Street Songs |
| 18 | 12 | 14. | ALL THROUGH THE DAY, Chappell ..Williamson |
| 20 | 16 | 14. | TOO MANY IRONS IN THE FIRE ..Campbell-Connelly ..Marks |
| 17 | 15 | 15. | YOU KEEP COMING BACK LIKE A SONG ..Chappell ..Berlin |
| 12 | 11 | 17. | IT'S ALL OVER NOW ..Campbell-Connelly ..BMI |
| 1 | — | 17. | (I Love You) FOR SENTIMENTAL REASONS ..Peter Maurice ..Duchess |
| 11 | 16 | 18. | THE GREEN COCKATOO..Cinephonic ..* |
| 17 | 10 | 18. | LET IT BE SOON.....Francis Day ..* |
| 30 | 17 | 19. | PRIMROSE HILL.....Lawrence Wright ..* |
| 1 | — | 20. | THE WORLD BELONGS TO YOU ..Strauss-Miller ..* |

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

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—December 28, 1946.

Century-Fox's "The Shocking Miss Pilgrim." National release date—December, 1946.

A RAINY NIGHT IN RIO (Witmark), in Warner Brothers' "The Time, the Place, and the Girl." National release date—December 28, 1946.

LIFE CAN BE BEAUTIFUL (Melrose), in Universal's "Smash-Up." National release date—February, 1947.

ALL BY MYSELF (Berlin), sung by Bing Crosby in Paramount's "Blue Skies." National release date—December 27, 1946.

OH, BUT I DO (Witmark), in Warner Brothers' "The Time, the Place and the Girl." National release date—December 28, 1946.

AMONG MY SOUVENIRS (T. B. Harms), sung by Hoagy Carmichael in Sam Goldwyn's "The Best Years of Our Lives." National release date—November 20, 1946.

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

ANNIVERSARY SONG (Mood), sung by Al Jolson in Columbia's "The Jolson Story." National release date—January, 1947.

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

CUBAN PETE (Sam Fox), played by Desi Arnaz in Universal's "Cuban Pete." National release date—July 26, 1946.

SOONER OR LATER (Santly-Joy), in Walt Disney's "Song of the South." National release date—November 29, 1946.

FOR YOU, FOR ME, FOREVERMORE (Chappell), sung by Dick Haymes in 20th

Century-Fox's "The Shocking Miss Pilgrim." National release date—November 29, 1946.

...FEATHER IN OUR HAT

JOE

MOONEY CHOOSES DECCA

Decca—relentless searcher after new talent—scores again! The amazingly popular Joe Mooney Quartet signed to an exclusive recording contract!

The facts of Joe's zoom to stardom are by this time known to all music fans. From Paterson, N. J. to 52nd Street and his own radio show in nine months is fast work even for a likeable Irishman. His unique arrangements are the talk of the town. Now they will be heard by millions . . . on Decca Records.

His first release, out Jan. 6—"September Song" and "Just a Gigolo." Decca Record No. 23790.



Exclusively on...

**DECCA
RECORDS**



OPERATORS: Come on in and visit the Decca booth at the C. M. I. Convention



EDDY HOWARD

AND HIS ORCHESTRA

The man and the band that are tops on the boxes click with the nickels on these two numbers. Here's a platter to panic the patrons.

"DON'T TELL ME THAT STORY"
and "SANTA CATALINA"

Majestic No. 1114

MAJESTIC RECORDS • MAJESTIC RECORDS • MAJESTIC RECORDS

THE MERRY MACS

The original "Blend Singing" stars with their sure-fire sparkle.

"YOU TURNED THE TABLES ON ME"
and "I CAN'T GET STARTED"

Majestic No. 1102

MAJESTIC RECORDS • MAJESTIC RECORDS • MAJESTIC RECORDS

RAY MCKINLEY AND HIS ORCHESTRA

Those "Talking Drums" with that Row-de-dow the juke feeders love.

"THAT'S WHERE I CAME IN"
and "HOWDY FRIENDS"

Majestic No. 7211

Majestic RECORDS

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

The Billboard

MUSIC POPULARITY CHARTS

PART III

Radio Popularity

Week Ending
January 24



SONGS WITH GREATEST RADIO AUDIENCES

(Beginning Friday, January 17, 8 a.m., and ending Friday, 8 a.m., January 24)

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 | Rank | Title | Artist | Label | Agency |
|--------------|------|--|--------------------|-------------|--------|
| 10 | 1 | A Gal in Calico (F) (R) | King Cole Trio | Capitol 304 | BMI |
| 4 | 2 | A Rainy Night in Rio (F) (R) | Shapiro-Bernstein | ASCAP | |
| 2 | 3 | All By Myself (F) (R) | Berlin | ASCAP | |
| 6 | 4 | Among My Souvenirs (F) (R) | T. B. Harms | ASCAP | |
| 5 | 5 | And So To Bed (R) | Famous | ASCAP | |
| 3 | 6 | Anniversary Song (F) (R) | Mood | ASCAP | |
| 1 | 7 | Bless You (For Being an Angel) (R) | Shapiro-Bernstein | ASCAP | |
| 1 | 8 | Cuban Pete (F) (R) | Sam Fox | ASCAP | |
| 10 | 9 | (I Love You) For Sentimental Reasons (R) | Duchess | BMI | |
| 17 | 10 | For You, For Me, Forevermore (F) (R) | Chappell | ASCAP | |
| 3 | 11 | Guilty (R) | Feist | ASCAP | |
| 5 | 12 | I'll Close My Eyes (R) | Peter Maurice | ASCAP | |
| 3 | 13 | I'll Never Love Again (La Borrachita) (R) | Peer-International | BMI | |
| 3 | 14 | It's a Good Day (R) | Capitol Songs | ASCAP | |
| 1 | 15 | Life Can Be Beautiful (F) (R) | Melrose | ASCAP | |
| 2 | 16 | Managua, Nicaragua (R) | Encore | BMI | |
| 8 | 17 | Oh, But I Do (F) (R) | Witmark | ASCAP | |
| 17 | 18 | Ole Buttermilk Sky (F) (R) | Burke-Van Heusen | ASCAP | |
| 15 | 19 | September Song (F) (R) | Crawford | ASCAP | |
| 2 | 20 | Sonata (R) | Oxford | ASCAP | |
| 9 | 21 | Sooner or Later (F) (R) | Santly-Joy | ASCAP | |
| 16 | 22 | The Girl That I Marry (R) | Berlin | ASCAP | |
| 16 | 23 | The Old Lamp-Lighter (R) | Shapiro-Bernstein | ASCAP | |
| 5 | 24 | The Ricketty Rickshaw Man (R) | Peer | BMI | |
| 15 | 25 | The Things We Did Last Summer (R) | E. H. Morris | ASCAP | |
| 17 | 26 | The Whole World Is Singing My Song (R) | Robbins | ASCAP | |
| 1 | 27 | There Is No Breeze (To Cool the Flame of Love) (R) | Robbins | ASCAP | |
| 1 | 28 | This Is the Night (R) | Jefferson | ASCAP | |
| 7 | 29 | You'll Always Be the One I Love (R) | Sinatra Songs | ASCAP | |
| 11 | 30 | 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 throught the country. Unless shown in this chart, other available records of tunes listed here will be found in the Honor Roll of Hits, Music Popularity Chart, Part I. (F) Indicates tune is from a film; (M) indicates tune is from a legit musical.

| Position | Wks. to date | Last Week | Title | Artist | Label | Agency |
|----------|--------------|-----------|---|---|----------------|--------|
| 12 | 1 | 1 | (I LOVE YOU) FOR SENTIMENTAL REASONS | King Cole Trio | Capitol 304 | BMI |
| 11 | 7 | 2 | (I LOVE YOU) FOR SENTIMENTAL REASONS | Eddy Howard | Majestic 7204 | BMI |
| 4 | 6 | 3 | (I LOVE YOU) FOR SENTIMENTAL REASONS | Dinah Shore | Columbia 37188 | BMI |
| 10 | 10 | 4 | THE OLD LAMP-LIGHTER | Kay Kyser (Michael Douglas-The Campus Kids) | Columbia 37095 | ASCAP |
| 14 | 2 | 5 | THE OLD LAMP-LIGHTER | Sammy Kaye (Billy Williams-Choir) | Victor 20-1963 | ASCAP |
| 6 | 8 | 6 | (I LOVE YOU) FOR SENTIMENTAL REASONS | Charlie Spivak (Jimmy Saunders) | Victor 20-1981 | BMI |
| 16 | 3 | 6 | OLE BUTTERMILK SKY (F) | Kay Kyser | Columbia 37073 | ASCAP |
| 14 | 12 | 6 | OLE BUTTERMILK SKY (F) | Hoagy Carmichael (Lou Brigg Ork) | Decca 23769 | ASCAP |
| 1 | — | 6 | OPEN THE DOOR, RICHARD ("Dusty" Fletcher) | Black & White BW-792 | BMI | |
| 3 | 4 | 7 | MANAGUA, NICARAGUA | Freddy Martin (Stuart Wade-Ensemble) | Victor 20-2026 | BMI |
| 4 | 10 | 8 | A GAL IN CALICO (F) | Tex Beneke-Miller Ork (Tex Beneke-The Crew Chiefs) | Victor 20-1891 | ASCAP |
| 8 | 14 | 8 | ZIP-A-DEE DOO-DAH (F) | Johnny Mercer (The Pied Pipers-Paul Weston Ork) | Capitol 323 | ASCAP |
| 3 | 10 | 9 | SONATA | Perry Como (Lloyd Shaffer Ork) | Victor 20-2033 | ASCAP |
| 4 | 13 | 10 | A GAL IN CALICO (F) | Benny Goodman (Eve Young) | Columbia 37187 | ASCAP |
| 7 | 5 | 10 | HUGGIN' AND CHALKIN' | Hoagy Carmichael (The Chickadees-Vic Schonen) | Decca 23675 | ASCAP |
| 5 | 12 | 10 | HUGGIN' AND CHALKIN' | Kay Kyser (Jack Martin-The Campus Kids) | Columbia 37095 | ASCAP |
| 1 | — | 11 | OH! BUT I DO (F) | Tex Beneke-Glenn Miller Ork (Ark Malvin) | Victor 20-1891 | ASCAP |
| 1 | — | 11 | THIS IS THE NIGHT | Frank Sinatra (Axel Stordahl Ork) | Columbia 37193 | ASCAP |
| 2 | 14 | 12 | OH! BUT I DO (F) | Andy Russell (Carl Kress Ork), Capitol 211 | Columbia 37156 | ASCAP |
| 3 | 10 | 12 | SONATA | Harry James (Buddy Di Vito) | Capitol 337 | ASCAP |
| 7 | 14 | 12 | THE RICKETY RICKSHAW MAN | Jo Stafford (Carlyle Hall Ork) | Capitol 337 | ASCAP |
| 3 | 11 | 13 | OH! BUT I DO (F) | Eddy Howard | Majestic 7192 | BMI |
| 3 | 4 | 13 | MANAGUA, NICARAGUA | Margaret Whiting (Jerry Gray Ork) | Capitol 324 | ASCAP |
| 2 | — | 13 | MISIRLOU | Freddy Martin (Stuart Wade-Ensemble) | Victor 20-2026 | BMI |
| 4 | 11 | 14 | HUGGIN' AND CHALKIN' | Jan August | Diamond 2009 | BMI |
| 4 | 11 | 14 | HUGGIN' AND CHALKIN' | Skitch Henderson, Capitol 351; Nicolas Matthey and Gypsy Ork (A. Gershunoff), Decca 25045 | Capitol 334 | ASCAP |

The Year's Top Female Vocalists on the Nation's Juke Boxes POINTS 499

RECORD NAME, LABEL AND NO.
 The Gypsy (Columbia 36964)
 Doin' What Comes Natur'ly (Columbia 36976)
 Laughing on the Outside (Crying on the Inside) (Columbia 36964)

VOCALIST
 1. Dinah Shore.....

The Year's Top Female Vocalists on Disk Jockey Shows POINTS 399

RECORD NAME, LABEL AND NO.
 The Gypsy (Columbia 36964)
 Laughing on the Outside (Crying on the Inside) (Columbia 36964)
 Doin' What Comes Natur'ly (Columbia 36976)

VOCALIST
 1. Dinah Shore.....

The Year's Top Selling Female Vocalists Over Record Counters

RECORDS IN 35 TOP RETAIL RECORDS LIST POINTS 193

VOCALIST
 1. Dinah Shore.....

The Gypsy (Columbia 36964)
 Doin' What Comes Natur'ly (Columbia 36976)
 Laughing on the Outside (Crying on the Inside) (Columbia 36964)

Thank You,

COLUMBIA RECORDS!

Without your wonderful co-operation and guidance this would never have been possible—

Sincerely,

Dinah Shore



On the Air
THE FORD SHOW
CBS—Wednesdays, 9:30 P.M. EST

NATIONAL LEADS
the JUKE BOX Hit Parade!

IN '46 WE GAVE YOU
SUCH OUTSTANDING JUKE-HITS AS
"SIOUX CITY SUE" - "PRISONER OF LOVE"
NOW WE FOLLOW THRU WITH-



The Originator **DUSTY FLETCHER**
"OPEN THE DOOR
RICHARD!"
WITH JIMMY
JONES' BAND
PART 1 and PART 2 NAT. 4012



CHARLIE BARNET
CHEROKEE CARDINAL
RECORD 25001
coupled with
The NEW
REDSKIN RHUMBA Limited Edition
75c



BILLY ECKSTINE
"DON'T TAKE YOUR LOVE
FROM ME"
backed by ALL THE THINGS YOU ARE
NATIONAL 9023



JOE TURNER
"MISS BROWN BLUES"
backed by I'M SHARP WHEN I HIT THE COAST
NATIONAL 4011



DICK THOMAS
ROSE OF THE ALAMO NAT
backed by #5014
A LONELY COWBOY'S DREAM



JACK CARROLL
MY MELANCHOLY BABY NAT
backed by #9022
OH GEE, OH GOSH, OH GOLLY



THE AMORY BROTHERS
CARAVAN NAT
backed by #9024
THERE IS NO BREEZE

NATIONAL

OPERATOR'S
and
DEALER'S PRICES
49c

1841 BROADWAY

Records

ORDER FROM
YOUR NEAREST
NATIONAL
DISTRIBUTOR

NEW YORK 23, N. Y.

The Billboard

MUSIC POPULARITY CHARTS

PART
IV

Retail Record Sales

Week Ending
January 24

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 4,030 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.

| POSITION | | |
|---------------|-----------|---|
| Weeks to date | Last Week | This Week |
| 12 | 1 | 1. THE OLD LAMPLIGHTER. Sammy Kaye-Billy Williams-Touch-Me-Nat Choir Victor 20-1963 |
| 7 | 2 | 2. OLE BUTTERMILK SKY (F) Hoagy Carmichael (Lou Brigg Talking Is a Woman Ork) Decca 23769 |
| 8 | 4 | 3. (I LOVE YOU) FOR SENTIMENTAL REASONS King Cole Trio Capitol 304 |
| 9 | 3 | 4. HUGGIN' AND CHALKIN' .. Hoagy Carmichael... Decca 23675 |
| 10 | 5 | 5. THE OLD LAMPLIGHTER.. Kay Kyser (Michael Douglas-Campus Kids) .. Columbia 37025 |
| 3 | 6 | 6. (I LOVE YOU) FOR SENTIMENTAL REASONS Eddy Howard Majestic 7204 |
| 3 | 9 | 7. (I LOVE YOU) FOR SENTIMENTAL REASONS Charlie Spivak (Jimmy Saunders) Victor 20-1981 |
| 4 | 7 | 8. A GAL IN CALICO (F) Tex Beneke-Glenn Miller Ork-Oh, But I Do (F) The Crew Chiefs. Victor 20-1991 |
| 2 | - | 9. (I LOVE YOU) FOR SENTIMENTAL REASONS Dinah Shore Columbia 37188 |
| 2 | - | 10. A GAL IN CALICO (F) ... Bing Crosby-The Calico Kids-Oh, But I Do (F) John Scott Trotter Ork. Decca 23739 |

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.

| POSITION | | |
|---------------|-----------|---|
| Weeks to date | Last Week | This Week |
| 3 | 4 | 1. Al Jolson Album Al Jolson Decca 469 |
| 60 | 1 | 2. Glenn Miller Glenn Miller and Orchestra Victor P-146 |
| 7 | 4 | 3. Artistry in Rhythm Stan Kenton Capitol BD-39 |
| 11 | 2 | 3. Vaughn Monroe's Dreamland Vaughn Monroe Victor P-160 |
| 9 | 3 | 4. All Time Favorites Harry James Columbia C-117 |
| 8 | 5 | 5. Blue Skies Album Bing Crosby, Fred Astaire and Trudy Erwin, John Scott Trotter Ork and Choir Decca A-451 |

BEST-SELLING RECORDS BY CLASSICAL ARTISTS

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

| POSITION | | |
|---------------|-----------|---|
| Weeks to date | Last Week | This Week |
| 69 | 2 | 1. Clair de Lune Jose Iturbi Victor 11-8851 |
| 42 | 3 | 2. Jalousie Boston Pops Victor 12160 |
| 84 | 1 | 3. Chopin's Polonaise Jose Iturbi Victor 11-8846 |
| 58 | 4 | 4. Warsaw Concerto Arthur Fiedler, conductor; Leo Litwin, pianist, Boston Pops Victor 11-8863 |
| 1 | - | 5. Hungarian Rhapsody No. 2 Alexander Brailowsky Victor 11-9330 |

BEST-SELLING RECORD ALBUMS BY CLASSICAL ARTISTS

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

| POSITION | | |
|---------------|-----------|--|
| Weeks to date | Last Week | This Week |
| 20 | 1 | 1. Rachmaninoff Concerto No. 2 in C Minor Artur Schnabel, pianist, NBC Ork; Valdimir Golschmann, conductor Victor 1075 |
| 75 | 2 | 2. Rhapsody in Blue Oscar Levant, Philadelphia Ork; Eugene Ormandy, conductor Columbia X-251 |
| 25 | 2 | 3. Tchaikovsky Nutcracker Suite Eugene Ormandy, conductor, Philadelphia Ork. Victor DM-1020 |
| 8 | 4 | 4. Piano Music of Chopin Oscar Levant Columbia M-849 |
| 1 | - | 4. Beethoven: Sonata No. 14 in C-Sharp Minor (Moonlight) Oscar Levant Columbia X-MX-273 |
| 46 | 3 | 5. Rachmaninoff Concerto No. 2 in C Minor Rachmaninoff, Philadelphia Ork. Victor DM-58 |

FROM DECCA
TO CAPITOL

JIMMY WAKELY



1st Release for
CAPITOL RECORDS

"SOMEBODY'S ROSE"

backed by

"EVERYONE KNEW IT BUT ME"

#360

Making 6 Pictures a Year
for MONOGRAM

NOW ON EXTENSIVE
SOUTHERN TOUR

Just Played **ST. CHARLES THEATER**

NEW ORLEANS

LAKELAND RODEO

FLORIDA

RADIO: CBS Hollywood
Barn Dance

NBC THESAURUS
WORLD and STANDARD
TRANSCRIPTIONS

Tour Manager: IRVING YATES
HOLLYWOOD

Spinnin'
to the
TOP!



Wally Fowler,
Eddy Arnold and G. Graydon Hall's

**"THAT'S HOW MUCH
I LOVE YOU"**

Backed by

"Brown Eyes A Cryin' In The Rain"

ON MERCURY NO. 6031

RECORDED BY

**WALLY FOWLER and his
Georgia Clodhoppers**

Coast-to-Coast Favorites on WSM's Grand Ole
Opry Every Saturday Night

An honest-to-goodness

NICKEL-SNATCHER for the

JUKES!

"STEEL GUITAR RAG"

(Vocal)

No. 20-2111

FOUR BIG HITS BY

KING

"PEE WEE"

AND HIS GOLDEN WEST COWBOYS

"TENN. CENTRAL #9"
No. 20-2111

Formerly on BULLET Records
NOW EXCLUSIVELY ON

**RCA-VICTOR
RECORDS**

"TEXAS TONI LEE"

WATCH FOR
RELEASE

Thanks to all you
Phonograph Operators!

Thanks, too, from
Pee Wee's Featured Vocalist

"COWBOY COPAS"

"SOUTHLAND POLKA"

WATCH FOR
RELEASE

on KING Records—such hits as "Filipino
Baby," "Ky. Waltz," "No More Roaming"
—Juke Box Blues

The
Billboard

MUSIC POPULARITY CHARTS

PART
V

Juke Box Record Plays

Week Ending
January 21

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 | | |
|---------------|-----------|-----------|--|
| | Last Week | This Week | |
| 13 | 1 | 1. | THE OLD LAMPLIGHTER—Sammy Kaye (Billy Williams-Choir) Victor 20-1963 |
| 10 | 3 | 2. | HUGGIN' AND CHALKIN'—Hoagy Carmichael (The Chickadees-Vic Schoen) Decca 23675 |
| 5 | 4 | 3. | (I LOVE YOU) FOR SENTIMENTAL REASONS—Eddy Howard Majestic 7204 |
| 16 | 2 | 4. | OLE BUTTERMILK SKY (F)—Hoagy Carmichael (Lou Bring Ork) Decca 23769 |
| 10 | 8 | 5. | (I LOVE YOU) FOR SENTIMENTAL REASONS—King Cole Trio Capitol 304 |
| 18 | 7 | 6. | OLE BUTTERMILK SKY (F)—Kay Kyser Columbia 37073 |
| 3 | 12 | 7. | MANAGUA, NICARAGUA—Freddy Martin (Stuart Wade-Ensemble) Victor 20-2026 |
| 5 | 7 | 8. | A GAL IN CALICO (F)—Johnny Mercer (The Pied Pipers-Paul Weston Ork) Capitol 316 |
| 5 | 6 | 9. | A GAL IN CALICO (F)—Tex Bencke-Miller Ork (Tex Bencke-The Crew Chiefs) Victor 20-1991 |
| 9 | 5 | 10. | THE OLD LAMPLIGHTER—Kay Kyser (Michael Douglas-The Campus Kids) Columbia 37095 |
| 1 | — | 11. | (I LOVE YOU) FOR SENTIMENTAL REASONS—Dinah Shore Columbia 37188 |
| 1 | — | 12. | HUGGIN' AND CHALKIN'—Johnny Mercer (Paul Weston Ork) Capitol 334 |
| 7 | 15 | 13. | (I LOVE YOU) FOR SENTIMENTAL REASONS—Ella Fitzgerald-Delta Rhythm Boys Decca 23670 |
| 3 | 9 | 13. | A GAL IN CALICO (F)—Bing Crosby-The Calico Kids (John Scott Trotter Ork) Decca 23739 |
| 4 | 10 | 14. | AIN'T NOBODY HERE BUT US CHICKENS—Louis Jordan Decca 23741 |
| 13 | — | 15. | OLE BUTTERMILK SKY (F)—Matt Dennis and Paul Weston Capitol 285 |
| 8 | 13 | 15. | THE OLD LAMPLIGHTER—Hal Derwin Capitol 288 |
| 3 | — | 15. | ZIP-A-DEE DOO-DAH (F)—Sammy Kaye (The Kaydets-Chorus) Victor 20-1976 |
| 2 | 11 | 16. | MANAGUA, NICARAGUA—Guy Lombardo (Don Rodney-The Lombardo Trio) Decca 23782 |
| 7 | — | 17. | SOONER OR LATER (F)—Sammy Kaye (Betty Barclay-Quintet) Victor 20-1976 (Will Bradley Ork, Signature 15049; Phil Brito, Musicraft 15095; Les Brown, Columbia 37133; Billy Butterfield Ork, Capitol 305; Dorothy Claire, Enterprise 229; Art Kassel, Vogue R-781; Sammy Kaye, Victor 20-1976; Frances Langford, Mercury 3041; The Merry Macs, Majestic 1084; Gertrude Niesen, Decca 23715; Al Nobel, Emerald 107; Dinah Shore, Columbia 37266) |
| 5 | 14 | 18. | (I LOVE YOU) FOR SENTIMENTAL REASONS—Charlie Spivak (Jimmy Saunders) Victor 20-1981 |
| 3 | — | 19. | ZIP-A-DEE DOO-DAH (F)—Johnny Mercer-The Pied Pipers (Paul Weston Ork) Capitol 323 |
| 1 | — | 19. | THAT'S THE BEGINNING OF THE END—Perry Como (Lloyd Shaffer Ork) Victor 20-2033 (King Cole Trio (King Cole), Capitol 228; Cass Daley (Henry Russell Ork), Decca 23758; Bobby Doyle (Ray Bloch Ork), Signature 15087; Kay Kyser (Michael Douglas-The Campus Kids), Columbia 37214) |
| 4 | 15 | 20. | HUGGIN' AND CHALKIN'—Kay Kyser (Jack Martin-The Campus Kids) Columbia 37095 |

Coming Up

SONATA—Perry Como (Lloyd Shaffer Ork) Victor 20-2033

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.

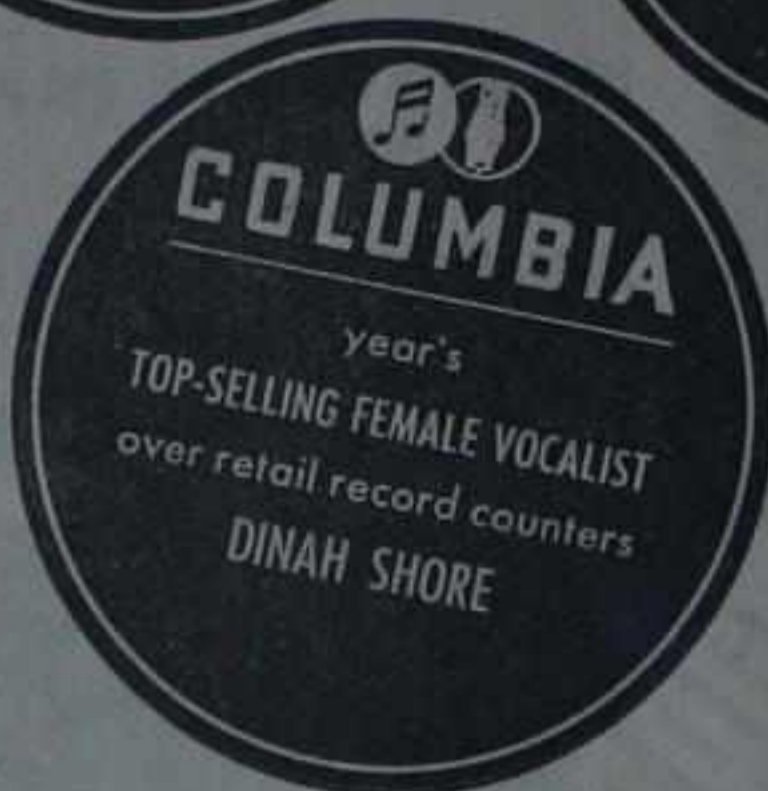
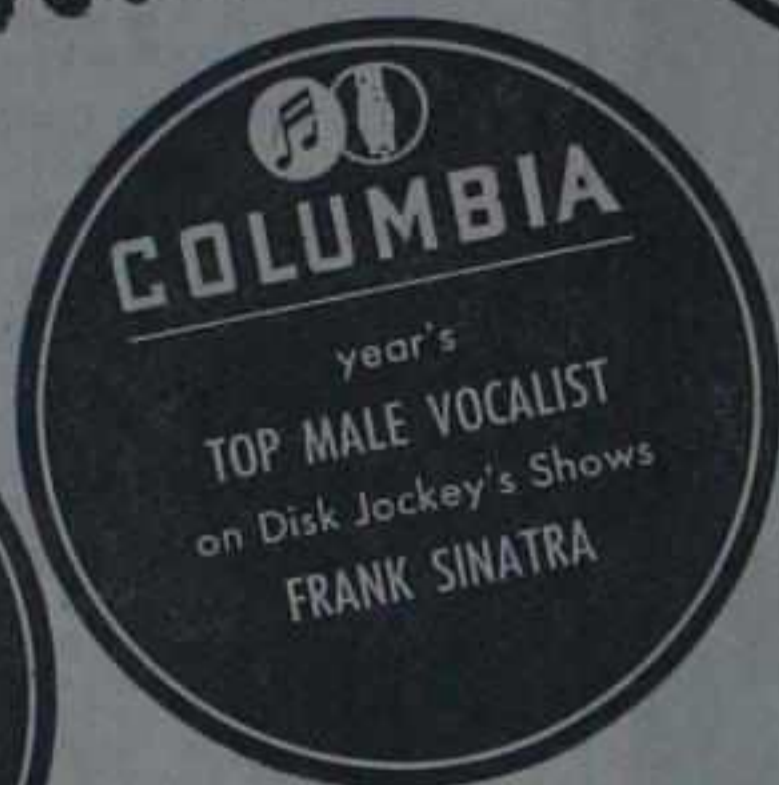
| Weeks to date | POSITION | | |
|---------------|-----------|-----------|--|
| | Last Week | This Week | |
| 11 | 3 | 1. | RAINBOW AT MIDNIGHT—Ernest Tubb Decca 46018 |
| 20 | 1 | 2. | DIVORCE ME C. O. D.—Merle Travis Capitol 290 |
| 2 | 5 | 3. | SO ROUND, SO FIRM, SO FULLY PACKED Merle Travis Capitol 349 |
| 10 | 2 | 4. | FILIPINO BABY Ernest Tubb Decca 46019 |
| 8 | — | 5. | STAY A LITTLE LONGER—Bob Wills and His Texas Playboys Columbia 37097 |

MOST-PLAYED JUKE BOX RACE RECORDS

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

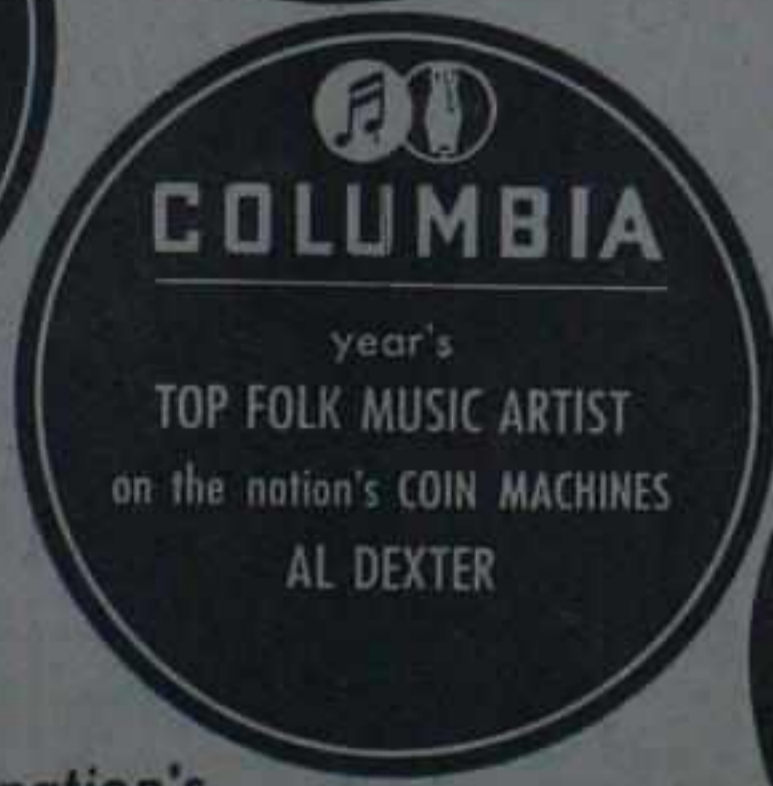
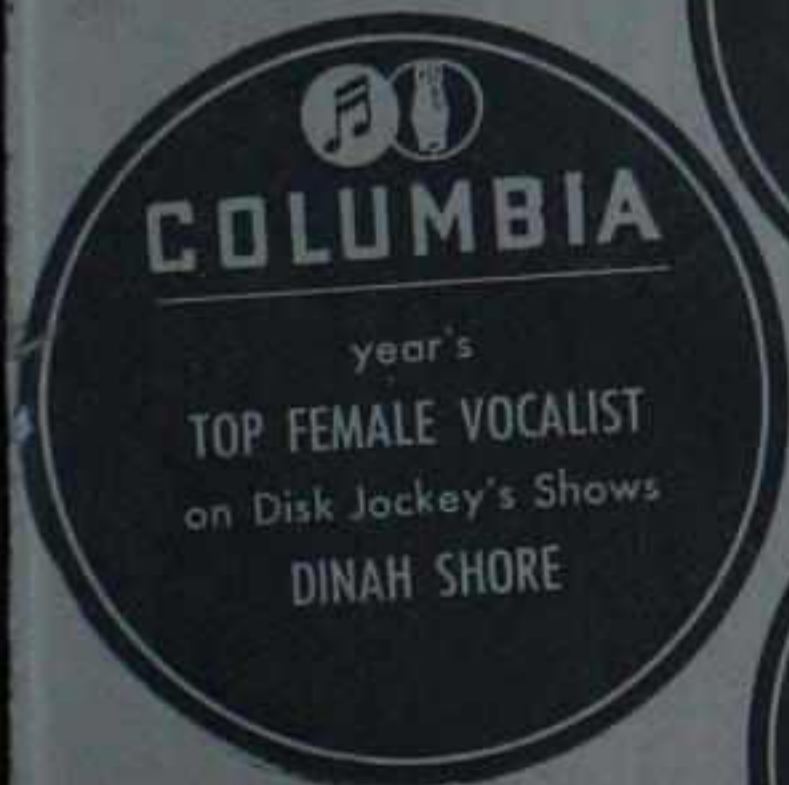
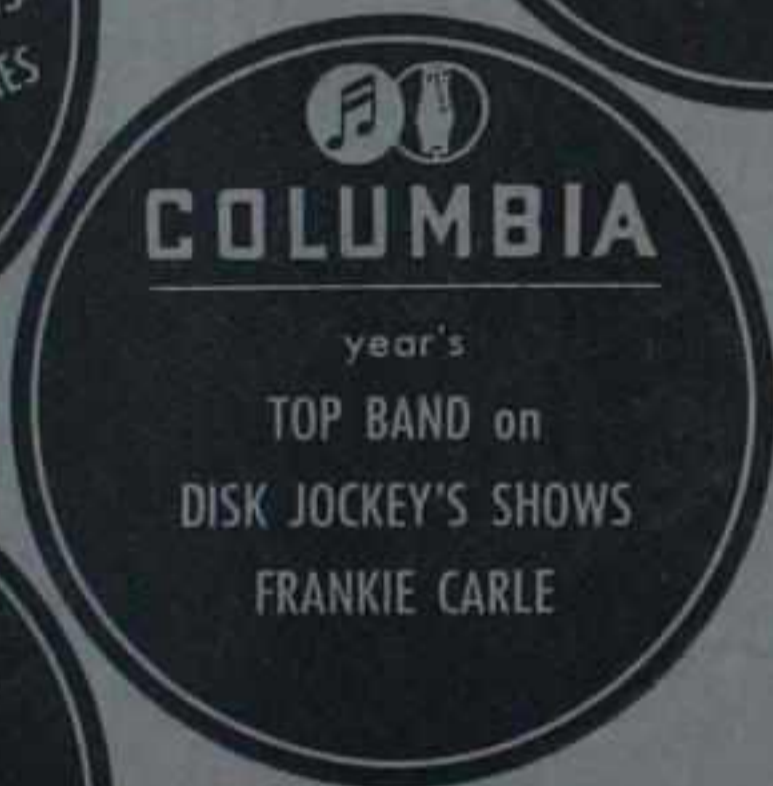
| Weeks to date | POSITION | | |
|---------------|-----------|-----------|---|
| | Last Week | This Week | |
| 7 | 1 | 1. | AIN'T NOBODY HERE BUT US CHICKENS Louis Jordan Decca 23741 |
| 7 | 2 | 2. | LET THE GOOD TIMES ROLL Louis Jordan Decca 23741 |
| 16 | 4 | 3. | AIN'T THAT JUST LIKE A WOMAN Louis Jordan Decca 23689 |
| 2 | — | 3. | BOBBY SOX BLUES T-Bone Walker Black & White BW-110 |
| 25 | 3 | 4. | CHOO CHOO CH'BOOGIE Louis Jordan and His Tympany Five Decca 23610 |
| 7 | 4 | 4. | (I LOVE YOU) FOR SENTIMENTAL REASONS King Cole Trio Capitol 304 |
| 1 | — | 4. | SHAKE THE BOOGIE Sanny Boy Williamson Victor 20-2059 |

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The Billboard

MUSIC POPULARITY CHARTS

PART VI

Record Reviews and Possibilities

Week Ending January 24

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.

HOW ARE THINGS IN GLOCCA Tommy Dorsey with vocal by Stuart MORRA? Foster Victor 20-2121

Already headed for the top of the song heap, this lovely nostalgic lullaby from the "Finnian's Rainbow" stage musical success gets its best diskings to date in T.D.'s efforts. Keeping his trombone slides in the back save for the slide choir starting of the spin, Dorsey spotlights the singing of Stuart Foster for the show hit ballad. With warmth and depth to his romantic persuasion, Foster scores a personal triumph in the plattering that should send the song soaring to even greater heights. The troubadour, again, makes it just as delightful for the reverse side, "When I'm Not Near the One I Love." Dorsey brings out a hidden melodic richness in this comedy specialty from the same show by spinning it as a slow and dreamy waltz lovely.

IF I HAD MY LIFE TO LIVE OVER.. Bob Eberle, with the Song Spinners and Frank Froeba Trio..... Decca 23835

This is the disk that Decca hopes will push Bob Eberle into the top ranks of swoon crooners. Tune got a good push in juke via indie 20th Century diskery's waxing by co-composer Larry Vincent. This spin is moody production with top-notch singing by Eberle, given fine vocal support from the Song Spinners and equally good keyboard backing from Frank Froeba. Disk should do equally well in juke and over the counter. Flip is Western styled ballad, "I Tipped My Hat (and Slowly Rode Away)," which gives out with more good Eberle piping.

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.

TOMMY DORSEY
(Victor 20-2116 and 20-2121)

Tom Foolery—FT.
How Are Things in Glocca Morra—FT; VC.
Snootie Little Cutie—FT; VC.
When I'm Not Near the Girl I Love—W; VC.

This twosome with the T.D. stamp includes a pair of re-issues and a second pair freshly cut. Put thru the presses again is a dandy doubling of Tommy Todd's "Tom Foolery" instrumental, a rousing riff rider that has the trombone trio sliding the theme rhythmically with Ziggy Elman's searing trumpet a standout of the spin; and Bob Troup's "Snootie Little Cutie" rhythm novelty that brings on Frank Sinatra, Connie Haines and The Pied Pipers for chanting the catchy ditty. Both sides stand up under the test of time, particularly the instrumental side. And of recent vintage, it's a personal triumph for Stuart Foster as he sings it with rich romantic appeal for two of the better songs from the "Finnian's Rainbow" hit-show score. The orchestra blending a beautiful organ-like background, it's beautiful music for the slow spinning of the nostalgic "How Are Things in Glocca Morra?" And with even more romantic savor, Foster does wonders in fondling the wordage of "When I'm Not Near the Girl I Love" as a lush waltz lullaby. Brings out a beautiful melody hidden in the song which serves as a comedy specialty in the stage show.

Both show tunes, from a hit show, should toe a high mark in the music machines. And where the jump fans congregate around the machines, there's rhythm magic in "Tom Foolery."

HARRY JAMES (Columbia 37218)

Jalousie—FT.
The Man With the Horn—FT.

Two instrumentals come off the Harry James bandwagon in this twosome. And the coupling is a toothsome one. Most striking is the maestro's musical contrast for the familiar "Jalousie" tango melody. The full ensemble starts off in grandiose style for an opening stanza, and for the second strain, the maestro dips into a bright bounce tempo as he phrases it hot on his trumpet horn against a soft bank of scratching Strads. Backside sports an easy flowing rhythm for a blues mood melody, "The Man With the Horn." The man in this instance is Willie Smith and the horn is a free-improvising alto sax. And for added measure, James sandwiches in a bit of his hot horn.

"Jalousie" will keep the coins a-poppin'.
PAT FLOWERS (Victor 20-2125)
Bring Me Some Money, Honey—FT; VC.
Texas and Pacific—FT; VC.

While Pat Flowers doesn't fill the gap left by Pats Waller, he manages to whip up a measure of enthusiasm for his own individual Steinwaying and singing talents. And with a jam-bound small band grouped around the piano bench, Flowers

is framed in a fine rhythmic setting. Knuckles the keyboard with a polished rhythmic style, but chants it earthy and husky for the lyric. Both "Bring Me Some Money, Honey" and "Texas and Pacific" are geared to the Harlem pattern, altho neither affords Flowers much to work on.

"Bring Me Some Money, Honey" may bring in some money at the race spots.

HENRI RENE (Victor 25-1076)

La Paloma—FT.
A Kiss'll Make You Whistle—FT.

Adding his musette accordion squeezings to the fully-instrumented ensemble, Henri Rene platters a pair rich in listening appeal. And equally rich in melodic appeal is the simple exposition of the tango classic, "La Paloma." Backside is a gay and whimsical melody in "A Kiss'll Make You Whistle," which is what the band boys do with the melody, it being that easy to whistle. Scoring for both sides are simple but with full body and spinning bright.

For relaxed listening at home.

CLAUDE THORNHILL (Columbia 37219)
A Sunday Kind of Love—FT; VC.
Sonata—FT; VC.

Plenty cause for enthusiasm for the brand of musical harmony Claude Thornhill lends to a melody. And it's just that that the maestro brings to the classical "Sonata" melody with his artistic piano polish gracing the melodic theme while Buddy Hughes adds lyrical richness to the dreamy ballad. In addition, Thornhill provides a deepening wave of enthusiasm in the introduction he affords his new canary on wax. "A Sunday Kind of Love," also a rich ballad melody, showcases Fran Warren. And the gal scores a personal triumph. She's more than a band canary for la Warren can really sing. With vibrant qualities to her schooled voice, her diction and phrasing is impeccable. Moreover, she displays a wide range which the song calls for as she carries herself with full command of the chant.

Where the Claude Thornhill richness enjoys its measure of appreciation, both sides are socka.

HARRY COOL (Signature 15069)

It's a Great Day—FT; VC.
Are Ya' Kiddin'?—FT; VC.

A happy swing spiritual song in "It's a Great Day," Harry Cool gives it a thorough commercial band setting. While the band boys bring up sharp and lively rhythms, the maestro and Evelyn Stallings carry the cutting lyrically without building up to any hallelujah pitch. Backside is the maestro's own rhythm ditty, "Are Ya' Kiddin'?" which the band ensemble plays and the maestro sings with bright bounce flurries, but without any degree of distinction either in the band, the maestro's masculine piping or even in the ditty itself.

Little here to excite the music box fans.

(Continued on page 200)

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VAUGHN MONROE (Victor 20-2084)

Beware, My Heart!—FT; VC.
The Pleasure's All Mine—FT; VC.

Vaughn Monroe takes both of these
sweet ballads in full stride as his band,
with strings added to the body, lays down
a full-fashioned musical background for
his singing. Takes Sam Coslow's "Be-
ware, My Heart!" at an easy flowing
ballad tempo, bringing out all of the
melodic appeal of the love lullaby just as
he does in the forthcoming "Carnegie
Hall" movie. The Moon Maids add vocal
support, carrying on with him for "The
Pleasure's All Mine," a beautiful romantic
piece. The singers take it from the edge
in full harmony, smothering the band
rhythms as well as the open bell trumpet
obligato in the background. Spinning at a
slow tempo, it sounds even slower—almost
a complete drag.

The screen ballading the ballad, "Beware,
My Heart!" holds much promise for phono
play.

THE MODERNAIRES (Columbia 37220)

My Heart Goes Crazy—FT; V.
Connecticut—FT; V.

Keying their rhythm harmonies to a
buoyant rhythm, the vocal blend of The
Modernaires, the solid instrumental support
of Mitchell Ayres and Paula Kelly's
individual chant, keeps it spinning with
a spirited lilt for a tuneful "My Heart
Goes Crazy," which Johnny Burke and
Jimmy Van Heusen composed as a movie
title tune. For the slipover, the har-
monizers contrast the tempo for "Con-
necticut," singing with reserve for the
starting stanza as a slow ballad and
then stepping up to a fast beat for the
verse. However, the fashioning is as
stodgy as the New England State itself,
which spirit is captured by the song
itself.

Where The Modernaires show strength,
the movie will help hypo attention to "My
Heart Goes Crazy."

PERRY COMO (Victor 20-2117)

I Want To Thank Your Folks—FT; V.
That's Where I Came In—FT; V.

Perry Como introduces two new ballads
in this pairing, emphasizing the sweet
and sentimental qualities of his singing
to which both selections lend themselves
so well. Most attractive is Bennie Benja-
min's and George Weiss' "I Want to
Thank Your Folks," which the troubador
chants in tempo and most expressively
for the buoyant melody. Lyrically, the
tunesmiths carbonated the song sense of
"Thank You, Father" from an early
George White "Scandals" score. For
"That's Where I Came In," it's also a
slow spin with the singer taking tempo
liberty to give the new song a good lyrical
reading. The soft tones of the orchestra,
directed by Lloyd Shaffer, provide full
support for both sides.

The Perry Como fans will favor "I Want
to Thank Your Folks."

JOHNNY LONG (Signature 15084)

Last Night On the Back Porch—FT; VQ
How Are Things in Glocca Morra—
FT; VC.

Making his bow on this label, Johnny
Long applies the "Shantytown" formula to
another old fave in "Last Night on the
Back Porch." However, he embellishes
the pattern, and to good effect. For
while the band boys sing the lively lyric
in unison, the maestro adds the mixed
voices of the Long Beachcombers to sing
a fresh and saucy set of lyrics rhythmic-
ally. Instrumentally, the ensemble adds
a sock stanza, and it all makes for a
very storable and danceable spin. The
rhythms are smooth and more subdued
for the show ballad, "How Are Things in
Glocca Morra?," the band boys laying
down a sustained harmony background as
Prancey Lane sings it plaintively for both
the verse and chorus with the Long
Beachcombers coming in on a second
stanza to spin out the side with much
lyrical luster.

Where the maestro's "Shantytown"
spinner served the phono fans, "Last
Night on the Back Porch" should do just
as well.

MONICA LEWIS-BOBBY DOYLE

(Signature 15063 and 15067)

Makin' Whoopee—FT; V.
That's the Beginning of the End—FT; V.
By the Light of the Silvery Moon—
FT; V.
Love Is a Random Thing—FT; V.

The label's ace song sellers, both Monica
Lewis and Bobby Doyle, individually and
collectively, add much to their stature on
wax with these spinning sides. Miss
Monica scores solidly with the familiar
"Makin' Whoopee," her sauciness and
rhythmic lilt making the old favorite
sound fresh all over again as she sells two
sets of lyrics. Enhancing her song selling
are the fluent rhythm figures gracing the
background at the direction of Ray
Bloch's baton. Joined by Bobby Doyle,
the twosome make it a real nostalgic

nicety for "By the Light of the Silvery
Moon," singing the verses, a rarely on
records, as pleasantly and plaintively as
the chorus. Soft string and woodwind
obligatos make for a fetching background
to the ballad. Doyle carries it alone for
the other two ballads, spinning both
slowly to make for sock selling on both
counts. In tempo, and fully rich in ro-
mantic expression is his lyrical persuasion
for "That's the Beginning of the End," a
beaut ballad spinning all the more beauti-
ful. Equally effective is his romantic
expressions, to which he adds dramatic
force as he takes liberty with tempo, for
"Love Is a Random Thing" from the
"Toplitzy of Notre Dame" show score.
Bloch's music makers paint a colorful
background creation for each side.

With song selections that count, all
this spinning adds up to coins.

THE GORDON TRIO (Sonora 3032 and
3035)

Managua, Nicaragua—FT; VC.

Caravan—FT.

Jealous—FT.

Lullaby of the Leaves—FT.

An instrumental threesome, this com-
bination of Max Gordon on organ, Frank
Negleman on accordion and Joe Salvi-
no on electric guitar, blend their instruments
well for the music making. And while
there is no attempt at individuality or
originality in their styling, the emphasis
on the melodic content of the selections
makes it all easy for the listening. More-
over, the trio keeps a bright tempo run-
ning thru all their efforts. Organist
Gordon adds a masculine chant to "Ma-
nagua, Nicaragua" which adds little to the
trio's limited attributes. Other three
selections are all yesteryear favorites.

Lightweight material to make any real
dent in the music box circuits.

MAYA (Sonora 3025 and 3031)

Cu-Tu-Ru-Gu—FT; VC.

Mi Bomba Ne—FT; VC.

Par Causa De Las Mujeres—FT; VC.

Rambomba—FT; VC.

Maya and His Rumba Ambassadors,
making their bow on the label, have
what it takes to attract attention to the
below-the-border rhythms. Plenty of
spirit to the singing of Hector Rivera and
the band boys for each of the selections,
with as much spirit to the authentic
Cuban airs of the fully-instrumented
ensemble. Each offering spins to a bright
rumba beat with Steinyway flashes to
finish off each of the sides. And there's
plenty of contagion in the songs them-
selves, particularly for a vivacious "Cu-
Tu-Ru-Gu," to which Rivera adds an
English lyric, and for the tuneful "Mi
Bomba Ne" which is just as rich in
instrumental color and exciting rumba
rhythms. Rivera also sings a stanza in
English for "Rambomba."

A disk delight for the rumba enthus-
iasts, especially for "Cu-Tu-Ru-Gu" and
"Mi Bomba Ne."

GEORGE OLSON (Majestic 7210)

Who—FT; VC.

Secrets—FT; VC.

It's a sweet brand of dance music that
George Olson dispenses in this dishing.
And while there is little substance to the
instrumental body paced by soft bowing
Strads, with the same degree of restraint
in the singers, the melodic content of the
melodies are most emphatic and the spin-
ning should be satisfying enough for
those only seeking to trip the fantastic
lightly. With an easy rhythmic flow,
Olson has Ray Adams and the male trio
blending their voices in sweet harmonies
for the "Sunny" show classic, "Who." On
his own, Adams lends his sugar-coated
pipings to a slow and sombre "Secrets"
ballad fashioned along classical themes
but calling for richer color and harmonize
to assert itself.

Not enough substance in this spinning
to hold up in the music boxes.

JOHNNY BOTHWELL (Signature 15066)

I Won't Promise—FT; VC.

I'll Close My Eyes—FT; VC.

If the Johnny Bothwell sax won't at-
tract wax attention to the band, it's a
cinch the singing of Claire Hogan will.
Not that the gal offers so much, but she
does make the most for "I Won't Pro-
mise," which the disk jockeys will never
clear with their program chiefs. A bright
rhythm novelty musically, it's the lyric
that counts. With the maestro setting
the stage by singing the verse so that
there is no mistaking that a honeymoon
couple is involved, Miss Hogan sings it
teasingly and with the proper inflections
until she finally gives in—to pop some
corn. Backside spins out a smooth and
commercial cutting for the "I'll Close My
Eyes" ballad. The maestro's alto phrases
the melody with finesse with Don Darcy
in good voice to give the lyrics just the
right romantic favoring.

Those that dare will take chances with
"I Won't Promise."

(Continued on page 202)

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(Continued from page 200)

JIMMY RUSHING (Excelstor 502, 503)

Thursday Blues—FT; V.
Good Mornin' Blues—FT; V.
I Want a Little Girl—FT; V.
I've Got to Have You That's All—FT; V.

Jimmy Mundy fills the basic bass spot effectively in providing solid backing for Jimmy Rushing's earthy blues shouting. The basic singing star pairs two of the Count's standbys with Otis Rene cliffings and turns in a convincing job on all sides. Rene's "Thursday Blues" gets the slow and meaningful vocal treatment. With ork setting the indigo scene, Rushing dusts off the basic penning of yesterday's, "Good Mornin'," in fine fashion. The basic standard (and basic fave), "I Want a Little Girl," gets full vocal expression in the Rushing manner, with choice piano and trumpet work providing the musical inspiration. Rene's "I've Got to Have You" is right up Rushing's song alley, as he throws full emphasis on the race wordage.

With the Rushing tag on the phone sticker, there'll be moneyed spinning at race locations for all sides. "Thursday" and "Little Girl" carrying away most of the loot.

SKITCH HENDERSON (Capitol 351)

Misirlou—FT; V.
Far Away Island—FT; V.

Easy to take but far from exceptional is Skitch Henderson's once-over-lightly version of "Misirlou." Despite the tang of Afro-Cuban beats, neither Henderson nor the studio ork surrounding it arouses much enthusiasm one way or another. "Far Away Island," pallid ballad, spotlights Ray Kellogg in the vocal with little advantage to the song and less to the singer. With the Henderson-paced mustcrew for the backing, sides pass as relaxing stuff, but beyond that doesn't spur replays.

Any nickel pull here will be found on the top side.

JO STAFFORD (Capitol 352)

September Song—FT; V.
It's as Simple as That—FT; V.

One of the few singing ladies to enter the "September Song" sweepstakes, Jo Stafford need not fear competition from the male side of the ballad fence with her version of the "Knickerbocker Holiday" tune. Her tender treatment and sympathetic interpretation of the plaintive melody and lyric should give this revival added spinning strength. Lloyd Shaffer's imaginative ork setting enhances the enjoyment. Tunewise, "It's as Simple as That" lives up to its tag. Despite Miss Stafford's big-time styling, flip emerges as little more than a passable B side filler.

A worthy edition to the home shelf, this plattering of "September" should realize months of profitable spinning in coin phones.

CLIFFE STONE (Capitol 354)

Silver Stars, Purple Sage, Eyes of Blue—FT; V.
If You Knew Susie—FT; V.

Folk fans will find it easy to overlook this couplet for Cliffe Stone. In his initial bow on this label sounds vocally tired and colorless. Stone recites the lyrics of Denver Darling's "Silver Stars" in a drab fashion. For the reverse he's made a cow gal out of Broadway's "Susie," but despite the re-write job on De Sylva's standard, voicing spurs yawns. Studio ork's accompaniment doesn't help sides either for instead of a snappy Western setting, backing leans more to commercial dance band style.

Skip this one.

ROY MILTON AND HIS SOLID SENDERS (Roy Milton 102, 103, 104, 105, 1-110, 1-111)

Red Light—FT; V.
It Never Should Have Been This Way—FT; V.

Mr. Fine—FT; V.
Milton's Boogie—FT; V.
I'll Always Be in Love With You—FT; V.
Sunny Side of the Street—FT; V.
R. M. Blues—FT; V.
Groovy Blues—FT; V.
Rainy Day Confession Blues—FT; V.

Parts 1 and 2
Blues in My Heart—FT; V.
Dressing With Joe—FT.

Drummer-chanter Roy Milton is waxing his race wares under his own Coast indie label. Outstanding item in this batch is the re-release of his "R. M. Blues," which (under the Juke Box and Specialty stickers) took Milton to No. 3 position as the Year's Top Band on Race Records (see The Billboard's First Annual Music Record Poll, January 4). Surrounding his drums with tenor and alto saxes, muted trumpet, bass and piano, Milton sets the beat solid in the slow blues grooves as he styles his chanting iris to the Harlem tradition. Flip, "Groovy Blues," spotlighting the vocal talents of the unit's fine ivory-dusting Camille Howard, who also first saw the needle on the Juke Box label. There's an infectious bounce to jump-paced "Red Light," with Milton

singing the words as the group chimes in vocally on the rhythm chorus. Faulty reproduction mars his ballading on the reverse, but enough comes up of "It Never Should Have Been This Way" to place Milton's vocal work and Miss Howard's fetching pianistics on the credit side of the ledger. Chanting from her keyboard, lass gives "Mr. Fine" a vocal lift as instrumentalists provide the rhythm setting. Another re-issue of the Juke Box original, "Milton's Boogie," on the backside rides it deep in the eight-to-the-bar groove with the hide-handler shouting the lyrics. "I'll Always Be in Love With You," first released under the Hampton nameplate, holds to a moderate tempo. Growl mute trumpeting by Joes Sapp intones Milton's lyric shouting. Mate, "Sunny Side of the Street," gives Buddy Floy's sax the upper hand and uses muted trumpet to inject background figures. This creates a lowdown flavor which is further developed in RM's scat-styled vocal. Mournful saxes and a piano playing style that goes straight to the heart set the deep indigo scene for "Rainy Day" as Milton chants the Harlem dirge. Getting a two-sided stretch, break off ending on the top side and weak start on the flip detracts from platter's juke value. What would otherwise be a run-of-the-mill slow blues shouter, emerges as a highly interesting side as the sextet creates a honkytonk atmosphere for "Blues in My Heart." B side allows groove to show off its instrumental capabilities on a slow but groovy session. With an eye toward counter sales, labels are cleverly designed sketches depicting tune's contents.

All sides hold money-making promise in race phones.

KAY KYSER (Columbia 37214)

That's the Beginning of the End—FT; VC.
Managua, Nicaragua—FT; VC.

Kay Kyser contrasts the romantic with the rhythmic to make for a pairing that is thoroughly tuneful and danceable. Packing real toe-tapping urge is the rhythm novelty, "Managua, Nicaragua," for which The Campus Kids and Gloria Wood blend their voices pertly and expertly to bring out the lyrical charm of that Central American country. And from the beginning to the end, it's smooth spinning for "That's the Beginning of the End" with the romantic expressions provided by Michael Douglas, The Campus Kids on the vocal assist for the ballad.

"Managua, Nicaragua" spins plenty bright to keep the music boxes lit.

COUNT BASIE (Victor 26-2127)

Open the Door, Richard—FT; VC.
Me and the Blues—FT; VC.

Musically, Count Basie makes a false start under this record banner. To give the label an entry in the "Open the Door, Richard" craze, Harry Edison carries the cutting with the monologue while the band merely provides a rhythm background. Bill Johnson adds to the dialogue, but Edison's meek supplications hardly hardy enough to get Richard to open the door. Backside has band canary Ann Moore taking over the spin for "Me and the Blues." And while her pipes are full, it's without the sultry qualities it takes to sell this torch ballad.

Because of the Count's name on the label, they may try it once for the "Richard" zazziness.

BUDDY BAKER (Exclusive 10x, 11x)

Baker's Dozen—FT.
Be Fair With Me—FT; V.
I'm Stuck With a Sticker—FT; V.
Sleepy Time Down South—FT.

To launch its new 75-cent red label, waxery turns over the first four sides to its baton-wielding musical director, Buddy Baker. There's an enthusiastic bounce to the spinning of Leon Rene's riff-patterned "Baker's Dozen." Rene's penmanship is displayed to better advantage on the flip-over as Emma-Lou Welch, in making her platter bow, turns in soulful reading of "Be Fair With Me." Her melancholy veined styling makes her a welcome newcomer to the waxes and is set off in an appealing manner by the ork's blue-bred accompaniment. A catchy rock 'n' roll beat holds the ear in Vivian Garry's rhythm voicing of her original ditty, "Stuck." Lyric complains about the guy who sticks to the same old line. Slim Davis's plunger trumpet spices the side. Rene's standard "Sleepy Time" is given a bright new instrumental dress on the reverse, with Lucky Thompson's tenor and Les Robinson's alto sax adding luster to the spinning.

"Stuck" has a good chance of sticking with the novelty addicts. Emma-Lou Welch should woo coins with her "Be Fair."

More Record Reviews
Start on Page 164

"Got a Brand New Contract with CAPITOL RECORDS!"



CLIFFIE STONE

CO-COMPOSER OF 3 GREAT SONGS

"NO VACANCY"
(Cliffie Stone & Merle Travis)

"DIVORCE ME C. O. D."
(Cliffie Stone & Merle Travis)

and **"SO ROUND, SO FIRM, SO FULLY PACKED"**
(Cliffie Stone, Merle Travis & Eddie Kirk)

Singing his Newest and Latest Hits on CAPITOL

★ **"SILVER STARS. PURPLE SAGE, EYES OF BLUE"** backed by **"IF YOU KNEW SUSIE"**
(Like I Know Susie)
CAPITOL RECORD #354



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799 7TH AVENUE • NEW YORK, N. Y.

BMI Pin Up SHEET

Hit Tunes for February

(On Records)

ANOTHER NIGHT LIKE THIS (Marks)

Dick Haymes—Dec. 23731 • Desi Arnaz—Vic. 20-2052
Hal Derwin—Cap. 336 • Herb Kern-Lloyd Sloop—Tempo 984
Hal Winters-Jose Morand—Apollo 1034
Don Alfredo—Pan-Amex. 076

WE COULD MAKE SUCH BEAUTIFUL MUSIC (BMI)

Vaughn Monroe—Vic. 20-2095 • Frankie Carle—Col. 37222
Monica Lewis—Sig. 15068 • George Towne—Sonora 2002
Billy Butterfield—Cap. • Blue Barron—MGM •

BEST MAN, THE (Vanguard)

Les Brown—Col. 37086 • King Cole Trio—Cap. 304
Romo Vincent—Dec. 23749 • Sunny Skylar—Mercury 5004

COFFEE SONG, THE (Vallant)

Louis Prima—Maj. 7191 • King Sisters—Vic. 20-1943
Frank Sinatra—Col. 37089 • Dorothy Claire—Enterprise 227
Andrews Sisters—Dec. 23740

EV'RYBODY LOVES MY BABY MY BABY (Goode)

Tex Beneke—Vic. 20-1914 • Pied Pipers—Cap. 279
Three Suns—Maj. 7180 • Gene Krupa—Col. 37078

(I LOVE YOU) FOR SENTIMENTAL REASONS (Duchess)

Eddy Howard—Maj. 1071 • Charlie Spivak—Vic. 20-1981
Ella Fitzgerald—Dec. 23670 • King Cole Trio—Cap. 304
Fran Warren—Cosmo 514 • Duke Watson—Manor 1041
Dinah Shore—Col. 37188
Skip Strahl—Emerald 106 • Art Kassel—Vogue 781

HOLD ME, HOLD ME, HOLD ME (Stevens)

Vaughn Monroe—Vic. 20-2015 • Russ Morgan—Dec. 18922
Harry Cool—Signature 15038 • Orrin Tucker—Musicraft 15096
Jimmie Palmer—Arvid 7050

I GUESS I'LL GET THE PAPERS AND GO HOME (Campbell-Porgie)

Mills Brothers—Dec. 23638 • Les Brown—Col. 37066
Hal Derwin—Cap. 288 • Hal McIntyre—Cosmo 507
Shep Fields—Vogue 764 • Tommy Ryan—Famous 7004
Herbie Fields—Vic. 20-1962 • Ray Herbeck—Four Star 1132

I'LL NEVER LOVE AGAIN (LA BORRACHITA) (Peer)

Dinah Shore-Xavier Cugat—Col. 37090 • Desi Arnaz—Vic. 20-2020
Andy Russell—Cap. 20035 • Tifo Guizar—Mercury 5006

IT'S ALL OVER NOW (BMI)

Peggy Lee—Cap. 292 • Charlie Spivak—Vic. 20-1981
Russ Morgan—Dec. 18922 • Three Suns—Maj. 7205
Orrin Tucker—Musicraft 15091 • Vera Massey—Diamond 2039
Frankie Carle—Col. 37146 • Connie Haines—Mercury 3034
Jack McLean—Coast 8002 • Jimmy Palmer—Arvid 7050

MANAGUA, NICARAGUA (Encore)

Freddy Martin—Vic. 20-2026 • Guy Lombardo—Dec. 23782
Kay Kyser—Col. 37214 • Gordon Trio—Sonora 3032
Two Ton Baker—Mercury • Dick Peterson—Enterprise •

OPEN THE DOOR, RICHARD (Duchess)

Count Basie—Vic. 20-2127 • Three Flames—Col. 37268
Jack McVea—B & W 792 • Bill Samuels—Mercury 8029
Louis Jordan—Dec. • Charlie Spivak—Vic. •
Pied Pipers—Cap. • Merry Macs—Maj. •

RICKETY RICKSHAW MAN, THE (Peer)

Eddy Howard—Maj. 7191 • Two Ton Baker—Mercury 3047

WHAT MORE CAN I ASK FOR? (London)

Guy Lombardo—Dec. 23782 • Jack McLean—Coast 8003

* Soon to be released.



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The Billboard MUSIC POPULARITY CHARTS

PART VII

Advance Information

Week Ending January 31

ADVANCE RECORD RELEASES

Records listed are generally approxi- supplied in advance by record companies. mately two weeks in advance of actual Only records of those manufacturers vol- release date. List is based on information unarily supplying information are listed.

POPULAR

| | |
|---|---|
| A GAL IN CALICO | Larry Douglas (Roland Dupont Ork) (THE THINGS).....Signature 15074 |
| A THOUSAND AND ONE NIGHTS | The Twilight Three (ENCHANTMENT).....Majestic 7213 |
| ALL I'VE GOT IS ME | Saxie Dowell Ork (IT'S DREAMTIME).....Sonora 3036 |
| ANNIVERSARY SONG | George Towne Ork (Mary Anne Wayne-Russell Drew (SONATA).....Sonora 2004 |
| ANVIL CHORUS | Jerry Gray Ork (TEXAS AND).....Mercury 5015 |
| AT SUNDOWN | Mildred Bailey (LOVER, COME).....Majestic 1101 |
| AT SUNDOWN | Clyde McCoy Ork (WAY DOWN).....Vogue R-753 |
| BEWARE MY HEART | D'Artega Ork (Tony Russo) (NIGHT OF).....Sonora 3041 |
| BEWARE MY HEART | The Twilight Three (LULLABY).....Majestic 7214 |
| CHARMAINE | Roy Smeck Ork (Bob Houston) (STEEL GUITAR).....Sonora 2000 |
| CUDDLE UP A LITTLE CLOSER | Phil Regan (Male Quartet-Phil Davis Ork) (IF I).....Majestic 7212 |
| DREAM, DREAM, DREAM | Bob Houston (HOW ARE).....Sonora 3043 |
| ENCHANTMENT | The Twilight Three (A THOUSAND).....Majestic 7213 |
| EVERYBODY HAS A LAUGHING PLACE | Two-Ton Baker and His Merry Music Makers (UNCLE REMUS).....Mercury 5017 |
| FAR AWAY ISLAND | Harry Babbitt (Dick Maltby Ork) (TO ME).....Mercury 3055 |
| HONG KONG BLUES | Hoagy Carmichael (STAR DUST).....Decca 23797 |
| HOW ARE THINGS IN GLOCCA MORRA? | Bob Houston (DREAM, DREAM).....Sonora 3043 |
| HOW ARE THINGS IN GLOCCA MORRA? | Tommy Dorsey (Stuart Foster) (WHEN I'M).....Victor 20-2121 |
| I CAN'T BELIEVE IT WAS ALL MAKE BELIEVE (Last Night) | Sammy Kaye (Mary Marlow) (THAT MIDNIGHT).....Victor 20-2122 |
| I GOT A GAL I LOVE (In North and South Dakota) | Two-Ton Baker and His Merry Music Makers (MANAGUA NICARAGUA).....Mercury 5016 |
| IF I HAD MY WAY | Phil Regan (Harry Bluestone Ork) (CUD-DLE UP).....Majestic 7212 |
| IT MIGHT HAVE BEEN A DIFFERENT STORY | Tex Beneke-Miller Ork (Garry Stevens-Miller Ork) (SPEAKING OF).....Victor 20-2123 |
| IT'S DREAMTIME | Saxie Dowell Ork (ALL I'VE).....Sonora 3036 |
| LONESOME—THAT'S ALL | The Charlotteras (Mannie Klein Ork) (YOU CAN'T).....Columbia 37240 |
| LONESOME—THAT'S ALL | Mildred Bailey (AT SUNDOWN).....Majestic 1101 |
| LULLABY | The Twilight Three (BEWARE MY).....Majestic 7214 |
| LULU HAD A SWEETHEART | Saxie Dowell Ork (SERENADE TO).....Sonora 3039 |
| MANAGUA NICARAGUA | Two-Ton Baker and His Merry Music Makers (I GOT).....Mercury 5016 |
| MY HEART GOES CRAZY | Pinky Tomlin Ork (Pinky Tomlin) (RAG-TIME COWBOY).....University K-517 |
| NIGHT OF MEMORIES | D'Artega Ork (Tony Russo) (BEWARE MY).....Sonora 3014 |
| RAGTIME COWBOY JOE | Pinky Tomlin Ork (Pinky Tomlin) (MY HEART).....University K-517 |
| SECRETS | George Olson Ork (WHO).....Majestic 7210 |
| SERENADE TO LOVE | Saxie Dowell Ork (LULU HAD).....Sonora 3039 |
| SONATA | George Towne Ork (Russell Drew) (AN-NIVERSARY SONG).....Sonora 2004 |
| SPEAKING OF ANGELS | Tex Beneke-Miller Ork (Garry Stevens) (IT MIGHT).....Victor 20-2123 |
| STAR DUST | Hoagy Carmichael (HONG KONG).....Decca 23797 |
| STEEL GUITAR RAG | Roy Smeck Ork (CHARMAINE).....Sonora 2000 |
| TEXAS AND PACIFIC | Jerry Gray Ork (Frankie Laine-The Smart Set) (ANVIL CHORUS).....Mercury 5015 |
| THAT MIDNIGHT MASQUERADE | Sammy Kaye (Don Cornell-Choir) (I CAN'T).....Victor 20-2122 |
| THE MAN WHO PAINTS THE RAIN-BOW IN THE SKY | Bob Houston (YOU CALL).....Sonora 3042 |
| THE OBJECT OF MY AFFECTION | Pinky Tomlin Ork (Pinky Tomlin) (20c COTTON).....University K-516 |
| THE THINGS WE DID LAST SUM-MER | Larry Douglas (Roland Dupont Ork) (A GAL).....Signature 15074 |
| TO ME | Harry Babbitt (Dick Maltby Ork) (FAR AWAY).....Mercury 3055 |
| 20c COTTON—80c MEAT! (How in the World Can a Poor Guy Eat?) | Pinky Tomlin Ork (Pinky Tomlin) (THE OBJECT).....University K-516 |
| UNCLE REMUS SAID | Two-Ton Baker and His Merry Music Makers (EVERYBODY HAS).....Mercury 5017 |
| WAY DOWN YONDER IN NEW ORLEANS | Clyde McCoy Ork (AT SUNDOWN).....Vogue R-753 |
| WE COULD MAKE SUCH BEAUTIFUL MUSIC | George Towne Ork (Mary Ann Wayne-Russell Drew) (YOU CAN'T).....Sonora 2002 |
| WHEN I'M NOT NEAR THE GIRL I LOVE | Tommy Dorsey (Stuart Foster) (HOW ARE).....Victor 20-2121 |
| WHO | George Olson Ork (SECRETS).....Majestic 7210 |
| WHO DO YOU THINK YOU ARE? | Betty Bradley (MISIRLOU).....Standard International T-5010 |
| WITH SOMEONE NEW | Woody Herman Ork (WOODCHOPPERS' BALL).....Columbia 37238 |
| WOODCHOPPER'S BALL | Woody Herman Ork (WITH SOMEONE).....Columbia 37238 |
| YOU CALL IT MADNESS | Bob Houston (THE MAN).....Sonora 2042 |
| YOU CAN'T SEE THE SUN WHEN YOU'RE CRYIN' | The Charlotteras (Mannie Klein Ork) (LONESOME—THAT'S).....Columbia 37240 |
| YOU CAN'T SEE THE SUN WHEN YOU'RE CRYING | George Towne Ork (Mary Ann Wayne-Russell Drew) (WE COULD).....Sonora 2002 |

(Continued on page 206)

Thanks



Freddy Martin

OUR LATEST—
"MANAGUA
NICARAGUA"
VICTOR NO. 20-2046

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SOMEBODY ELSE'S
DARLING**



BILL CARLISEE

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ROCKIN' CHAIR MONEY
WHEN SNOWFLAKES FALL**



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(Continued from page 204)

FOLK

- BABY YOU DONE FLUBBED YOUR DUB WITH ME... Sheriff Tom Owen and His Cowboys (DON'T SAY)... Mercury 6018
- BARNYARD RAG... The Miccoullis Sisters (CHIME BELLS)... De Luxe 5025
- BE MY DARLIN'... Foy Willing (The Riders of the Purple Sage) (NO ONE)... Majestic 6003
- BLUE RANGER... Santa Fe Trio (Santa Fe Rangers) (SIDE SADDLE)... Cowboy 201
- CHIME BELLS... The Miccoullis Sisters (BARNYARD)... De Luxe 5025
- COWBOY DAD... Murray Sisters (Sleepy Hollow Ranch Gang) (ROSE OF)... Cowboy 101
- DIVORCE ME C. O. D... Carolina Playboys (I LOVE)... Sonora 7026
- DON'T SAY YOU LOVE ME IF YOU DON'T... Sheriff Tom Owens and His Cowboys (BABY YOU)... Mercury 6018
- I LOVE YOU, MARY LOU... Carolina Playboys (DIVORCE ME)... Sonora 7026
- I NEVER HAD A CHANCE... Roy Rogers (Country Washburne Ork) (MY CHICKASHAY)... Victor 20-2124
- JUST SAY SO LONG... Elmer Newman (Sleepy Hollow Ranch Gang) (WESTWARD BOUND)... Cowboy 102

RACE

- BLUE BOOGIE... Arthur "Guitar Boogie" Smith's Hot Quintet (FINGERS ON)... Super Disc 1024
- BRING ME SOME MONEY, HONEY... Pat Flowers and His Rhythm (Pat Flowers) (TEXAS AND)... Victor 20-2125
- EMBRACEABLE YOU... Dinah Washington (Gus Chappell Ork) (THAT'S WHY)... Mercury 3030
- FINGERS ON FIRE... Arthur "Guitar Boogie" Smith's Sensational Trio (BLUE BOOGIE)... Super Disc 1024
- HINKTY MAN... Snub Mosley Ork (YOU AND)... Sonora 500
- I ADMIT... Bon Bon (Red Caps Trio) (TWO CAN)... Davis 7210
- RAINY MORNING BLUES... Earl Williams (Paul Gayten Trio) (STRIKING BLUES)... De Luxe 1058
- STRIKING BLUES... Earl Williams (Paul Gayten Trio) (RAINY MORNING)... De Luxe 1058
- TEXAS AND PACIFIC... Pat Flowers and His Rhythm (Pat Flowers) (BRING ME)... Victor 20-2125
- THAT'S WHY A WOMAN LOVES A HEEL... Dinah Washington (Tab Smith Ork) (EMBRACEABLE YOU)... Mercury 3030
- TWO CAN PLAY THAT GAME... Bon Bon (Red Caps Trio) (I ADMIT)... Davis 7210
- YOU AND THE DEVIL... Snub Mosley Ork (HINKTY MAN)... Sonora 500

CHILDREN'S RECORDS

- AESOP'S FABLES ALBUM (2-10")... Dick Brown (Ted Cott-Barry Thomson-Henry Sylvern)... Merry-Go-Sound TP-6
- CHILDREN'S OPRY HOUSE ALBUM (2-10")... Dick Brown (Ted Cott-Henry Sylvern-Merry-Go-Sound Players)... Merry-Go-Sound TP-7
- LITTLE BO PEEP... Tom Scott (LUCY LOCKET)... Resol Picturine 1836
- LITTLE BOY BLUE... Tom Scott (ROUND THE)... Resol Picturine 1818
- LITTLE JACK HORNER... Tom Scott (RING AROUND)... Resol Picturine 1854
- LITTLE MISS MUFFET... Tom Scott (LONDON BRIDGE)... Resol Picturine 1872
- LONDON BRIDGE... Tom Scott (LITTLE MISS)... Resol Picturine 1872
- LUCY LOCKET... Tom Scott (LITTLE BO)... Resol Picturine 1836
- OLD MAC DONALD HAD A FARM... Ted Cott (Merry-Go-Sound Players-Henry Sylvern) (OLD MAC DONALD)... Merry-Go-Sound 107
- OLD MAC DONALD WENT TO TOWN... Ted Cott (Merry-Go-Sound Players-Henry Sylvern) (OLD MAC DONALD)... Merry-Go-Sound 107
- RING AROUND ROSIE... Tom Scott (LITTLE JACK)... Resol Picturine 1854
- ROUND THE MULBERRY BUSH... Tom Scott (LITTLE BOY)... Resol Picturine 1818
- UNCLE REMUS STORIES ALBUM... Sterling Holloway... Decca A-521
- Br'er Rabbit Is a Fisherman, Parts 1 and 2... Decca 23807
- Br'er Rabbit Raises a Dust, Parts 1 and 2... Decca 23808
- The Wonderful Tar Baby, Parts 1 and 2... Decca 23806

INTERNATIONAL

- A KISS'LL MAKE YOU WHISTLE... Henri Rene and His Musette Ork (LA PALOMA)... Victor 25-1076
- ABER HEUT SIND WIR FIDEL (BUT TODAY WE ARE GAY)... Will Glaat Ork (IN MUNICHEN)... Victor 25-4003
- BROOKFIELDSKA POLKA... Franty Linhart Radioy Ork (VERNA LASKA)... Continental C-17
- DONES' MI VINA KRCMARICE... Tamb. Zbor Yavor Ork (S'ONE STRANE)... Continental C-215
- GUBBEN OCH BUMMAN... Robert Lindholm Scandinavian Dragspels Ork (SAKJARVEN POLKA)... Continental C-901
- IN MUNICHEN STEHT EIN HOF-BRAUHAUS (THERE'S A HOF-BRAU HAUS IN MUNICH)... Will Glaat Ork (ABER HEUT)... Victor 25-4003
- KATICE ZLATO... Tamb. Zbor Yavor Ork (MOJE SRCE)... Continental C-214
- LA PALOMA (THE DOVE)... Henri Rene and His Musette Ork (A KISS'LL)... Victor 25-1076
- MOJE SRCE... Tamb. Zbor Yavor Ork (KATICE ZLATO)... Continental C-214

LATIN-AMERICAN

- ADIOS... Vegavajeno Trio (PRECIOSA)... Victor 23-0367
- AFRICAN LAMENT... Jose Merand Ork (MISIRLOU)... Majestic 50005
- ALEGRE PETICON (A Happy Request)... Conjunto Matamoros (CORRESPONDENCIA)... Secco 575
- BOBBY SOX IDOL... King Houdini and His Calypso Parliament (MOAN, PEOPLE)... Apollo 123
- CORRESPONDENCIA... Conjunto Matamoros (ALEGRE PETICON)... Secco 575
- COSE COSE COSE... Armando and His Jack's Band (Rafita Martinez) (SI FUDIERA)... Secco 579
- DRUME NEGRITA... Xavier Cugat (EL BOTELLERO)... Columbia 37239
- EL BOTELLERO (The Battle Vendor)... Xavier Cugat (Del Campo) (DRUME NEGRITA)... Columbia 37239
- HEY, AI YEA... Pancho Ork (Pepito-Murphy Sisters) (IMPROVISANDO)... Apollo 1036
- IMPROVISANDO... Pancho Ork (HEY AI)... Apollo 1036

New York:

Dave Friedman, former New York music operator now an arcade owner in Buffalo, has been in town a week visiting old friends. . . . Bennie Chicosky, Benray Music Company, is driving down to North Carolina for a rest. . . . Joe Diamond, Height's Music Company, is home with a sore back. . . . Ted Rico, Rico Vending Machines, has left for Florida. . . . Mrs. Ruth Michaelson, juke operator, is home nursing her sick daughter.

Herman Boteln, formerly of Decca, has joined the Runyon record department as assistant to Johnny Halonka. . . . Jack Mitnick, Runyon general manager, has just returned from Richmond, Va. . . . Al Goldberg, Emerson Music Company, is dickering for the purchase of another juke route. . . . Louis Abramson and Herbert Rosenblum, Eastern Vending Machine Corporation, have added cigarette venders to their cigar operations.

J. B. Mason, Florida music operator; M. Carey, up-State op; Max Roth, Wilkes-Barre, Pa.; Sid Dominic, Buffalo; Morris Schulman, up-State, and Charles Carters, Jackson, Miss., were visiting coinmen along the Avenue last week. . . . Moe Stein, Noonan Amusements, has been spending plenty of time along the Avenue.

Rental of television sets to taverns seems to be in the wind for many juke ops. . . . Many New York ops and distributors attended the opening of Joe Ash's new Philadelphia headquarters Sunday (19). . . . Dick Reilly, Reilly Vending, has been commissioned a second lieutenant in the national guard. . . . Phil Tobin, Music, Inc., leaves for a honeymoon in Cuba about February 15. . . . Morris Schack, Milk-o-Mat, has returned from Canada. . . . Morris Hood, Runyon, is father of a Barney Kahn, of Metropolitan Coin girl.

(See NEW YORK on page 218)

COINMEN YOU KNOW

Cincinnati:

Louis Schoenlaub, Columbia Amusement Company, has recovered from injuries received in an automobile accident January 9. Damage to Louis's new car amounted to over \$1,000, so he considers himself lucky to be around again.

Cincinnati will be well represented at the CMI show in Chicago. Delegation plans to leave here February 2. . . . Automatic Phonograph Owners' Association will hold its regular board meeting at 2 p.m., January 28, at Hotel Gibson. Record distributors are invited to attend the meeting, during which their particular problems and other important matters will be discussed.

Oakland:

Frank Lissiansky, chief engineer for International Mutoscope Corporation, conducted maintenance classes on the Photo-Matic and Voice-o-Graph for Mills Sales Company, Ltd., servicemen at the company's main office here last week. Among those attending were: Frank Ferree, R. Ames, Warren Cox, Frank Bouterious, Joe Eccles, Ted Juzix, Everett Fairris and Ed Therrien, all of the Oakland office; Norman Sheward and George Norton, San Francisco; Wendell B. Larson, Los Angeles; Ralph Wilkerson, Portland; George Brown, Tacoma, and Richard Shugert, Phoenix.

Mills representatives from the Oakland, Portland and Los Angeles offices went to Chicago January 24 to attend a sales and service school conducted prior to the coin machine show.

Kansas City:

Irvin Weiler believes in making business meetings pleasant for his employees. Last week he gave the Consolidated Distributing Company force a dinner party at the Ramblers' Club before the business talk-talk.

Jerry Adams, sales manager for Consolidated, spent last week on a business trip thru the Missouri territory. . . . Their new serviceman is Frank Stone, recently discharged from the navy with three years' service. . . . Ray Armstrong, head of Music Sales, Topeka, Kan., and L. L. Hines, music operator at Joplin, Mo., were among the callers at Consolidated the past week.

Mrs. J. A. Anderson, who buys most of the equipment for her husband's firm, Anderson Amusement Company, Galena, Kan., was in town last week, combining a personal buying trip with one for the company. . . . Ranson Cleston has set up a new company at Kirksville, Mo., named the Cleston Automatic Music Company. He's handling both pins and music. Cleston formerly operated a music route here.

M. E. England, Purdy, Mo., music op, was among out-of-town operators here on buying trips last week. . . . J. H. Plumb, who has Topeka Music Company, Topeka, Kan., and C. B. Ellis, owner of the Jayhawk Amusement Company, Holton, Kan., also put in an appearance. . . . G. E. Vinson, who heads Vinson Amusement Company, Chillicothe, Mo., C. W. Mill, Wamego, Kan., music op, and Cliff Miser, of the Midland Amusement Company, St. Joseph, were making the rounds of the coin machine trade.

Chicago:

Nate and Sol Gottlieb, of Gottlieb & Company, made a quick trip to Philadelphia January 19 for the grand opening of Active Amusement Machines Company's new building at 666 North Broad Street there. Nate reports that Active's Joe Ash proved an excellent host. J. D. Lazar, B. D. Lazar Company, Pittsburgh, and Irv Blumenthal, Baltimore, were among well wishers.

Grant Shay, of Bell-O-Matic Corporation, says his desk is swamped with RSVP's from operators who plan to attend the firm's cocktail party, dubbed Welcome Party, which will be held in Presidential Suite, Room 400, Morrison Hotel, from 2 p.m. to 12 m. daily, February 2-6.

O. D. Jennings, of the O. D. Jennings firm, is going to barbecue a steer for visiting coinmen during the CMI show. Dave Lovitz, company's advertising manager, will be keeping his fingers crossed for the next few days. His wife slipped on the ice the other day injuring her elbow, as well as bumping her head, and has been hospitalized for observation. . . . L. E. Myer Jr., of the Spur Inn, Karnak, Ill., was a visitor this week.

Lester C. Rieck, formerly with Mills Automatic Merchandising, has joined the sales staff of Mills Industries' music division, which is managed by Charley Schlicht.

J. Q. Bates, Pace Manufacturing Company, Inc., received word from Dan King III, president, Western States Distributing Company, San Francisco, that he is flying in from the West Coast in his new twin engine plane to attend the coin machine show. King plans to bring six or eight other coinmen with him.

Mike Spagnola, of Automatic Distributing Company, says Ted Levine, firm's service department manager, is passing out cigars this week; wife presented him with a daughter.

MIGHTY PROUD

Indeed we are to represent the following outstanding manufacturers EXCLUSIVELY, and we mean EXCLUSIVELY, in the following territories:

- J. H. KEENEY & CO.**
Maine, Vt., N. H., Mass., R. I., Conn.
- D. GOTTLIEB & CO.**
Maine, Vt., N. H., Mass., R. I., Conn.
- O. D. JENNINGS & CO.**
Maine, Vt., N. H., Mass., R. I., Conn.
- MARVEL'S "POP-UP"**
Maine, Vt., N. H., Mass., R. I., Conn.

- ACE COIN COUNTER**
Maine, Vt., N. H., Mass., R. I., Conn.
- WILLIAMS MFG. CO.**
Maine, Vt., N. H., Mass., R. I.
- A. B. T. MFG. CO.**
Massachusetts
- PERSONAL MUSIC CORP.**
Maine, Vt., N. H., Mass., R. I.

For guaranteed satisfaction buy products of these manufacturers only through us or our authorized jobbers.

We have received these appointments because manufacturers know that "IN NEW ENGLAND IT'S TRIMOUNT"

We're mighty proud of:

-Our staff of 21, including 10 servicemen trained in factory methods.
-Our speedy, efficient repair service.
-Our large warehousing facilities all under one roof.
-The most complete stock of factory parts in New England.
-An experienced organization alert to the operators' needs.

TRIMOUNT COIN MACHINE CO.

40 WALTHAM STREET

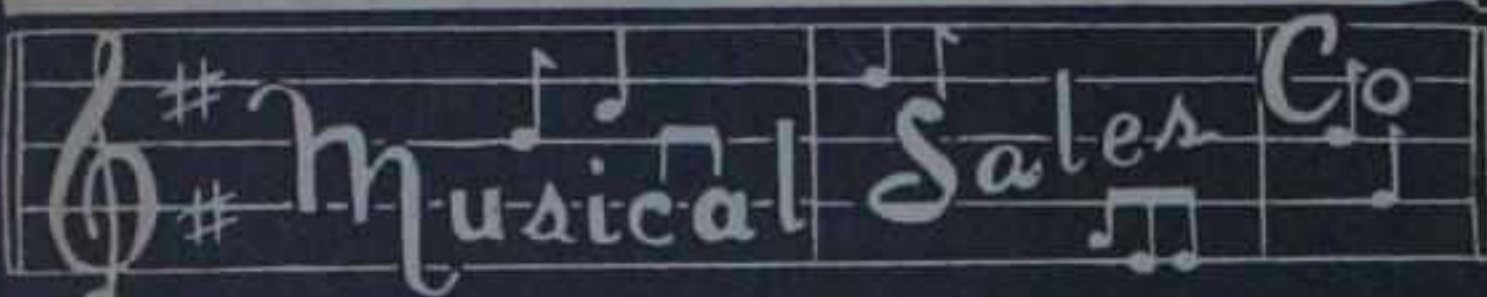
BOSTON 16, MASS.



THIS IS A SMALL AD

Don't Read It . . .

If you haven't a worry in the world. But if you want to gradually replace and improve your equipment don't stop now, find out about Seeburg scientific sound distribution and its extreme flexibility. Typical . . . the new Wall-O-Matics have been designed to operate with the prewar Seeburg Symphonola. The new remote control Symphonola plays with the prewar Wall-O-Matics. Unit by unit, replace your old equipment with the finest music mechanisms ever made—at an investment 40% less than complete replacement would cost.



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140 W. MT. ROYAL AVENUE
415 W. BROAD STREET

BALTIMORE 1, MARYLAND
RICHMOND 20, VIRGINIA

| | | |
|--|---|--|
| 5¢ Jumbo, O.P. . . . \$ 85.00 25¢ Jumbo, O.P. . . . 140.00 • New Columbias • New Vest Pockets • New Black Cherry Bells | USED ORIGINAL SLOTS —LIKE NEW! Mills Black Cherry Bells: 5¢ \$185.00 10¢ 175.00 25¢ 185.00 | 5¢ Blue Front \$ 90.00 10¢ Blue Front 100.00 25¢ Blue Fronts . . . 110.00 50¢ Silver Chrome . . 175.00 5¢ Silver Chrome . . 115.00 5¢ Jennings Chief . . 60.00 Four Aces 75.00 |
| We Have All Mills SLOT and JUMBO PARTS. | Buying Specialists for Foreign Ops. Advise Us Your Needs. | |

Lewis COIN MACHINE SERVICE

3924 W. Chicago Ave. • Chicago 51 • Belmont 7005

COINMEN YOU KNOW

Portland, Ore.:

Bill Haner, service manager for Amusement Specialty Company, recently suffered a fractured jaw when he piled his car up near a downtown bridge.

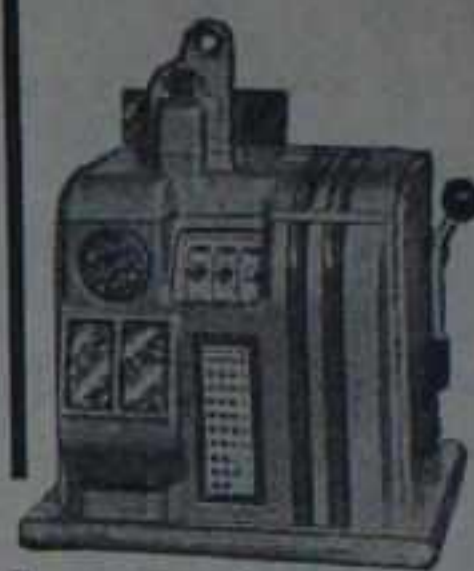
Frank Sandberg, branch manager for Mills Sales Company, has slated a two-day visit in Oakland, Calif., before taking off for the Chicago convention. . . . John Trambitus, former manager of a Portland arcade, has gone to Seattle where he will engage in the coin machine business. . . . Victor David, Tillamook, (Ore.) operator, was a recent Portland visitor.

Sam Nye, Hermiston operator, thinks that Budge Wright should ditch his hat when he goes to Chicago for the CMI convention and wear a real Western skypiece more in keeping with the country in which he operates. He took off his own Stetson and handed it to Wright, Portland branch manager for Western Distributors, with only one restriction: that Wright not talk thru it.

The flight to the Chicago show will be but the beginning of a three-week hegira for A. M. Moss, branch manager of M. S. Wolf Distributing Company. Business affairs will take him from Chicago to Terre Haute, Ind.; Baltimore, Md., back to Chicago, Sioux City, Ia.; Chicago again, then Los Angeles and San Francisco before returning to Portland.

Three veterans, Fred Dethloff, Earl Waldran and Art Purkapile, have formed a new coin machine company with Dethloff as manager. Firm, with offices at 6531 North Wilbur, in Portland, operates music and pinball routes.

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 O.O.D.

WRITE FOR OUR CATALOG

WANT all types and makes of Counter Games. Many other makes of Counter Machines. Tell us your needs. Factory Distributors.



WOLFE MUSIC CO.

OFFERS

CLOSE OUT SALE

MILLS ORIGINAL SLOTS

Rebuilt Like New

5¢ 10¢ 25¢

Silver and Copper Chromes . \$150.00 \$160.00 \$170.00
Brown Fronts 125.00 135.00 145.00

1201 W. MAIN ST., OTTAWA, ILL.

Tel.: Shop—1312. Res.—1302

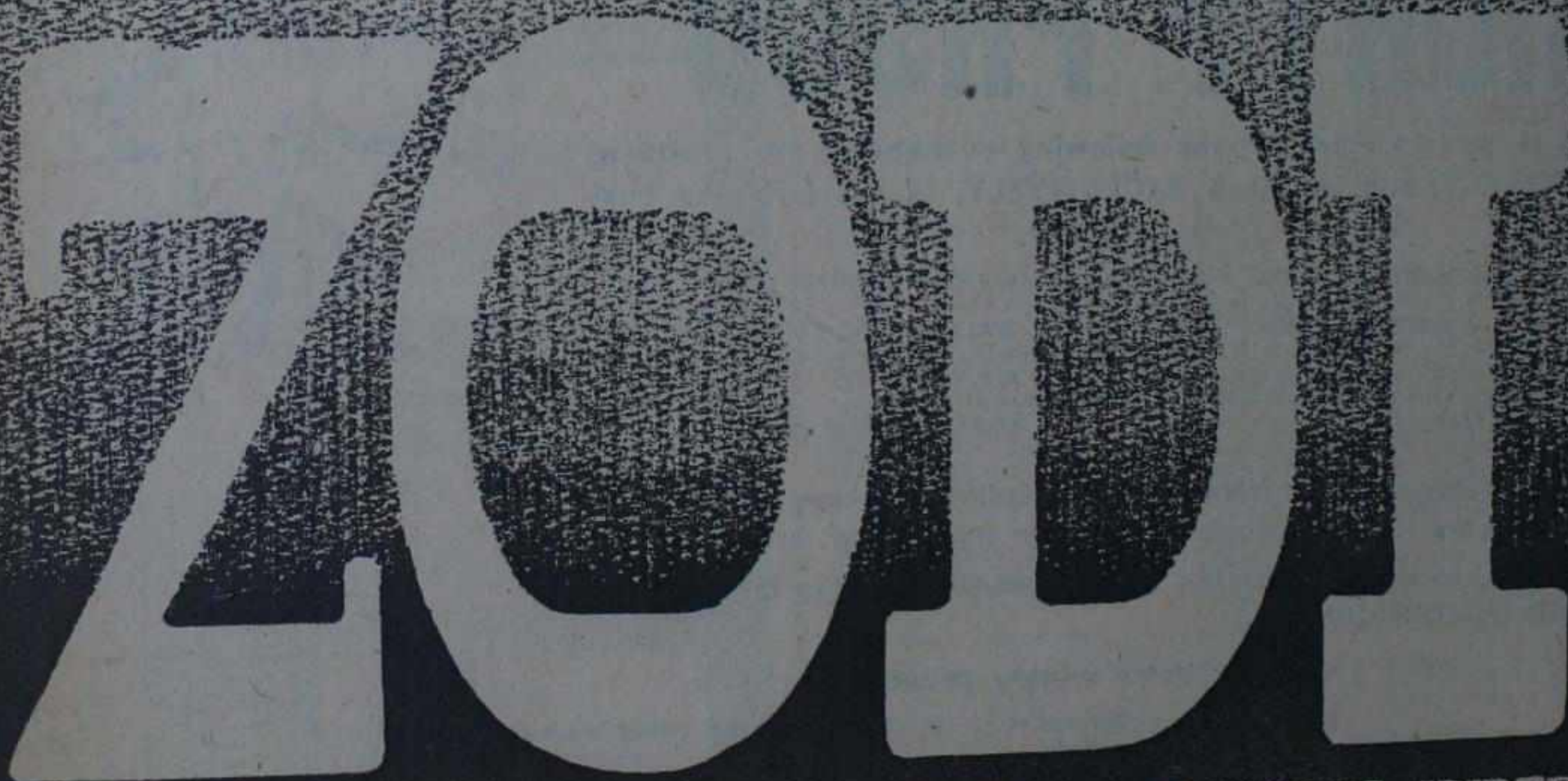
FOR SALE

1 A.B.T. Shooting Gallery with eight guns, complete; drop curtains and all.

JAMES GASSON

238 N. E. 1 Ave.

Miami, Fla.



ZODI AUTOMATICALLY TYPES HOROSCOPES UNDER PERSONAL ZODIAC SIGNS WHILE CUSTOMERS WAIT. EARNS \$ 10.00 PER HOUR. SEE IT AT OUR SHOW BOOTH. IF YOU DON'T VISIT THE SHOW, WIRE OR WRITE.

COINTROL

166

W. JACKSON BLVD., CHICAGO, ILL.

"Rely on Ravreby"



VT.

N.H.

MAINE



MASS.

CONN.

R.I.

**SENSATIONAL
MILLS MUSIC
UNVEILING
CONTINENTAL HOTEL**
*Visit With Us and Keep
in Good Spirits*

In New England Ed Ravreby means the best in the business! The man and the name mean one of the most substantial distributors in the field . . . a reputation to look for when buying your equipment. His business is based on integrity plus real know-how! Honesty and fair dealing has always been his policy! If you don't already know Ed Ravreby, come in and get acquainted today!

**EXCLUSIVE NEW ENGLAND DISTRIBUTOR FOR
MILLS — MUTOSCOPE — BALLY — CHICAGO COIN
AMUSEMATIC — VENDIT — BELL-O-MATIC
EXHIBIT — UNITED — GENCO**
*Plus a large stock of Used Pins, Consoles and Bells
always ready for location*

See you at the CMI Convention!

Meet Ed Ravreby and his associates at the show . . .
Henry Facktoroff . . . Harry Poole . . . Robert
Thurston . . . Irving Berman . . . George Gordon
. . . will also be there.

Associated Amusements, Inc.
846 Commonwealth Ave. Boston 15, Mass.
Telephone LONGwood 8440-1-2-3

American Coin-A-Matic

comes
through!



American Coin-A-Matic is delivering the finest machines for all your locations . . . producing a solid flow of profits for you . . . year in—year out.

Experienced coin-machine specialists, AMERICAN COIN-A-MATIC offers outstanding service facilities and exclusive distribution of all those proven lines that lead all others.

The New A. M. I. 40 Selection Phonograph—
—An American Coin-A-Matic Exclusive
In Our Territory.

★

EMERALD RECORDS

RECORD ARTISTS . . .

★ RECORD SALES



Skip Strahl



Al Nobel



Lenny Martin

Next week's hit song . . . the tried and true hits of yesterday . . . solid senders that are played and played and re-played.

Write for our release sheet today.

Distributed Nationally by
American Coin-A-Matic

TO ALL OPERATORS—Your patience and co-operation were the nicest things of the year. They helped us keep our promises in 1946 despite the shortages at every turn. Thanks for being grand guys.

AMERICAN COIN-A-MATIC MACHINE CO.

1435 FIFTH AVENUE

PHONE: ATLANTIC 0977

PITTSBURGH 19, PA

COINMEN YOU KNOW

Milwaukee:

George Gessert, Doug Opitz and Sam Hastings are hard at work laying the basic plans for the Wisconsin coinmen's rally in April. . . . Les and Mrs. Reder postcard from the El Morocco Hotel, Miami Beach, Fla., that they are enjoying the sunshine. . . . Herman Paster has returned from Florida and is back at his office. . . . Others still down in Florida are Nick Novasic, who left his business in the capable hands of Herb Gehrke and Jim Hart, and Harry Holman, who has Bill Dubman subbing for him.

Two army vets back in the juke box business are Leroy Subrod, of Burlington, Wis., and Jack Sherwin, of Milwaukee, who is also secretary of a tavernkeepers' organization here. . . . Morry Zenoff has added photo-matic machines to his coin-operated stock. He recently placed one in a local depot and another in a nearby dime store. Shortly after a national magazine printed an article about his arcade, a local sports columnist, R. G. Lynch, complimented Morry on his interest in clean sports and the fine showing his Victory Sports Club made in 1945 and 1946.

Buck Herzog, in his Milwaukee Sentinel column *Along Amusement Row* referred to Mike Chesnick as "the kingpin of pinball machines." Mike is adding a cocktail lounge, the Music Box, to his string of theaters. . . . United Vendors' Association member, Andrew Spheeris, is the backer of Milwaukee's newest first-run theater, the Towne. . . . Jerome Riegler, new man in charge of the Mercury Record office here, and Lillian Ranta were married recently. Ray Klawes was promoted to Riegler's old job of shipping manager.

NEW—"GRIP-VUE"



\$49.95

Lite Up Picture Grip, 1¢ or 5¢ play. Battery or transformer operated. Metal Cabinet.

NEW 5¢ Silver Kings.
SEE YOUR DEALERS.

SILVER KING CORP.
622 DIVERSEY CHICAGO 14, ILL.

BATTER-UP

IT MUST BE GOOD

15 YEARS IN ONE LOCATION—15

Fully protected by Patents 1707726-1821785

ALL CARNIVAL OPERATORS—Contact

MILLARD W. FINCH

General Delivery, Indian River City, Fla.

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BATTER-UP CO.

401 Mich. Bank Bldg. Detroit 26, Mich.

A Great New Bell Is Born!



MILLS DOLLAR BELL

with the

Exclusive Giant Size, Hand Load Jackpot

Immediate Delivery • Available in Black

Cherry and Golden Falls Models •

2/5 or 3/5 Pay Schedules

Manufactured and Distributed by

MILLS SALES CO., LTD.

Main Office—1640 18th St., Oakland, Calif.

Branch Offices—600 S. E. Stark, Portland, Oregon. 2827 W. Pico Blvd., Los Angeles, Calif.

SEE THE MILLS SALES COMPANY REPRESENTATIVES AT THE COIN MACHINE SHOW

"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 liven your amusement center, multiply your dollars and **CASH IN ON "JACK RABBIT"!***



BE THERE FOR THE UNVEILING! AT THE SHOW...
AMUSEMATIC will introduce their **NEW GAME**
"BOOMERANG"

IT'S A FIVE BALL UPRIGHT GAME FEATURING BOOMERANGED ADDITIONAL BALLS WITH A CONTINUOUS SCORE—A NEW HIGH SCORE SENSATION!



The first place for real buys has always been ACTIVE! Joe Ash and Irv Morris are justly proud of this established reputation! ACTIVE'S three offices in Philadelphia, Pa., Newark, N. J., and Scranton, Pa. present Showrooms, Warehousing, Maintenance and Parts facilities that excel all others!



Yes, everything you could ask for . . . and more . . . is covered by ACTIVE'S complete service! Just look over ACTIVE'S tremendous stocks of all types of new and reconditioned equipment! You'll see why everybody looks to ACTIVE for the best in high profit games! ACTIVE has always been first in the field: first in quality . . . first in price . . . first in quick action for operators!

"You Can Always Depend on Active--All Ways"

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Fremont 7-4495

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FOR OPERATORS WHO INSIST ON THE BEST

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DEPENDABLE MUSIC SYSTEMS
WITH SOUND DISTRIBUTION

EXCLUSIVE
DISTRIBUTOR
WISCONSIN AND
UPPER MICHIGAN

LATEST EQUIPMENT—LEADING
MANUFACTURERS—IMMEDIATE DELIVERY!



Good Used Equipment—Prices Slashed!

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|---|----------|
| Mills Throne of Music, Completely Reconditioned | \$225.00 |
| Rock-Ola Super, Completely Reconditioned | 349.50 |
| Rock-Ola Standard, Completely Reconditioned | 229.50 |
| Wurlitzer 600, (Keyboard Model), Excellent Condition | 295.00 |
| Wurlitzer 42/700, Victory, Compl. Reconditioned | 225.00 |
| Rock-Ola Imperial, with adaptor and 4 Buckley Boxes. Lot | 125.00 |
| Rock-Ola Playmaster With Spectra-Vox, Excellent Shape | 249.50 |
| 8800 or 9800 E.S., mechanically perfect and Cabinet refinished in Marble-Glo, with new grille cloth | 375.00 |
| 8800 or 9800 R.C., mechanically perfect and Cabinet refinished in Marble-Glo, with new grille cloth | 395.00 |
| 8200, R.C., mechanically perfect and Cabinet refinished in Marble-Glo, with new grille cloth | 425.00 |

CONSOLES MISCELLANEOUS

| | | | |
|--|----------|---|--------|
| Pace Club Consoles, 10c | \$ 94.50 | Strips, S.P., C.H. or Club Special, Set of 3 | \$.45 |
| Callie Club Console, Late Mod., 25c | 79.50 | 20 Stop Discs, S.P., C.H., or Club Spec. or Cherry P.O. Set of 3 | 3.00 |
| Bally Skill Field, 7-Coin Head | 49.50 | 20 Stop Star Discs, hardened | .60 |
| Pace Reels, 5c, Without Rails, A-1 Condition | 69.50 | Keeney Anti-Aircraft, Brown | 49.50 |
| Pace Reels, 5c, With Rails, A-1 Condition | 89.50 | Keeney Air Raider, like new | 89.50 |
| Pace Saratoga, 5c, without rails | 49.50 | Champion Hockey, like new | 94.50 |
| Keeney Super Bells, 5c, like new | 199.50 | Keeney Submarine, A-1 Cond. | 89.50 |
| The Favorite | 29.50 | Bally Defender, excellent shape | 129.50 |
| Lucky Lucra, new type head | 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

| | |
|-----------------------|---------|
| Skydork, F.P. or C.P. | \$99.50 |
| Bally Challenger | 49.50 |
| Race King | 49.50 |
| Mills Big Race | 29.50 |
| Turf Champ | 49.50 |

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., 10c | \$ 69.50 |
| Mills Blue Fronts, Hand Load, Serial No. Over 400,000, 25c | \$165.00 | Jenn. Master Silver Chief, S.P., 10c | 69.50 |
| Mills Orig. Gold or Silver Chromes, Drill-Proof, Club Handles, Knee Action, 3/5 or 2/5 5c | 149.50 | Jenn. Silver Chief or Silver Club Special, 10c, \$119.50; 25c | 149.50 |
| 10c | \$169.50; 25c | Pace All Star Comets, Comp. Refin., 3/5, 10c | \$79.50; 25c |
| Terms: 1/3 Deposit, Balance C. O. D. | | Pace Rocket or DeLuxe, S.P., 10c | 69.50 |

DON'T MISS OUR AD NEXT WEEK!

INFORMATION OF SPECIAL IMPORTANCE TO ALL MEMBERS OF THE COIN MACHINE INDUSTRY!

FORMERLY MILWAUKEE COIN MACHINE CO.

S. L. London Music Co., Inc.
3130 WEST LISBON AVENUE MILWAUKEE 8, WISCONSIN

FOR SALE

| | | | |
|---|----------|--|--------------------------------|
| 1 Rock-Ola Commando | \$425.00 | 9 Rock-Ola '46 Boxes, # 1530, Used 2 weeks. Each | \$ 25.00 (Or \$200.00 for Lot) |
| 1 Rock-Ola Std. | 285.00 | 20 Buckley 24 Record Boxes, Each | 50 |
| 1 Wurlitzer 600 (Keyboard) | 295.00 | 1 Big Hit | 160.00 |
| 2 Wurlitzer 616, Lite-Up Each | 150.00 | 1 School Days | 35.00 |
| 2 Wurlitzer 616, Each | 100.00 | 1 Metro | 35.00 |
| 1 Wurlitzer Twin 12, Metal Cabinet | 195.00 | 1 Tail Gunner | 25.00 |
| Buckley Adapter and Amplifier, Ready for Location | | ABT Challenger | 12.50 |

MANNES MUSIC COMPANY

219 N. SECOND STREET

DARBY, PENNSYLVANIA

COINMEN YOU KNOW

Detroit:

Sidney Rohlig and Jack Goldberg are forming the Nu-Style Vending Company at 2470 Buena Vista Avenue. . . . Another new firm is the Taber Music Company, established by Edgar H. Taber with headquarters at 16845 Harper Avenue. . . . W. B. Greenwald, manager of the Allied Concession Company, is making plans to enter coin-operated popcorn business.

Mark Linkner has become sole owner of the business he formerly shared with Max Moore. He also changed the name of the firm to the Mark Linkner Amusement Company from its former Triangle Amusement Company title. . . . Mrs. Charles G. Ziegler says she will continue to operate her extensive juke box route known as the Ziegler Music Company, altho disposing of her Ziegler Shows' interest. . . . John A. Nowak, Walter J. Roberts and Hurst H. Heitwale are establishing the Hot Snacks Vending Company at 18988 Rowe Avenue.

Curtis Coin Machine Company thru Charles Friedenberg reports the complete remodeling of the firm's offices. . . . A visitor to coin row was J. R. Pisters, of King Pin Equipment Company. He came in from his Kalamazoo, Mich., headquarters.

New Haven, Conn.:

Jerry Aitro, head of Yale Amusement Company, one of the largest coin machine operators in this region, is wheeling Cuba way. Jerry, who is driving, aims to take at least five weeks for his vacation and will cover both Florida and Cuba on the trip. He looks for the big boom when he returns.

JIFFY

COIN STACKER AND COUNTER



The "Jiffy" coin stacker is designed to fit over the edge of any flat surface. Sturdy, attractive plastic molding. Use Tubular Wrappers.

\$2.00 EACH

58.00 for Set of Four for Pennies, Nickels, Dimes and Quarters

ACE COIN COUNTING MACHINE CO.
3715 N. SOUTHPORT CHICAGO 13, ILL.

HAVE BUYER FOR SMALL ROUTE

Skee Balls or Pin Games in Detroit or Vicinity. Call or Write

KING PIN DISTRIBUTING CO.

3004 Grand River Detroit 1, Mich.
Phone: TEmple 2-5788

WANTED

Two Pin Ball and Ray-o-Life Mechanics. Must be sober and have good references. Salary no object.

FRANK HARRIS SALES CO.
Poplar Bluff, Mo.

SEE US AT **BOOTH 91**

WHILE AT THE CONVENTION SEE THE ACE COIN COUNTER, "STAND-BY" OF COINMEN EVERYWHERE

The Ace Coin Counter has been in operation for over a year . . . proving every day to routemen that it cuts coin counting time by over 21%, enabling them to cover more spots.

\$139.50

Complete, including Carrying Case and Money Tubes. **ONE YEAR GUARANTEE.**



ACE COIN COUNTING MACHINE CO.

3715 N. SOUTHPORT

CHICAGO 13, ILL.

Bally

... that's **ALL**



Bally

... that's **EVERYTHING**



MARYLAND — D. C.
AND DELAWARE
OPERATORS! ...

See Your Calvert
Representative at
the Bally Booth!

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NOVELTY COMPANY**

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SALESBOARD SALESMEN

CALLING ON CANDY JOBBERS AND OPERATORS

If you're interested in increasing your
income with a side line of outstanding
merchandise deals and assorted merchand-
ise items . . .

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DISPLAY ROOM HOTEL CONTINENTAL CHICAGO, ILL.

DURING THE COIN MACHINE SHOW, FEB. 1-6

INTERVIEWS BY APPOINTMENT ONLY

SKEE BALL ALLEYS PARTS REPAIRS

WE HAVE PARTS FOR WURLITZER SKEE BALLS AND NATIONAL SKEE ROLLS

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| REWIND ARMS | HIGH SCORE GLASS | SPRINGS |
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COIN MACHINES AND NETS FOR LARGE 38 FT. SKEE BALL.

WRITE FOR ILLUSTRATED PRICE LIST.

If your Alleys need overhauling or remodeling, write to

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Specializing in Skee Balls for Almost 20 Years.

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**BINGO
REFILLS
ON
STICKS!**

1,000 Tickets
Per Deal,
75¢ per deal
In lots of 50
or more.



85¢ per deal less
than 50. 55 Seal
Jackpot Cards, 40¢.
74 Seal Jackpot
Cards, 45¢. Now
available! Now ques-
tion and answer
Bingo Refill, 1,000
per deal, same price
as above. We have
available, for im-
mediate delivery, a
full line of sales
boards, Jar Tickets
and premium mer-
chandise.

WRITE FOR CATALOG.

25% Deposit with Order.

MID-WEST NOVELTY CO.

604 W. LAKE ST.

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SPECIAL—DIRECT FROM MILL

APPROVED WIRE SPOOLED

Heavy duty, rubber covered, copper reinforced

stranded, shock-proof, water-proof Line

Cord Wire, 4¢ per foot.

Shielded Pick-Up Wire, 4¢ per foot.

5-Wire Cable, 10¢ per foot.

Belden Brand Rubber Covered, top-all qual-
ity, Zip Cord Wire—Write.

Push Back Wire, \$7.50 per 1,000-foot

Rolls (all colors).

Special on 3-7-10 Wire Cable—Write.

SEND US YOUR CABLE WIRE NEEDS.

1/3 Deposit, Balance C. O. D.

ARCADE BULB CO.

56 W. 25TH ST. NEW YORK 10, N. Y.

AMERICA'S BEST COIN MACHINE FIRMS

WAITED A WHOLE YEAR FOR . . .



MORE ACTION!
MORE THRILLS!
MORE SPEED!
MORE SUSPENSE THAN ANY
GAME EVER BUILT!!!
NOT A PIN GAME YET
OUTEARNED ALL PIN
GAMES BETTER THAN 3 TO
1 ON ACTUAL LOCATION!
TESTS!



**OPENS
CLOSED
TERRITORY**

Easily adjusted to replay from
novelty. Takes up less than
half the space of a pin game!
Newest and most outstand-
ing game since the birth of
the pin game!!



TERRITORY AVAILABLE!



TERRITORY AVAILABLE!

ON DISPLAY Room 3931 Morrison Hotel

ALL DURING THE CONVENTION—FEBRUARY 3-4-5-6, 1947

A Precision Product of . . .

ESQUIRE GAMES COMPANY • CHICAGO, ILLINOIS

SEE YOU AT THE SHOW!

★
BOOTH 29

★
SID MERENSTEIN • JACK BERMAN

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2015 Maryland Ave. Baltimore 13, Md.
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Meyer M. Marcus

**Marcus
says:**

"I have
something
NEW!
It's **TERRIFIC!**
Don't miss
seeing it!"

Look me up at the Coin Machine
Show, February 3, 4, 5 and 6, at
the Sherman or Continental Hotel."

4310 CARRIE RYE. **The MARKEPP Co.** M.M. MARCUS & SONS CLEVELAND 3, OHIO TEL. *HEN 1043

COINMEN YOU KNOW

Los Angeles:

Paul and Lucille Laymon leave for the CMI show January 30 on the Super Chief. . . . When the City of Los Angeles streamliner pulls out January 29, it will be a veritable coin machine special. Among those aboard will be William Leuenhagen, Nels Nelson and Aubrey Stemler. Departing for the show on the following day on the Super Chief will be Fred Gaunt, of General Music Company; L. B. McCreary and F. E. Wilson, of Solotons; Jerry Cooper, of Riverside; Vern Owen, Bob Jenkins, Bakersfield, and Jay Bullock and Jud Levy, of the Music Operators' Association.

Jack Simon, of Sicking Distributing Company, is attending the CMI convention, but Jack Ryan will hold the fort down here. Ryan leaves soon for the East for several months before taking off for Singapore and Hong Kong on business. . . . Also leaving for Chicago is the E. T. Mape Music Company group. Included here are Ray Powers, local branch manager, and Ed Mape and Leonard Baskfield, of the San Francisco office. Powers will join them in the Bay City before leaving for Chicago via plane. . . . George Burke, of Coinmatic, is anticipating the arrival of equipment.

Visitors to Badger Sales here during the week included Anton Jepperson, Maywood; Burt and Mrs. Polin, San Luis Obispo; Jack Arnold, Barstow; Milton Noreiga, Colton; Bill and Mrs. Shorey, Carl Collard, Stewart Metz and Mr. and Mrs. S. W. Ketcherside, all of San Bernardino; J. B. Mullen- aux, Calexico; Chris Torres, Westmore- land; Alex Koleopulos, Bakersfield, and Raymond Stewart, Tipton.

See YOU at the SHERMAN

FEB. 3 to 6

ORDER NOW!

| | |
|-----------------------------|------------------------------|
| Miami Beach \$55.00 | 7-Up \$45.00 |
| Salute 35.00 | Silver Spray 45.00 |
| Hi Hat 45.00 | Victory 65.00 |
| Target Ball 35.00 | Bubbles, new 95.00 |
| Mystic 45.00 | Twin Six 45.00 |
| Liberty Rev. 45.00 | Flicker 45.00 |

NEW SAFES

| | |
|------------------------------|----------|
| Single Rev. DeLuxe | \$124.50 |
| Double Rev. DeLuxe | 134.50 |
| Stand. Rev. DeLuxe | 80.00 |
| Single Rev. Univ. | 84.50 |
| Double Rev. Univ. | 124.50 |
| Stand. Univ. | 24.50 |

CONSOLES

| | |
|--------------------------------------|----------|
| Bally Club Bell, Comb. | \$139.50 |
| Paces West, Sr., Comb. | 125.00 |
| 1 Jockey Club | 275.00 |
| 2 Four Balls, Reg. 5¢ Play | 350.00 |
| 2 Super Balls, 5-5¢ Plays | 325.00 |

14 ADVANCE DROP PICTURE MACH.
1¢ COUNTER MODEL
\$17.50

MUSIC

| | |
|------------------------------------|----------|
| 5 Wurlitzer 616's, L.U. | \$175.00 |
| Rock-Ola '40 Jr. Console | 235.00 |
| 10 Panorams, L.M. | 275.00 |

ARCADE

| | |
|--|--------|
| 2 Muta. Voice Rec., 35 & 50¢ operation Write | |
| 1 Photomatic | 650.00 |

10 Rock-Ola Commandos & Premiers.
All Remote Control,
\$379.50

INTERNATIONAL COIN MACHINE DIST.
2438 ST. CLAIR CLEVELAND, OHIO
MAin 5763

| | |
|--|------------|
| 3 14" Bone Rolls | Best Offer |
| 5 Genco Play Ball | Best Offer |
| 5 King Pin, Ea. | \$125.00 |
| 12 Seaburg Japs, working cond. Ea. | 40.00 |
| 5 Parachutes, Ea. | 55.00 |
| 3 Jail Birds, Ea. | 45.00 |

MARK LINKNER AMUSEMENT CO.
6109 TRUMBULL DETROIT 8, MICH.
Phone: TRinity 1-6473

Sensationally
NEW!

Perfect Scoring!

The only nickel operated game of its
type to keep a "PERFECT SCORE"
of the sport it represents.

UNIQUE

COMPACT

MECHANICALLY PERFECT

NOW IN PRODUCTION — EARLY DELIVERY



BOWL

Fully Protected
by Patents Pending

A- LINE

PROVEN ON LOCATION

REAL BOWLING

LEGAL ANYWHERE

DISTRIBUTORS, ATTENTION!

CASH IN ON BOWL-A-LINE

Exclusive distributors now being appointed

GET ALL THE FACTS BY CONTACTING

ELECTRO-GAMES COMPANY

900 MONROE AVE., N. W. — PHONE 8-1514
MAILING ADDRESS P. O. BOX 76
GRAND RAPIDS, MICHIGAN

BOOTHS

98 and 99

We are proud to represent these two Leading Manufacturers

KEENEY Bonus SUPERBELLS

SINGLE-TWO WAY-THREE WAY COMB. P. O. OR F. P.

MADE 1946 A BONUS YEAR FOR OPERATORS!

KEENEY BIG PARLEY (ONE BALL)

BONUS BACKBOARD-AUTOMATIC PLAY FIELD

MAKE 1947 A SUPER Bonus YEAR WITH KEENEY EQUIPMENT

ATTEND THE PREMIER SHOWING, FEBRUARY 3, 4, 5, 6 AT KEENEY FACTORY

"The House That Jack Built"

5500 WEST 26TH STREET CHICAGO, ILLINOIS

Thanks

BELL-O-MATIC CORPORATION

FOR A WONDERFUL 1946

With Your BLACK CHERRY and GOLDEN FALLS BELLS Making Our Customers Leaders in the Field

SILENT SALES CO.

JOINS HANDS WITH BELL-O-MATIC CORP.

IN ANNOUNCING FOR 1947 THE

NEW 3 BELL—BETTER THAN EVER

Preview these new Bells at our suite, Morrison Hotel, February 3-4-5-6

COMING SOON

JEWEL BELL—A JEWEL IN DESIGN—THE PREMIER BELL

NEW Q. T.—5c ONLY—BEAUTIFULLY STYLED

VEST POCKET BELLS

YOU AIN'T HEERD NOT'N YET



Northwest Distributor For All Keeney Products



Silent Sales Company

SILENT SALES BLDG., MINNEAPOLIS 15, MINN. Mpls. Phone GENEVA 3645. St. Paul Phone NESTOR 5720



NORTHWEST DISTRIBUTOR For BELL-O-MATIC CORP. MILLS PRODUCTS



DAVID ROSEN

Music and Automatic Equipment
855 No. Broad St. Philadelphia 23, Pa.
Phone: Stevenson 4-2258-2259



Rosen's got booth No. 97 at the show and you're all invited—but not too early in the day—because Rosen couldn't get a hotel room so he's got a cot in the booth (don't tell Gilmore).

SEE YOU IN CHICAGO,

Ad Man

"SHOOTING STARS"



ON DISPLAY at the MORRISON HOTEL

FEBRUARY 3-4-5-6

A Game that is DIFFERENT!

WRITE FOR DESCRIPTIVE CIRCULAR IF YOU CAN'T COME TO THE SHOW

P & S MACHINE CO.

3017-19 N. SHEFFIELD AVENUE

CHICAGO 14, ILLINOIS

MILLS NEW POST-WAR MACHINES

**ORDER TODAY
IMMEDIATE
SHIPMENT**



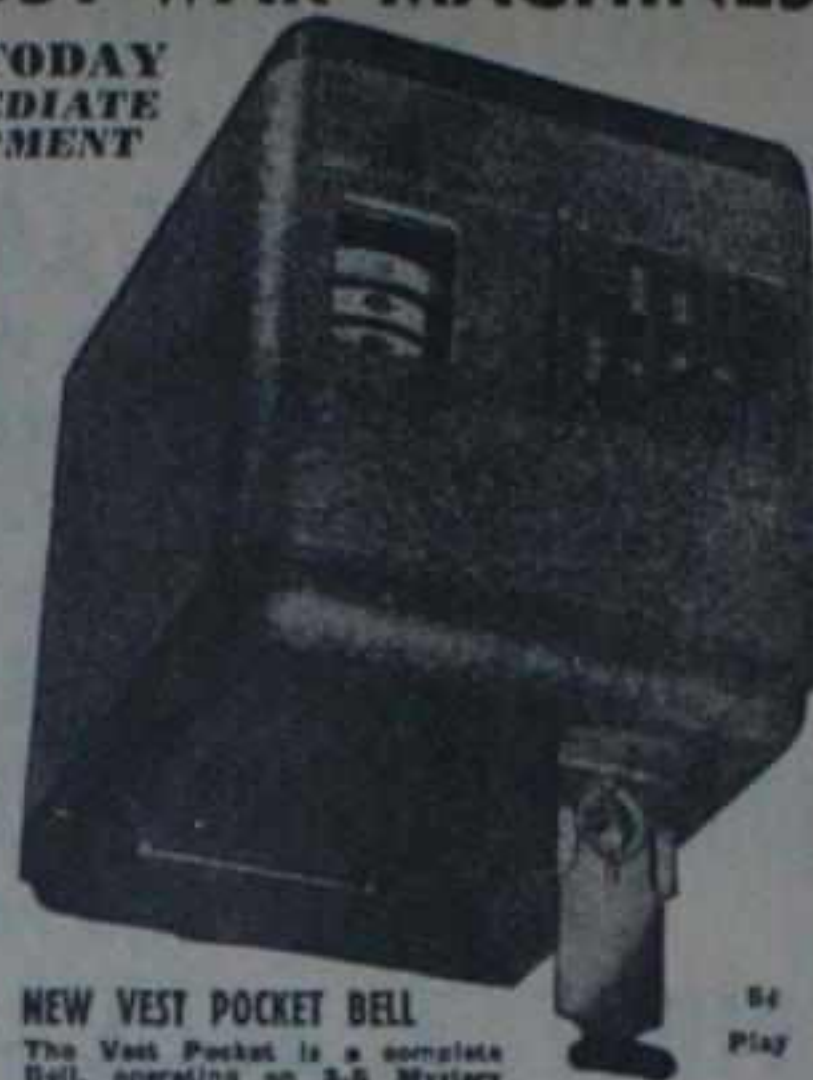
BLACK CHERRY BELL

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.

SICKING, INC. 1401 CENTRAL PARKWAY, CINCINNATI 14, O.



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. Needs can also be instantly covered, automatically removing the reward plate from sight. BLUE & SILVER or GOLD & SILVER.

\$74.50



"It's been like this at Van's place ever since G-E lamps were installed in his pinball machines." Take your cue from hundreds of successful coin machine operators—light up with G-E lamps for bigger profits. Contact your coin machine wholesaler or write General Electric Lamp Department, Division 166—B-2-1, Nela Park, Cleveland 12, Ohio.

NEW AND READY FOR SHIPMENT!

FIVE BALL PIN GAMES

| | | | |
|----------------------------|----------|--------------------------|----------|
| EXHIBIT SMOKY | \$299.00 | GEMCO STEP-UP | \$324.50 |
| WILLIAMS SMARTY | WRITE | UNITED SEA BREEZE | WRITE |
| WILLIAMS AMBER | 280.50 | UNITED RIO | 309.50 |
| CHICOIN KILBOY | 275.50 | BALLY BIG LEAGUE | WRITE |
| BALLY MIDGET RACER | 299.50 | MARVEL OPPORTUNITY | WRITE |
| GOTTLIEB BAFFLE CARD | 322.00 | | |

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 |
| EVANS NEW F.P. CONSOLE | 839.50 | BALLY DE LUXE DRAWBELL, 5¢ | \$12.50 |

ARCADE MACHINES

| | | | |
|---------------------------------|----------|------------------------------|----------|
| MARVEL POP UP | \$ 49.50 | AMUSEMATIC JACK RABBIT | WRITE |
| ABT CHALLENGER | 65.00 | GEMCO WHIZZ | WRITE |
| GOTTLIEB 3 WAY GRIP SCALE | 39.50 | GROETCHEN METAL TYPER, 10¢ | \$462.50 |

SLOTS

| | | | |
|-----------------------------|----------|--------------------------|----------|
| MILLS 5¢ BLACK CHERRY BELL | \$248.00 | MILLS VEST POCKET BELL | \$ 74.50 |
| MILLS 25¢ BLACK CHERRY BELL | 258.00 | MILLS BOX STANDS | 27.50 |
| MILLS 5¢ GOLDEN FALLS | 258.00 | GROETCHEN COLUMBIA, J.P. | 145.00 |
| MILLS 10¢ GOLDEN FALLS | 263.00 | DELUXE CLUB COLUMBIA | 209.50 |
| MILLS 25¢ GOLDEN FALLS | 268.00 | | |

ONE BALLS, ETC.

| | | | |
|-------------------------------------|----------|---------------------------------|---------|
| BALLY VICTORY DERBY, P.O. | WRITE | SILVER KING NUT VEND., 1¢ or 5¢ | \$13.95 |
| DAVAL FREE PLAY, CIG. or FRT. WRITE | | VICTOR MODEL V, GLOBE TYPE .. | 11.75 |
| ACE COIN COUNTER | \$199.50 | VICTOR DELUXE, 1¢ or 5¢ | 13.75 |

EXCLUSIVE MICHIGAN DISTRIBUTORS for ABT, Bell-O-Matic, Chicago Coin, Davo, Exhibit, Evans, Gottlieb, Groetchen, Keeney, Marvel, Silver King, United.

WRITE FOR NEW PRICE LIST OF ALL RECONDITIONED MACHINES!

Robinson SALES CO.
7525 Grand River Ave. • Phone: Tyler • 7-2770 Detroit, Mich.

**COINMEN
YOU KNOW**

Phoenix:

Webb & Cox Amusement Company has been established at 248 West Van Buren Street by Thomas G. Webb and Melvin C. Cox. . . . N. H. Mergan, 3507 1/2 East Van Buren Street, has taken over the nut vending machine routes formerly operated by John Canning. . . . John Lubcicich and Roger Jones, using the business name, Lubcicich and Jones, are handling music boxes in Superior, Ariz. . . . Russell A. Hoag, Cave Creek Road, Sunnyslope, has received a license to operate vending machines.

Arizona Sales Company, 1030 Grand Avenue, marble machine retailers, has been purchased by A. Coriga and W. H. Jones from Saul Allen. . . . Douglas A. Harrison Jr., 1645 North 11th Street, has a peanut vending machine route. . . . Also new in the vending machine business here are Nick S. Wanic and Lorin W. Young, 3100 East Van Buren Street, doing business as Wanic & Young Enterprises.

Vancouver:

Gordon J. Westwood, Vancouver Island juke box operator, was in the city for a business trip to distributing firms. . . . Doug Lewis, discharged from the Canadian army recently, is manager of the record department for Western Music Company, Ltd. . . . J. Stewart Roberts has opened a music store on Commercial Drive. Lloyd Berkan is in charge of the platter department.

George P. Ellis reports that his firm has been appointed BC distributor for Personal Music Corporation. . . . Counter box installations in this area have blossomed out from their modest beginnings a few months ago.

This Week's Specials

- 2 Rock-Ola Commandos \$345.00
- 2 Rock-Ola 46 (Like New) 595.00
- 2 850 Wurlitzer 495.00
- 1 500 Wurlitzer 295.00
- 3 Wurlitzer Counter Model 71 175.00
- 2 Wurlitzer Counter Model 61 95.00
- 1 Singing Towers 195.00
- 2 Mills Throne Music 195.00
- 1 Keeney Super Bell, 5-25c Combination 395.00
- 1 Baker Races 175.00
- 2 Bally Victory Special. 435.00

Terms: 1/3 Certified Deposit, Bal. C.O.D.



STERLING NOVELTY CO.
669-671 S. Broadway, Lexington 20, Ky.

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!
PALISADE SPECIALTIES COMPANY
498 Anderson Ave., Cliffside Park, N. J.
Phone: Cliffside 6-2892-3

ROUTES RE-FINANCED

In Missouri and Illinois. We have a perfect set-up to finance or re-finance your Coin Machine Routes and Operations. WE ALSO BUY AND SELL ROUTES. Come to us with your problems.

**CARL F. TRIPPE
IDEAL NOVELTY CO.**
2823 Locust St. ST. LOUIS 8, MO.



CANDY GALORE

36 ONE POUND BOXES

OF DOVER CHOCOLATE NUT CLUSTERS AND \$12.50 RETAIL VALUE MUSICAL CHEST FOR LAST SALE

ALL ON 1200 HOLE BOARD FOR FAST ACTION. COMPLETE DEAL - - \$27.50.

QUANTITY LIMITED—ORDER NOW

SPECIALTY SALES COMPANY

252 Sexton Building Minneapolis, Minnesota

MACHINE MADE AND MOUNTED
WE MANUFACTURE ONLY

TIP CARDS—JACKPOT—BASEBALL CARDS

WIN-A-FIN CARDS—1,000 TICKETS—5 IN A BUNDLE

Prices Very, Very Reasonable—No Order Too Small

PHONE WHEELING 340 **COLUMBIA SALES CO.** 323 MAIN ST. WHEELING, W. VA.

HARLICH OPEN HOUSE

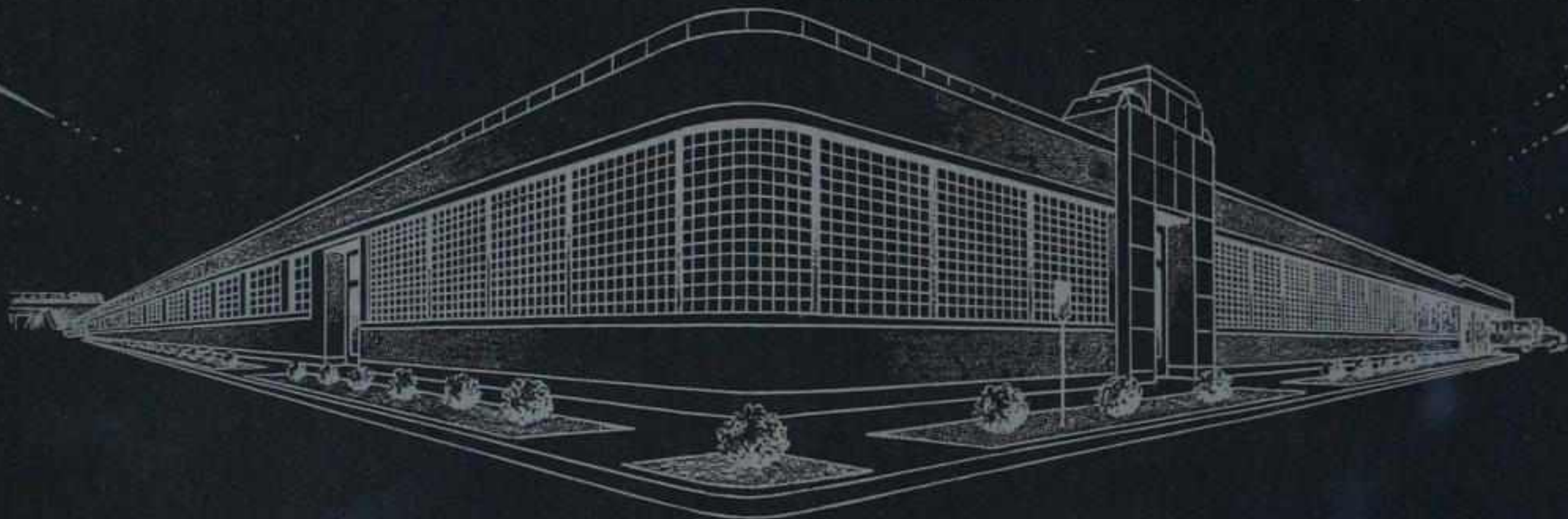
for YOU and YOUR FRIENDS!

- at -

HOTEL CONTINENTAL

505 NORTH MICHIGAN AVENUE, CHICAGO

SUITES 809-810 • FEBRUARY 3-4-5-6, 1947



HARLICH MANUFACTURING COMPANY • 1200 NORTH HOMAN AVENUE, CHICAGO 51, ILLINOIS

Visit the World's Largest and Most Completely Equipped Plant where "SALESBOARDS THAT SELL" are Made!

HOLD EVERYTHING

ALL COIN MACHINE MEN, OPERATORS,
DISTRIBUTORS, JOBBERS, ALSO SALES-
BOARD AND SLOT MACHINE MEN

COME TO THE COIN MACHINE SHOW
— LET'S GET ACQUAINTED —

WE HAVE SOME REAL SURPRISES FOR YOU
AT THE COMING COIN MACHINE SHOW

DON'T PASS UP BOOTH NUMBER 77
77—REMEMBER THE BOOTH NUMBER—77

If you do not intend to take in the Coin Machine
Show—Write us for Full Details.

GET ON OUR MAILING LIST.

SOME DISTRIBUTOR TERRITORY OPEN

BAUM DISTRIBUTING CO.

2718 GRAVOIS AVE. (Phone: Prospect 3900) ST. LOUIS 18, MO.

Distributors for Chicago Coin Machine Co.,
Chicago Metal Mfg. Co., and others



MEMBER

ARCADE MACHINES IN PERFECT CONDITION

ALL MACHINES REPAINTED AND FACTORY RECONDITIONED LIKE NEW!

GUNS

| | |
|------------------------------|----------|
| Seeburg Gun Hired Girl | \$145.00 |
| Thunderbolt (New) | 245.00 |
| Tommy Gun | 125.00 |
| Tommy Gun (Late Model) | 175.00 |
| Exhibit Bull's Eye | 75.00 |
| Kirk Night Bomber | 350.00 |
| Seeburg Jali Bird | 145.00 |
| Seeburg Shoot the Chute | 145.00 |
| Seeburg Rifle Range | 145.00 |
| Seeburg Chicken Sam | 145.00 |
| Bally Torpedo | 175.00 |
| Keeney Submarine | 145.00 |
| Exhibit Two-Way Pistol Range | 150.00 |
| Radio Rifle | 85.00 |
| Supreme Rocket Buster | 135.00 |
| Shoot Your Way to Tokyo | 135.00 |
| Keeney Air Raider | 165.00 |
| Keeney Anti-Aircraft | 85.00 |
| Mutoscope Sky Fighter | 245.00 |

BASEBALL & BASKETBALL

| | |
|-----------------------------|----------|
| Upright Baseball | \$100.00 |
| Upright Basketball | 100.00 |
| Jr. Basketball (2 Players) | 75.00 |
| Texas Leaguer | 45.00 |
| Atlas Baseball | 85.00 |
| Scientific Batting Practice | 115.00 |

AMUSEMENT

| | |
|---|----------|
| Mutoscope Drivemobile | \$250.00 |
| Poker Joker | 110.00 |
| Stoner Derby Racer (2 Players) | 115.00 |
| Chester Pollard Derby Racer (2 Players) | 150.00 |
| Chester Pollard Football | 115.00 |
| Trophy Golf | 65.00 |
| Keep Punching | 110.00 |
| Genco Playball | 150.00 |
| Thunderbolt (New) | 245.00 |
| Mutoscope Ace Bomber | 250.00 |
| Chester Pollard Golf (Small) | 50.00 |
| Chester Pollard Golf (Large) | 85.00 |
| Bally Racer (2 Players) | 110.00 |
| Supreme Bolascare | 175.00 |
| Pilot Trainer | 325.00 |
| Roover Name Plate | 125.00 |
| Groetchen Skill Jump | 60.00 |
| Knotty Peak (2 on Stand) | 175.00 |
| Pitch 'Em & Catch 'Em | 145.00 |

FORTUNE TELLING

| | |
|---------------------------|----------|
| Happy Home | \$ 55.00 |
| Palistry | 110.00 |
| Scientific Birthday Clock | 85.00 |
| Cupid's Wheel | 125.00 |
| Love Analyst (New) | 195.00 |
| Mutoscope Career Pilot | 175.00 |
| Davey Horoscope | 85.00 |
| Mills World Horoscope | 85.00 |

COMPLETE LINE OF ALL NEW EXHIBIT
MACHINES IN OUR SHOWROOMS. CARDS,
PARTS AND SUPPLIES ALWAYS ON HAND.
ACE COIN COUNTERS \$139.50
PHOTOMATIC 650.00

FREE—ILLUSTRATED PRICE LIST OF MACHINES, PARTS AND SUPPLIES
New or Rebuilt Amusement Machines—Any Make or Model—Munves Has Them All.



ATHLETIC

| | |
|------------------------------------|----------|
| Roover Electric | \$ 85.00 |
| Exhibit Champion Punching Bag | 150.00 |
| Mutoscope Grip | 125.00 |
| Mutoscope Lift | 125.00 |
| Exhibit Chinning Rings | 150.00 |
| Mills Large Electric | 125.00 |
| Exhibit Tiger Pull | 85.00 |
| Large Dumbbell Lift | 125.00 |
| Mills Dumbbell Lift | 100.00 |
| Rosenfield Combination Lift & Grip | 75.00 |
| Exhibit Foot Vitalizer | 85.00 |
| Star Striker | 150.00 |
| Calle Tower Grip | 85.00 |
| Grip & Lift Combination | 85.00 |
| Western Grip | 55.00 |
| Calle Tower Lift | 80.00 |
| Lighthouse | 125.00 |
| Bull Grip | 125.00 |
| Calle Small Grip | 39.50 |
| Mills Punching Bag | 135.00 |
| Push & Pull Grip | 55.00 |
| Mills Lifter | 65.00 |
| Calle Tower Lift | 85.00 |
| Mutoscope Windmill Grip | 125.00 |
| Barnhardt Dial Striker | 125.00 |
| Grip Tease | 65.00 |
| Electric Floor Size Pepper Upper | 75.00 |
| Exhibit Fist Striker | 125.00 |

SCALES

| | |
|---------------------------|----------|
| Kirk Astrology Scale | \$ 85.00 |
| Penny Weighing Scale, New | 60.50 |

CARD VENDERS

| | |
|-------------------------------------|----------|
| Exhibit Card Vender (Floor Model) | \$ 35.00 |
| Mutoscope Card Vender (Floor Model) | 35.00 |
| Mutoscope All Metal Card Vender | 35.00 |
| Exhibit All Metal Card Vender, New | 29.50 |
| (1,000 Cards Free) | |

COUNTER GAMES

| | |
|-----------------------|----------|
| Groetchen Skillarests | \$ 20.00 |
| Genco Hoops | 45.00 |
| Pikes Peak | 22.50 |
| Kill the Jap | 18.50 |

NEW COUNTER GAMES

| | |
|-------------------------------|----------|
| Marvel Pop-Up | \$ 49.50 |
| Kicker & Catcher | 48.50 |
| Gottlieb Gripper | 39.50 |
| A.B.T. Challenger | 65.00 |
| Exhibit All Metal Card Vender | 29.50 |
| (1 M Cards FREE) | |

BOWLING & BALL ROLLING GAMES

| | |
|-------------------------------------|----------|
| Wurlitzer Skee Ball | \$195.00 |
| Super Duper (New Alley) | 295.00 |
| Widjet Skee Ball (6 Foot) | 85.00 |
| T Skee Ball (8 Foot), Slightly Used | |
| Ski Bowl | 210.00 |

NEW BOWLING

| | |
|----------------------------|--|
| Roll-a-Score (8 Ft. Model) | |
| Super-Triangle (Roll Down) | |
| Mutoscope Atomic Bomber | |

510-514 W. 34TH ST., N. Y. 1, N. Y.
PHONE: BRYANT 9-6677

Cash In ON CASH TRAY

THE WORLD'S FOREMOST MONEY-MAKER
IN THE BULK VENDING FIELD

AND
"TEENY" ALMONDS

THOSE SCRUMPTIOUS NUT MORSELS WITH
THAT "COME-AGAIN" FLAVOR

HERE'S THE PROFIT-STORY

BASED ON 100 CASH TRAYS

PROMPT SHIPMENT



FULLY PATENTED

ADAMS-FAIRFAX CORPORATION

5721 W. Jefferson Blvd.

Los Angeles 16, California

Gross income per week\$400.00
Maximum cost of almonds
(150 pounds)\$150
20% Commission to locations 80
Total Expenses 230.00
NET PROFIT \$170.00

Think of that—\$170.00 per week on an investment of less than \$1,000.00. These figures are based on an average of emptying once per week—however, these would not necessarily be the best spots. Many spots empty nightly and you can place 5 and 6 machines in every location, along with your present equipment. Do you have any other equipment earning this kind of money?

Factory Distributors and warehouse stocks of CASH TRAYS and "Teeny" Almonds in many principal cities. Write us for the distributor nearest you.

COINMEN YOU KNOW

Cleveland:

At the CMI sponsored dinner and meeting February 3 for association presidents and secretaries, this area will be represented by Jack Cohen, Cleveland Phonograph Merchants' Association president and Harry Lief. Altho Leo Dixon is secretary of the association, his illness confines him to his home at Youngstown and it is doubtful if he will attend the convention. Lief will act in his place.

Cohen says the meeting is a definite step in the right direction and association members here feel much good will result from it. . . . Sam Abrams, of Ohio Advertising Agency, agency for CPMA, will attend the CMI show, as will Virginia Holcomb, secretary at association headquarters.

Among those members of the Cleveland trade who will attend the February convention will be Sanford and Robert Levine, Jimmy Burke, Leo Malevan, Edward Kenney, Gary Weber, Joe Solomon, Bob Pinn, Louie Pearlman, Herman Cohen, Coleman Stutz, Henrietta Heiner, William Presser, Joe Abraham, Leo Green, Joe Nemis, Meyer Marcus and Hyman Silverstein.

New York:

(Continued from page 207)

Machines, is busy preparing colorful innovations for the firm's convention exhibit. . . . George and Victor Trad, of Tradio, Inc., announce price drop in new model to be displayed at convention. . . . Herman Brothers, coin machine counsel, has taken an interest in the Retail Record Dealers' Association. . . . Marty Cummings, former New York game op, has accepted a position with Gulf Oil in Asia.

COIN COUNTING MACHINES

NEW — and — USED

MAX SCHUBB

Successor to Schubb Company

P. O. BOX 313

MUSKEGON, MICHIGAN

Tubular Coin Wrapper

Samples—Prices

Free Upon Request

SALESBOARDS

Wholesale "Not" Prices—Latest "Hits"

| Notes | Name | Profit | Price |
|-------|-----------------------------------|-------------------|--------|
| 1000 | 1¢ Cigarette (Girlie) Asst. Pfts. | 5.88 | 5.88 |
| 1000 | 25¢ J.P. Charley | Avg. \$52 | 1.22 |
| 200 | 25¢ J.P. Hit-Hits (Pat. Size) | 22 | 1.68 |
| 800 | Notes & Up (5¢) J.P. | | |
| | (Asst.) | Avg. \$18-\$24 Up | 1.88 |
| 1200 | 25¢ J.P. Tex. Chas., Th. Avr. | \$102 | \$2.50 |
| 1000 | 5¢ J.P. Sista | Avg. 28 | 2.68 |
| 1184 | 5¢ The Win-sh, Jum., Th. Def. | 31 | 2.75 |
| 1000 | 5¢ J.P. Little Jum., Th. Avr. | 30 | 2.88 |
| 1020 | 10¢ J.P. Gilded Baby, Girl Avr. | 55 | 3.49 |
| 875 | 5¢ J.P. Hiker, Girlie, Jum. Avr. | \$27 | \$3.54 |
| 1000 | 5¢ J.P. Jean, Girlie, Jum. Avr. | 28 | 3.55 |
| 975 | 5¢ J.P. Eve, Girlie, Jum. Avr. | 27 | 3.55 |
| 2000 | 10¢ Eight Scotties | Def. 80 | 3.95 |
| 1400 | 5¢ J.P. Draw Poker, Pk. Tks. | 34 | 4.24 |

Write for "New Wholesale" Bulletin. 9th year giving immediate delivery on finest boards.

LEGALSHARE SALES

Box 86-B Huntington Beach, Calif. (Phone 2842)

WANT TO BUY

Model 700 and 800's Masingill Pool Tables. State Price and Condition First Letter

RALPH ALEXANDER, INC.
SENECA, S. C.

BUY WITH CONFIDENCE

IT WILL PAY YOU TO CONTACT US REGARDING ANY EQUIPMENT YOU MAY NEED

LARGEST STOCK in the NORTHWEST

IF YOU USE CONSOLES, SLOTS OR ONE BALL PAYOUTS, WRITE, WIRE OR PHONE. WE HAVE EVERYTHING AT RIDICULOUSLY LOW PRICES. DON'T MISS THIS OPPORTUNITY TO BUY WHAT YOU NEED.

- KEENEY SUPER BELL\$395.00
5-5-5-25, Refinished
- KEENEY SUPER BELL\$325.00
5-5-5-5, Refinished
- MILLS FOUR BELLS\$250.00
E. H., 5-5-5-5, Refinished
- MILLS FOUR BELLS\$279.50
L. H., 5-5-5-5, Refinished
- MILLS FOUR BELLS\$299.50
L. H., 5-5-5-25, Refinished
- KEENEY SUPER BELL\$200.00
5-5, Refinished
- KEENEY SUPER BELL\$219.50
5-25, Refinished

Jumbo Parades, Pace Reels, Totalizers and all makes of Used Slots

WRITE FOR PRICE

Now Delivering BRAND NEW

Airleon ELECTRONIC PHONOGRAPHS
PAGE CHROME BELL 20-101-251 502 & 100

CHICAGO COIN Super Score 5 BALL FREE PLAY
Solotone MUSIC SYSTEM

FIRESTONE GAMES SUPREME SKILL ROLL TALLY ROLL SKILL ROLLETTE
DAVAL FREE PLAY COUNTER GAME

Wabbe's POP-UP FRISCO AND OPPORTUNITY 5 BALL FREE PLAY
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TRADE BAROMETER

(Continued from page 96)

Industry which was founded on the nickel price should remain at that level. Some operators who have tried the three-for-a-quarter play price, particularly those operators with restaurant locations, have not returned to the nickel chute.

One major operator here is considering bringing in a number of coin voice recording machines in the spring. Some of these are already operating in Toronto and operators report good results. Since London is on 25 cycle power and the ma-

majority of these machines are manufactured for 60 cycle use, a change-over problem must be solved either by manufacturers or by operators before any extensive installations of this type equipment can be planned in Western Ontario.

Most cafe proprietors, according to the major operators, are now asking for machines. The operators in this area have done a considerable job educating the public to the novelty and the fun of playing coin machines. They expect this program to pay off during the coming season.

*** ATTENTION ***

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The facilities of our two offices are equipped better than ever to take care of all your coin machine requirements for 1947.

We are exclusive distributors in Michigan for—

Bally Manufacturing Company—Genco Manufacturing Company—Williams Manufacturing Company—also BANG-A-FITTY Bowling Game made by Edelman Amusement Devices.

The following from our organization will be on hand at the Coin Machine Convention all four days—February 3, 4, 5 and 6—to greet you and help you enjoy the show.

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4 Pieces
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GLAMOR GIRLS for Sport Parade
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TWIN SIX for Gold Star
BASEBALL for Seven-Up

COSTS
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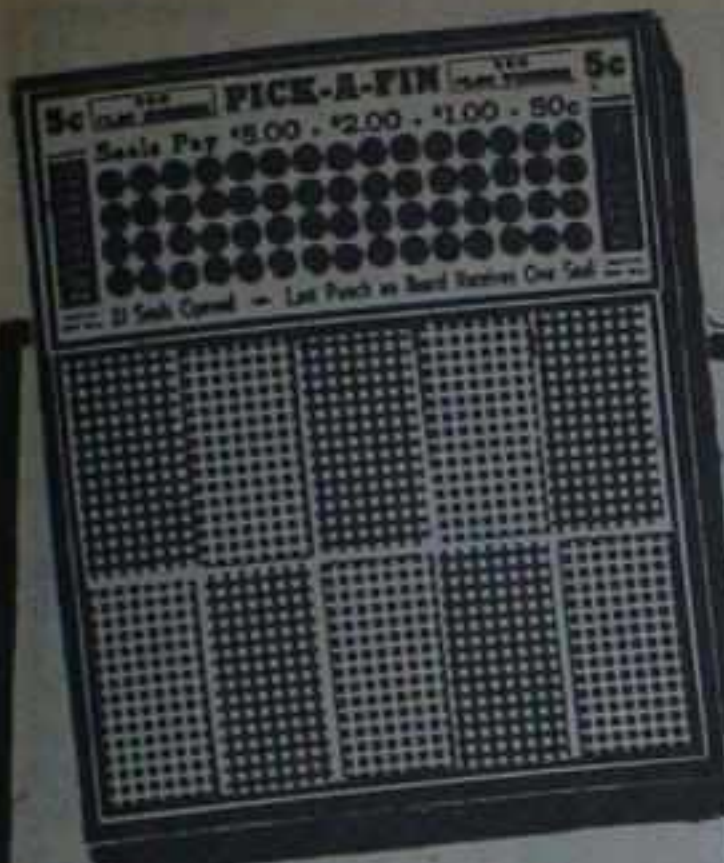
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1200 Holes—Avr. Profit. \$93.08
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 1000 R.M. - 5c PLAY
 TAKES \$54.00 PAYS \$25.70
 AV. PROFIT \$28.30

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 1000 R.M. - 5c PLAY
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 AV. PROFIT \$26.54

"GRAB-A-FIN!"
 300 JUMBO - 25c PLAY
 TAKES \$50.00 PAYS \$24.00
 AV. PROFIT \$24.00

"JUMBO TENS!"
 340 JUMBO - 10c PLAY
 TAKES \$24.00 PAYS \$17.48
 AV. PROFIT \$16.22

"DELICIOUS!"
 1000 R.M. - 5c PLAY
 TAKES \$50.00 PAYS \$22.43
 AV. PROFIT \$27.57

"DELICIOUS!"
 1000 R.M. - 5c PLAY
 TAKES \$50.00 PAYS \$22.43
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PACE DELUXE CHROME SLOTS

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 10c \$310
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These machines are guaranteed to be in tip-top operating condition. All pack plugs have been re-soldered. The letter pockets on the Pimlico, Derby and Club Trophy have been wired to give Free Plays. These games have just been pulled off location.

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Count and wrap \$4 in nickels in 20 seconds. Made in three sizes. Nickel-penny-dime. Guaranteed. Price \$3 each size.

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| Mills Brown Front, 3-5, 25c | 179.00 |
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Count and wrap \$4 in nickels in 20 seconds. Made in three sizes. Nickel—penny—dime. Guaranteed. Price \$3 each size.

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| KEENEY SUPER TWIN, 5c-25c, F. P., P. O., Refinished | 250.00 | MILLS THREE BELLS, 5c, 10c, 25c (Refinished) | 475.00 |
| KEENEY SUPER TWIN, 5c-25c, P. O., Refinished | 225.00 | MILLS FOUR BELLS, Orig. Heads, 5-5-5-5c (Refinished) | 224.50 |
| KEENEY 4-WAY, 5c-5c-5c-25c, New Refinished | 325.00 | MILLS FOUR BELLS, Orig. Heads, 5-5-5-25c (Refinished) | 249.50 |
| KEENEY 4-WAY, 5c-5c-10c-25c, New Refinished | 325.00 | BALLY CLUB BELLS, F. P., P. O., 5c | 99.50 |
| KEENEY 4-WAY, 5c-5c-5c-5c, New Refinished | 295.00 | BALLY HI HANDS, F. P., P. O., 5c | 99.50 |
| EVANS LUCKY LUCRE, 3-5c, 2-25c | 150.00 | BALLY SUNRAYS, F. P., 5c | 59.50 |
| EVANS LUCKY LUCRE, 5-5c | 99.50 | MILLS JUMBO, Late, F. P., P. O. | 99.50 |
| BALLY ROLL-EM, 5c, P. O. | 99.50 | MILLS JUMBO, Late, P. O. | 69.50 |
| BAKER'S PACERS, Late, Daily Double | 150.00 | MILLS JUMBO, Late, F. P. | 69.50 |
| BALLY DRAW BELLS | WRITE | EVANS 1946 BANGTAILS | WRITE |
| BALLY TRIPLE BELLS, Like New | WRITE | | |

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| BLACK CHERRY BELLS (Rebuilt), 5c | \$175.00 |
| BLACK CHERRY BELLS (Rebuilt), 10c | 185.00 |
| BLACK CHERRY BELLS (Rebuilt), 25c | 195.00 |
| MILLS BLUE FRONTS (Refinished), 5c | 95.00 |
| MILLS BLUE FRONTS (Refinished), 10c | 110.00 |
| MILLS BLUE FRONTS (Refinished), 25c | 125.00 |
| NEW MILLS VEST POCKET BELLS | 74.50 |
| MILLS VEST POCKET (Refinished) | 39.50 |
| BROWN FRONTS (Refinished), 5c | 95.00 |
| BROWN FRONTS (Refinished), 25c | 125.00 |
| MILLS ORIGINAL CHROME, 5c | 149.50 |
| MILLS GOLD CHROME, 25c | 159.50 |
| COLUMBIA BELLS, LIKE NEW | 99.50 |

ONE BALL MULTIPLE TABLES

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| BALLY LONGACRE (Refinished) | \$195.00 |
| BALLY THOROBRED (Refinished) | 195.00 |
| BALLY '41 DERBY (Refinished) | 95.00 |
| BALLY CLUB TROPHY (Refinished) | 95.00 |
| KEENEY FORTUNE (Refinished) | 95.00 |
| BALLY VICTORY SPECIAL | WRITE |

PHONOGRAPHS

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|---|----------|
| ROCK-OLA COMMANDO (Refinished) | \$395.00 |
| ROCK-OLA PREMIER (Refinished) | 375.00 |
| ROCK-OLA SUPER, New Rock-o-Life | 350.00 |
| ROCK-OLA MASTER, New Rock-o-Life | 325.00 |
| ROCK-OLA STANDARD, New Rock-o-Life | 295.00 |
| ROCK-OLA SPECTRAVOX PLAYMASTER (Refinished) | 295.00 |
| SEEBURG 8200, R.C., E.S., New Rock-o-Life | 375.00 |
| SEEBURG 8800, R.C., E.S., New Rock-o-Life | 375.00 |
| SEEBURG 8800, E.S., New Rock-o-Life | 350.00 |
| SEEBURG COLONEL, New Rock-o-Life | 350.00 |
| SEEBURG MAJOR, New Rock-o-Life | 350.00 |
| SEEBURG CLASSIC, New Rock-o-Life | 325.00 |
| A.M.I. STREAMLINER, Like New | 250.00 |
| MILLS EMPRESS, New Rock-o-Life | 275.00 |
| MILLS THRONE, New Rock-o-Life | 250.00 |
| WURLITZER MODEL 950 (Refinished) | 525.00 |
| WURLITZER MODEL 850 (Refinished) | 525.00 |
| WURLITZER MODEL 750E (Refinished) | 495.00 |
| WURLITZER MODEL 700 | 450.00 |
| WURLITZER MODEL 800 (Refinished) | 475.00 |
| WURLITZER MODEL 500, New Rock-o-Life | 325.00 |
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| 400 | 5c | \$ 7.00 | \$.34 |
| 440 | 25c | \$1.18 | 2.27 |
| 840 | 5c | 20.58 | 2.21 |
| 1000 | 25c | 82.00 | 1.20 |
| 1000 | 5c | 28.20 | 2.98 |
| 240 | 25c | 28.50 | 2.00 |
| 1000 | 5c | 27.50 | 1.18 |
| 1200 | 5c | 32.45 | 3.37 |
| 1800 | 5c | 37.75 | 5.90 |
| 2000 | 10c | 71.00 | 14.06 |

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| 61 Counter Model | 114.50 | Standard | 229.50 |
| 24 | 189.50 | De Luxe | 229.50 |
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| 800 Rotary | 255.00 | SEEBURG | |
| 800 Key Board | 285.00 | Hi-Tone, ESRC | \$319.50 |
| 500 | 249.50 | Hi-Tone, ES | 299.50 |
| 700 | 475.00 | Classico | 279.50 |
| 750 | 485.00 | Cadet | 284.50 |
| 800 | 474.50 | Vogue | 284.50 |
| | | Casino | 189.50 |
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| 25 New AMI 20 Selec. Counter Boxes | 19.50 | 2 Baromatics, 5-10-25¢ Wireless.. | 25.00 |
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| KEENEY SUPER BELLS, 10¢, F.P., P.O. | 225.00 |
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| KEENEY SUPER TWIN, 5¢-5¢, F.P., P.O. | 375.00 |
| KEENEY SUPER TWIN, 5¢-25¢, F.P., P.O. | 375.00 |
| KEENEY SUPER TWIN, 5¢-10¢, F.P. | 375.00 |
| KEENEY 4-WAY, 5¢, 5¢, 5¢, 25¢ | 450.00 |
| KEENEY 4-WAY, 5¢, 5¢, 10¢, 25¢ | 450.00 |
| KEENEY 4-WAY, 5¢, 5¢, 25¢, 25¢ | 495.00 |
| MILLS 4 BELLS, 5¢, 5¢, 5¢, 25¢ (Orig. Heads) | 525.00 |
| MILLS 4 BELLS, 5¢, 5¢, 5¢, 25¢ (Late Heads) | 495.00 |
| MILLS THREE BELLS, 5-10-25¢ | 575.00 |
| BALLY CLUB BELLS, 5¢, F.P., P.O. | 149.50 |
| BALLY HI HANDS, 5¢, F.P., P.O. | 139.50 |
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| SEEBURG 8200, ESRC | 450.00 |
| SEEBURG CONCERT MASTER, ESRC | 425.00 |
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| WURLITZER 850 | 595.00 |
| WURLITZER 750 M | 550.00 |
| WURLITZER 42-500 K | 365.00 |
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| WURLITZER 800 | 345.00 |
| WURLITZER 616 | 225.00 |
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| Capt. Kidd | 44.50 | Super Liner | 179.50 |
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| Genco Defense | 44.50 | Three Score | 24.50 |
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| Knockout | 64.50 | Wild Fire | 29.50 |
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| Line Up | 24.50 | | |

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| Seeburg King | 149.50 | Wurlitzer 24 | 199.50 |
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| Rock-Ola Monarch | 179.50 | Wurlitzer 780E | 545.00 |
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|-------|--------|--------------------------------------|----------------|-----------|
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| 520 | 5¢ | EASY ACES, DEF. PROFIT, SLOT SYMBOLS | 13.00 | 1.25 |
| 520 | 25¢ | EASY FING, 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 | 80.00 | 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 FING, THIN, JUMBO HOLES | 35.20 | 2.50 |
| 1200 | 5¢ | VICTORY BELL, THICK, JUMBO HOLES | 38.57 | 3.00 |
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| 10c, \$334.00. 25c | 344.00 |

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| ROTARY MERCHANDISER | 225.00 |
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| Wurlitzer 600, Rotary | 210.00 | Seeburg Casino | 179.50 |
| Wurlitzer 24, 24 Record | 189.50 | Seeburg Mayfair | 179.50 |
| Wurlitzer 24 | 199.50 | Seeburg Plaza | 189.50 |
| Wurlitzer 61, Counter Model | 99.50 | Seeburg Gem | 189.50 |
| Wurlitzer 71, Counter Model | 159.50 | Seeburg Regal | 189.50 |
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| Wurlitzer 24, Celler Job, Wired | 189.50 | Seeburg Vogue or Classic | 250.00 |
| WURLITZER 42/24 VICTORY MODEL | 189.50 | Seeburg 8200, Victory Model | 210.00 |
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| Wurlitzer 800 | 425.00 | Rock-Ola 16 | \$ 79.50 |
| | | Rock-Ola Monarch or Windsor | 149.50 |
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| Seeburg 24 Sel. Wall-o-Matic, Remote | 22.50 | 304 Wurlitzer Stepper | 12.50 |
| Seeburg 20 Sel. Wall-o-Matic, Remote | 27.50 | 145 Wurlitzer Red Stepper | 32.50 |
| Seeburg Large Type Wall-o-Matic, R.C. or Wired | 7.50 | PACKARD BOXES, Brand New \$38.95 | |
| Seeburg Bar-o-Matic, 5-10-25¢ | 39.50 | COIN OPERATED RADIO | |
| Seeburg 3-Wire, 5-10-25¢ | 39.50 | "Houradio"—Plays 1 Hour for 25¢. | |
| Wurlitzer 331 Bar Boxes | 5.00 | Send for Sample Today. | |
| Wurlitzer 320 Sweet Music, 5¢ | 12.50 | \$59.50 F. O. B. New York City. | |
| Wurlitzer 125, 5-10-25¢ | 16.50 | Packard Boxes (Used), Good Cond. . . . 22.50 | |
| Buckley Plain, 24 | 5.00 | | |
| Buckley Chrome, 24 | 6.50 | | |
| Buckley Lite-Up Side (24), Gold | 9.00 | | |
| Buckley Lite-Up Side (24), Chrome | 11.00 | | |
| Rock-Ola Dial-a-Tune | 7.50 | | |
| Rock-Ola 5¢ #1504 Bar Box | 8.50 | | |

Send 1/3 Deposit, Balance C. O. D.

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| A.B.T. Challenger | 65.00 | 1 Bally Bull | 59.00 |
| Kicker & Catcher | 49.50 | 1 Bally Racer | 27.00 |
| Houradio | 85.00 | 1 Bally Rainbow Pencil Vendor | 95.00 |
| Columbia Deluxe Bell | 209.50 | 3 Bally Rapid Fire | 47.50 |
| Hawkeye 1¢ Nut Vendor | 15.50 | 2 Bally Sky Battles | 59.00 |
| Columbia Twin Jackpot Bells | 145.00 | 1 Bally Torpedo | 78.50 |
| Chicago Coin Superscore | 299.50 | 4 Muto, 5¢ Card Vendors, '44 | 70.00 |
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| | | 2 Muto, Skyfighters | 190.00 |
| | | 1 Muto, Voice-o-Graph | 367.00 |
| | | 1 Muto, Ace Bomber | 140.00 |
| | | 1 Muto, Photomatic, '42 | 649.00 |
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| | | 8 Mills Quarto Scope Peek, The Best Working Peeks Made | 75.00 |
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| | | 1 Rock-Ola Ten Pins | 85.00 |
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| | | 1 Poker Joker | 35.50 |
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| | | 1 Bally Sports Special | 95.00 |
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| | | 1 Bally Dark Horse, F.P. | 149.50 |
| | | 1 Bally Record Time | 134.00 |
| | | 1 Bally Fairmont Master Chute | 271.00 |
| | | 2 Bally Grand Nationals | 99.50 |
| | | 1 Bally Jockey Club | 225.00 |
| | | 2 Bally Kentuky | 95.00 |
| | | 3 Baker Papers | \$119.00 |
| | | 1 Bally Big Top, P.O. | 47.00 |
| | | 1 Jennings Derby Day | 75.00 |
| | | 1 Jennings Silver Moon, P.O. | 47.50 |
| | | 2 Bally Longshots | \$ 79.00 |
| | | 1 Bally Race King | 95.50 |
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| | | 2 Keeney Winning Tickets | 38.00 |
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| | | 1 Hi-De-Ho Pacific, T. or P.O. | 57.00 |
| | | 1 Derby Day | 35.00 |
| | | 3 Mills Spinning Reels | 35.00 |
| | | 2 Stoner Zippers, J.P. or P.O. | 35.50 |
| | | 2 Mills 5¢ Four Bells, Late Head | \$495.00 |
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| | | 2 Pace Saratoga | 39.50 |
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| | | 1 10¢ Original Chrome | 189.00 |
| | | 1 50¢ Jennings Gooseneck | 117.00 |
| | | 1 5¢ Jennings Duchesne | 47.00 |
| | | 1 10¢ Jennings Chief | 80.00 |
| | | 1 5¢ Jennings Chief | 80.00 |
| | | 1 5¢ Jennings Gooseneck | 40.00 |
| | | 1 1¢ Jennings Arrow | 35.00 |
| | | 2 1¢ Jennings Little Ducks | 40.00 |
| | | 1 5¢ Watling Rotatop, '46 | 195.00 |
| | | 1 10¢ Watling Rotatop, '49 | 215.00 |
| | | 2 5¢ Watling Rotatop | 77.00 |
| | | 1 5¢ Watling Blue Seal | 45.00 |
| | | 1 10¢ Watling Blue Seal | 55.00 |
| | | 1 25¢ Watling Blue Seal | 85.00 |
| | | 1 10¢ Watling Rotatop | 85.00 |
| | | 1 25¢ Watling Gold Award | 76.00 |
| | | 1 5¢ Cadet Caille | 25.00 |
| | | 2 10¢ Cadet Caille | 30.00 |
| | | 1 Mills Slot Safe Single | 45.00 |
| | | 36 New Mills Slot Cabinets | 10.00 |
| | | 4 Davals "21" | \$15.00 |
| | | 1 Flashing Thru | 7.00 |
| | | 5 Mills Tickets | 25.00 |
| | | 1 Jennings Grandstand Dig. Reels | 15.00 |
| | | 1 Topper Gum Vendor | 7.00 |
| | | 1 Seeburg Rex | \$585.00 |
| | | 18 Packard Pla-Mor Boxes, New | 34.00 |
| | | 30 Packard Pla-Mor Boxes, Used | 21.50 |

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|---------------------------------------|----------|
| 1 Bally Blue Grass, F.P. | \$ 78.00 |
| 1 Bally Santa Anita | 95.00 |
| 1 Bally Sports Special | 95.00 |
| 1 Bally Club Trophy, F.P. | 108.00 |
| 1 Bally Dark Horse, F.P. | 149.50 |
| 1 Bally Record Time | 134.00 |
| 1 Bally Fairmont Master Chute | 271.00 |
| 2 Bally Grand Nationals | 99.50 |
| 1 Bally Jockey Club | 225.00 |
| 2 Bally Kentuky | 95.00 |
| 5 Bally Longshots | \$ 79.00 |
| 1 Bally Race King | 95.50 |
| 2 Keeney Fortune, P.O. & F.P. | 59.00 |
| 2 Keeney Winning Tickets | 38.00 |
| 1 Western Center Smash | 39.00 |
| 1 Hi-De-Ho Pacific, T. or P.O. | 57.00 |
| 1 Derby Day | 35.00 |
| 3 Mills Spinning Reels | 35.00 |
| 2 Stoner Zippers, J.P. or P.O. | 35.50 |
| 3 Baker Papers | \$119.00 |
| 1 Bally Big Top, P.O. | 47.00 |
| 1 Jennings Derby Day | 75.00 |
| 1 Jennings Silver Moon, P.O. | 47.50 |
| 2 Pan Americans | \$27.00 |
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| 1 5¢ Pace Comet | 49.50 |
| 1 10¢ Pace Comet (S.J.P.) | 65.00 |
| 2 5¢ Mills Black Cherry | 195.00 |
| 2 10¢ Mills Black Cherry | 205.00 |
| 1 10¢ Mills Bonus | 275.00 |
| 1 10¢ Mills Cherry Bell | 200.00 |
| 1 10¢ Mills Brown Front | 150.00 |
| 1 5¢ Mills Blue Front | 130.00 |
| 1 5¢ Mills Roman Head | 49.50 |
| 2 5¢ Mills Gooseneck | 15.00 |
| 1 10¢ Mills Gooseneck | 30.00 |
| 1 25¢ Mills Gooseneck | 85.00 |
| 1 5¢ Mills F.O.K. Vendor | 90.00 |
| 2 1¢ Front Vendors | 17.00 |
| 3 5¢ Superior Bells | 25.00 |
| 1 25¢ Superior Bell | 49.00 |
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| 1 Out of This World Speaker | 159.50 |
| 1 Seeburg Mitone | 450.00 |
| 1 Seeburg Rex | \$585.00 |
| 18 Packard Pla-Mor Boxes, New | 34.00 |
| 30 Packard Pla-Mor Boxes, Used | 21.50 |

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| 2 Pace Saratoga | 39.50 |
| 1 10¢ Mills War Eagle | \$149.00 |
| 1 10¢ Original Chrome | 189.00 |
| 1 50¢ Jennings Gooseneck | 117.00 |
| 1 5¢ Jennings Duchesne | 47.00 |
| 1 10¢ Jennings Chief | 80.00 |
| 1 5¢ Jennings Chief | 80.00 |
| 1 5¢ Jennings Gooseneck | 40.00 |
| 1 1¢ Jennings Arrow | 35.00 |
| 2 1¢ Jennings Little Ducks | 40.00 |
| 1 5¢ Watling Rotatop, '46 | 195.00 |
| 1 10¢ Watling Rotatop, '49 | 215.00 |
| 2 5¢ Watling Rotatop | 77.00 |
| 1 5¢ Watling Blue Seal | 45.00 |
| 1 10¢ Watling Blue Seal | 55.00 |
| 1 25¢ Watling Blue Seal | 85.00 |
| 1 10¢ Watling Rotatop | 85.00 |
| 1 25¢ Watling Gold Award | 76.00 |
| 1 5¢ Cadet Caille | 25.00 |
| 2 10¢ Cadet Caille | 30.00 |
| 1 Mills Slot Safe Single | 45.00 |
| 36 New Mills Slot Cabinets | 10.00 |

| SLOTS | |
|-------------------------------------|----------|
| 1 5¢ Pace Deluxe Chrome Bell | \$230.00 |
| 1 5¢ Pace Deluxe Cherry Bell | 220.00 |
| 3 1¢ Pace Bantams (S.J.P.) | 40.00 |
| 1 5¢ Pace Comet | 49.50 |
| 1 10¢ Pace Comet (S.J.P.) | 65.00 |
| 2 5¢ Mills Black Cherry | 195.00 |
| 2 10¢ Mills Black Cherry | 205.00 |
| 1 10¢ Mills Bonus | 275.00 |
| 1 10¢ Mills Cherry Bell | 200.00 |
| 1 10¢ Mills Brown Front | 150.00 |
| 1 5¢ Mills Blue Front | 130.00 |
| 1 5¢ Mills Roman Head | 49.50 |
| 2 5¢ Mills Gooseneck | 15.00 |
| 1 10¢ Mills Gooseneck | 30.00 |
| 1 25¢ Mills Gooseneck | 85.00 |
| 1 5¢ Mills F.O.K. Vendor | 90.00 |
| 2 1¢ Front Vendors | 17.00 |
| 3 5¢ Superior Bells | 25.00 |
| 1 25¢ Superior Bell | 49.00 |
| 3 5¢, 10¢, 25¢ Columbia Bells | 60.00 |
| 1 5¢, 10¢, 25¢ Chrome Columbia Bell | 85.00 |
| 6 5¢ Mills War Eagles | 85.00 |

| COUNTER GAMES | |
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| 4 Davals "21" | \$15.00 |
| 1 Flashing Thru | 7.00 |
| 5 Mills Tickets | 25.00 |
| 1 Jennings Grandstand Dig. Reels | 15.00 |
| 1 Topper Gum Vendor | 7.00 |

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| 6 Rock-Ola Master 319.50 | 1 Wurlitzer 412 125.00 |
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| 1 Rock-Ola Spectrator & Playmaster 345.00 | 2 Wurlitzer 800, Ea. 495.00 |
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| 1 Seeburg 8800 385.00 | 1 Wurlitzer 950 595.00 |
| 1 Seeburg Classic 250.00 | 1 Wurlitzer Twin 12 Hide-a-Way & 10 Buckley Boxes 189.50 |
| 1 Seeburg Colonial 385.00 | 5 Wurlitzer 412 Cabinets Only 7.50 |
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Rock-Ola Wall, 5-10-25c 39.50
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Penthouse surprises on nites of Feb. 3rd-4th!

MAKE US AN OFFER ON ALL OR PART OF THE FOLLOWING JUST OFF LOCATION—EVERY ITEM COMPLETE

| | |
|---|--|
| 5 Wurlitzer 616 (Plain) | 25 Super Skee Roll, 9 Feet (Super Dupes) |
| 5 Wurlitzer 616, Illuminated | 14 Bally Rapid Fire |
| 10 Skee Barrel Rolls, 9 Feet (Square Amusement) | 25 Chicken Bam |

WE BUY USED RECORDS

Specializing in Foreign Trade—Let Us Know Your Needs.

NATIONAL NOVELTY COMPANY

Cable Address: NATNOVCO, Merrick, L. I.

183 MERRICK ROAD MERRICK, L. I. Phone: FRanklin 5-3220

Profits Jump



ALWAYS MORE FOR YOUR MONEY IN MUNCIE

That's Why Muncie Is and Always Has Been the Center of the Ticket Game Industry

Order From These Independent Manufacturers Located in Muncie, Indiana

GAY GAMES, INC.
COMMERCIAL PRINTING CO.
A. B. C. NOVELTY CO.

WERTS NOVELTY CO., INC.
MUNCIE NOVELTY CO.
HOME TALLY CARD CO.
NOEL MANUFACTURING CO.

OVER 1/4 MILLION WIN-A-FINS SOLD TO DATE

BY CREATORS OF FAST-ACTION STYLE TICKETS

There Must Be A Reason!

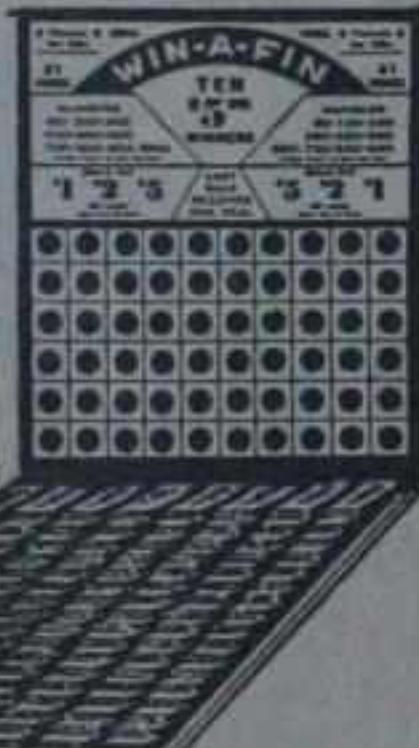
JACKPOT CARDS, HAND STAMPED
MORE FLASH MORE COLOR

NO TWO CARDS EVER ALIKE
MORE PROFITS

OUR NEW MACHINE MADE FIVE IN A BUNDLE TICKETS OFFERS
FINER QUALITY AT SENSATIONAL REDUCED PRICES



DISTRIBUTORS,
WRITE
FOR
OUR
LOW
QUANTITY
PRICES



Order No. Profit
J7 2200 Tickets The Club \$26.00
Also Standard La Ta Do Same as above, only \$3.00 Winners in White \$38.00
Tickets securely bound together, creating faster play. Makes easier checking of play. (Five individual tickets banded together under one band.)

Order No. Profit
C1a 1000 Tickets Win-a-Fin \$24.00
C2a 1200 Tickets Win-a-Fin \$34.00
C1b 1000 Tickets Poke-a-Seal, 8 5's \$26.00
C1c 1000 Tickets Poke-a-Seal, 5 5's \$30.00
C1d 1200 Tickets 10 5's and J.P. \$29.00

NEW 1947 CATALOG JUST OFF PRESS—20 NEW DEALS!

MUNCIE NOVELTY CO., Inc.

2704 S. WALNUT ST.

MUNCIE, INDIANA

YOUR PROFITS SKYROCKET WITH WERTS' SKYSCRAPER

One of the Many Successfully Tried Jar Deals From an Old Line Manufacturer of Reliable Products



★ ★ ★ ★ ★

SKYSCRAPER JAR-O-SMILES—2772 TICKETS

This card has 83 seals paying \$1.00 to \$20.00, with 25 seals opening on the card. Actual size of card is 9 by 15 1/2 inches. This is one of our most popular deals.

2772 Jar-o-Smiles Tickets Take In \$138.60
Jar Label Pays Out \$36.00
Card Pays Out Avg. 55.00

Average Profit Per Deal \$ 47.60

Order Skyscraper Card and 2772 Jar-O-Smiles Tickets

ORDER OUR NEW COMPLETE CATALOG
WRITE FOR DETAILS and QUANTITY PRICES

WERTS NOVELTY CO., Inc.

920 PERSHING DRIVE

MUNCIE, INDIANA

The ONLY NEW Construction in COUPON GAMES SPIN-N-WIN and KAN-of-KOIN

Featuring

SPINDLED COUPONS FIXED IN STURDY SHELL WITH SELF-CONTAINED EASEL.

LOOSE COUPONS IN STURDY ROUND CONTAINER COMPLETELY DECORATED.

- ★ ONE-PIECE CONSTRUCTION—NO REFILLING—NO FIXIN'
- ★ CONVENTIONAL GAME DESIGNS AND PLAYS IN WIDE VARIETY
- ★ EVERY GAME HAS COLOR—COUNTER FLASH—PLAYER ATTRACTION

"MR. CHARLEY DIME"
1280 Rotation Style Coupons—10¢ Play
128 WINNERS
Takes In: 1280 @ 10¢ \$128.00
Pays Out: 8 Seals Avg. \$22.98
120 Consolations 60.00 82.98
PROFIT (Average) \$ 45.04
Retail Price, \$5.82—Actual Size, 14" by 9".

"TOPPER"
1260 Tip Style Coupons—5¢ Play
85 WINNERS
Takes In: 1260 @ 5¢ \$63.00
Pays Out: 7 Seals Avg. \$ 9.45
78 Consolations 22.50 31.95
PROFIT (Average) \$31.05
Retail Price, \$4.80—Actual Size, 6 1/2" by 5".

SEE THESE GAMES AND MANY OTHERS AT OUR EXHIBIT IN ROOM #111 at the COIN MACHINE SHOW



NOEL'S Muncie, **Gay Games INCORPORATED** Indiana NOEL'S



IT'S A DATE . . .
 with
MONARCH
BOOTH 111
AT THE SHOW
FOR SPECIAL SERVICE ON
NEW EQUIPMENT!

and don't forget . . .

IT'S ALWAYS OPEN HOUSE AT OUR BEAUTIFUL NEW SHOWROOMS! MAKE IT A POINT TO VISIT US WHEN YOU'RE IN TOWN! YOU'LL BE GLAD YOU DID!

"Home of Dependable Service and Quality Equipment for More Than a Decade"



MONARCH COIN MACHINE Co.

1545 N. FAIRFIELD AVE., (PHONE ARMITAGE 1434) CHICAGO 22, ILL.



NOW DELIVERING
KEENEY
BONUS
SUPER BELLS

1, 2 and 3 WAY

MILLS

VEST POCKET BELLS



\$74.50

We just received a wire from the factory that it is their intention to continue Vest Pockets through 1947 at present prices.

Order Now at

- * **PHONOGRAPHS**
- * MILLS THRONE OF MUSIC.....\$125.00
- * SEEBURG 12-RECORD..... 79.50
- * SEEBURG 10-RECORD SELECTOMATIC. 40.00
- * WURLITZER #950..... 450.00
- * WURLITZER #850..... 475.00
- * WURLITZER #616-A (Illuminated)... 99.50
- * WURLITZER #616-A..... 89.50
- * WURLITZER #24..... 124.50

ROY McGINNIS CO.,

2011 MARYLAND AVE.

BALTIMORE 18, MARYLAND

PHONE: UNIVERSITY 1800



The Exclusive National Distributors of the Famous Downey-Johnson Coin Counter Now Brings you Their

GLOBE COIN SORTER

LOWEST PRICE COIN SORTER AVAILABLE TODAY

The GLOBE COIN SORTER is the product of many years' work by the foremost engineers in the manufacturing field.

Operation simple—place mixed coins in large hopper—turn on switch—1,000 coins a minute are sorted into individual boxes.

Construction—the machine is entirely metal, finished in crinkle black paint—hopper and coin carrier are polished aluminum. 22 inches wide, 9 inches deep, 10 inches high, weighs 30 pounds. The trays for receiving coins are made of wood and are removable (teller trays are available, if wanted). The construction includes a 1/30 H.P. motor, operates on 100 volts current, A.C. or D.C., extension cord, with switch-plug. When ordering, specify whether A.C. or D.C., also voltage and cycles.



DOWNEY-JOHNSON COIN COUNTER

Equipped with 4-wheel Reset Meter The Standard Portable Coin Counter wraps or bags 1¢, 5¢, 10¢, 25¢, 50¢ Coins—no extra equipment necessary to wrap coins in packages—every package accurately wrapped and double checked. Counts and wraps 175 rolls of coins per hour and bags 35,000 coins per hour Price, \$177.50, F.O.B. CHICAGO

THE GLOBE COIN SORTER is also supplied in a hand operated model, which is operated with a handle crank in place of an electric motor and it does not have compartment for 50¢ coins. Each machine is guaranteed for one year against defects in workmanship or material.

Price—Electric Model \$290.00

Price—Hand Model 225.00

F. O. B. Chicago



SEE US IN BOOTH 86 AT THE CMI CONVENTION

CHARLES (JIMMY) JOHNSON

GLOBE DISTRIBUTING CO.

1623 NO. CALIFORNIA AVE., CHICAGO 47, ILL. - ARM. 0780

Visit BOOTH 188

at the SHERMAN



THE UNIVERSAL SERVICE KIT has the manufacturer's guarantee to contain the following parts:

- Switch Blades—Light
- Switch Blades—Medium
- Switch Blades—Medium Heavy
- Switch Blades—Heavy
- Assorted Silver Points (tentypes)
- Assorted Fibre Lifters
- Fibre Separator
- Blades Extension
- Assorted Rivets

PRICE

\$7.50

COMPLETE

- Metal Mounting Brackets (adjustable)
- Screws for Mounting Brackets
- Carbon Rings
- Carbon Contacts
- Carbon Wire Holders
- Floating Pins
- Insulating Paper
- Contact Adjuster
- Pig Tail Wire

WRITE FOR OUR LATEST 1947 CATALOGUE NOW READY

DAN GOULD ENTERPRISES

Phones: BERKshire 3012 - 3013

5049 WEST FULLERTON AVENUE

CHICAGO 39, ILLINOIS

ORIGINAL JAR-O'-DO • ORIGINAL JAR-O'-DO ORIGINAL JAR-O'-DO • ORIGINAL JAR-O'-DO

DON'T MISS THESE HOT NEW DEALS AT THE COIN MACHINE CONVENTION, FEB. 3, 4, 5 and 6, 1947

AND THESE ARE ONLY A FEW OF THE HUNDREDS TO BE SHOWN IN UNIVERSAL'S BOOTHS #116 and #117 ON THE FIRST FLOOR AT THE SHERMAN HOTEL, CHICAGO



Takes in 1020 Tickets @ 25¢\$255.00
 Pays Out (Average) 203.02
 Profit (Average)\$ 51.98
 If Used With 1080 Tickets
 Profit (Average)\$66.98



Takes in 1930 Tickets @ 5¢\$96.50
 Pays Out (Actual) 72.00
 Profit (Actual)\$24.50



Takes in 1380 Tickets,
 Stapled 5 for 25¢\$69.00
 Payout (Actual) 44.00
 Profit (Actual)\$25.00
 If Used With 1600 Tickets
 Profit (Actual)\$36.00

DANGLING DUCKETS' MYSTERY BINGO

Mystery Seals Pays 5 or 1

16 WAYS TO BINGO
 89 WINNERS
 Numbers 11-22-33-44-55
 65-77-88-99-100-111-122
 133-144-155-166-177-188
 199-200-211-222-233-244
 EACH RECEIVE

50¢

Tickets Printed MYSTERY
 Receives One Seal in MYSTERY SEALS
 ORIGINAL JAR-O'-DO

Reading Up-Down-Diagonal Forward or Reverse
 Each BINGO Receives

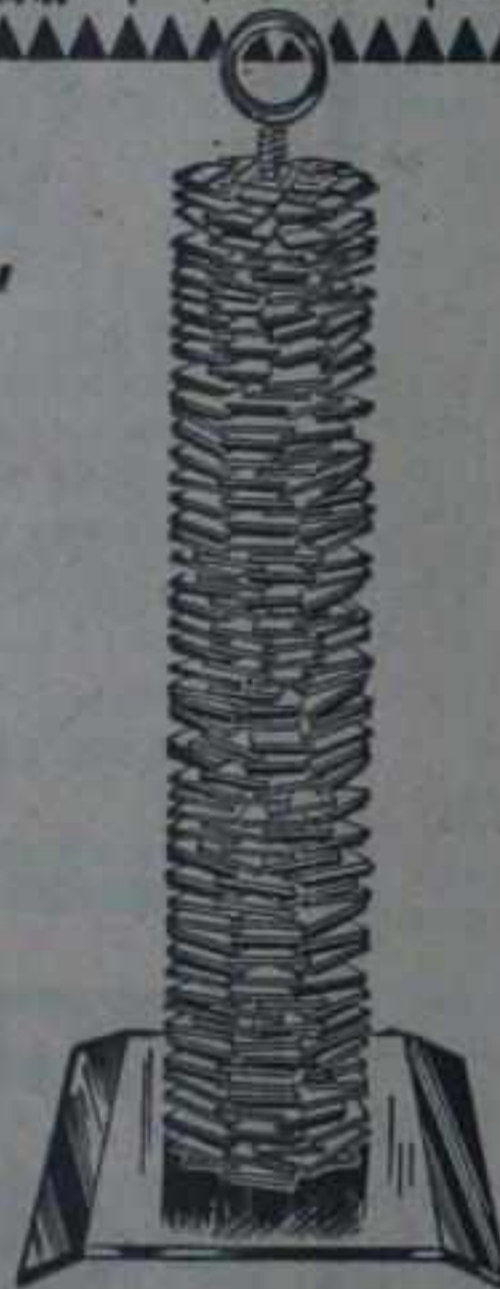
\$1.00

Mystery Seals Pays 5 or 1

16 WAYS TO BINGO
 25¢

Tickets Printed MYSTERY
 Receives One Seal in MYSTERY SEALS
 ORIGINAL JAR-O'-DO

I
T
S
N
E
W



Takes in 1080 Tickets @ 5¢\$54.00
 Pays Out:
 Consolations (Actual)\$40.00
 One Seal Goes Out From Mystery
 Seals (Average) 1.66
 Profit (Average)\$12.34
 If Used With 1200 Tickets
 Profit (Average)\$18.34

ALSO AVAILABLE

Mystery Bingo With All Six Seals Going Out (Payout Below).
 Takes in 1260 Tickets @ 5¢\$63.00
 Pays Out:
 Consolations (Actual)\$40.00
 All 6 Seals Go Out From Mystery
 Seals (Actual) 10.00
 Profit (Actual)\$13.00
 If Used With 1380 Tickets
 Profit (Actual)\$19.00
 If Used With 1600 Tickets
 Profit (Actual)\$30.00

FIFTEEN SALESMEN AT YOUR SERVICE IN OUR BOOTHS

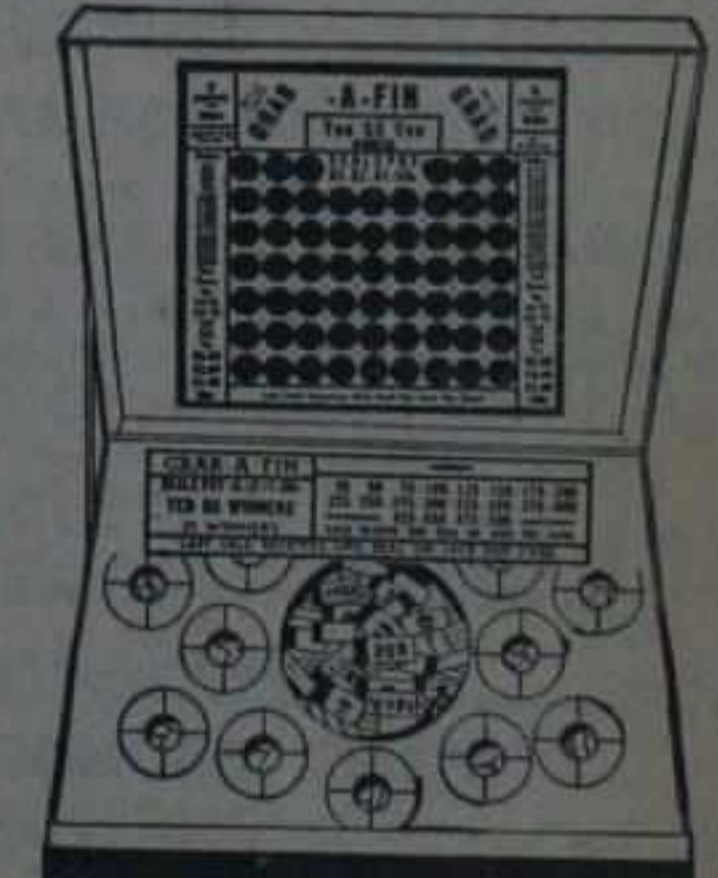
INDIVIDUAL BAR ROOM WITH SEATS FOR FIFTY TO SERVE UNIVERSAL CUSTOMERS EXCLUSIVELY



Takes in 1440 Tickets @ 5¢\$72.00
 Pays Out:
 Card (Average)\$26.26
 Consolations 16.20
 Profit (Average)\$30.54



Takes in 1260 Tickets @ 5¢\$63.00
 Card Average (7 Seals)\$ 9.24
 Consolations 28.80
 Payout (Average) 38.04
 Profit (Average)\$24.96



Takes in 1000 Tickets,
 Stapled 5 for 25¢\$50.00
 Pays Out 21 Seals (Average) 26.00
 Profit (Average)\$24.00
 If Used With 1200 Tickets
 Profit (Average)\$34.00

UNIVERSAL MANUFACTURING CO., INC.

405-411 E. 8TH STREET "World's Foremost Manufacturer of Jar Games" KANSAS CITY 6, MO.

ORIGINAL JAR-O'-DO ORIGINAL JAR-O'-DO ORIGINAL JAR-O'-DO ORIGINAL JAR-O'-DO

CENTRAL OHIO COIN QUALITY BUYS

"There Is No Substitute for Quality"

**GIGANTIC SALE
OF THE LARGEST STOCK OF COIN
OPERATED EQUIPMENT IN THE U. S. A.**



Weeff Solomon

PIN BALLS

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|-------------------------|----------|-----------------------|----------|
| VICTORY | \$ 89.50 | FIVE & TEN | \$109.50 |
| MARINES AT PLAY | 99.50 | BOMBARDIER | 79.50 |
| AMERICAN BEAUTIES | 99.50 | DEFENSE | 89.50 |
| INVASION | 99.50 | STRAT-O-LINER | 49.50 |
| ZIG ZAG | 59.50 | HOROSCOPE | 59.50 |
| LEGIONNAIRE | 69.50 | LINE-UP | 39.50 |
| TOPIC | 79.50 | YANKEE DOODLE | 175.00 |
| SENTRY | 109.50 | KEEP 'EM FLYING | 129.50 |
| FLAT TOP | 185.00 | JUNGLE | 69.50 |
| BIG PARADE | 99.50 | SPOT POOL | 69.50 |
| HOME RUN, '42 | 89.50 | SCHOOL DAYS | 59.50 |
| EXHIBIT STARS | 69.50 | KNOCK OUT | 99.50 |
| SKY CHIEF | 149.50 | CATALINA | 175.00 |
| JEEP | 99.50 | SEA HAWK | 59.50 |
| SHANGRI-LA | 159.50 | HOLLYWOOD | 175.00 |
| AIR CIRCUS | 109.50 | SKY BLAZER | 79.50 |
| VENUS | 79.50 | SUN BEAM | 79.50 |
| PLAY BALL | 59.50 | BOLOWAY | 69.50 |
| MIDWAY | 99.50 | SURF QUEEN | 169.50 |
| BIG HIT | 175.00 | | |

ARCADE EQUIPMENT

| | | | | | |
|-------------------------------------|----------|---|----------|----------------------------------|----------|
| SKY FIGHTERS, A-1 | \$148.50 | 8 FT. SKEE ROLLS | \$118.50 | WINDJAMMER | \$118.50 |
| LITE LEAGUE, A-1 | 248.50 | AIR RAIDERS | 119.50 | CHI COIN HOCKEY | 189.50 |
| UNDERSEA RAIDERS | 295.00 | TOMMY GUN, Late | 109.50 | PANORAMS | 275.00 |
| RAPID FIRES, A-1 | 125.00 | VOICE RECORDERS | 159.00 | SCIENTIFICO BASEBALL | 99.50 |
| SCIENTIFICO CLOCK | 78.50 | GROETCHEN TYPERS | 295.00 | 14 FT. WURL SKEE ROLL, A-1 | 295.00 |
| 10 1/2 FT. SUPER SKEE ROLLS | | 12 FT. PREMIER SKEE ROLLS | | MUTO PUNCH BAG | 175.00 |
| 10 1/2 FT. PREMIER SKEE ROLLS | | 4 EVANS 48 FT. BOWLING ALLEYS, EA. | 486.00 | DRIVEMOBILE | 189.50 |

NEW RADIOTONE VOICE RECORDER AND BOOTH—EASY FOR ATTENDANT TO OPERATE—\$795.00.

CONSOLES

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| 15c SUPER BELL | \$269.50 | 5c WATLING BIG GAME, FP | \$ 89.50 |
| 5c SUPER BELL | 199.50 | 25c PACERS REELS, CP | 159.50 |
| BALLY ROLL 'EM | 119.50 | JUMBO PARADE, CP, LATE | 119.50 |
| 25c SILVER MOON, CP | 169.50 | CLUB BELLS, COMB. | 179.50 |
| 25c BOB TAIL, FP | 159.50 | 4-WAY SUPER BELL, 5-5-5-25 | 609.50 |
| 5c BOB TAIL | 99.50 | 2-WAY SUPER BELL, 5-5 | 299.50 |
| HIGH HAND | 159.50 | KENTUCKY CLUB | 79.50 |
| JUMBO PARADES, Comb. F.P., C.P. | 149.50 | | |

**PERSONAL MUSIC
MELODY LANE
MEASURED MUSIC**
ORDERS NOW BEING
TAKEN FOR PROMPT
DELIVERY

**NEW A. M. I.
PHONOGRAPHS**
DISTRIBUTORS FOR
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SOUTHERN OHIO

**NEW A. M. I.
AUTOMATIC HOSTESS**
TELEPHONE MUSIC
STUDIOS & LOCATION
EQUIPMENT.
IMMEDIATE DELIVERY

NEW MACHINES — PROMPT DELIVERY

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| EXHIBIT'S SMOKY | \$320.00 | MILLS GOLDEN FALLS | WRITE |
| CHI COIN KILROY | 279.50 | COLUMBIAS—1c-5c-10c-25c | \$145.00 |
| UNITED RIO | 299.50 | KEENEY'S NEW 2-WAY 5c-25c COMBINATION F.P. | WRITE |
| WILLIAMS AMBER | 320.00 | DAVAL'S CUSHER, FRUIT | 54.00 |
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| PINCH HITTER | 459.50 | A.B.T. CHALLENGER | 65.00 |
| BALLY DELUXE DRAW BELLS | 512.50 | AMUSEMATIC JACK RABBIT | 475.00 |
| GENCO WHIZZ | 189.50 | BALLY VICTORY DERBY | WRITE |
| COTTLIEB'S BAFFLE CARD | 322.00 | BALLY VICTORY SPECIAL | WRITE |
| GENCO STEP UP | 324.50 | BALLY TRIPLE BELLS | 895.00 |
| BALLY MIDGET RACES | 299.50 | ACE COIN COUNTERS | 139.50 |
| CHI COIN COALEE | 525.00 | PREMIER SKEE ROLLS | 395.00 |
| MILLS NEW VEST POCKETS | 74.50 | MARVEL'S POP UP | 49.50 |
| MILLS BLACK CHERRY BELLS | WRITE | KEENEY'S NEW 3 WAY SUPER BONUS BELL, 5c, 10c, 25c C.P. | WRITE |
| COTTLIEB'S 3 WAY GRIPPER | 39.50 | | |

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REVOLVAROUND SAFES AND BOX SLOT STANDS

Heavy Steel Custom Built Single and Double Revolverround Safes. Burglar Proof. Will take any make Slot Machine Bottom Door for Storage or Additional Weights.
Single Safes, \$175.00 | Double Safes, \$225.00 | Lock Box Stands, \$27.50

SLOTS

Gigantic stock of used and new Slot Machines on hand, all in perfect operating condition.

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Get Our New Low Prices.

MUSIC - PHONOGRAPHS

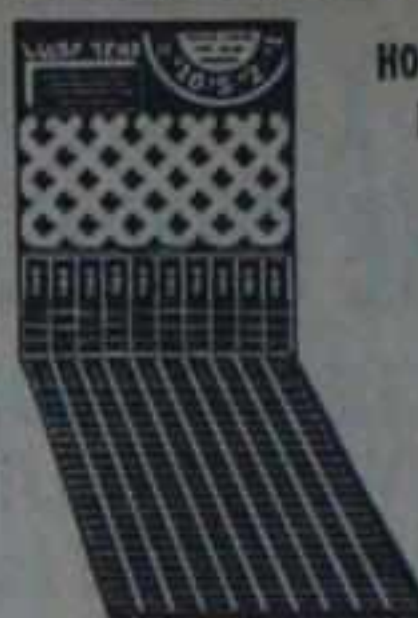
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| SEEBURG 8200, RO | \$395.00 | MILLS THRONE | \$250.00 |
| WURLITZER 750E | 405.00 | SINGING TOWERS, 1942 | 275.00 |
| ROCK-OLA STANDARD | 295.00 | WIREON | WRITE |
| SEEBURG HIDEAWAY, RC, LATE | 395.00 | WURLITZER HIDEAWAY #24 | 285.00 |
| A.M.I. HIGHBOY—40 Selections | 435.00 | SEEBURG WIRELESS WALLO-MATIC | 35.00 |
| WURLITZER #125 WALL BOXES | 32.50 | BUCKLEY 32 SELECTION BOXES | 19.50 |

ONE-HALF CERTIFIED DEPOSIT WITH ORDERS

CENTRAL OHIO COIN MACHINE EXCHANGE

185-189 E. TOWN ST., COLUMBUS 15, O. Phones AD 7949, AD 7993

TRI-STATES NEW TICKET DEALS



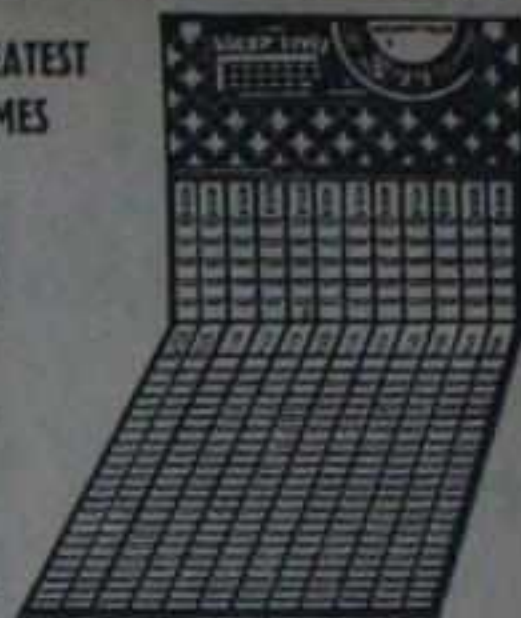
LUCKY TEN
72 Seals
Take in 1000 Tickets
(4 to bundle at 50c) \$125.00
Average Payout .. 70.00
Average Net ..
PROFIT \$ 55.00

**HOLD PLAYER APPEAL — GREATEST
MONEY-MAKERS OF ALL TIMES**

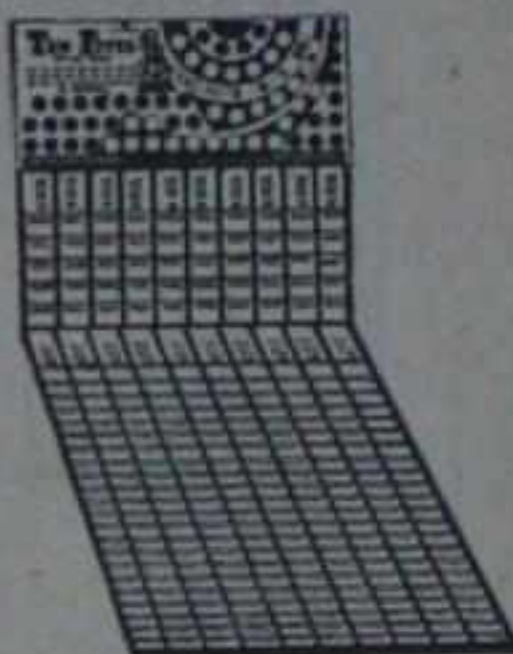
All Types Spindle Tickets
(1000, 1200, 1600, Etc.),
Red, White and Blue; Any
Combination Deals, Jar
Deals or Win-a-Fin.

**ALL TICKETS MACHINE
FOLDED AND BANDED**

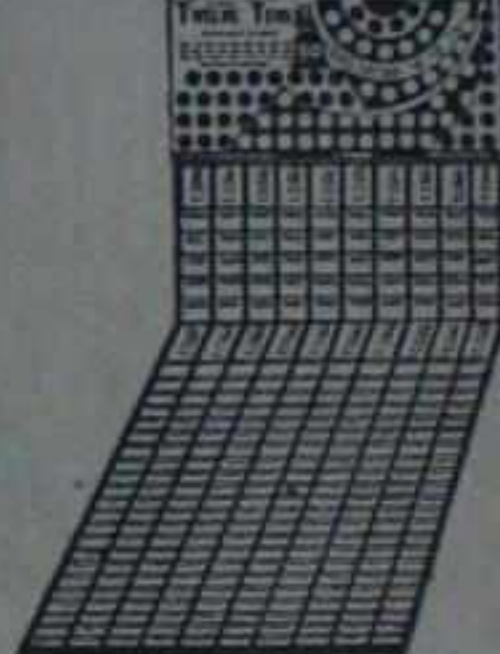
We can Also Supply Individual Banded Tickets.
Pasted in Bundles of Five.



LUCKY FIVE
60 Seals
Take in 1200 Tickets
(5 to bundle at 25c) \$60.00
Average Payout .. 28.00
Jackpot Payout .. 4.00
Average Net ..
PROFIT \$30.00



TEN FIVES
80 Seals
Take in 1200 Tickets,
(5 to bundle at 25c) \$80.00
Average Payout .. 28.00
AVERAGE NET PROFIT \$34.00



TWELVE TENS
70 Seals
Take in 1200 Tickets,
(5 to bundle at 50c) \$120.00
Average Payout .. 70.00
AVERAGE NET PROFIT \$ 50.00

PRICE ON ANY OF THE ABOVE DEALS — \$3.25 EACH; \$33.00 PER DOZEN

DON'T MISS OUR DISPLAY AT THE BISMARCK HOTEL, CHICAGO, FEBRUARY 3 TO 6 INCLUSIVE—If you miss seeing us, you will miss the latest and best player-appeal Ticket Deals ever produced. 1/3 DEPOSIT, BALANCE C. O. D.

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"NATIONAL SALES REPRESENTATIVES"
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Look for this TAG!



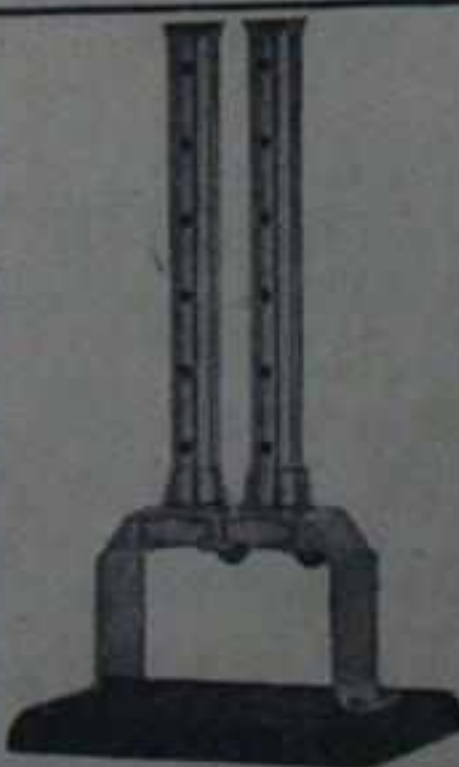
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COIN CHANGERS

- High luster chrome finish—all metal construction.
- Automatically dispenses EITHER 5 or 10 NICKELS in the palm of your hand.
- Capacity—thirteen dollars in nickels.
- Floating-mount solid die cast coin slides cannot warp, stick or jam.
- Well balanced design—13" high, 7 1/4" wide, 5" deep.
- Weighted non-slip base.

JUNIOR CHANGER --- \$17.50

Northwest Sales Co.

3144 ELLIOTT AVENUE

SEATTLE 1, WASHINGTON

★ J. ROSENFELD COMPANY ★

WILL NOT BE UNDERSOLD!

Satisfaction Guaranteed or Your Money Back in Full!

CONVENTION SPECIALS

5-BALL FREE PLAYS—Thoroughly Reconditioned and Ready for Location!

| | |
|-----------------|----------|
| AIR CIRCUS | \$ 85.00 |
| BIG HIT | 159.50 |
| BIG CHIEF | 39.50 |
| BIG PARADE | 89.50 |
| BOLAWAY | 59.50 |
| BIG LEAGUE | 189.50 |
| CHAMPS | 39.50 |
| DOUBLE PLAY | 59.50 |
| FAST BALL | 189.50 |
| FIVE-TEN-TWENTY | 74.50 |
| FLAT TOP | 99.50 |
| FOX HUNT | 49.50 |

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|------------------------|----------|
| GOTTLIEB BOWLING ALLEY | \$ 39.50 |
| GUN CLUB | 59.50 |
| HOLLYWOOD | 89.50 |
| HI HAT | 59.50 |
| INVASION | 39.50 |
| KEEP 'EM FLYING | 89.50 |
| KNOCKOUT | 74.50 |
| LIBERTY (Flicker) | 49.50 |
| LAURA | 139.50 |
| LEGIONNAIRE | 49.50 |
| MARINES AT PLAY | 49.50 |
| MAJORS, '41 | 49.50 |

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| NEW CHAMPS | \$ 49.50 |
| OWL (1 or 5 Ball) | 59.50 |
| POWERHOUSE | 29.50 |
| PARATROOPER | 49.50 |
| STRATOLINER | 49.50 |
| SNAPPY | 49.50 |
| SLUGGER | 39.50 |
| SOUTH PAW | 59.50 |
| SPELLBOUND | 189.50 |
| SMARTY (New) | 334.50 |
| SUPERLINER | 199.50 |
| STAGE DOOR CANTEN | 139.50 |

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|-----------------|----------|
| SPOT POOL | \$ 49.50 |
| SKY BLAZER | 79.50 |
| SUSPENSE | 169.50 |
| SURF QUEEN | 159.50 |
| SUPERSCORE | 219.50 |
| TEXAS MUSTANG | 59.50 |
| TOPIC | 49.50 |
| THUMBS UP | 39.50 |
| VOGUE | 39.50 |
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RECONDITIONED AND GUARANTEED!

WURLITZER

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|------------------------|----------|
| 61 | \$119.50 |
| 500 | 295.00 |
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| 800 | 475.00 |
| 850 | 525.00 |
| 950 | 450.00 |
| 600 VICTORY (Keyboard) | 325.00 |
| 616A | 149.50 |
| 412 | 95.00 |
| 61 & 71 STANDS | 25.00 |

SEEBURG

| | |
|------------|----------|
| REGAL | \$245.00 |
| VOGUE | 275.00 |
| 9800, ES | 350.00 |
| 9800, ESRC | 375.00 |

ROCK-OLA

| | |
|------------|----------|
| STANDARD | \$250.00 |
| COMMANDO | 295.00 |
| PLAYMASTER | 195.00 |
| SPECTRAVOX | 75.00 |

MILLS

| | |
|---------|----------|
| THRONE | \$199.50 |
| EMPRESS | 249.50 |

BUCKLEY TWIN 12 HIDEAWAY—
In Cabinet With 8 Wall
Box, Complete\$195.00

GOOD USED AND REBUILT BELLS

All Slots Reconditioned by Factory Trained Mechanics!

MILLS

| | |
|---|----------|
| 10c WAR EAGLES, D.J.P., 3/5 Pay | \$ 85.00 |
| 10c BLUE FRONT, D.J.P., 3/5 Pay | 100.00 |
| 10c BLUE FRONT, D.J.P., Mystery Pay | 95.00 |
| 25c BLUE FRONT, S.J.P., 3/5 Pay, Gold Crackle Refinished | 125.00 |
| 5c BROWN FRONT CHERRY BELL, S.J.P., 3/5 Pay | 125.00 |
| 10c BROWN FRONT CHERRY BELL, S.J.P., 3/5 Pay | 135.00 |
| 5c CHERRY BELLS, S.J.P., 3/10 Pay | 95.00 |
| 10c CHERRY BELLS, S.J.P., 3/10 Pay | 105.00 |
| 10c COPPER CHROME (Rebuilt), S.J.P., 3/5 Pay | 150.00 |
| 25c COPPER CHROME (Rebuilt), S.J.P., 3/5 Pay | 165.00 |

| | |
|---|----------|
| 5c GOLD CHROME (Rebuilt), S.J.P., 3/5 Pay | \$145.00 |
| 10c GOLD CHROME (Rebuilt), S.J.P., 3/5 Pay | 155.00 |
| 10c GOLD CHROME (Rebuilt), S.J.P., 2/5 Pay | 155.00 |
| 5c BRONZE FRONT (Rebuilt), Crackle Finish, S.J.P., 3/5 Pay | 175.00 |
| 5c SILVER CHROME (Rebuilt), S.J.P., 3/5 Pay | 175.00 |
| 25c SILVER CHROME (Rebuilt), S.J.P., 2/5 Pay | 195.00 |
| 25c PACE COMET, S.J.P., 3/5 Pay | 125.00 |
| 5c JENNINGS CLUB BELL CON- SOLE | 125.00 |
| 10c JENNINGS CLUB BELL CON- SOLE | 135.00 |
| COLUMBIAS, Gold Award | 49.50 |

PARTS AND ACCESSORIES — Specials!

| | |
|---|---|
| CHROME PLATES for Bally, Victory Derbys and Specials. Each | \$ 4.00 |
| WIPER ASSEMBLIES, New, for Jockey Clubs, Long Shots, Turf Kings, Fairmounts, Kentucky, Etc. Each | 4.50 |
| NEW HEAVY DUTY CASTERS FOR PHONOGRAPHS. Set of 4 | .88 |
| BRACKETS FOR BAR BOXES, Each | 3.25 |
| NEW ABT COIN CHUTES, F.P. and Regular, \$38 Per Doz., or Each | 3.80 |
| COIN WRAPPERS | .70 Per 1,000; Ooze Lots, 60¢ Per 1,000 |

PIN GAME GLASS

| | |
|------------------|--------|
| Size 20x42. Each | \$1.75 |
| 21x42. Each | 1.80 |
| 21x43. Each | 1.90 |
| 23x44. Each | 2.25 |
| 23x47. Each | 2.40 |

SHIPPED IN CASE LOTS ONLY
7 SHEETS TO A CASE

| | |
|--|---------|
| WURLITZER WALL BOXES, #125, 5/10/25c | \$17.50 |
| 8-INCH DYNAMIC SPEAKERS, Refinished | 12.50 |
| ROCK-OLA SPEAKER, Refinished | 17.50 |
| WURLITZER SPEAKER LITE-UP, Refinished | 12.50 |
| HAND TRUCKS, 5-Inch Rubber Wheels, Heavy Duty | 9.95 |
| HAND TRUCKS, 8-Inch Roller Bear- ing Rubber Wheels, Extra Heavy Duty | 14.95 |
| PIN GAME TRUCKS, Ideal for Moving Pin Games, Saves Time and Man- power, One Person Can Easily Move Game | 39.50 |

1-BALL PAYOUTS

| | |
|------------------------------|----------|
| JOCKEY CLUBS | \$195.00 |
| KENTUCKY | 115.00 |
| LONG SHOTS | 95.00 |
| SANTA ANITAS | 85.00 |
| SPORT KING | 125.00 |
| VICTORY DERBYS (Late Models) | 375.00 |

CLOSEOUT—BRAND NEW

VICTORY DERBYS (Late Models) \$425.00

WANTED TO BUY—VICTORY SPECIALS
Wire, Write or Call For Our Best Offer!

CONSOLES

Refinished and Reconditioned!

| | |
|------------------------------------|----------|
| BALLY CLUB BELL, 5c (Conv.) | \$149.50 |
| KEENEY SUPER TWIN, 5c-25c, P.O. | 249.50 |
| MILLS JUMBO PARADE, 5c, P.O. | 79.50 |
| MILLS SQUARE BELL, 25c, P.O. | 119.50 |
| MILLS 3 BELLS, 5c-10c-25c | 495.00 |
| JENNINGS FAST TIME, 5c, P.O. | 79.50 |
| PACE SARATOGA, LATE, 5c, P.O. | 79.50 |
| WATLING BIG GAME, 5c, P.O. | 69.50 |

VENDORS AND COUNTER GAMES

| | |
|--|---------|
| NORTHWESTERN DELUXE, 1/5 (Like New) | \$12.50 |
| DAVAL FREE PLAYS | Write |
| ABT CHALLENGERS | Write |
| KICKER AND KATCHER | Write |

EXTRA SPECIALS — LIKE NEW ARCADE EQUIPMENT

GOALEE (Very Clean)
\$249.50

CHICAGO COIN
ALL-STAR HOCKEY
\$139.50

PHOTOMATIC (20c Coin Chute), Late Model PWK-14. Refinished and in excellent
condition. 1 only
\$450.00

EXCLUSIVE U-NEED-A VENDORS DISTRIBUTORS

Missouri and Kentucky
Now delivering U-Need-A's new Monarch
Cigarette Merchandisers and Candy
Vendors. Now on display in our
showroom!

EXCLUSIVE BALLY DISTRIBUTORS

Central and Southern Illinois, Eastern Missouri, Western
Kentucky. Now delivering BALLY'S new 5-Balls, 1-Balls,
Consoles, Phonographs. We carry complete stock of parts
for all BALLY equipment.

EXCLUSIVE VICTOR DISTRIBUTORS

Southern Illinois, Missouri and Kentucky.
Now delivering VICTOR Model V Globe
Type 1-cent at \$11.75. DeLuxe Cabinet
Type 1-cent at \$13.75; 5-cent model at
\$14.75. Complete line of VICTOR parts.

J. ROSENFELD CO. IS ALSO DISTRIBUTORS FOR THE PRODUCTS OF THE FOLLOWING MANUFACTURERS

- O. D. JENNINGS
- DAVAL
- EXHIBIT
- GOTTLIEB
- GENCO
- WILLIAMS
- UNITED
- CHICAGO COIN

ATTENTION, OPERATORS

USE OUR E-Z FINANCE PLAN TO PURCHASE ALL YOUR NEW EQUIPMENT!
J. Rosenfeld Co. allows highest trade-in value on your used machines. It will pay
you to travel hundreds of miles to take advantage of this marvelous opportunity
to obtain the latest equipment NOW on the J. Rosenfeld Co. E-Z Payment Finance
Plan. DON'T DELAY—INQUIRE TODAY! Come in, wire, write or phone! You'll
like doing business with J. Rosenfeld!

VISIT OUR SERVICE DEPARTMENT

When in St. Louis visit our modern and fully equipped service department staffed
by experienced mechanics who know their business. We carry a complete line of
parts and accessories for all kinds and types of coin-operated machines. Repairing,
overhauling and refinishing of all types of coin-operated phonographs, amusement
and vending machines. Bring your equipment to J. Rosenfeld Co. for the finest in
workmanship at lowest prices.

When Ordering Specify Second Choice!

Give Shipping Instructions!

All Orders Subject to Prior Sale!

MEMBER C.M.J., Reference United Bank and Trust Co., St. Louis

TERMS: 1/3 Certified Deposit, Balance Sight Draft or C. O. D.

J. ROSENFELD CO.

3218 OLIVE ST., ST. LOUIS 3, MO.

PHONE NEWstead 1582-83

FLORIDA'S MOST PROGRESSIVE DISTRIBUTOR

YOU'LL NEVER SPEND
YOUR TIME TO BETTER
ADVANTAGE!

ASK US FOR A
DEMONSTRATION
OF 1947

**SEEBURG
MUSIC SYSTEMS**

with the new
SYMPHONOLA "1-47"

SEE WHY THE
2-YEAR PLAN
AND 5c MUSIC ARE
THE BEST IN THE
LONG RUN!

Exclusive Seeburg
Distributors in Florida

SEE THEM AT THE
SHOW—THEN SEE

**FLORIDA
AUTOMATIC**
FOR EARLY
DELIVERY ON

**GOTTLIEB'S
GREAT NEW
WINNERS!**

NOW DELIVERING
BAFFLE-CARD

DeLuxe
GRIP SCALE

Exclusive Gottlieb Distributors
in Florida and Cuba



FLORIDA AUTOMATIC SALES CORP.

839 WEST FLAGLER ST.

MIAMI, FLORIDA

All Phones:
3-6221

JACKSONVILLE, 60 Riverside Ave. Phone 3-0611

TAMPA, 115 South Franklin St. Phone 3856

HAVANA, CUBA

240 JUMBO HOLE BOARD
72 SEALS
25¢ PER PLAY
5 NOS. ON EACH TICKET!

TAKES IN \$60.00 - AVERAGE PAYOUT \$26.46
\$33.54 AVERAGE PROFIT

LUCKY TENS
\$5. \$3. \$1. 50c

- FAST ACTION!
- EVERY SALE SELLS 5 NOS.!
- FIVE \$10.00 HITS!
- TERRIFIC PLAYER APPEAL!

If It's A Fast Action, High "PLAYER APPEAL" Board, We Can Supply It. . .
Write for Details On The Complete Line
Of Colorful WALSH "PLAYER APPEAL"
Boards.

THOS. A. WALSH MFG. CO.
201-207 SO. TENTH ST. OMAHA, NEBR.

**SEE OUR EXHIBIT AT
THE COIN MACHINE SHOW**

SALESMEN!
GET ON THE BANDWAGON!
Several lucrative territories open! Phone or call Continental Hotel, Chicago, Feb. 3rd to 6th.
BORK Mfg. Co., Inc., 6201 15th Ave., Brooklyn, N. Y.

MORE PROFIT IN YOUR POCKET!

5c or 10c per sale
Our merchandise flares are in demand. We are now manufacturing a merchandise top that answers the requests of operators. This top fits any size plain board and payout can be arranged to comply with your specifications.

PROTECTION FOR MERCHANT AND OPERATOR

- ★ Modern plastic safety device gives full protection.
- ★ Use 56 seals step-up cards made to your specifications, from 1 to 12 premiums (cigarettes or cash consolation).
- ★ It's flexible—can be used as a heading on any size plain board.

IT'S IN DEMAND—IT'S FLEXIBLE
Merchandise board stimulators for
Operators and Distributors Only.

Operators' price, \$1.25, F. O. B. your door. For further information write or phone

B-F Sales Co.
MANUFACTURER
918 E. Pike Street
Seattle 22, Wash.
Phone CA 5144
(25% Deposit required with order).

WRITE TODAY

Even "thin coins" can't slow up this

Streamlined COIN CHANGER

It's fast! A light touch of the handy lever delivers five nickels into your palm.

Can't miss, can't fail. It's the only patented dispenser which satisfactorily handles "thin coins." Pays for itself in time saved!

KWIK-NIKLES

Sturdy — All Metal!
Feather Touch Operation!
Holds a Full 200 Nickles!
Guaranteed Accurate!
Wall or Counter Mount!
Plated Solid Brass Tube!

JOBBER'S LIST PRICE
9.85

Distributors wanted. Individual penny, dime and quarter models available. Write for discount deal!

McPHERSON MFG. CO.
501 E. 34th STREET TACOMA 4, WASH.

SEE BORK'S BEAUTIFUL BABES!
Gorgeous, luscious CALS ready to adorn Bork's NEW 1947 line of BIG-PROFIT Salesboards! See them at the Hotel Continental, Chicago, Feb. 3rd to 6th.
BORK Mfg. Co., Inc., 6201 15th Ave., Brooklyn, N. Y.

See Us at

BOOTH 94



GIL KITT



RALPH SHEFFIELD

HOTEL SHERMAN

OPEN HOUSE AT EMPIRE!

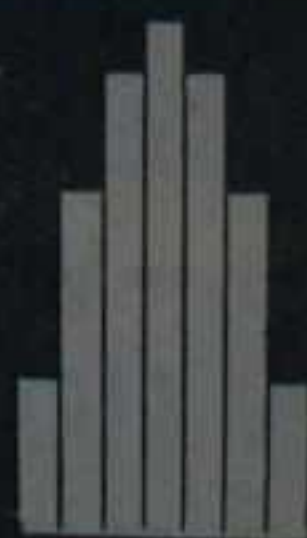
You are cordially invited to Open House at our offices & showrooms
2812 WEST NORTH AVENUE
CHICAGO

FREE

EACH AND EVERY VISITOR TO OUR BOOTH OR OFFICE WILL RECEIVE ABSOLUTELY FREE A

ONE BALL GAME!

Empire Coin
MACHINE EXCHANGE



2812 WEST NORTH AVENUE • PHONE: HUMBOLDT 6288-9 • CHICAGO 47, ILLINOIS



HAROLD SCHWARTZ
CHICAGO



NATE FEINSTEIN
CHICAGO



JOE KLINE
CHICAGO



IRV KLEIMAN
CHICAGO

**MEET US AT THE BIG CONVENTION, MEET US AT THE SHOW
WE CAN MAKE IT WORTH YOUR WHILE, BECAUSE WE'RE IN THE KNOW!**



MAURIE GINSBURG

YOU'LL PROFIT WITH ATLAS
Friendly Personal Service
IN PERSON
AT
BOOTH 75 and 76



EDDIE GINSBURG

GET IN A HUDDLE WITH AN ATLAS MAN... and get the real low-down on all machines to be displayed at the Show! Just button-hole the nearest Atlas Man for complete, up-to-the minute information.



PHIL GREENBERG
PITTSBURGH



LOU HOFFMAN
PITTSBURGH



BARNEY GREENBERG
DETROIT



BEN NEWMARK
DETROIT



GLYNN PAYNE
DETROIT



PHIL MOSS
DES MOINES

VISIT OUR CHICAGO SHOW-ROOMS FOR THAT FAMOUS ATLAS HOSPITALITY AND A SELECTION OF OUTSTANDING VALUES!

ATLAS NOVELTY COMPANY
2200 N. WESTERN AVE. - PHONE ARMITAGE 5005 - CHICAGO 37
ATLAS MUSIC CO. 4704 CASS AVE., DETROIT 1
ATLAS MUSIC CO. 2219 FIFTH AVE., PITTSBURGH 19
ATLAS MUSIC CO. 221 NINTH ST., DES MOINES 3

FRIENDLY PERSONAL SERVICE

**Coin Machine Men—
OPEN HOUSE**

-FEB. 3, 4, 5 & 6-

**O. D. JENNINGS
AND COMPANY**

4307-39 WEST LAKE STREET
CHICAGO 24 • ILLINOIS

.....The Leader in the Field
for over 40 Years.....

**P. S.—WE'LL SEE YOU AT,
THE HOTEL SHERMAN, TOO
BOOTH 24-25-26**

BEE JAY

No. ONE — AND — No. TWO
on
YOUR BIG PROFIT PARADE

E-Z Junior PICKIN'S

The sensational 120-hole Thick Board—
with Tip-Tickets that has proven to be the
big Profit Board of the year.

ONE GROSS NETS YOU \$1739.00
PROFIT PER BOARD \$ 12.08

AND

GOLD TOP VENDERS
168 Holes—Thick Board—5 Slot Symbols
per Ticket.

FAST ACTION
FAST TURNOVER
FAST PROFITS

Take In \$42.00
Payout 25.18
PROFIT \$16.82

BEE - JAY DISTRIBUTORS:
Ask to see our new creation—"AUTOMATIC MIKE." This board will NOT be on display to the general public and only authorized distributors will be permitted to see it.

BEE JAY PRODUCTS, INC.
6320-32 HARVARD AVE. CHICAGO 21, ILL.

BEE JAY

Amazing new **MYSTIC FLASH** introduced in

BALLY ENTRY AUTOMATIC MULTIPLE

AND

SPECIAL ENTRY REPLAY MULTIPLE



New BIG ODDS START AT 3-TO-1...5-TO-1

More fun and thrills for players! More profit for operators! The new "Mystic Flash" feature magically transfers Win-section of play-field to top of the board—to sections which normally score only Purse or Show. And players play, not merely two to four coins per game, but five, six, eight or ten . . . to catch the "Mystic Flash" See the amazing, revolutionary "Mystic Flash" feature in action . . . and you understand why America's smartest operators call the "Mystic Flash" the greatest profit-booster since the introduction of the multiple feature.

BIG ODDS DISPLAY . . . starting with 3-to-1, instead of old style 2-to-1 . . . is another play-stimulating innovation of BALLY ENTRY (Automatic) and SPECIAL ENTRY (Replay). Positive multiplied odds . . . 160 top . . . dramatize the multiple feature and encourage multiple-coin play.

MOTOR-OPERATED SHUFFLE eliminates "shuffle-fatigue" and speeds up play. Start your 1947 operations with multiple games built for modern operating conditions. Play-boosting and cost-cutting features built into Bally's new multiple masterpieces can easily double or triple your normal one-ball profits.

For prompt delivery order today!

TRIPLE BELL

Triple Coin Chutes permit three players or three coins every spin. Convertible—Automatic or Replay. Any coin-combination—Nickel, Dime, Quarter.

DE LUXE DRAW BELL

New luxurious console with EXTRA DRAW feature that permits players to deposit three, four, five coins per game. Convertible—Automatic or Replay. Nickel or Quarter play.

MIDGET RACER

A fascinating skill game that will increase profits in your 5-ball spots. Convertible—Novelty or Replay.



New ON-A-SHELF MECHANISM



Coven DISTRIBUTING CO.

3181 ELSTON AVENUE CHICAGO 18, ILLINOIS
PHONE: INDEPENDENCE 2210

Exclusive Bally Distributor
in Indiana, Wisconsin and
Northern Illinois

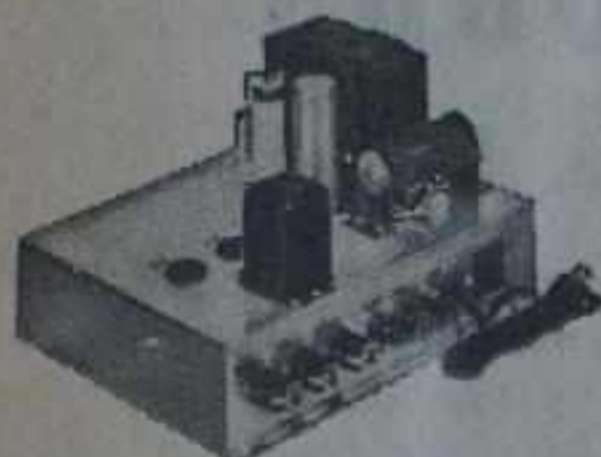
TELOTONE ANNOUNCES

MAGIMATIC

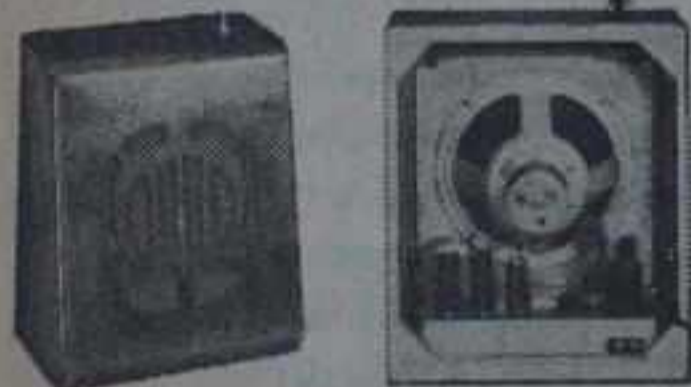


New! Completely automatic changing equipment eliminates labor overhead. Makes MUSICALE more profitable even for smallest towns. Pictured here is some of the precision built equipment making up the MUSICALE system.

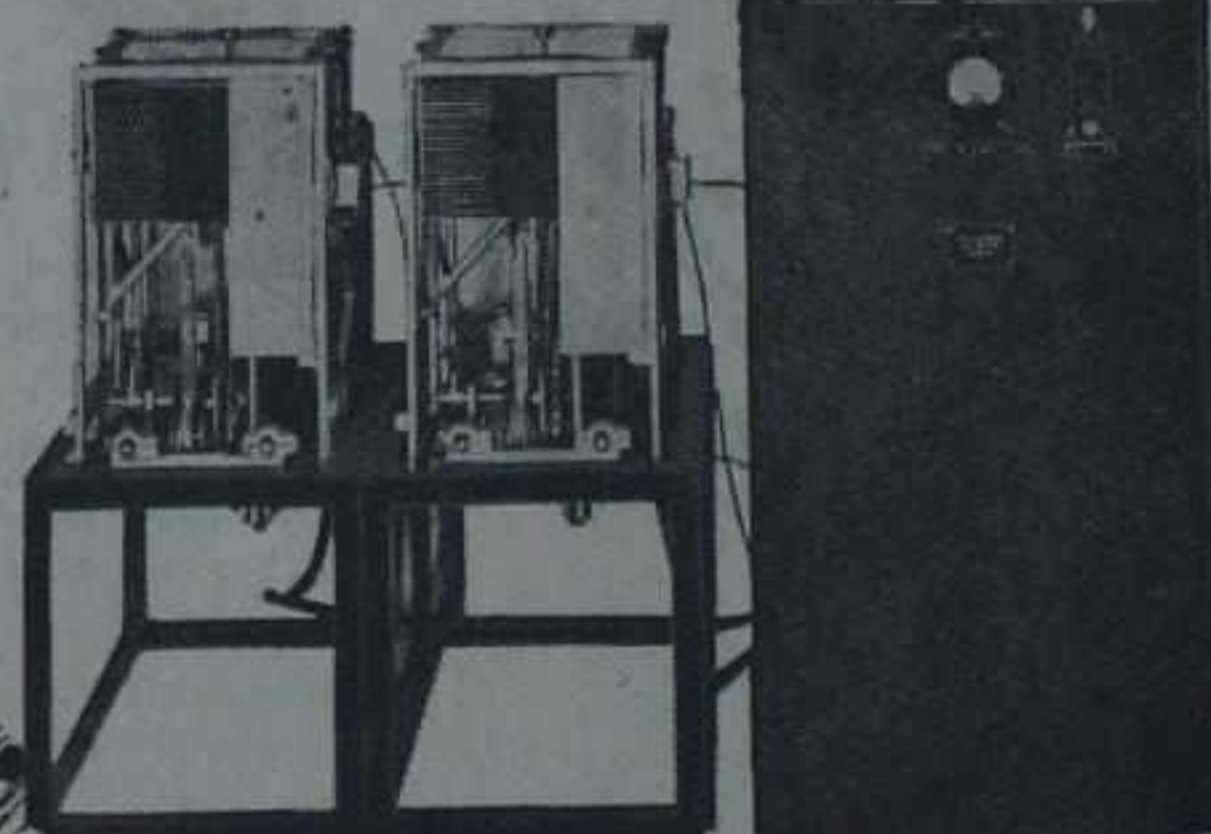
(Below) Completely automatic studio, MAGIMATIC Automatic Announcer.



Adapter for remote control installations where telephone lines not available. Used with any make changer.



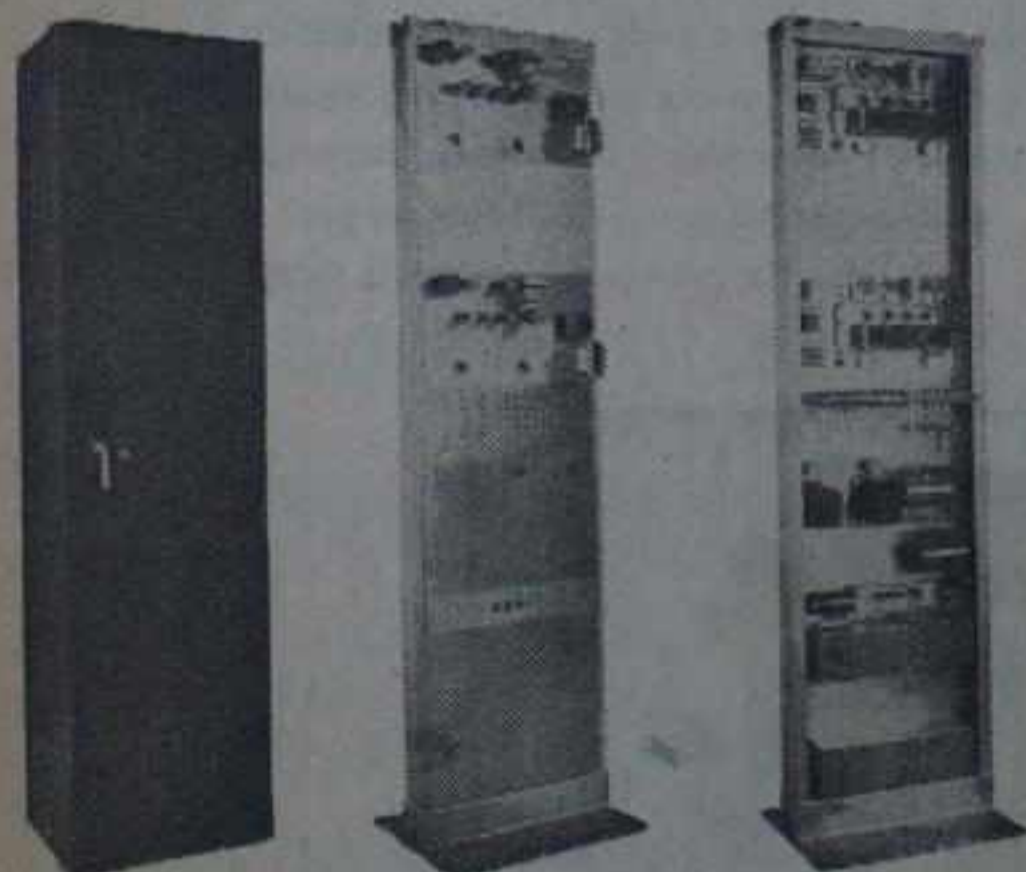
Front and interior view of completely self-contained wired program commercial service music for stores, offices, factories.



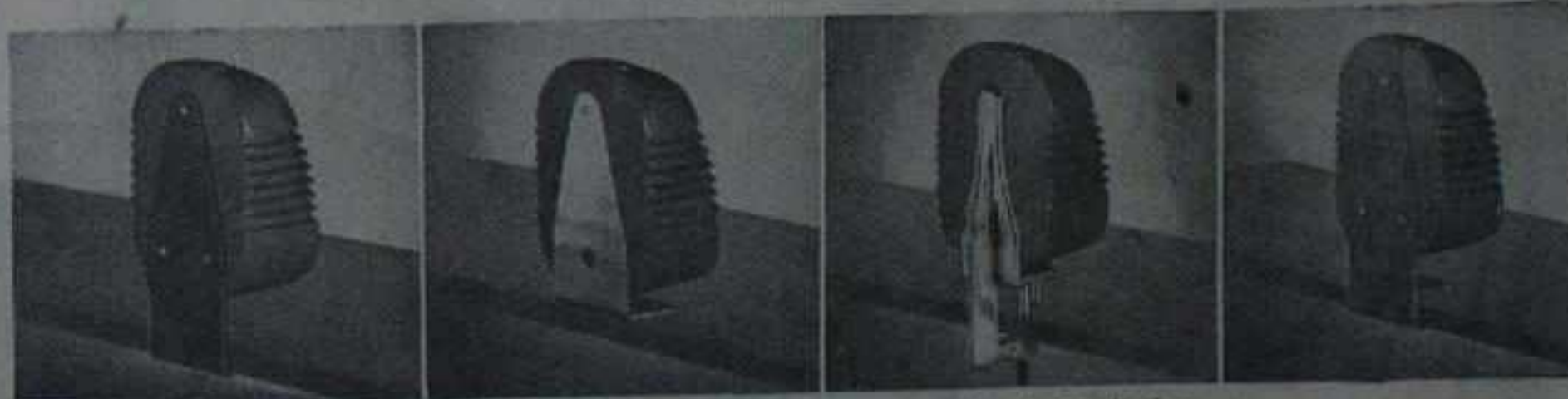
New combination MAGIMATIC and manual studio control unit for program music, MUSICALE service, combination services.



MUSICALE has the most easily serviced remote control units made.



Large studio control units available for larger installations.



Brackets for every type of counter and booth installation.

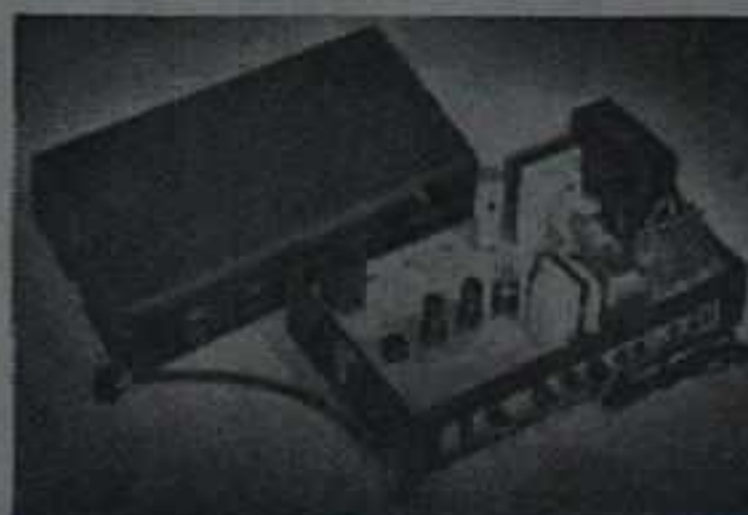
All MUSICALE equipment is built to rigid telephone standards. See it at the show. Wire or write for full particulars.

ESTERBROOK 4231

telotone corporation

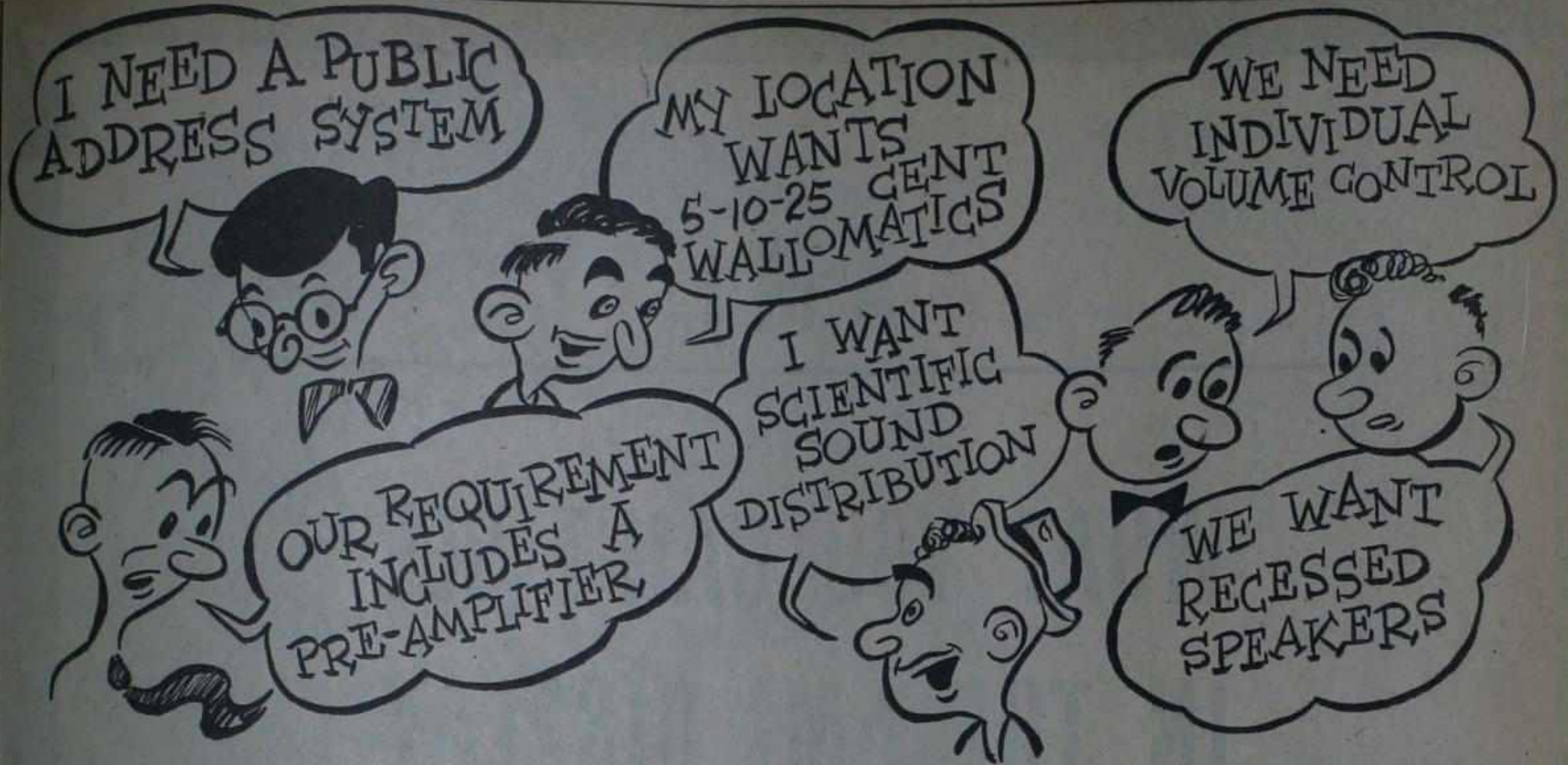
Telephone Engineering

500 N. PARKSIDE CHICAGO, ILL.

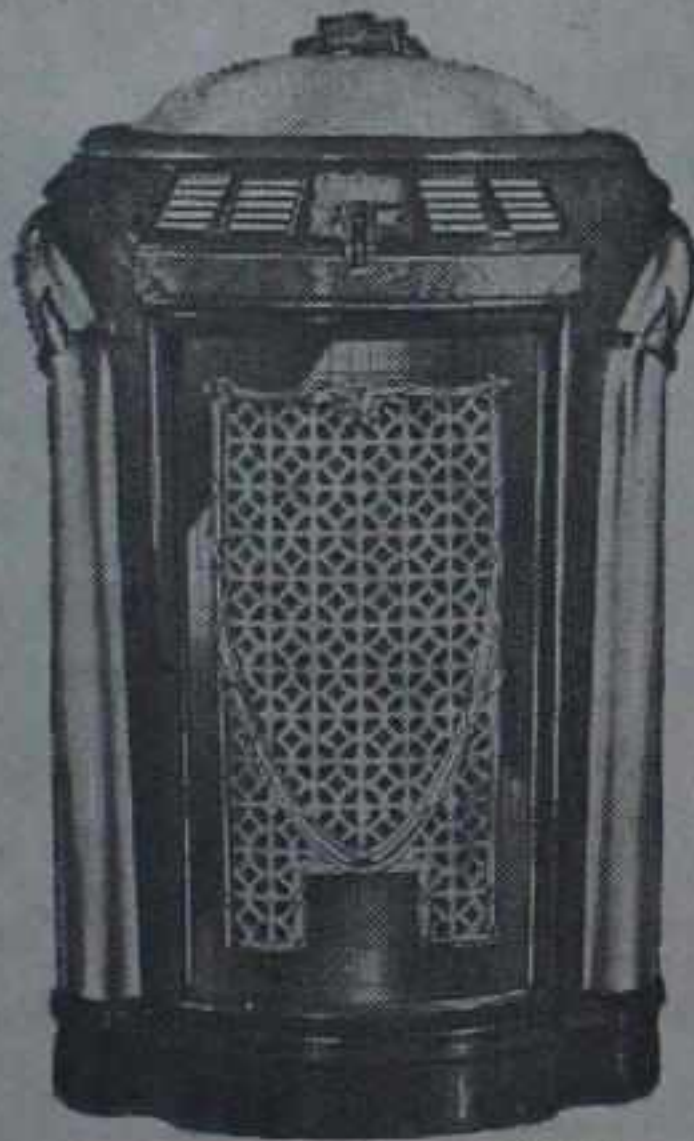


MUSICALE master location unit and amplifier combined. Front view above, interior view below.

Multiple channel studio equipment.



COLLECT MORE PROFITS FROM MORE LOCATIONS WITH SEEBURG—THE COMPLETE MUSIC SYSTEM



Seeburg Symphonola "1-47"

Step into bigger profits right now by providing scientific sound distribution individually fitted to the particular needs of each location. Seeburg now provides additional equipment that enables you to go after more of the better locations — and collect additional profits from present outlets.

The new Pre-Amplifier and Public Address System permits using Symphonola and speakers as public address system . . . Auxiliary Remote Control Amplifier provides better sound distribution with multiple speakers . . . beautiful recessed speakers are available . . . wireless and 3-wire Wallomatics with 5-10-25c coin chutes help boost collections.

The new Symphonola 1-47 gives you and your locations new and exclusive design, engineering and beauty features that make Seeburg the finest automatic phonograph today. Seeburg's 2-Year Plan protects your investment and enables you at nominal cost to convert your 1-46's. See us now for complete information on Seeburg — the only COMPLETE music system.



Seeburg Dual Remote Volume Control



Seeburg Pre-Amplifier and Public Address System



Seeburg Wall Type Recessed Speaker



Seeburg Auxiliary Remote Control Amplifier



5-10-25 Wireless Wallomatic

EXCLUSIVE SEEBURG DISTRIBUTORS
 Central and Southeastern Ohio
 West Virginia—Western Virginia

SHAFFER MUSIC CO.

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 1619 W. Washington St.
 Phone 63381

COLUMBUS 15, OHIO
 606 South High St.
 Phone MAin 5563

WHEELING, W. VA.
 2129 Main St.
 Phone 784

AMI

WHAT YOU CAN'T SEE IN THE AMI DISPLAY

In our big exhibit at the Coin Machine Show you'll see the newest and finest automatic music products. You'll see the simple, single AMI mechanism which plays both sides of twenty records to give forty selections. This mechanism has altered the whole course of music operating, and given the American people a new and mighty appreciation of modern phonograph entertainment. We want you to see our display, to talk shop with us, to know all AMI products and AMI people better. We'll have plenty for you to see!

But what you won't be able to see in our display are the things that count the

most: the ingenuity of our inventors; the skill of our engineers; our careful policies of planning, manufacturing, inspecting; the countless helps and benefits of our sales and service departments. Most of all, we want you to know about the PROFITS that the AMI Phonograph earns. Profits are something which you can't see at a Convention, but which mean everything to you, and the year just past has presented to the whole world irrefutable evidence that the AMI MAKES MORE MONEY. We have more than an exhibit for you to visit and study: we have the simple answer to your demand for bigger music profits.

AMI

*The Coin Operated Phonograph That Plays Both Sides of
20 Records To Give 40 Selections*

FOREIGN
CORRESPONDENCE
INVITED

RECONDITIONED

Seeburg
DEPENDABLE MECHANISMS

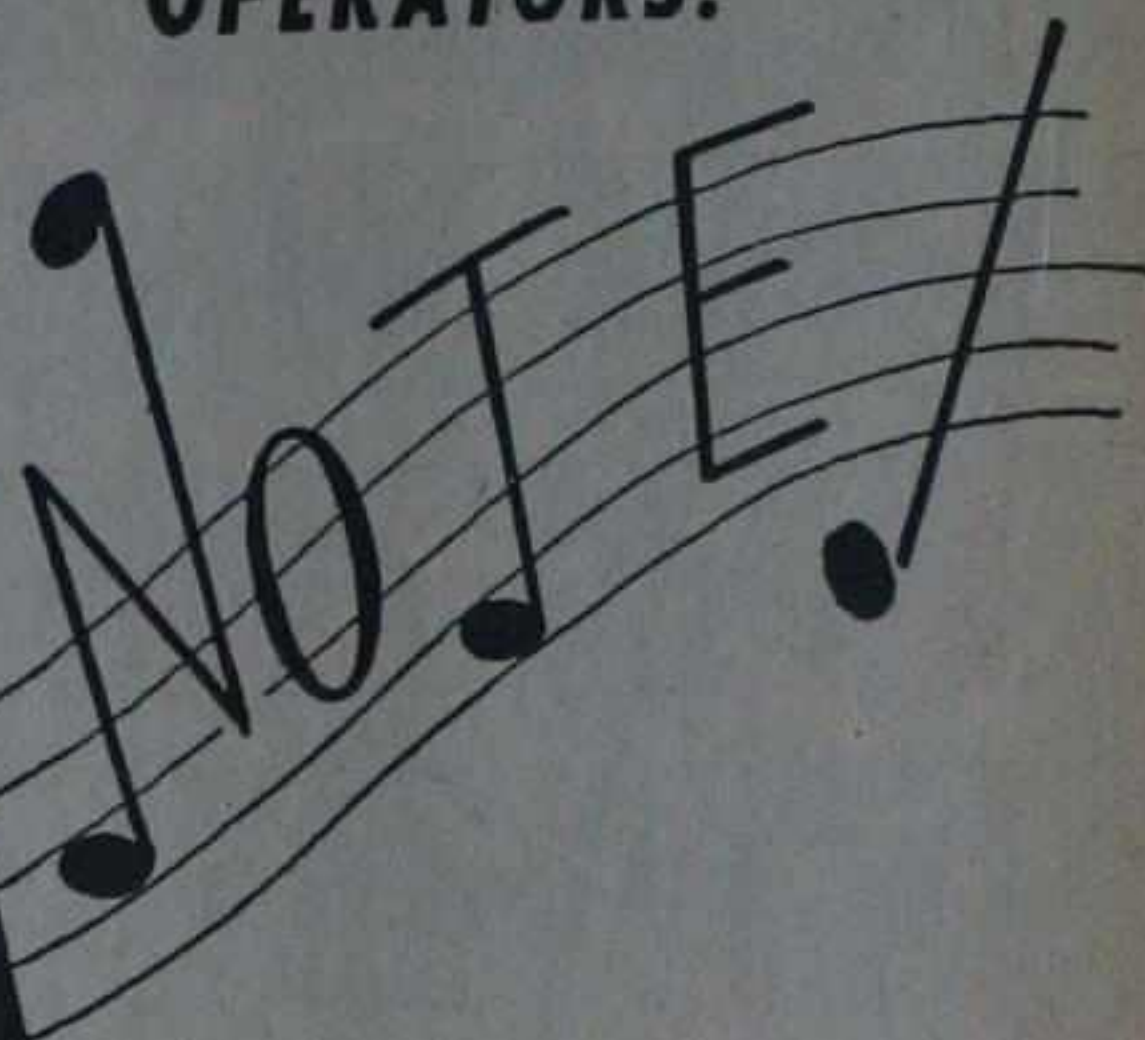
SYMPHONOLAS

★ COMPLETELY REPAIRED-REFINISHED

Oked

BY S. H. LYNCH & CO.
IN OUR OWN
FACTORY-METHOD SHOPS

MUSIC
OPERATORS:



Note these prices:

| | |
|------------------------------|-------|
| 1938 Gem | \$195 |
| 1938 Regal | 195 |
| 1939 Vogue | 265 |
| 1939 Classic | 275 |
| 1940 Envoy Electric Selector | 295 |
| 1940 Envoy RCES | 325 |
| 1941 8800 ES | 350 |
| 1941 8800 RC | 375 |
| 1941 9800 ES | 350 |
| 1941 9800 RC | 375 |
| 1942 8200 ES | 365 |
| 1942 8200 RC | 395 |

Write for complete list

TERMS:

5% DISCOUNT FOR CASH

In Southwest: Cash... or contract,
third down, balance in 6 months.
Carrying charge one-half of one
percent per month.

Outside Southwest Territory:
Third cash with order, balance
C.O.D., or sight draft bill of
lading attached.

**★ Extra! IF YOU ARE NOT COMPLETELY SATISFIED
WITH INSTRUMENTS.. RETURN IN 5 DAYS.. PURCHASE PRICE
AND FREIGHT BOTH WAYS WILL BE REFUNDED**

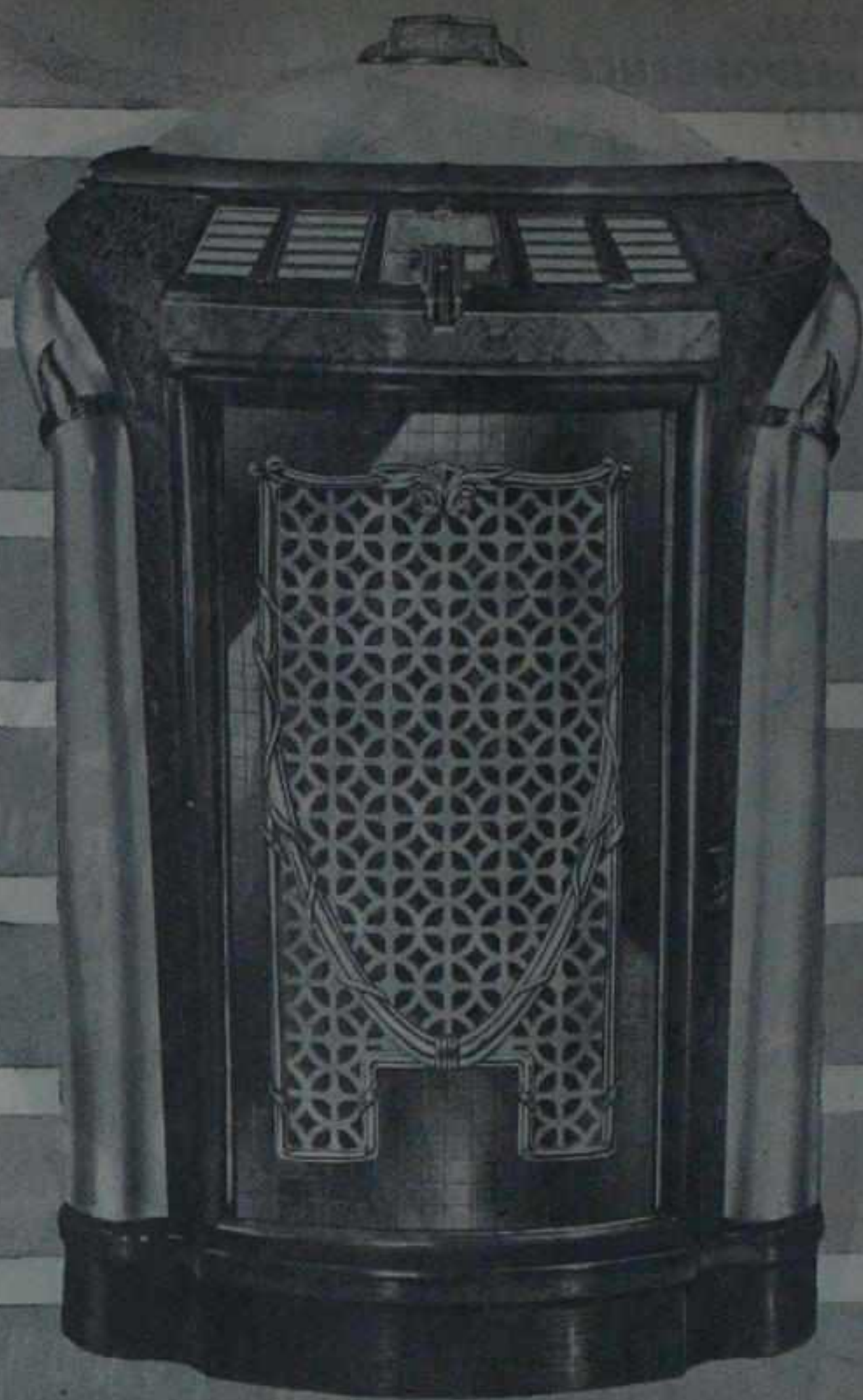
Seeburg symphonola trade-ins are sent through our own factory method shops. Skilled specialists in sound, electronics, cabinet work and refinishing . . . renew these instruments, in every detail, to the highest degree of perfection. It costs us approximately \$60 to \$100 to put these symphonolas in first class condition. Every one has the S. H. Lynch & Company "O.K." You buy with confidence.

- ★ Dallas, Pacific at Olive
- ★ San Antonio, 241 Broadway
- ★ Memphis, 1049 Union
- ★ New Orleans, 832 Baronne
- ★ Houston, 910 Calhoun
- ★ Oklahoma City, 900 N. Western

S. H. LYNCH & CO.

Exclusive Seeburg Distributors of the Southwest

**at southern
automatic
learn why
you'll stay out
in front with
seeburg music
merchandising
leadership**



**get the facts
about 5¢ play
two-year plan
and scores of
other seeburg
features**

seeburg symphonola "1-47"

● seeburg dual remote volume control. seeburg auxiliary remote control amplifier. seeburg pre-amplifier and public address system. seeburg wall and ceiling type recessed speakers. seeburg 12-inch mirror speaker. seeburg 8-inch tear drop speaker. 5-10-25 wireless and 3-wire wallomatics. 5-cent wireless and 3-wire wallomatics. seeburg remote control special . . .

*the only complete
music system!*

SOUTHERN AUTOMATIC MUSIC CO. Inc.

"THE HOUSE THAT CONFIDENCE BUILT"

SEEBURG
DISTRIBUTORS
IN CINCINNATI
DAYTON • INDIANAPOLIS
FT. WAYNE • LEXINGTON



228 W. 7th Street
CINCINNATI 2, OHIO

325 N. Illinois Street
INDIANAPOLIS 4, IND.

603 Linden Avenue
DAYTON 3, OHIO

1329 S. Calhoun Street
FT. WAYNE 2, IND.



242 Jefferson St.
LEXINGTON, KY.

Associated Offices:

SOUTHERN AUTOMATIC SALES CO.

634 S. 3d Street
LOUISVILLE 2, KY.

411 Commerce Street
NASHVILLE 3, TENN.

410 Market Street
CHATTANOOGA 2, TENN.

NEW EQUIPMENT AT ALL OFFICES:
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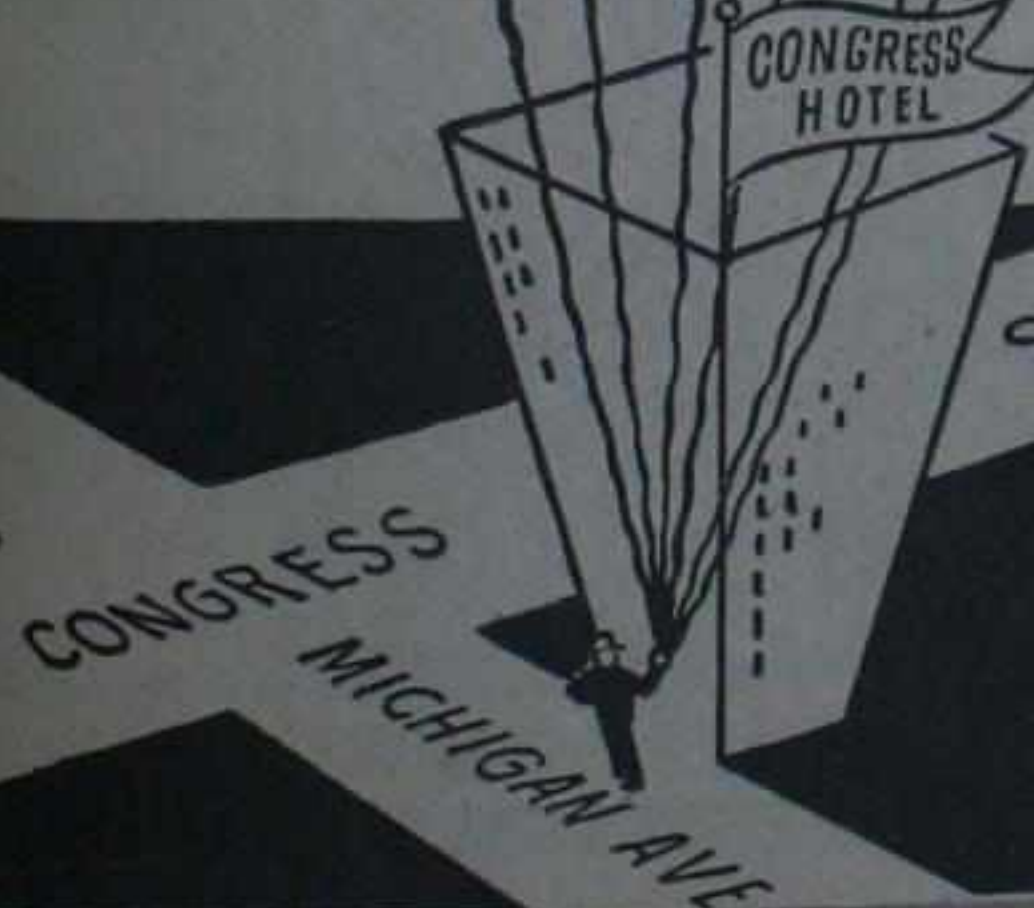
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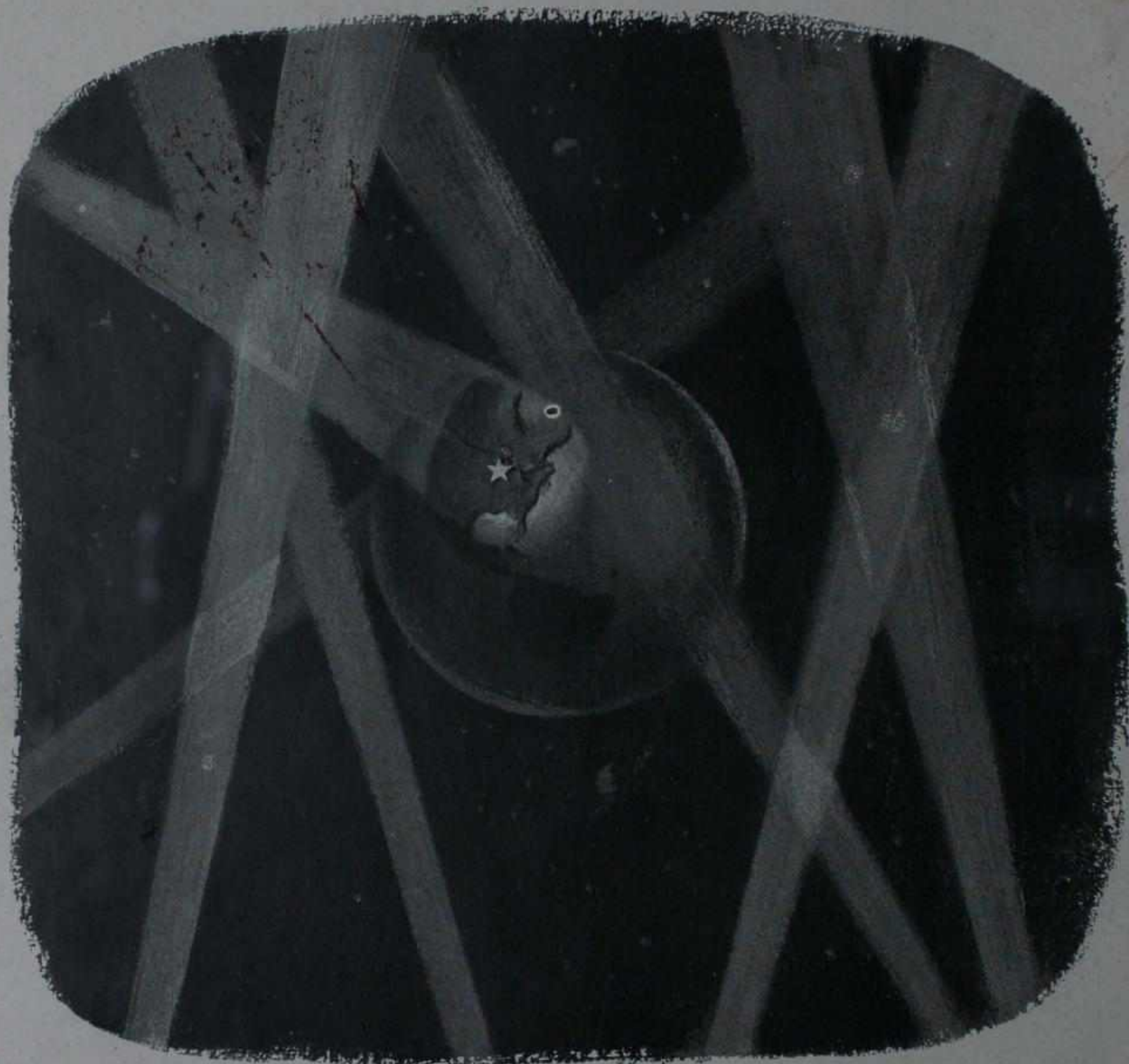
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