

The Billboard

CMI CONVENTION 1948

THE WORLD'S FOREMOST AMUSEMENT WEEKLY • 25 CENTS

JANUARY 24, 1948



Probably the hottest one-two punch in the male-vocalist end of the record business is Mercury's Frankie Laine and Vic Damone. Running practically neck and neck for top honors as the fastest-rising, new boy song-stars, Laine's current platter clicks include "But Beautiful" and "I've Only Myself to Blame," while Damone's new batch of waxings include "Teresa" and "An Old Sombrero." They applied that same one-two at the Paramount Theater, New York, where Damone has just completed a three-weeker, preceded by a similar stint for Laine. In the photo, Bob Weitman (the man with the pipe), managing director of New York and Brooklyn Paramount theaters, listens with Frankie and Vic as their platters spin in a juke in the New York Paramount lobby. Damone is also riding high on the ether waves on his "Saturday Night Serenade," CBS show.

Top Female Vocalist on the Nation's Juke Boxes

Winner of
The Billboard
SECOND ANNUAL
MUSIC-RECORD POLL

Third Year
CHESTERFIELD
SUPPER CLUB
NBC


Capitol
RECORDS



JO STAFFORD

Personal Management: MICHAEL NIDORF, 607 Fifth Ave., New York 17, N. Y. • Direction: GENERAL ARTISTS CORPORATION

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NBC IN PIC DISTRIB PLUNGE

Shelvey - 4A's
Resume Feud
Jan. 28, Philly

Matt Seeks Arbitration

NEW YORK, Jan. 17.—Next round in the fracas between the Associated Actors and Artistes of America (Four A's), now controlling the American Guild of Variety Artists (AGVA) thru its five-man committee, and Matt Shelvey, ex-AGVA national administrator, will take place in the Philadelphia courts January 28.

The court action was started by the Four A's thru its newly appointed attorneys, Schnader, Kenworthy, Segal and Lewis, when they brought suit against Allan Nickerson, Shelvey appointee, for possession of the local AGVA office and its records.

Arthur Cowan, Shelvey's lawyer, also representing Nickerson in this (See AGVA BATTLE on page 24)

Tax on Tele?

DETROIT, Jan. 17. — The Michigan Legislature, which is due to meet in special session in March for the purpose of raising new taxes, is expected to consider seriously a levy on television receivers in public places. It has been estimated that \$800,000 annually might accrue from such a fee. New revenue sources from liquor dispensers are being sought.

Petrillo Forces Jepson To Sing
In Tent, Dress in Lion's Cage

SARASOTA, Fla., Jan. 17.—Helen Jepson, Metropolitan Opera soprano, will make her scheduled Sarasota appearance January 30 in spite of the fact that the American Federation of Musicians (AFM) has banned union musicians from appearing in the city-owned facilities—including the Municipal Auditorium where the Community Concert Association stages its concerts. If present plans materialize, Miss Jepson will trill her famous notes in an atmosphere normally associated with the roar of lions and the strident tones of a ringmaster — a Ringling Bros and Barnum & Bailey Circus tent!

Mrs. Dudley Palmer, president of the Concert Association which has been stymied in its efforts to present

its season's program in the auditorium, revealed this week that the association had been assured the rental of a circus tent from the Big Show with the added facilities of huge outdoor spotlights, a power plant and even, possibly, a calliope.

To top the uniqueness of Miss Jepson's appearance here, her dressing room will be a "converted lion's cage," Mrs. Palmer said with a grin. "We have been told that she has said she will sing in the tent even if it's snowing outside."

Mrs. Palmer said the association still had to make plans for the other two concerts for which the musicians union will not lift its Municipal Auditorium ban. They are Whittemore (See Petrillo Forces on page 34)

Ork, Mag and Coin Machine
Join Unique Promosh Tie-Up

NEW YORK, Jan. 17.—A unique promotion tie-up involving a standard name band leader, a music lyric magazine publisher and a leading coin-operated machine manufacturer is due to be sprung soon when Song Hits and Sing magazines (lyric books published by Lyle Engel) announce their Vincent Lopez Talent Hunt contest in the March issues of the publications.

The gimmick is to have readers of the lyric sheets (600,000 ABC circulation guarantee) submit photos of themselves and recordings of their

voices (singing a song, obviously). The winner is guaranteed a minimum of two weeks' work with the Vincent Lopez ork (probably at the Hotel Taft here, where Lopez comes with the fixtures) at \$150 per week.

Full Page Ads

In full page ads in the magazines Engel ballies the contest and runs a paragraph suggesting: "An excellent way to enter the contest with a minimum of effort and expense is to visit your nearest phonomatic picture (See Ork, Mag and Coin on page 158)

Ties Up With
Fairbanks To
Serve Video

Canned Programing Skedded

NEW YORK, Jan. 17.—National Broadcasting Company (NBC), in conjunction with film producer Jerry Fairbanks, is setting up a film distribution department which will virtually put the web into the film business as the chief purveyor of canned programing for the entire video industry. This follows the deal set last week whereby NBC signed Fairbanks to handle all its video film production.

To be announced soon, the deal will make available to video not only (See NBC INTO PIC on page 15)

Grosses Sag,
Stage Shows'
Ops Up Tree

Acts Hard To Get, Pay High

By Bill Smith

NEW YORK, Jan. 17.—The problem of what to do about stagshows and declining grosses is the \$64 question today. The solution concerns theater ops, bookers, flicker companies and actors. In fact it touches every part of showbiz which gets part or all of its income from theater operations, with or without flesh.

In an effort to get some answers, a survey was made of key bookers, chain as well as indie, agents and theater men. Almost without exception, the replies stressed the importance of attractions, the prices they (See Grosses Dropping on page 24)

Oscar Is Barred
From TV Screen

HOLLYWOOD, Jan. 17. — Jean Hersholt, president of the Academy of Motion Picture Arts and Sciences, turned down four bids submitted by tele broadcasters seeking rights to telecast forthcoming Academy awards skedded for March 20. Spokesmen for the Academy said two unnamed Eastern video outlets had requested rights to film the event on 16mm. film for delayed telecasting, and that additional rights were sought by KTLA and KFI-TV in Hollywood.

Reason behind the Academy decision, it was said, were contracts of film stars which contain anti-tele vision clauses. Academy felt it would be liable for legal action if award winners were televised, even tho the event would be in the nature of a public service feature and not construed as a personal appearance of stars concerned.

Top Bout: House Vs. Petrillo

AFM Hearing
Reaches Stage
Of 'Gloves Off'

Grillers Chafe at Industry

WASHINGTON, Jan. 19. — Stale-mated on a legislative course after the first week of its hearing on American Federation of Musicians (AFM) activities, the House Education and Labor Committee will abandon the restraint which has characterized the proceedings so far and will take a "gloves-off" attitude in grilling AFM President James C. Petrillo Wednesday (21) on his disk-making and AM-FM music duplication and tele bans. At the same time, a majority of committee members are chafing bitterly over what one of them described as a "sense of frustration" because of preference expressed unanimously by industry witnesses to negotiate with Petrillo rather than to

Peace Seeker

WASHINGTON, Jan. 17.—Behind the stage of the Hartley hearing on James C. Petrillo's activities is serious talk that Rep. Carroll D. Kearns (R., Pa.) is exerting new efforts toward bringing the industry and Petrillo together to talk new terms. Kearns gave a veiled hint of this in the course of questioning. He drew a unanimous conclusion from witnesses that "negotiation" is the surest way to end the impasse. Discussing his viewpoint outside the committee room, he indicated that he favored "swift action" to bring a harmonious end to the stalemate. He may sound Petrillo out Wednesday (21).

suggest specific legislative "remedies" against him.

Storm Due

The frustration which has become apparent in the committee headed by Rep. Fred A. Hartley (R., N. J.) is expected to produce a stormy session (See Industry's Liking on page 4)

AFM'er Won't
Take It Lying
Down on Wed.

Will Challenge His Crix

WASHINGTON, Jan. 17.—An advance hint from the American Federation of Musicians (AFM) on what is in store for the Wednesday (21) session of the House Education and Labor Committee hearing when AFM Prexy James C. Petrillo will testify was given today by Henry Kaiser, one of Petrillo's legal strategists.

"We're going to blow the lid off this thing," Kaiser told *The Billboard*. "We've sat here listening to these boys (industry witnesses) for days and it's high time the committee gets some facts—and we'll give them the facts."

Kaiser, long-time associate of the (See AFM WON'T TAKE on page 4)

6 Million \$ Stem House Planned For TV, Vaude

NEW YORK, Jan. 17.—New 6,300-seat theater, plus a large cabaret and roof garden, are included in the plans for a building to be constructed on Broadway from 51st to 52d Streets. The house will be specifically designed for television show presentation, but provision will be made to convert it into a legit or de luxe flicker operation.

The restaurant in the 13-story structure will be reached from the street by escalators. Modern improvements in comfort and design, ranging from aluminum and insulated glass front framed with white marble to advanced facilities for dancing and entertainment, will be built at a \$6,000,000 cost.

The owner of the building, to be constructed within a year after the relocation of the tenants on the site, will be Herbert Freezer, shirt manufacturer, who has backed many Broadway shows.

Several nibbles have been received from film, legit and night club operators, according to Sam Rosenthal, of the Adams and Company realty office, which is handling the rentals. Nothing definite is set.

AFM Won't Take It Lying Down

(Continued from page 3)

late Joseph Padway, who was chief Petrillo counsel, declined to amplify his statement. However, it is generally expected that Petrillo plans to take a cordial tone in answering committee questions, but at the same time will place before the committee an "open book" on negotiations. Petrillo is expected to toss a challenge to the committee by insisting that not a single member of industry has refused to negotiate with him on the grounds of "arbitrariness"—a charge which some committee members have wrathfully leveled at him.

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The Billboard, Main Office, 2160 Patterson St., Cincinnati 2, O. Subscription Rate: One year, \$10. Second-class matter June 4, 1937, at Post Office at Cincinnati, O., under act of March 3, 1879. Copyright 1948 by The Billboard Publishing Co.

Broadway Opening

MAKE MINE MANHATTAN

(Opened Thursday, January 15, 1948)

BROADHURST THEATER

Musical revue. Sketches and lyrics by Arnold B. Horwitt. Music by Richard Lewine. Staged by Hassard Short. Settings, Frederick Fox. Dances, Lee Sherman. Costumes, Morton Haack. Musical director, Charles Sanford. Orchestrations, Ted Royal. General manager, Al Goldin. Stage manager, Don Hershey. Press representatives, Michel Mok and Robert Hector. Presented by Joseph M. Hyman.

CAST: David Burns, Sheila Bond, Sid Caesar, Perry Brusk, Richard Arnold, Ed Chappel, Joseph Melvin, Jack Kilty, Ray Harrison, Nelle Fisher, Tommy Morton, Joshua Shelley, Eleanor Bagley, Danny Daniels, Kyle MacDonnell, Phyllis Mayo, Jean Jones, Rhoda Johanson, Max Showalter, Hal Loman, Anne Peris, Louise Ferrand, Annabelle Gold, Betty Lind, Phyllis Mayo, Dolores Novins, Willis Brunner, Tony Charmoll, Wayne Lamb, Tommy Morton, Sklp Randall, Rudy Tone, Stephanie Augustine, Joy Carroll, Jean Jones, Larry Car, Ed Chappel and Biff Maguire.

SONGS: "Anything Can Happen in New York," "Phl the Fiddler," "Movie House in Manhattan," "Talk to Me," "I Don't Know His Name," "Once Over Lightly," "Saturday Night in Central Park," "Ringalevio," "I Fell in Love With You," "My Brudder and Me," "Gentleman Friend," "Subway Song," "Glad To Be Back," "Traff."

Make Mine Manhattan is likely 1948's candidate for top musical revue honors. Something similar, of course, may come along to beat it, but Joseph Hyman's extravaganza will more than do until better comes along—which seems unlikely. Manhattan has all the earmarks of a sock hit. It is fresh, fast and funny. What more can an escapist customer ask?

Too much credit can't be given Hassard Short's staging of this one. He has crammed 22 numbers, comprising a lot of talent, into less than two hours playing time, shuffled them effectively and come up with a fast, amusing show that never lags for a moment. Arnold Horwitt has contributed funnybone-tickling sketches and some yock lyrics—particularly in the specialty line. Richard Lewine's tunes include a few ear-lingerers. Frederick Box's sets are of his best—which is saying something, and Morton Haack's body-dressing is ditto. Lee Sherman has devised fine dance patterns and Max Liebman has sharpened the sketches cannily.

David Burns

Vet comic David Burns runs off with the best of the evening's laugh honors. Burns knows well how to throw a line overboard for a top chuckle. He is at his best in the second stanza as a scornful Jewish neighbor, interrupting a movie shot, and a frustrated customer in the market for a fountain pen. Earlier he scores as a coffee-pot proprietor in the market for UN trade and as a resigning drama critic. Sid Caesar, making his Stem legit debut, shows plenty of laugh promise. He has a lot on the comic ball, but needs seasoning. Joshua Shelley, third member of the comedy triumverate, is better than ever. Shelley hits hard in all comic sequences and has a show-stopper with Traff, a yock song

Book Ad Splurge On Air Pays Off Pubbers Discover

NEW YORK, Jan. 17.—Publishers are watching with intense interest the current splurge in radio advertising by Doubleday for its Dollar Book Club. According to a spokesman at Huber Hoge & Sons, agency on the account, the first week's billing on 56 stations totaled \$15,000. The second week, he estimated, is likely to hit about \$30,000 with perhaps 90 stations thruout the country being used. Reason for the splurge, according to the agency, is that radio on this type of advertising is beginning to show better results than publications.

The Huber Hoge placements are all spots, and the business is straight mail order. Programs being used are selected from whatever is available on the particular station—for instance, over WNBC, the National Broadcasting Company (NBC) key in New York, Tex and Jinx; and over WCBS, key of the Columbia Broadcasting System (CBS), Galen Drake. The account is also buying time on many disk jock programs.

WNBC, incidentally, is currently enjoying a book fling on its air. William Wise & Sons this week contracted to sponsor Dick Dudley, disk jock, Saturday, 5:30-45 for 13 weeks, plugging The Complete Handyman's Guide. The Literary Guild has also returned to the station, having bought a period on Tex and Jinx vacated by the Gadget of the Month Club.

Dudley, incidentally, used to have a disk jock show tabbed The Duffle Bag on the armed forces web in Europe.

Charles Lazarus to Miami

MIAMI, Jan. 17.—Charles Lazarus, formerly The Billboard's correspondent in Montreal, is now covering the Miami territory for this publication.

routine to end all Schrafft's menus. The three are an excellent combo thruout.

In no revue can all sketches keep the pace. Horwitt has fallen down badly on a spoof of Allegro, which is neither particularly imaginative nor amusing. However, sandwiched between excellent ballet, led by Nelle Fisher and Ray Harrison, and some terrific specialties from Shiela Bond and Danny Daniels, such belly-laugh items as Noises in the Night, fine chanting from Jack Kilty, Kyle MacDonnell and Eleanor Bagley, an under-par item may be accepted in stride.

The obvious verdict is that Hyman has a hit. There will be a helluva lot of customers who will be saying: Make Mine Manhattan, for a long time to come. Bob Francis.

NUMBER ONE ACROSS THE MUSIC-DISK BOARD

- No. 1 On the Honor Roll of Hits
BALLERINA
- No. 1 Sheet Music Seller
BALLERINA
- No. 1 Most Played on Disk Jockey Shows
BALLERINA by Vaughn Monroe, Victor 20-2433
- No. 1 Disk Via Dealer Sales
BALLERINA by Vaughn Monroe, Victor 20-2433
- No. 1 Disk in the Nation's Juke Boxes
BALLERINA by Vaughn Monroe, Victor 20-2433
- No. 1 Folk Disk in the Nation's Juke Boxes
I'LL HOLD YOU IN MY HEART (Till I Can Hold You in My Arms) by Eddy Arnold and His Tennessee Plowboys, Victor 20-2332
- No. 1 Race Disk in the Nation's Juke Boxes
SNATCH AND GRAB IT by Julia Lee and Her Boy Friends, Capitol Americana 40028

Leading albums, classical disks, English and Canadian sheet sellers and full score on all music-disk popularity in Music Popularity Charts, pages 48 to 69 in Juke Box Supplement.

Hub Prospect: Rooms With TV

BOSTON, Jan. 17.—Altho Sheraton Corporation executives will not confirm the rumor in Hub television circles that the large hotel group is mulling the idea of installing video outlets in key rooms of its hotels, it is admitted that the hotels are "not adverse to the idea" of presenting television in some form.

Boston interest in video, following the demonstration by New England Telephone & Telegraph teamed with the socko WBZ-TV demonstration of the Louis-Walcott fight, has boomed to the point where all newspapers give tele news a decent break.

In actual point of fact, the Sheraton group has openly admitted—and has substantiated the fact via James Wilber, publicity director for the mushrooming chain—that it is interested in "all of the latest methods of providing comfort for guests," a paternal attitude which evidently embraces television as well as toilets.

Chi Legiters, AFM Ink New Agreement

CHICAGO, Jan. 17.—An agreement between legit houses here and the American Federation of Musicians (AFM) has been reached relative to the minimum number of musicians required in each house for musical and dramatic offerings. Contract became effective January 15 for one year. Petrillo, thru Local 10, has agreed to cut the number of musicians at all houses.

Civic Theater, which was asked to hire more than eight musicians, will get by with a minimum of four. Civic Opera House, where the AFM threatened a strike to gain its point, will have a minimum of six, but undoubtedly will use more because opera and ballet are offered. The rest of the houses, most of them Shubert controlled, will be required to have six musicians at the beginning.

The Billboard

The World's Foremost Amusement Weekly

Founded 1894 by W. H. Donaldson Publishers

Roger S. Littleford Jr. William D. Littleford

E. W. Evans Pres. & Treas. Joseph C. Csida Vice-Pres. Lawrence W. Gatto Secy.

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Printing Plant and Circulation Office 2160 Patterson St., Cincinnati 22, Ohio Subscription rates, payable in advance—One Year \$10.00; Two Years, \$17.50. These rates apply in the United States, U. S. Possessions, Canada and countries in Pan-American Postal Union. Rates for other foreign countries sent upon request. Subscribers when requesting change of address should give old as well as new address.

The Billboard also publishes: The Billboard Encyclopedia of Music Vend



NO NEW AFRA PAY DEMAND

150 Stations Get Formfit's Waxer

CHICAGO, Jan. 17.—Formfit Company, maker of women's under garments, this week signed to bankroll a new transcribed show which it will air on about 150 stations starting early next month. The 15-minute, once-a-week show, *Choose a Song, Partner*, was packaged by the Eugenia Price org here and sold thru the local MCA office. MacFarland Aveyard is the agency.

Program features Dan Moreland, Vitacoustic singer; Beryl Vaughn, actress, and Adele Scott, organist. Show has a combination music-drama format. Formfit will pay the entire bill. Last year Formfit sponsored the Nancy Martin show, *The Song Road*, another Price production handled by MCA on about 100 stations.

'Vic & Sade' Return Set Via Disk Route

CHICAGO, Jan. 17.—*Vic and Sade*, long-time net comedy show which has been presented as a five-a-week daytime show and at night on Mutual once a week (most recent net airing), will return to the air in a few months as a transcribed series. Green Associates, local package org, is cutting a new series at the National Broadcasting Company recording division here, and will begin selling it for local and regional sponsorship.

Art Van Harvey and Bernardine Flynn will be back in the roles of Vic and Sade. Program will be offered in a 260-program package.

CLEVELAND, Jan. 17.—John McCormick, formerly with Columbia's WKRC in Cincinnati, moves in as manager of WTAM, the National Broadcasting Company's owned-and-operated station here February 1. He succeeds Vernon Pribble, who has resigned.

New Paar Pact: \$500 Per Week, Working or Not

HOLLYWOOD, Jan. 17.—Radio comic Jack Paar, whose *Lucky Strike* aircer was canceled in December, signed a deal with Jack Benny's Amusement Enterprises, Inc., last week which will give the gagster \$500 weekly, work or not. Pact, set for 13 weeks with a 60-day option, guarantees Paar \$1,000 for any guest shots and gives Amusement Enterprises complete sale and production control over future Paar aircers. If the firm peddles a new Paar package at a price of \$7,500, Paar's take is upped.

Comic accepted Amusement's offer after an attempt to resell the current show failed and he nixed American Broadcasting Company's bid to go on a sustaining basis. Deal squeezes out the Sam Jaffe Agency, who developed Paar, giving the talent house 10 per cent of Paar's personal take but no cut in future packaged sales revenue. For Amusement Enterprises, it marks the first time the new firm has gambled with talent, altho it made a healthy chunk of commission dough when Paar was airing for American Tobacco during the summer and fall.

GROODY TO DRYER

NEW YORK, Jan. 17.—William H. Groody this week was named sales director of Sherman H. Dryer Productions, package outfit. Groody, former Eastern Radio chief of the Sam Jaffe talent agency, will handle promotion and negotiations on Dryer's *Exploring the Unknown*, currently airing sustaining on American Broadcasting Company but dickering with several prospective bankrollers. Eight new Dryer packages also are due for a spring promotion campaign under Groody's direction.

They'd Wrather

NEW YORK, Jan. 17.—Jack D. Wrather Jr. and his wife, Bonita Granville, the pic actress, are close friends of Marion and Jim Jordan — Flober McGee and Molly. So this week, when Bonita appeared on CBS's *Studio One*, Wrather sent the Jordans a wire, reminding them to listen to her.

Only thing wrong about the suggestion is that the Jordans are on the air at the same time as *Studio* — 9:30 Tuesday night, and you know what network.

ABC Mulls a Dinah Package as a Co-Op

NEW YORK, Jan. 17.—A Dinah Shore musical show was under consideration for co-op sale at the American Broadcasting Company (ABC) this week. The show, which began hatching with the ending of the American Federation of Musicians' ban on musical co-ops, would feature Shore's chirping behind a small ork. It would not be a disk jockey show, as reported.

Web officials indicated that no immediate decision on the show would be forthcoming, and they have not yet begun the usual affiliate polling.

WCMB INDIE TO DEBUT

LEMOYNE, Pa., Jan. 17.—Radio station WCMB will start operations here between February 1 and 15, according to Ed K. Smith, general manager.

An independent, the new outfit will transmit under 1,000-watt power on a frequency of 960 kilocycles. Smith says a staff of 24 will be employed to start the enterprise.

Living Cost's Hike Not High Enough Yet

Federal Statistics Used

NEW YORK, Jan. 17.—The plan of the American Federation of Radio Artists (AFRA) to ask for pay hikes has been postponed indefinitely. The reason is that the November, 1947, cost of living index of the Bureau of Labor Statistics (BLS) of the U. S. Department of Labor did not go up 10 points above the same figure for November, 1946.

Under the existing network-AFRA code, the union can reopen the contract for the sole purpose of seeking increases in minimums any time after the publication of the November, 1947, BLS statistics, provided the '47 figures exceed by 10 or more points the 1946 base. Altho circumstances now prevent the union from taking this move, it has the right to demand pay boosts any month between now and October, provided the 10-point limit is passed. Union spokesmen believe, in view of the present inflationary pressure, that this should develop within a month or two.

Ban on Doubling

AFRA's intention of moving for pay revisions was set forth at its recent convention. Since then, however, there have been reports that the union, while moving to reopen the wage question, might also act to keep fees at their present levels but seek changes in working conditions so as to increase actor employment. Primarily, this has to do with a proposed ban on doubling, so that actors would play only one part per show.

Actual BLS statistics were 152.2 for 1946 and 164.9 for 1947.

Precedent Upset With NBC Buying 2 Coast Soapers

HOLLYWOOD, Jan. 17.—In an unprecedented move, National Broadcasting Company (NBC) bought complete radio and transcription rights to two top West Coast daytime strips, *Aunt Mary* and *Dr. Paul*, from package owners Leigh Crosby and George Fogle (C. & F. Productions), marking the first time the net had assumed complete control of a daytime serial. Purchase, announced by NBC Western Veepee Sid Strotz, includes a two-year store of recordings of previous shows which the net will release to Midwest and Eastern outlets thru its radio recording division. Sales price was not disclosed.

The net spokesman said acquisition of the serials did not indicate that the skein would attempt to buy other soap operas. Move was an economic one, he said, to give the web complete program control and increase profits by giving the net a cut of package profits as well as revenue from time sales.

Both stanzas are aired over NBC's Western net under Safeway Stores sponsorship. Safeway drops the stanzas next month, with *Aunt Mary* to be bankrolled by Albers Milling Company, of Seattle, beginning February 16. *Dr. Paul* is still sponsored beyond February 6.

Webs, Meggers Come to Terms

Associates' Status Wins Redefining

2-Year Contract Likely

NEW YORK, Jan. 17.—Members of the Radio Directors' Guild (RDG) were jubilant this week as the union and the four major networks came to an agreement giving the meggers one major point they had sought—a clear-cut definition of the scope of directors and associate directors. RDG, which also had sought to end payments of commissions by the meggers to the nets on commercial jobs, also got the chains to agree to a "floor" on such assignments. This means that directors will be allowed to retain commercial income up to a certain level without paying commish. The agreement also provides pay boosts of 30 per cent and 36 per cent

Free Plug

WASHINGTON, Jan. 17.—The House Labor Committee got a musical interlude and a transcription firm got a free plug at the Petrillo hearing Friday afternoon (16). Richard S. Testut, general manager of Associated Program Service, played a transcription, and the group relaxed to about eight minutes of Padilla's *El Relicario* waxed by Ted Dale's ork.

"A very beautiful rendition, indeed," commented Chairman Fred Hartley.

"A crew of 31 musicians got \$27 an hour for that," mused Testut.

for directors and associates, respectively.

RDG has called a membership meeting Wednesday (21) to vote on the settlement. Approval is considered certain. Meggers were especially pleased, since three weeks ago negotiations had all but collapsed and a strike appeared inevitable. State (See WEBS, MEGGERS on page 11)

Indie Listeners Grow Over 6-Year Period

NEW YORK, Jan. 17.—In the six years from 1942 to 1948, the independents' share of the Monday to Friday 6 a.m. to midnight audience, as against the networks' share, increased 7.1 per cent, according to a study in New York by The Pulse, Inc. The increase was largely due to increasingly higher summer peaks, according to Pulse, but the winter share increased also. Pulse states that the "summer decline" is an ill wind for networks only, and that indie outlets receive a hypo via summer sports and vacations.

Indies' share of total audience, according to Pulse, in 1942 was 34.1 per cent; in 1943, 35.6 per cent; 1944, 36.8 per cent; 1945, 38.1 per cent; 1946, 39.8 per cent, and 1947, 41.2 per cent.

KLAS, NEW CBS OUTLET

LAS VEGAS, Nev., Jan. 17.—KLAS, new 250-watter operating on 1230 kc., becomes an affiliate of Columbia Broadcasting System March 1, the day the station debuts. The outlet, managed by Richard E. Goebel, is the web's 174th station.

TV, FM Music Impasse Near Solution in AFM-Web Talks? Alternate Deals Proposed

AFM Exec Board To Huddle on Duplication

NEW YORK, Jan. 17.—With musicians' union chief, James C. Petrillo, acquitted in Chicago Wednesday (14) of the charge of violating the Lea Act, and with union-network negotiations resumed in New York Thursday and Friday (15 and 16), the tangled radio-music picture cleared this week and left the following points in sharp focus: (1) Prospect of a strike against the webs has been measurably lessened; (2) likelihood that the webs and the American Federation of Musicians (AFM) would reach an understanding covering FM and video in addition to AM broadcasting has become almost a certainty. The next meeting is scheduled for Washington Tuesday (20). Date was made after Thursday's meeting this week, when, after exploring the FM-tele duplication situation, Petrillo told the broadcasters he would not move without discussing it with the union's executive board. Tuesday's meeting will be attended by Petrillo, the exec board and, of course, the web officials.

Talks in New York this week centered around FM and video, with Petrillo giving the broadcasters the impression that he was ready to break the log jam affecting these media. The broadcasters, it is known, will try to conclude a deal whereby they will be enabled to duplicate AM on both FM and video without extra charge. Webs' theory is that there is no need to pay extra in view of the fact that the audience is being split up via the different media. However, webs are willing to pay for musicians used on video or FM alone. The network execs are hopeful, however, that they will get a comparatively low scale for FM and video musicians, in view of the present economic status of both media.

Seek Interchangeability

In the event the above-mentioned deal cannot be worked out, webs hope to get a contract permitting interchangeability (as apart from duplication) whereby the webs will be permitted to shift musicians from AM to FM to video within a framework imposed by hours and conditions.

The situation with regard to AM ties in very neatly with—and may be an aid to—settlement of contractual clauses covering AM and FM. Petrillo on AM is known to be interested not so much in a big hike in scale, but rather in more employment. To this viewpoint the webs counter with the philosophy that they do not need more AM musicians, but could use more musicians in an over-all capacity—that is, including video and FM work.

That's the picture. A significant angle to it all is that Petrillo is not going to override the prerogatives of the locals in New York, Los Angeles and Chicago. Once the general policies are set with regard to all facets of the contract, details and wage rates will be worked out by the individual locals covering employment in the origination centers.

Chi Decision

Petrillo came to the network negotiations with the decks cleared by virtue of the Chicago decision, which was interpreted by the AFM attorneys as "the death of the Lea bill." However, both union and network spokesmen in New York stated U. S. District Court Judge Walter J. La Buy's decision was "inconclusive." One stated that it kept Petrillo out of the clink but proved little else; another stated La Buy reached out to establish the "fiction" that Petrillo had not been informed that the station needed no musicians. In any event, the acquittal will not be appealed by the Justice Department. "The decision," a government lawyer asserted, "precludes the

government from making an appeal." It was explained that under the law no appeal can be made on a judge's finding of fact and that the ruling of Judge La Buy that Petrillo was "legally unaware" that the Chicago station had enough employees is a finding of fact.

Industry's Liking for Dealing With AFM Burns Hartley Crix

(Continued from page 3)

today (Monday) during cross-examination of network and AM station witnesses. The latter, who have been assigned a full day for testifying, are considered likely to feel the impact of wrath which has been slowly developing among committee members, who repeatedly but futilely tried to extract from industry witnesses during the first week specific proposals for legislative action to curb Petrillo.

Pointed Questions

With industry witnesses having consistently asked to be excused from proposing punitive legislation, on the ground that they have to "live with" Petrillo, several members of the Hartley Committee revealed that they intend to raise some "pointed questions" in examining radio operators on why they are willing to "seek to come to terms with Petrillo" even at the moment when the House committee is staging its hearing. Rep. Thomas L. Owens (R., Ill.), who was particularly outspoken on this point, has already proposed to Chairman Hartley that Petrillo and the networks be subpoenaed to produce records of all recent confabs. Owens and Rep. John Lesinski (D., Mich.), in a brief outburst during one of the sessions (15) of the hearing in the first week, declared that they suspected "collusion" between AM webs and Petrillo on "agreements" that would have the effect of delaying FM broadcasting.

To Deny Collusion

The AM networks and station witnesses are expected to issue a vigorous denial of this charge in today's testimony, with their evidence slated to include statistics showing that AM has a heavy financial stake in FM. The witnesses for the webs and AM stations are also expected to testify that they have been seeking to come to terms with Petrillo in order to prevent an industry economic disaster which, it will be argued, would have repercussions in other industries throughout the nation.

At the same time, the witnesses are not expected to offer a defense for Petrillo's behavior and they are known to be ready to produce an array of facts showing that Petrillo has been guilty of some arbitrariness.

Today's (Monday, 19) witnesses will be Mark Woods, president of American Broadcasting Company; Frank E. Mullen, executive vice-president, National Broadcasting Company; Joseph H. Ream, vice-president, Columbia Broadcasting



KLZ Farm Program Publicist

LEWIS THOMAS

The activities, comings and goings of KLZ's Farm Reporter are important news to farmers and ranchers of the Denver region. Lewis Thomas directs publicity and assists with arrangements for KLZ's farm programs.

KLZ, DENVER

WMLO Drops AFM Suit From NLRB Docket

MILWAUKEE, Jan. 17.—Cream City Broadcasting Company, WMLO, has withdrawn its suit against the Milwaukee Musicians' Association and the American Federation of Musicians (AFM).

The complaint, which had named as defendants James C. Petrillo, AFM prexy, and two officers of the local, President Volmer Dahlstrand and Secretary Roland Kohler, was withdrawn "without prejudice," according to Michael Essin, examiner in charge of the National Labor Relations Board (NLRB) subregional office in Milwaukee.

Execs of the local indie had charged the union with attempting to force the station to hire four musicians and with conducting a secondary boycott against program bankrollers in violation of the Taft-Hartley law.

The board spokesmen said giving the station permission to withdraw its case would indicate that there was insufficient "prima facie" evidence for an action against the union. By permitting such withdrawal without prejudice, the station is free to file an action again. Dahlstrand said the union had written the Chicago Regional NLRB office objecting to the way in which the case against him was dropped by the board. He said he was seeking outright dismissal.

The dispute with the union arose after the station refused to rehire four discharged musicians at a total cost of \$231 a week, claiming it had no work for them.

The union is suing the radio station for back pay for the four musicians from November 11, when they were discharged, until April 15, when the union's contract with the station expires.

System; Theodore Streibert, president of WOR, New York, and appearing for Mutual Broadcasting System; Harry Bannister, general manager of WWJ, Detroit, and George Coleman, Scranton, Pa.

Altho today's session is expected to produce some sputterings of verbal fireworks in sharp contrast with last week's quiet proceedings, the session at which Petrillo will testify on Wednesday (21), is considered certain to provide a tumultuous climax despite Chairman Hartley's efforts to avoid side-show demonstrations at the hearing.

Committee Hostility

It is apparent that an overwhelming majority of the Hartley committee men are bitterly hostile to Petrillo and would like to put punitive legislation on the books. But, most of these members acknowledge that they are stymied at present, altho Rep. Ralph W. Gwinn (R., N. H.), one of the most vehement foes of Petrillo, is indicating that he believes an anti-monopoly clause should be written into the Taft-Hartley Act. Rep. Clare E. Hoffman (R., Mich.) has voiced similar belief. Hartley, who months ago originated the idea for such a clause, is now beginning to question the wisdom of this course of action, and on several occasions expressed the opinion that the Taft-Hartley Act contains "ample teeth" to keep Petrillo in tow if employers would make use of the act.

Hartley and several other members of the committee recurrently declared during last week's phase of the hearing that industry groups were failing to take advantage of the act, and Rep. Owens went even further, declaring that employers themselves could be found liable for violation of the act for refusing to apply it in the Petrillo emergency since the act prohibits employers from conspiring with any specific labor group on action that would restrain anybody from being employed.

Kearns' Copyright Idea

Rep. Carroll D. Kearns (R., Pa.), who headed the House Education and Labor Subcommittee which recently issued a bitter blast against Petrillo in an interim report, is among committee members who now feel that there is little that can be done to rectify the Petrillo situation by means of amendments to the Taft-Hartley Act even tho Kearns's interim report had proposed an anti-monopoly provision.

Kearns instead now favors an

amendment to the Copyright Act to provide for a scheme of royalty payment to musicians thru an "agency" of the AFM, with some of this money to be available for impounding in a royalty fund for the union.

Kearns voiced sympathy with the plight of the industry in bargaining with Petrillo, and Hartley himself agreed on this point to the extent that "industry under the law has no other course but to bargain collectively."

Reps. Gwinn and Hoffman have taken issue with this view with Gwinn insisting that Petrillo's methods are "monopolistic" and that "no body is required by law to bargain with a monopolist."

(See MURRAY LAYS IT on page 18)

Pain in Asch

WASHINGTON, Jan. 17.—A high point in comic relief at the House Education and Labor Committee's hearing on James C. Petrillo's activities occurred during the testimony of Leonard L. Asch, president and general manager of the Capitol Broadcasting Company, Schenectady. Asch was asked several times by committee members whether he personally regarded Petrillo as a "proper" sort of individual to negotiate with on labor matters. After avoiding direct personal criticism of Petrillo, Asch finally decided to set the committee straight on his opinion of the American Federation of Musicians' president.

"Gentlemen," shouted Asch, "I have an ulcer which I'd like to give to Mr. Petrillo!"

"FRINGE" ACTORS LAM RADIO

Pay Hike for FM Chore Absent, WXYZ Gabs May Bolt AFRA

DETROIT, Jan. 17.—Possibility that WXYZ announcers may move to break with the American Federation of Radio Artists (AFRA) and affiliate with another union became apparent this week when gabbers expressed dissatisfaction with arrangement as to FM programs. WXYZ went on the air with FM January 1 without fanfare. Announcers are not getting a wage hike. At a conference attended by Station Manager James G. Riddell, WXYZ counsel Raymond J. Meurer and AFRA's local president Boaz Siegel, management stated it was not selling time on FM and therefore wanted to keep the operation as economical as possible. However, while no announcers have been added, the station worked out a schedule whereby staffers would do FM and still remain within the 40-hour-a-week limit provided by existing contracts. So far as fulfilling contractual obligations was concerned, the station said it could hire non-union announcers for FM if it so desired. The station pointed out that other outlets were operating in the way WXYZ plans. Siegel, meanwhile, is referring the matter to the AFRA national office. The dissatisfaction existing within the ranks of the 10 WXYZ announcers stems from the feeling that AFRA has neglected them in the past, and the FM development brings the situation to a new pitch. Tactics of the disgruntled group are pointed toward "disaffiliation" from AFRA, and moves being considered by some within the group include filing a notice to the effect that AFRA would no longer represent them. If it materialized, this notice would be filed later this month, to be effective March 31 under a 60-day rule.

Discussion indicates possible affiliation with either the International Brotherhood of Electrical Workers, which is in the American Federation of Labor (AFL), or with the Congress of Industrial Organizations (CIO). Talks with a CIO rep are said to have indicated that the announcers could be represented directly if no existing CIO union took jurisdiction.

The entire situation will be talked out at a "fireside conference" of Riddell with other WXYZ execs and AFRA personnel, except dramatic actors, next Thursday (22).

PHILADELPHIA, Jan. 17.—The NIP board of directors this week elected Gordon Gray as vice-president of the company. He will continue his dual duties as assistant general manager and director of sales.

Blues in the Night

CINCINNATI, Jan. 17.—Bill Fields' debut over WSAI here Monday midnight (12) as Cincinnati's first Negro disk jockey failed to come off, due to "circumstances beyond our control," as Bill Barlow, station drummer, explained it.

The "circumstances" was a 90-day jail sentence imposed on Fields Monday by Judge Charles Bell because Fields, divorced last April, was in arrears on his \$15 weekly payments for support of two children.

Fields had been in default of the payments and was found guilty of contempt, but when he obtained a job, sentence was suspended on condition that he make the payments, which he failed to do.

In the meantime, Fields is keeping his hand in by spinning platters with the jail's dishwashing squad.

Zenith News Seg Goes to Mutual

CHICAGO, Jan. 17.—Zenith Radio Corporation, thru its local distributors and dealers, beginning March 1, will sponsor a new Mutual Broadcasting System (MBS) news program, *Newsreel of the Air*. Deal was consummated this week. MacFarland Aveyard is the agency.

Program, to be aired Monday thru Friday from 9:15 to 9:30 p.m., will originate in New York. Pick-ups from various cities, both abroad and in this country, will be featured. Narrating newscaster for the series has not yet been picked. MBS will start airing the show sustaining in February to get an audience built up prior to sponsorship.

As yet, the number of stations on which it will be heard has not been set. It is expected that at least 62 cities, from which MBS can make news pick-ups, will be used at the start. In each of these cities Zenith has dealers it feels will go along with underwriting local costs. It is planned eventually to have Zenith dealers in practically every MBS city sponsor the series.

Program will use mailed-in wire recordings as well as on-the-scene reports sent from origination center via MBS lines.

FCC Sets Hearings For Coast FM Bids

HOLLYWOOD, Jan. 17.—Largest mass hearing on new radio applications to be held here is skedded to begin January 21 when Federal Communications Commission (FCC) launches examination of 17 applicants for Class A FM channels in the metropolitan Los Angeles area. FCC officials have declined to disclose the number of FM channels still available, but it is believed the government will screen all applicants closely and drastically limit the number of grants eventually allotted in this area. Names of FCC officials presiding over the hearings have not been announced, and it is expected that the hotly contested appeals will take at least two weeks to be heard. Included in the list of applicants are several outfits currently operating AM stations, as well as a batch of hopefuls new to radio.

Complete list of applicants includes School of Radio Arts, Beverly Hills; Robert Burdett, San Fernando; William H. Haupt, Inglewood; Airtone Company, Long Beach; California Broadcasting Company, Santa Monica; Arthur Croghan, Santa Monica; Rodgers & McDonald Newspapers, Inglewood; Nichols & Warinner, Long Beach; San Fernando Valley Broadcasting Company, San Fernando; Centinella Valley Broadcasting Company, Inglewood; Alhambra Broadcasters, Inc., Alhambra; Angelus Broadcasting Company, Temple City;

WNEW Mystery Series To Fold

NEW YORK, Jan. 17.—A strip of mysteries across the board at 8 p.m., started by WNEW some months ago, is folding as of February 6. The principal reason is that some of the transcription outfits furnishing the station with the shows couldn't deliver enough episodes to keep the project going. The station is plenty peeved about the development, claiming it was guaranteed, in most cases, that it could have enough platters to keep the strip going indefinitely.

A possible successor is Canada Lee in a new disk jockey show. The program preemed this week-end as a once-a-week half-hour shot to start with.

Big WGNB FM Time Sale to West'house

CHICAGO, Jan. 17.—What is believed to be the largest single commercial contract for the sale of time on an FM station was signed here this week when Westinghouse Supply Company inked an agreement calling for sponsorship of a full hour nightly on WGNB, WGN's FM outlet.

Westinghouse and six of its dealers here will sponsor the station's recorded *Symphonic Hour*, 9 to 10 p.m. Mondays thru Saturdays.

Shore-James Ainer Debuts February 13

HOLLYWOOD, Jan. 17.—Starting date of February 13 has been set for the new Dinah Shore-Harry James ainer, which replaces *It Pays To Be Ignorant* on CBS for Philip Morris cigarettes. Production and scripting chores will probably be given to the team of Jerry Lawrence and Bov Lee.

Still unsettled is the problem of star billing on the seg, but it is expected to be titled *Call for Music*, with both Miss Shore and James sharing equal star credits.

NY Telegraph Starts Radio TV Coverage

NEW YORK, Jan. 17.—Beginning next week, *The Morning Telegraph*, amusement and sports paper, will commence coverage of radio and television news. The column will be written by Leo Mishkin, who has reviewed films for the paper for many years.

SALVATION ARMY DISK

NEW YORK, Jan. 17.—Appeals by top radio artists on behalf of the Salvation Army's Annual Maintenance Fund have been recorded on one platter by Amos 'n' Andy, Mary Margaret McBride, Ed Gardner, John Gielgud and Lillian Gish, Wendy Hiller, Bob Hope, Robert Montgomery and Kate Smith. Chief local stations are booked to carry the record starting Monday (19) thru February 21.

The Salvation Army is seeking \$1,000,000 to maintain 60 institutions and services in New York.

Santa Monica Broadcasting Company, Santa Monica; Wave Publications, Vernon; San Gabriel Valley Broadcasting Company, Monrovia; Crescent Bay Broadcasting Company, Santa Monica, and Whittier Broadcasting Company, Whittier, Calif.

NY Competish Too Stiff for Many G.I.'s

Will Be Worse Before Better

NEW YORK, Jan. 17.—The employment situation for actors in New York radio has become so tough in the past few months that a number of performers have given up beating their heads against directors' walls and are quitting the business. According to other performers, more securely entrenched in the biz, the departures are taking place on an increasingly large scale and, unless more jobs open up—a development which is not expected even by the more optimistic—they will continue to mount in numbers.

Most of the lamsters from radio, it is claimed, are the so-called "fringe" or marginal actors. This lingo is used to describe actors who join the field within the past few years. Many of them are war veterans, who came into radio during a shortage of standard performers but who, now that the field is so jammed with available players, can't buck the tougher competition. It is also claimed that many Chicago actors, who came to New York because of the drop in Chi radio work, are also leaving. Many of them, presumably, are returning to the Loop.

The exodus started shortly after Christmas, it is said, when a slew of actors got jobs outside of show business. It's figured that many of them managed to build the berths into permanent deals. Others were impressed with the advantages of eating regularly, even at lower pay and no glamour and consequently decided to stick in the world of commerce.

G. Gallup To Release Air Personality Audit

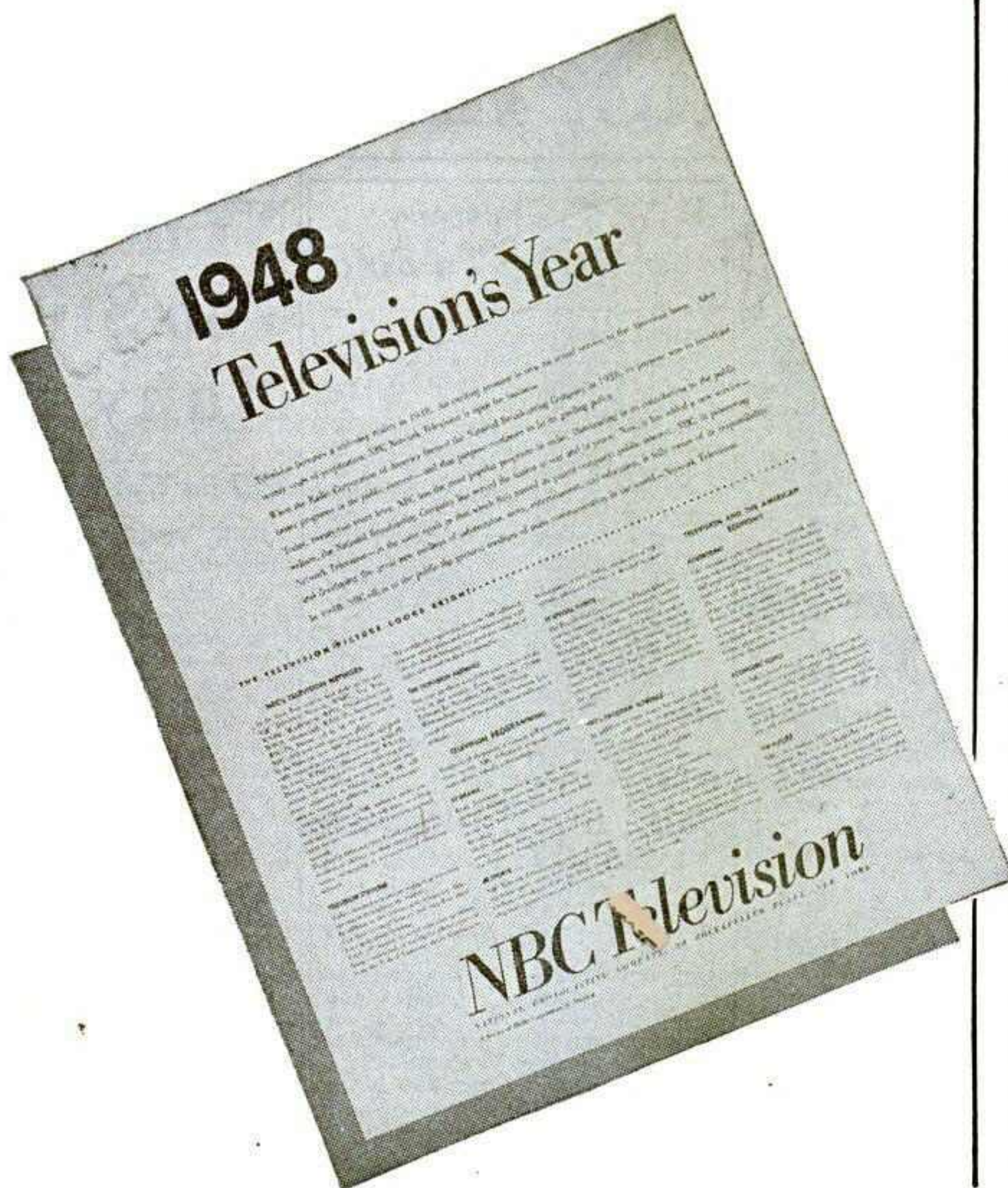
NEW YORK, Jan. 17.—Research for the first survey of the Continuing Audit of Radio Personalities, prepared by George Gallup's Audience Research, Inc. (ARI), was being concluded this week and will be assembled for release to clients early next month. The audit, which dealt with 128 radio personalities of all types, with the stress on new and rising talent, will show both familiarity and enthusiasm with the names in a combined figure called the "enthusiasm quotient."

The personality audit will be conducted three times annually, according to Samuel Northcross, head of ARI's radio department.



Join the
**MARCH
OF
DIMES**

JANUARY 15



**NBC NETWORK TELEVISION
IS OPEN FOR BUSINESS.**

This is NBC's report to the nation, published in 39 newspapers of nineteen cities from coast to coast, early in January.

1948 is the year when NBC sets out to duplicate in the television field its widely-known superiorities in sound broadcasting: the finest affiliates and facilities, most popular programs, and greatest audiences.

We reproduce the ad's message here, with an invitation to advertisers, agencies, and stations to join us in this development of the world's greatest means of mass communication—and the most effective sales medium yet devised.

1948 Television's Year

Television becomes a widening reality in 1948. An exciting promise is now an actual service to the American home. After twenty years of preparation, NBC Network Television is open for business . . . When the Radio Corporation of America formed the National Broadcasting Company in 1926, its purpose was to broadcast better programs *in the public interest*—and that purpose continues to be its guiding policy.

Today, twenty-two years later, NBC has the most popular programs in radio. Outstanding in its contribution to the public welfare, the National Broadcasting Company has served the nation in war and in peace. Now, it has added a new service—Network Television—in the same spirit as that which first moved its parent company: public interest. NBC, in pioneering and developing this great new medium of information, news, entertainment, and education, is fully aware of its responsibility . . . In 1948, NBC offers to the public the greatest medium of mass communication in the world—Network Television.

THE TELEVISION PICTURE LOOKS BRIGHT.....

NBC's TELEVISION NETWORK

In the East, four stations now make up the new NBC Television Network: WNBT, New York; WNBW, Washington; WPTZ, Philadelphia; and WRGB, Schenectady. WBAL-TV, Baltimore, and WBZ-TV, Boston, will be on the air shortly as NBC's fifth and sixth television affiliates.

In the Midwest, three NBC affiliates are independently engaged in telecasting operations: KSD-TV, St. Louis; WTMJ-TV, Milwaukee; and WWJ-TV, Detroit. It is anticipated that within the year these stations will be carrying network television programs originating in Chicago, where NBC will open its station. In addition, NBC will construct a station in Cleveland.

On the West Coast an NBC station is under construction in Los Angeles. It will serve as a focal point for the establishment of a western regional network. The plan for 1948 and 1949: To add ever-increasing numbers of affiliates to these three regional networks, culminating in a coast-to-coast television network.

TELEVISION STATIONS

Today, nineteen stations are engaged in television operations throughout the country.

In addition to the stations now telecasting, fifty-four have received licenses and sixty-four more have applications pending.

Total: 137 stations in actual television operation, being constructed, or waiting for official approval from the Federal Communications Commission.

We confidently expect that the same NBC-affiliated stations which pioneered sound broadcasting will take the lead in bringing this great new medium of sight and sound to their communities.

THE TELEVISION AUDIENCE

One year ago there were 8,000 television receiving sets in the country. Today there are 170,000. Estimate for December, 1948: 750,000 sets.

With multiple viewers per set, NBC Network Television programs will be available to an audience of millions.

TELEVISION PROGRAMMING

Hundreds of thousands of viewers will remember these recent NBC Television programs among many others equally outstanding.

IN DRAMA...

Kraft Television Theater is the first regularly sponsored dramatic series on NBC Television.

The Theatre Guild series brings the greatest art of the New York theatre to viewers distant from Broadway.

On the American National Theatre and Academy series, comedy, drama, farce—the whole scale of the theatre—is brought to viewers as it is played.

IN SPORTS...

NBC Network Television has pioneered in bringing major sports events to its audience—from the exclusive broadcasts of the Joe Louis championship fights against Conn and Walcott to the World Series games of 1947. Today, one-quarter of NBC's current television schedule is devoted to sports.

IN SPECIAL EVENTS...

The Presidential Conventions in Philadelphia this coming summer will be comprehensively covered by mobile units of NBC's Television Network, bringing the faces and voices of political speakers into thousands of American homes. The campaigns that follow will receive equally emphatic coverage.

Since the televising of President Roosevelt's speech at the World's Fair in 1939, special events television has risen from the status of a novelty to the position of a significant communications reality.

NBC's PROGRAM SCHEDULE...:

In addition to extra hours for news and special events, a wide variety of programs can now be viewed on the new television network. Here is the current breakdown of each week's programming:

- 7 hours for women's programs
- 7 hours for sports events
- 3½ hours for variety shows
- 3 hours for dramatic presentations
- 3 hours for children's shows
- 2 hours for educational programs
- 1½ hours for quiz and round-table shows

Two months from now the number of telecast hours will jump from twenty-seven to thirty-five a week. Still more hours will be added as the number of receiving sets increases and more stations join the network.

TELEVISION AND THE AMERICAN ECONOMY ADVERTISING

Like standard radio broadcasting, network television will depend for the expansion of its facilities and programs on advertising. As advertising has built the wide range of radio's broadcasting schedule, so it will make possible an increasing wealth of fine programs on television.

Today, 18 of the country's large advertisers are sponsoring NBC television programs—about half of them on the entire television network. Some two hundred other advertisers are currently sponsoring programs on the twenty-odd individual stations throughout the country.

ECONOMIC FORCE

It is NBC's belief that, within a few years, more than a quarter of a million people will be employed in the manufacturing and telecasting operations of the business alone. Available estimates point to television as a half-billion-dollar business by the end of this year. This new industry will grow in size and service with the years.

THE FUTURE

NBC's new eastern television network is only the beginning. But it is the beginning of a *working reality*. 1947 marks the end of television's interim period. 1948 signifies the appearance of television as a new force in the United States. *The greatest means of mass communication in the world is with us.*

NBC Television

NATIONAL BROADCASTING COMPANY, 30 ROCKEFELLER PLAZA, NEW YORK
A service of Radio Corporation of America



7 Top Pic Stars Own Hot E. T. Series for Net Sale

NEW YORK, Jan. 17.—A talent-owned transcription series featuring seven top Hollywood stars became a hot property here this week. Called *Radio Repertory Theater*, the waxed dramas will feature Ray Milland, John Garfield, Myrna Loy, Charles Boyer, Fred MacMurray, Joan Fontaine and Dana Andrews, who among them own all the stock in the package. The firm was formed over a year ago, but not until this week were plans sufficiently advanced to permit sales. Two networks are believed to be very interested in the show.

The series guarantees the appearance of at least one of the film stars for each show, which eliminates the talent problem plaguing most Hollywood star shows, that of co-ordinating appearances with other commitments of the announced stars. The fact that the talent owns the series, plus the angle that transcriptions can be done during free stretches simplifies the situation. The producer is Arthur Kurlan. The package firm was formed, it is believed, to enable the stockholders to cut down the heavy tax rap they would ordinarily suffer from salaried appearances.

The deal, it is understood, involves special agreements with the top literary agents and publishers, whereby the show will get first crack at new books, even in script or galley form, before publication or prior to sale to

pictures. One official connected with the series indicated that no "tired movie scripts" would be used. Arrangements already have been set for 42 properties, involving some of the biggest writing names. Most properties have never before been adapted for radio. Included are short stories by Ernest Hemingway, F. Scott Fitzgerald, Somerset Maugham and John Galsworthy; plays by Philip Barry, Robert Sherwood, Sidney Howard, S. N. Behrman, William Saroyan, George S. Kaufman, Moss Hart and George Bernard Shaw; also novels by John O'Hara, John Steinbeck, Evelyn Waugh and Fitzgerald.

Yawning Hour's Competish Gains

NEW YORK, Jan. 17.—Latest sphere of competition among New York stations is for the early morning listening audience, which has been a WCBS stronghold for some time. A few weeks ago, to buck Arthur Godfrey on WCBS, WJZ moved Walter Kiernan into the 6:30 a.m. spot, and this week WNEW switched Gene Rayburn and Dee Finch down a few hours to buck the WCBS entry. The WNEW team had been building its audience at a later hour.

Latest report is that WNBC now may get into the act, thru its Bob Smith show. The program now airs at 7 a.m., but may be moved opposite Godfrey, who starts at 6.

Harding Strikes It Rich

NEW YORK, Jan. 17.—Larry Harding, director of *Strike It Rich* on the Columbia Broadcasting System (CBS) and a veteran of 13 years of production work at CBS, has resigned to become program director of WVET, Rochester, N. Y. WVET, a new station, is co-operatively owned by 38 ex-G.I.'s.

Minn. and St. Paul Newshawks Invade Radio; on 16 Programs

MINNEAPOLIS, Jan. 17.—Newspapermen here have invaded radio to an unprecedented degree and are now successfully ensconced on 16 programs—both sponsored and sustaining. This radio-newspaper type of Anschluss has been a gradual development, but reached a peak when several newshawks grabbed programs within recent weeks. Just how well the newspapermen have blanketed the radio field is illustrated by the fact that they are well-represented on five of the six Minneapolis-St. Paul stations. The only outlet which has not availed itself of talent from the rival medium is WDCY, local indie.

Leading the field in its use of newspaper talent is WCCO, Columbia-owned 50,000-watter. Cedric Adams, columnist who writes *In This Corner for The Minneapolis Star*, is doing three shows on the station. They are *Junior Carnival* and *Stairway to Stardom*, both talent segs on Saturday, and newscasts twice daily. Adams has been doing the newscasts for a decade. George Grim, whose *I Like It Here* column appears in *The Morning Tribune*, is doing a daily morning news strip for Peter Paul Candies and Vicks, and a thrice-weekly news stint for Standard Oil. On the same outlet is *The Star's* Florence Murphy, whose five-minute

WWRL, Woodside, Sparks UN Segs

NEW YORK, Jan. 17.—An unusual situation, whereby a 250-watt station is spark-plugging what is tantamount to a transcribed miniature United Nations network, has developed from a series originated locally by WWRL, Woodside, L. I., percolator. The program involved is tagged *Let's Look at the UN* and is now airing, in addition to WWRL, on some half dozen stations. WWRL furnishes the transcriptions free.

The program is handled by Meade Davidson, WWRL news commentator, who started the show last June and since then has had top UN officials, including Warren Austin, U. S. delegate, as guests. Others have included the British, Indian, Chinese, Philippine and Greek delegates.

Other outlets airing the WWRL waxes include WHUC, Hudson, N. Y.; KFXJ, Grand Junction, Colo.; KONG, Alameda, Calif.; WJMX, Florence, S. C., and WSNJ, Bridgeton, N. J.

Ra-Best Acquires 6 Roos Novels for Air

NEW YORK, Jan. 17.—Six comedy-mystery novels by Kelly Roos have been acquired by Ra-Best Features, Inc., new package outfit, for dramatizations as a half-hour series. The books, two of which were made into films, have not been adapted for radio previously. Ra-Best's executive vice-president, Jim Andrews, will produce and direct, with the package price, including full orchestra, set at less than \$4,000. Andrews handled the *Mr. and Mrs. North* series the first four years it aired.

Total previous audience for the books, including reprints and film viewers, is estimated at 10,000,000.

WICHITA, Jan. 17.—Successor to Robert K. Lindsley as general manager of KFBI will be J. Wirth Sargent, who has specialized in broadcasting's legal problems as an advisor for 18 years. Lindsley resigned January 1 to devote full attention to his oil business.

Ford May Pass By NBC's Hour

NEW YORK, Jan. 17.—The hour-long *Ford Theater* is likely to exit from its 5-6 p.m. Sunday spot on the National Broadcasting Company (NBC) at the end of its second 13-week cycle (March 28) in the event the web is unable to furnish a suitable evening time. Both the Columbia Broadcasting System (CBS) and the American Broadcasting Company (ABC) have already made strong pitches for the program (*The Billboard*, January 17).

According to a spokesman at Kenyon & Eckhardt (K&E), the agency on the account, Ford took the NBC slot with the express understanding that later on NBC would clear a suitable evening period. If not, he said, a switch is likely.

It's reported that CBS is willing to shuffle its Wednesday night schedule to clear time. One of K&E's other accounts, Borden's, is already in the 9-9:30 p.m. Wednesday time. *Romance*, the CBS package, fills out the remaining half-hour, sustaining.

Room for All Media, Says NBC's Beville At Urbana Meeting

CHAMPAIGN-URBANA, Ill., Jan. 19.—Speaking before the communications conference being held here by the Institute of Communications Research, Hugh M. Beville Jr., research director for the National Broadcasting Company (NBC), today stated that the new mass communications media—television, frequency modulation and facsimile—are likely to "ultimately find a place for themselves in the communications structure without seriously disrupting any existing media." The reasons why this would come about, according to Beville, were the continually increasing population; improvement in education and standards of living, and the increased amount of leisure time. Additionally, Beville pointed out that one medium stimulates interest in another, an example being the fact that the growth of AM broadcasting parallel a rise in newspaper circulation.

Beville predicted that 1948 would bring television into focus as the world's greatest means of mass communications and that by 1950 video viewers from coast-to-coast would be serviced by transcontinental telecasts. With respect to FM, Beville stated its technical superiority insures its being the standard sound broadcasting system of the future but he added that this would take 10 or more years. He also pointed out that FM has been vital to facsimile for "in addition to permitting speedier facsimile printing, the advent of FM . . . has brought into existence a thousand stations, all of which are potential facsimile broadcasters." The momentum of video, however, will postpone the arrival of facsimile as a mass medium of communication, Beville stated.

tough. They are Dick Cullum, *Minneapolis Times* sports editor, doing once weekly sports show; P. J. Hoffstrom, *St. Paul Dispatch* pillar writer doing a disk jockey show Sunday mornings for the Minneapolis House Furnishing Company, and Sid Harman, *Minneapolis Times* sportswriter who does play-by-play University of Minnesota basketball games.

At KSTP, National Broadcasting Company's 50,000-watter, Val Bjorson, associate editor of *The St. Paul Dispatch* and *Pioneer Press*, recently took on the 10 p.m. *Tomorrow's Headlines Tonight*, paid for by Phillips.

And that's the story. Real friendship and blendship with dough on the line. They can't hate radio.

WLW
700 ON YOUR DIAL
THE NATION'S
MOST
MERCHANDISE-ABLE
STATION

PUBLICITY Can Make YOU!
Let us build a campaign around you, thru our press, magazine, radio contacts.
JOIN our growing list of satisfied clients NOW!
Introductory Offer—only \$100 for 10 weeks—for a limited time only.
ACT NOW—Write
PUBLICITY DEPARTMENT
REPUBLIC FEATURES SYNDICATE
104 East 40th St., NYC (16)
LExington 2-3486

PHOTOS 5 1/2
Unsurpassed in Quality at any Price
NO NEGATIVE CHARGE—NO EXTRAS OF ANY KIND
100, 8"x10", \$6.75
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Part I

The Billboard



NIELSEN INDEX Program Ratings

Based on Nielsen Radio Index ratings for December 7-13, 1947, for daytime and evening programs.

Current Rank	Previous Rank	Program	Current Rating	Points Change
1	1	LUX THEATER	30.9	-1.6
2	3	FIBBER MCGEE	30.3	+1.1
3	2	AMOS 'N' ANDY	28.4	-1.9
4	8	CHASE AND SANBORN	27.1	+3.0
5	5	RED SKELTON	26.5	+0.8
6	4	BOB HOPE	26.1	0.0
7	16	JACK BENNY	26.0	+4.6
8	9	FRED ALLEN	26.0	+2.1
9	6	TRUTH OR CONSEQUENCES	25.6	+0.8
10	19	LIFE OF RILEY	24.3	+3.5
11	11	FITCH BANDWAGON	24.1	+1.5
12	13	BIG TOWN	22.3	+0.4
13	NR	ADVENTURES OF SAM SPADE	22.1	+4.7
14	14	DATE WITH JUDY	21.9	0.0
15	12	MR. DISTRICT ATTORNEY	21.8	-0.5
16	15	GODFREY'S SCOUTS	21.7	+0.2
17	NR	THIS IS YOUR FBI	21.6	+4.8
18	10	YOUR HIT PARADE	21.5	-1.6
19	NR	BLONDIE	21.3	+2.4
20	NR	MR. AND MRS. NORTH	21.0	+1.1

TWO TO FIVE A WEEK

1	1	LONE RANGER	16.8	+1.3
2	2	BILL HENRY NEWS	12.8	-0.6
3	3	SUPPER CLUB	12.1	-0.8

TOTAL AUDIENCE (DAYTIME—2 TO 5 A WEEK)

1	2	RIGHT TO HAPPINESS	11.7	+1.3
2	1	BACK STAGE WIFE	11.7	+1.0
3	6	WHEN A GIRL MARRIES	10.7	+0.5
4	4	STELLA DALLAS	10.7	+0.4
5	14	PEPPER YOUNG	10.6	+1.5
6	3	YOUNG WIDDER BROWN	10.4	0.0
7	7	OUR GAL, SUNDAY	10.2	+0.2
8	9	ARTHUR GODFREY	10.1	+0.6
9	11	LORENZO JONES	9.9	+0.5
10	8	PORTIA FACES LIFE	9.8	+0.2
11	13	MY TRUE STORY	9.8	+0.6
12	10	BIG SISTER	9.4	0.0
13	5	WENDY WARREN	9.4	-0.9
14	NR	JACK ARMSTRONG	9.2	+1.9
15	15	MA PERKINS (CBS)	9.1	+0.1

TOTAL AUDIENCE (DAY, SATURDAY OR SUNDAY)

1	3	TRUE DETECTIVE MYSTERIES	15.9	+2.6
2	—	THE SHADOW	15.2	—
3	4	QUICK AS A FLASH	14.6	+1.4
4	NR	DAVID HARDING	13.9	+1.6
5	NR	ONE MAN'S FAMILY	12.8	+3.6

Nighttimers Make Mighty Leaps in Rank

Lux Theater Still Tops

NEW YORK, Jan. 17.—The top 20 programs listed on the Nielsen Radio Index for the period December 7-13 indicate a number of important changes in rank among leading nighttime shows. Chase & Sanborn's Edgar Bergen-Charlie McCarthy opus on the National Broadcasting Company bounced from eighth rank to fourth; American Tobacco's Jack Benny rose from 16th to seventh, and Procter & Gamble's *Life of Riley*, from 19th to 10th. Columbia Broadcasting System (CBS) still holds the top show, *Lux Radio Theater*, despite the fact that Lux shows a loss of 1.6 points since the last listing.

Pepsodent's Bob Hope went down two notches to sixth place, and Standard Brands' Fred Allen moved up a notch to eighth place. American Tobacco's *Your Hit Parade* took a fairly solid dive, going from 10th to 18th.

Three newcomers made the chart, all of them making healthy gains. They are *Sam Spade*, which rose from 37th to 13th; *This Is Your FBI*, from 40th to 17th and *Blondie*, 27th to 19th.

In the two-to-five-a-week evening category, the top three programs held their respective ranks since the last listing. They are *Lone Ranger*, first; *Bill Henry*, second, and *Supper Club* third.

Among the daytime two-to-five-a-week shows, *Right to Happiness* and *Backstage Wife*, respectively, bankrolled by Ivory Soap and Sterling Products on NBC, continued in the Number 1 and 2 positions. *Jack Armstrong*, General Mills' thrice-a-week show on American Broadcasting, rose from 39th to 14th, to make the top 15 for the first time. Among the day, Saturday or Sunday audience, *True Detective Mysteries*, bankrolled on Mutual by O'Henry, took first place as against third last time up. Standard Brands' *One Man's Family*, on NBC, moved up from 11th to fifth.

Webs, Meggers Come to Terms

(Continued from page 5)
mediation authorities intervened and since then the networks and the union have been huddling steadily.

Break for Associates

Under the agreement set yesterday (Friday), associate directors are to be paid full director fees for any show on which they assume full responsibility. Otherwise, they will be allowed to direct, on an associate basis, such programs as newscasts, street interviews, round tables, spots and small music groups. The line of demarcation is to be the question of whether a show involves casting and any degree of production, other than simple, routine presentation. The Guild's major beef had been that the networks had been using associates to direct full-fledged shows of all types.

The new scale, to become effective when the deal is signed, will give staff network directors \$130 weekly, up \$30 from the present minimum, and associates \$95, up \$25. The floor on commercials is to be \$65 for directors and \$55 for associates. Commissions to the webs will be paid above these sums.

The contract probably will be for two years, with the standard provisions for reopening of wage schedules if cost of living indices warrant.

The Guild negotiating committee included Bill Sweets, New York RDG president; Wynn Wright, free lance; Charlie Harrell and Len Blair, of the American Broadcasting Company; Maurice Robinson, Tom Bennett and Don Gillis, of the National Broadcasting Company; Larry Harding and Ace Ochs, of the Columbia Broadcasting System; Roger Bower and Jock MacGregor, of WOR, and Lester O'Keefe, free lance.

BOB HOPE

Gets What's
Coming
to him!

Be sure to read George
Frazier's brilliant pro-
file of this fast-talking
wisecracker who is
rated as

A Great
Living American
in the
February

Coronet

Now on sale, 25c

Aussie Equity Fights Free Audition Racket

SYDNEY, Jan. 17.—Actors and Announcers' Equity here is trying to break a local racket whereby its members are victimized by "auditions in public." According to *Equity*, the official organ, some stations are guilty of this exploitation of talent. The racket is apparently worked through sponsors who give an artist a private audition and then instruct him to do his turn in public in order to ascertain audience reaction.

Being tabbed an "audition," it's or free. However, *Equity* points out that under its rules a public audition on the cuff is not permitted.

Offenders are warned they'll be bonked with heavy penalties.

Only 1½% of Plugs Offend the FTC

WASHINGTON, Jan. 17.—Radio commercials which are ethically questionable average only about 1½ per cent of all scripts examined by the Federal Trade Commission (FTC), according to FTC's annual report to Congress.

The report stated that of 641,402 commercial continuities scrutinized, 9,573 were set aside by the radio division for further study as containing representations that might be false or misleading.

The FTC said that where air ads were found objectionable, it gave the advertisers the privilege of disposing

Fort Moves Sales Office to New York

DETROIT, Jan. 17.—The national sales office of Fort Industry Corporation is being moved to New York. The office has been here since Fort Industry moved from Toledo about a year ago. Tom Harker, who has had the title of national sales director since last fall, will move east to head the new office.

The company now operates seven stations and has three video permits, rating as probably one of the largest independent chains now in the country.

of the matter by voluntary stipulation to cease the practices involved.



Calling all Show Business
to THE BIG SHOW OF 1948!

SUITE 709

MURRAY HILL 7-9256

National Association of Disc Jockeys

New York Chapter, Inc.
 545 Fifth Avenue
 New York, 17, N. Y.

- Mel Allen
- Rosalie Allen
- Morcy Amsterdam
- Fred Barr
- Andre Baruch
- Red Benson
- Paul Brenner
- Stan Burns
- Ray Carroll
- Tommy Dorsey
- Jack Eigen
- Duke Ellington
- Art Ford
- Bob Garrity
- Bill Gordon
- Barry Gray
- Art Green
- Bea Kalms
- Johnny Kane
- Bucky Kozlow
- Joel Krieger
- Jack Lacy
- Jack Lazare
- Jack Lescouffe
- Dave Miller
- George Monaghan
- Ed Newman
- Eileen O'Connell
- Fred Robbins
- Jerry Roberts
- Bernie Ryan
- Nat Shohalter
- Lou Steele
- Bill Taylor
- Sid Torin
- Hal Tunis
- Bea Wain
- Paul Whiteman
- Bill Williams

Show Business
 Everywhere,
 U. S. A.

The National Association of Disc Jockeys cordially invites your participation in the Souvenir Journal of the "Big Show of 1948" taking place at the Metropolitan Opera House on January 25, 1948. We urge you to take this opportunity to greet the entire trade in print by means of your personal ad.

Already, we are extremely gratified at the tremendous response from recording artists, record companies, music publishers, song writers et al. We respectfully request you too, to act now. WRITE, PHONE or WIRE (NADJ 545-5th Avenue, New York) at your earliest convenience. The deadline is January 23rd. Gold page, \$200; white page, \$100; half page, \$60.

With best wishes from,
National Association of Disc Jockeys
 New York Chapter, Inc.

P. S.
IMPORTANT: Proceeds ... be used to set up a National system of scholarships for new, deserving talent—vocalists, arrangers and instrumentalists. In addition, a system of annual awards will be inaugurated much in the manner of the Motion Picture Academy awards, to the best recording talent of the year, to be selected by the country's disc jockeys.

Part of the proceeds will be given to: Damon Runyon Cancer fund, March of Dimes, New York Heart Association.

MURRAY LAYS IT ON LINE!

Diskers Bid for Service Bands To Cut Platters

WASHINGTON, Jan. 17.—An open bid to the United States Navy Band and other "service" musical aggregations to make their talents available to record manufacturers at professional pay rates cropped out of yesterday's session of the House Education and Labor Committee's hearing on American Federation of Musicians' (AFM) activities.

Edward Wallerstein, president of Columbia Records, issued the open invitation in answer to a query from Rep. Carroll D. Kearns (R., Pa.) as to whether the record companies would be willing to use the service bands during the Petrillo disemployment period.

Considered Prohibitive

The legal difficulties of making these bands available on a professional and commercial basis are normally considered prohibitive, some legalists explained afterwards. One government lawyer pointed out that it is questionable that the White House would give permission for use of "service" bands for commercial purposes to break the Petrillo edict. Even if permission were given, it was explained, it is doubtful whether the performers would be able to accept professional pay on commercial assignments while in the "service" without special authorization from Congress.

BMI Acquires Italian Tunes

NEW YORK, Jan. 17.—Broadcast Music, Inc. (BMI) this week completed deals with seven Italian publishing houses for licensing of over 5,000 Italian copyrights in the United States. Italian firms signed include Casa Musicale Sonzogno, Edizioni Suivini Zerboni, Edizioni Melodi, Edizioni Kramer, Edizioni Redi, DiLazzaro & E. M. I. and Edizioni Mascheroni. Some of the copyrights to which BMI obtained American licensing rights include works of Mascagni, Leoncavallo, Petrassi, Dalla Piccola and Igor Markevitch, among others, in the longhair field. Pop catalogs include tunes by Aldo DiLazzaro, remembered here for his *Ferryboat Serenade* and *Woodpecker Song*; Mascheroni, top Italian pop composer, and Gorni Kramer, jazz tunesmith.

Sig Creditors Decide Feb. 2

NEW YORK, Jan. 17.—Creditors of Signature Records held a meeting last week and decided to withhold decision on the diskery's arrangement petition for creditors under Chapter XI of the Chandler Act. Creditors have skedged another meeting for February 2 and it is expected that a final decision should be made at that time. Diskery execs have been meeting with individual creditors and report that to date they have run across no opposition to the plan as reported in *The Billboard* several weeks ago.

According to Harry Fox, Music Publishers' collection agent, decision by his office is being reserved until next creditors' confab.

Waxers Would OK Copyright Changes for Benefit of Performing Artists in AFM

But Petrillo Wants Non-Performer Fund, Opines Murray

(Continued from page 6)

A complaint that Petrillo's disk-making ban left the record manufacturing industry with no opportunity for negotiations was placed on the record of the hearing Friday (16) by James W. Murray, vice-president of Radio Corporation of America in charge of Victor Records, speaking for the six largest manufacturers of records. Murray told the committee that Petrillo, since issuing his notice of the ban to each of the record companies, has made no demands "for terms of a new contract" and has failed to suggest collective bargaining.

Murray told the committee that Milton R. Rackmil, exec vice-president of Decca Records, had written to Petrillo in quest of negotiations but that Petrillo did not answer. Murray described the current situation as "abnormal," pointing out that Petrillo instead of suggesting collective bargaining has "announced his intention to end the record business."

Sees Longhair Hit Hard

Declaring that the Petrillo ban will choke off employment not merely for record companies but also for the juke box and radio industry and other related industries, Murray asserted that even classical music will suffer, with orchestras such as the New York and Boston symphonies facing destruction.

"The committee," said Murray, "should not be misled by a number of statements already made at these hearings, that the recording industry is sitting by with a supply of unreleased recordings which it will now release (See WAXERS WOULD OK on page 22)

J. Murray Figures Nation's Waxers Grossed 50% of 200 Million Dollars' Retail Biz

Mfrs.' Net 4%; Musical Talent Got About 15 Million Bucks

WASHINGTON, Jan. 17.—The nation's largest record manufacturers, called upon by the House Education and Labor Committee to submit financial statements to the committee, will report a \$200,000,000 volume of gross retail business in records for 1947, the committee was told yesterday (16) by James W. Murray, vice-president of the Radio Corporation of America in charge of Victor Records. "This amount," Murray explained to the committee, "represents what the consumers actually paid to the retailers and does not indicate the amount received by the record manufacturers themselves. The amount received by the record manufacturers would be about 4 per cent of the figure."

Testifies for Waxeries

Murray made the statement during cross-questioning following his direct testimony to the committee in behalf of the RCA Victor division of RCA; Capitol Records, Inc.; Columbia Records, Inc.; Decca Records, Inc.; Mercury Record Corporation, MGM Records and the independent labels in the Phonograph Record Manufacturers' Association.

Chairman Fred A. Hartley (R., N. J.) of the committee asked Murray if the record manufacturers would be willing to produce not only a financial statement but also a complete report on musicians employed and all other "pertinent personnel data." Murray

said the companies would be glad to comply.

Manufacturers Get 50 Per Cent

In explaining the \$200,000,000 gross retail figure, Murray pointed out that the manufacturers' gross "take" of this figure was approximately 50 per cent and that payment by the manufacturer for expenses of talent, technicians, manufacture, etc., reduce the figure to about 4 per cent of the original gross amount.

In answer to further questions from committee members, Murray testified that about 98 per cent of the record manufacturing retail business has come from music and that musical talent received about \$15,000,000 in 1947.

Music-Disk Biz at Convention

NEW YORK, Jan. 17.—Just as scores of key music and record men are at the Coin Machine Industries, Inc., trade show and convention in Chicago this week, so are many of the regular *Billboard* features in the special Juke Box Supplement issued for the convention. Music Popularity Charts as well as special music-record lists and articles appear in the supplement this week.

BingNotEver'thing

WASHINGTON, Jan. 17.—The mouldy rumor about Bing Crosby controlling a big hunk of Decca Records Company was at long last put to rest—at least for the official record—here yesterday (16) during the Hartley committee's hearing on American Federation of Musicians' (AFM) activities. Milton Rackmil, of Decca, during cross-questioning, was asked by Rep. Gerald W. Landis (R., Ind.) whether the rumor was based on accurate fact.

"I'll be glad to answer that, sir," said Rackmil. "About a year ago, Bing Crosby purchased a small amount of stock in Decca—and that's the extent of his holdings."

Leeds Buys Four Catalogs for Duchess at 45¢

NEW YORK, Jan. 17.—Leeds Music topper, Lou Levy, returned from the West Coast this week after completing the purchase of four catalogs for the firm's currently reactivating Broadcast Music, Inc. (BMI) affiliate, Duchess Music. The newly purchased catalog, for which an estimated \$45,000 was paid, will bring the Duchess holdings up to about 1,000 copyrights, including the Jimmy Wakely Mono Music catalog and past hit tunes such as *I Love You for Sentimental Reasons* and *Open the Door, Richard*. The new acquisitions include the Carol Music, Russell Music, Reis and Taylor Music and Lester Melrose Wabash Music catalogs.

Reactivation plans for Duchess were completed this week under a new deal with BMI. Leeds exec George Levy would not reveal the terms of the new paper, but said that they were considerably better than Leeds' initial BMI proposition. Under the new set-up, Arnold Shaw, until now advertising, publicity and promotion chief for the Leeds firms, will become veepee in charge of Duchess. Shaw will serve as liaison between Leeds, Duchess and BMI.

Duchess has almost completed building its professional staff, having set Olin Schottler and Al Miller for New York, Goldie Goldmark for Hollywood and a fourth man, whose identity is undisclosed, for Chicago. Initial Duchess plugs under the new set-up are *Teresa* and *Jungle Rhumba*.

Polydor Set To Cut Masters in Paris

NEW YORK, Jan. 17.—French Polydor diskery has completed installation of new recording facilities in its Paris studios for cutting master records and transcriptions, it was learned here this week. Equipment was purchased in the United States. The Polydor production line, including pressing, plating and printing plants, has been overhauled and will go into full operation for the first time since 1940.

Polydor has reopened its artist and recording departments under the management of Jacques Canetti.

"Shay, Waiter!"

NEW YORK, Jan. 17.—Little Mickey Glass, of Famous Music, got instructions from Murray Luth to get down to the Hotel Dixie and contact Mary Osborne, because the Osborne trio, said Luth, "was showing air plugs all over the place."

So Mickey makes a mad dash to the Dixie that night, walks in by the bar, orders a drink and says: "Waiter, bring me a drink and keep bringing them until Mary Osborne comes on."

The waiter shrugs with an all-knowing sigh and replies: "Okay, but you're gonna get awfully drunk; she doesn't come on until tomorrow."

Dizzy Makes 1st Eng. P. A. Of U. S. Orks

Plans Tour of Continent

NEW YORK, Jan. 17.—Confirming earlier reports printed in *The Billboard*, it was reliably learned this week that Dizzy Gillespie's ork will be the first American band to play in England in over a decade. The Gillespie appearance in England, now skedded for February 2, 3 and 4, was approved last week by the British Musicians' Union (BMU) in a move unprecedented since the inception of that body's ruling forbidding American tootlers from performing in England. The BMU's decision was made with the provision that Gillespie's English visit be of short duration and that the ork make only concert appearances.

Initial Wedge?

Altho the BMU's decision is not construed as a radical change in the union's policy, tradesmen here feel that it may serve as an initial wedge which eventually may pave the way for further Yank ork appearances in the British Isles. A number of American units have mulled European tours but their plans were stymied by the English edict. These orksters felt that the English market, both in box office and disk buying volume, would be the primary goal in any foreign tour venture.

Meanwhile, the Gillespie tour itinerary was switched this week to include the English dates and 10 days in Switzerland. The tour will also cover Sweden, Czechoslovakia, Denmark, Belgium, France and possibly the American Zone in Germany. His full ork, 17 strong, took off for Europe yesterday (16).

MCA Pact for Paxton, Bond

NEW YORK, Jan. 17.—George Paxton this week signed a three-year management pact with Music Corporation of America (MCA). The orkster, whose crew is now holding down the podium at Arcadia Ballroom here, obtained his release from Associated Booking Corporation early in the week, paving the way for his deal with MCA. Paxton's band waxes for MGM Records and has a 21-side backlog with which to withstand the Petrillo ban.

MCA this week also signed Johnny Bond's five-piece crew which features the chirping of Rosemary Calvin, who just left the Ray Eberle ork for the Bond job.

NEW RECORDING GOES ON!

Vitacoustic Is Sinking 50G In Test To Find Out Disks' Sales Potential, Before Market

CHICAGO, Jan. 17.—Independent scientific research to determine sales potential of disks before putting them on the market, and to aid in other phases of a recording operation will be utilized by Vitacoustic Records here. The plattery which sprang the Harmonicats' mouth-organ hit, *Peg o' My Heart*, on the disk biz some time ago has worked out an arrangement with Research Services, Inc., of Denver (staffed by University of Denver researchers and personnel). The statistical firm will conduct studies exclusively for Vitacoustic for a one-year period, and the plattery is said to be pouring \$50,000 into the 12-month research project.

First tested will be 10 sides recently cut by Vita. Results of this study will be available in about 30 days and will be passed on to the company's distributors about a week later. Research Services will interview some 1,200 people who patronize record shops in the 30 territories in which Vita has distributors. While 1,200 may seem a rather small sample for a national study of this kind, E. D. Whittlesey and William McFee, Research Service toppers, point out that for a 30-area survey it is entirely adequate. The research firm has been testing approach to interviewees, questions to be asked, conditions under which interviewing is to be conducted, and other such factors in various spots for the past six months, and since they feel these phases of the operation are of great importance to the ultimate effectiveness of the study, they are not divulging types of questions to be asked. The 1,200 sample, however, will represent a cross-section of the record-buying population controlled as to sex, age, income, etc. And all interviewing will be done in retail record stores. Stores, too, will be cross-sectionalized to cover as many classes as possible.

Prime Purpose

Prime purpose of the original study will be to determine sales potential of each of the 10 sides, both on a regional and a national basis. Sales, marketing and advertising and promotion plans on these disks will then be based on findings of the survey. For example, if six sides are by a new Vita artist, the company figures to be able to determine which is strongest and release that disk first to get the artist off to a hot start. If any sides are found to have poor sales appeal they will be withheld entirely. If a disk shows strength in several territories, but seems weak in others, promotional effort will be allotted accordingly.

On the basis of preliminary tests, the researchers expect to have little difficulty with the very good or very bad sides, but do anticipate problems in cases of borderline sides. Vita executives, Jack Buckley and Lloyd Garrett, feel part of their answer in such cases may be to put extra promotion behind the in-betweeners.

Jocks and Jukes, Too

The research outfit will also conduct studies on the same 10 sides among disk jockeys and juke box operators and retailers, but the public opinion study will be the major factor in determining policy. Trade study will be more in the nature of a supplementary survey, designed as a double check on the consumer study.

Neither Buckley nor Garrett has any firmly fixed ideas at the moment as to whether or just how the information turned up by the studies will be passed on to distributors and their salesmen. When results of the first survey are in, the Vita execs

Scott To Ditch Ork; Revive 5

NEW YORK, Jan. 17.—Raymond Scott this week revealed that he was going to scotch his full-sized ork in favor of reviving his one-time hot Raymond Scott Quintet. Scott, whose big crew waxed for MGM Records prior to the ban, will break in with his new quintet at the Rag Doll nitery in Chicago beginning February 6. The orkster maintains that the reason for the small group's revival was based mainly on the strength of constant customer requests for the fivesome wherever his big ork played.

The Scott quintet is remembered for its novel work over a decade ago, which included such tidbits as *Toy Trumpet*, *Twilight in Turkey*, *Powerhouse* and many others. The revived quintet will be personally managed by Jerry Levy, who also handles Shep Fields. Scott is booked by William Morris.

Barnet-Raye Wax for Apollo

NEW YORK, Jan. 17.—Apollo Records has completed a deal with Charlie Barnet, one of the diskery's leading artists, to buy about six masters which he cut privately with singer-comedienne Martha Raye. The disks, which feature the Raye gal doing ballads with Barnet's ork, supplemented by strings and woodwinds and arranged by George Siravo, will be released in album form. The diskery also is planning a second album which will feature the Barnet ork in a group of newly made instrumental waxings.

Apollo also waxed the Red Allen jazz group, which features J. C. Higginbotham and Don Stovall, prior to the ban deadline.

figure to make the decision on this phase of the operation.

Aid to Other Facets

While no plans have been laid for use of the studies beyond those outlined, both Vita and the researchers believe that as the studies develop they will turn up data which may be helpful in other phases of the business. Buckley and Garrett believe that eventually they may be able to pre-test artists as to probable public acceptance before signing them to contracts, and that they may be able to determine the hit potential of tunes submitted for recording by publishers. The researchers feel that the studies will also turn up considerable information about record store operations, which also may prove useful to Vita in determining sales and other policies.

By-Passing of Petrillo Ban Shaping Up

A Capella and Non-Union

NEW YORK, Jan. 17.—On two fronts the common trade assumption that Petrillo's recording ban would stymie all new recording for at least a few months appeared cockeyed this week. Not only was one major label pledging that its first full-fledged a capella recording activity would start next week but a focal point for non-AFM-licensed recording seemed to be generating in the Philadelphia area. The gathering evidence would indicate that by-passing of Petrillo's edict via a capella, non-union recording and non de plume waxing by union tootlers isn't just around the corner, it's here.

Columbia Records' spokesmen this week admitted that the diskery is laying plans to begin post-ban waxing some time next week. Firm plans to fill in some tunes which it feels should be covered with a capella waxings. On the other hand, altho it is reported that Victor top brass has issued an edict forbidding recording for at least three months, it is felt that if the diskery's artist and rep topper, Eli Oberstein, who is expected back from a vacation next week, finds that he had missed some pop plugs or potential hit tunes during the hectic pre-deadline days, he will follow in Columbia's pattern and cut them a capella.

Break Is A-Buildiu'

Reports reaching *The Billboard* from Philadelphia indicate that an initial break in the use of musicians on wax—despite Petrillo—seems to be building there. It is reported that some small diskers (including the Krantz firm, which produced the initial *Four Leaf Clover* waxing, and one Charlie Hicks, who reportedly cut sides this week with the DuMont string band) are currently cutting wax with "string band" orks. These string crews, faves in the Pittsburgh-Philadelphia area, are made up of non-AFM tootlers and are being waxed without benefit of either a (See *New Recording* on page 22)

CA Inks Cooley To 1-Year Pact

HOLLYWOOD, Jan. 17.—Continental Artists (CA), the Jack Archer-Milt Deutsch booking house, last week added Spade Cooley to its fold. Cooley, formerly with General Artists' Corporation (GAC), asked and received his release from the latter agency over personal differences in handling. In acquiring Cooley, CA rounds out its stable by giving it strength in the Western field. Woody Herman flies the CA banner in the swing field, while the Latin branch is headed by Noro Morales and Miguelito Valdez. The latter's pact becomes effective in July.

The CA-Cooley pact is a one-year paper with options. Last week CA also inked the Glenn Henry territorial band, formerly with Music Corporation of America. The Henry group was booked into San Diego's Paris Inn for two weeks with options, skedded to open Tuesday (20).

WIRE SNEAKING UP ON WAX?

Magazine Loads Developed for Mass-Market Sales; Diskeries Plan Home and Juke Releases

By Cy Wagner

CHICAGO, Jan. 17.—This may well become the year of great progress in the wire-recorded field which could open up entirely new facets in the music-record biz.

Such are the indications here as various companies reveal hitherto hush-hush plans and developments on three major planes.

First of these is perfection of a new amplification circuit for a wire recorder which now makes it possible to reproduce from wire, in a set built for mass-market price, a fidelity of frequency response which has been lacking in wire recorders sold to date.

Next, a Chicago company has already designed, tooled and next month expects to get into quantity production a wire recorder using a "magazine load." It has been the prediction of wire-recorder prophets for years that there never would be general acceptance of wire-recorded music in place of records until a magazine load of music-on-wire was brought out that the public could buy at the corner music store and take home to use on its wire reproducers.

Meanwhile, two independent record companies here have announced plans to release both pops and classics on wire this year, thus affording another beginning for a potentially significant upsurge of wire-recorded releases featuring talent offerings which the public can buy on a regular basis.

Polyphonic Sound

One of the major steps in the interlacing developments of wire recording has been the development of the polyphonic sound amplification system by the Electronic Sound Engineering Company here. This may become the David to lick the Goliath bugaboo of wire-recorded music which has been built up by inability of manufacturers to produce high-fidelity response in any but the most expensive professional-type equipment. Experts in the field attribute public dissatisfaction with some wire models sold to date to poor fidelity in low-price, low-frequency sets. The Electronic company's model has a frequency response ranging from 40 cycles to 15,000 cycles and can be sold at a low cost. In addition to licensing other companies to use its amplification system, the company's co-owners, Electronic Sound's Manager Bernard Sullivan and Chief Engineer Harry Becker, told *The Billboard* they are planning to make almost 1,000,000 home sets next year, using their wire reproducing system. Their model, Becker and Sullivan claim, will be table style and will include AM-FM radio, wire recorder and reproducer, spindle, pick-up arm

and table for the playing of disks—all to retail for about \$170.

Some Electronic Sound models will also have the magazine load feature which has been developed by the Santay Corporation here. The Santay people have perfected a magazine and magazine player and expect to have it in quantity production next month.

This magazine, demonstrated for *The Billboard* by Frank Eskuchen, manager of the metals division of the Santay company, can be included in any table or console model radio. Magazine's dimensions are 7 by 4 by 1½ inches and holds enough wire for 30 minutes playing time. The cartridge is detachable and plays automatically when placed on the wire pick-up heads.

Santay execs say they are dicker-ing now with well-known radio manufacturers who plan to use the device in new models to come out later this year. Santay plans to manufacture almost 1,000,000 wire-magazine players this year and can sell them for \$20 each. In addition, it will be able to make 3,500,000 cartridges of 30 minutes playing length, each to be sold so that the retail price could be \$5. Each cartridge is being designed so that it will be sold in an attractive plastic model with a place for the name of a record company and the title of release on each cartridge. The cartridge is so designed that the public can return them to recording companies for resale after erasing old music and putting on new. Santay is also working on a model which would use a smaller magazine about the size of a match box to be inserted for the equivalent playing of two standard record sides. This cartridge also would be automatic.

Eskuchen claims that a couple of top record companies have queried Santay on the possible use of their magazine development for release of music on wire.

Diskeries Plan Wire

Two platteries here which have announced plans to release music on wire are Mercury and Universal. Mercury's president, Irv Green, admits that he is making plans for wire releases this year and indicated that its first releases undoubtedly would be parts of the Czecho-Slovak library it had recently acquired.

More significant is the fact that Mercury Records this week signed with Electronic Sound a contract calling for the manufacture of a multiple dubbing machine which will put music on 10 wire spools simultaneously and has a maximum potential of 2,000 15-minute spools per day. Machine will embrace polyphonic sounds amplification system. Mercury hopes to cut 1,000 spools a day in their Chicago plant, starting in the next few months, which will be distributed and sold thru regular Mercury sales channels.

On all spools made, the Armour Institute, developers of the wire-recording system, will be paid a royalty amounting to one-tenth of 1 per cent on the retail cost of each spool.

Universal's Vice-President Bernie Clapper stated that Universal definitely would come out with wire releases this year. First releases, he (See *WIRE SNEAKING* on page 23)

New Act?

NEW YORK, Jan. 17.—Perry Como unknowingly performed a duet with songwriter Gene Doyle on the stage of the State Theater in Baltimore last week. The duet occurred when Doyle discovered he was skedded on-stage at the same time the crooner was due to introduce the vaudevillian's tune, *One Rain Drop Doesn't Make a Shower* on the Chesterfield supper show. Doyle finally overcame the obstacle by piping the air show onto stage and proceeded to astound State patrons by joining Como on the *Rain Drop* plug.

Philly Holds 4 on Naughty Record Charge

PHILADELPHIA, Jan. 17.—Philly police cracked down on Ivan Ballen, 20th Century Record label manufacturer, and three other men this week for peddling, allegedly pornographic platters. The four men were held in \$2,000 bail each for grand jury action when they were arraigned on Monday (12) before Magistrate James T. Donnelly in Central Court.

Tagged by the cops were Ballen; Irving C. Leerman, identified as a co-proprietor of the Ballen waxery; Henry Jacobs, a truck driver for the Ballen company, and Edward Cohen, operator of a record shop in North Philadelphia.

Vice squad Detective Clement Pyle testified the records seized both at the Ballen plant and the record shop were "suggestive" and "filthy." He read excerpts from the recordings until Assistant District Attorney Gordon interrupted with, "That's enough, I think we all realize that this is pornographic matter."

Detectives were arresting Cohen at his record shop Saturday (10) when Jacobs drove up in the truck with another consignment of records. Pyle said this led them to the Ballen recording factory where, he said, they seized a master record of the allegedly off-color recording.

Ballen, the only one of the four defendants to testify, said: "It has been testified here that these records were vulgar. Actually they are no more vulgar than Shakespeare." Records seized were said to be the Party label.

ASCAP's Coast Meet Feb. 25

HOLLYWOOD, Jan. 17.—Spring session of the semi-annual general meeting of the American Society of Composers, Authors and Publishers (ASCAP) was set last week for February 25 at the Beverly Hills Hotel.

Confab is called for 6 p.m. instead of the usual 2:30 p.m. starting time, representing an effort on the part of directors to overcome light attendance caused by too many members being kept at their pic studio desks.

ASCAP's Eastern board will be represented by Prexy Deems Taylor, Secretary George Meyer and board member Edgar Leslie

Refinancing Of Musicraft Is Approved

NEW YORK, Jan. 17.—At the Musicraft Records' stockholders' meeting Thursday (15) an overwhelming majority approved the diskery's amended refinancing plan as outlined in *The Billboard* last week. The diskery's execs now will seek approval of the Securities and Exchange Commission (SEC) to expand its original registration to include a new \$475,000 bond issue and an increase in capital stock from 700,000 to 825,000 shares. The firm will also prepare necessary papers for the underwriting of the first lien, \$275,000 bond issue, by a group of Philadelphia financiers headed by Warren York.

Meanwhile this week music publishers' agent, Harry Fox, indicated that his pub clients had agreed to go along with the new plan. Fox had sent out a form letter to the pubs recommending that they approve a cash settlement of 25 cents on the dollar on all deferred pubber royalty debts owed by Musicraft. Payment had been deferred until April 15, 1949. Fox's office estimated that, as of November 30th last, Musicraft's potential payment to pubbers would have been about 6½ cents on the dollar. Fox recommended, therefore, that the unsecured pubber creditors accept the current Musicraft 25 cents on the dollar offer which is payable immediately. Fox also pointed out that Musicraft's pre-ban backlog, if the diskery was thrown into bankruptcy, would be lost to publishers as an exploitation source.

Musicraft is now carrying on negotiations for cash settlements with the Internal Revenue Department as well as creditors in the supply and materials end of the disk biz. It is reported that all negotiations have been moving along satisfactorily.

Mutual Inks Beneke's Ork For Air Force

NEW YORK, Jan. 17.—The U. S. Army and Army Air Forces' air recruiting program, employing top drawer music biz names as originally reported in *The Billboard* several months ago, continues to mount in coverage with the signing of the Tex Beneke ork to do a weekly Mutual network show. The Beneke ainer, *On the Beam*, teed off for the Air Forces Friday (16) at 10:30 p.m.

This marks the third musical show lined up on three major networks for the recruiting drive. The fourth network, Columbia Broadcasting System (CBS), is prepping a show to round out the web coverage. Webs are giving up the air time gratis, while the ork features are paid scale or slightly over.

Other shows include the American Broadcasting Company's (ABC) *Sound-Off*, which features Warnow's crew, and the two-a-week Fred Waring (Monday and Wednesday) National Broadcasting Company (NBC) presentation.



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JANUARY 15-30

MUSIC—AS WRITTEN

New York:

Some of Gotham's music pubs act annoyed because songwriters have stopped submitting new material in view of the Petrillo disk ban. These pubs claim the cleffers are short-sighted, since some firms are already laying plans for post-ban exploitation skeds and want to have new tunes on tap. Most pubs don't blame the penners, tho, citing the obvious fact that without platters few songs have a chance now. They concede the scribes may have a point in thinking that they had better hold their stuff until wax outlets reopen.

Johnny Burke and Jimmy Van Heusen signed for a new score on an RKO-Dore Schary flicker. Team has to finish out an old RKO commitment and will probably turn in four tunes. . . . Arnold Grant, on his way back to Hollywood after a Florida vacation, will confer with Buddy Morris and probably get down on paper final plans for the Morris pub group to absorb the Burke-Van Heusen operation. Latter includes the new King Cole Progressive subsid as well as Hometown Music, hillbilly outlet, and the Vaughn Monroe Monmar firm.

Eli Oberstein due back at the Victor A and R desk Monday (19) after a West Coast vacation. . . . Abe Olman also due back from Palm Springs, Fla. . . . Oodles of lads from the music-record biz planned and trained to Chicago for the Coin Machine Industries, Inc., convention. . . . Eddy Wolpin's contract as general professional manager for Famous-Paramount renewed for two years.

Cleveland Phonograph Merchants' Association picked Buddy Kaye and Carl Lamp's *Thoughtless* as hit tune for February. . . . Conversation on the street had it that Tommy Dorsey was sounding out other name maestri who could get better representation as performing artists (along the lines of Maurice Speisers' old NAPA proposals) as well as a louder voice within the AFM. But TD denies the talk, telling *The Billboard* that "I've spoken to nobody."

Buddy Rich's ork signed to do a Paramount Theater stint here beginning week of March 22. . . . Joe Mooney Quartet set for the Hotel Triton, Rochester, N. Y., beginning February 2 for three weeks. . . . King Guion ork not going back into Rustic Cabin as earlier planned. . . . WINS diskockey Jack Lacy's air contract has been renewed for another year.

English band leader Ted Heath cleffing for forthcoming British-International film musical, *On Easy Terms*. Jack Parnell, drummer-vocalist with Heath, slated for an on-screen role. . . . Dana Records took on All-State as its New Jersey distributor.

The Bob Thiele-Monica Lewis divorce finalized this week. . . . MCA's one-night booker Bill Richards is the proud pop of a seven-pound daughter named Jane Elizabeth, born Friday 16. . . . Larry Barnett released from the hospital this week and flew Friday (16) to the Coast to recuperate from his illness. . . . R. E. Holm's Music Service Company, of Great Falls, Mont., appointed a distrib of DeLuxe Records. . . . Columbia diskery's Coast artist and rep topper, Joe Higgins, returned to Hollywood Thursday (15) after spending several weeks in conference with Columbia execs here.

Southern Music's Jerry Johnson skedded for a one-month trip to the Coast in February. . . . So is Broadcast Music's Julie Stern. . . . Adrian Rollini Trio back into the Piccadilly Hotel's Circus Bar next week after an 18-day vacation. . . . Song writer Buddy Kaye's five-piece ork signed to a General Artists Corporation management pact on the strength of his dinking of *Thoughtless* which will be released thru MGM Records.

In spite of the general "business-is-bad" aura in the one-nighter field, Sammy Kaye and his band played to capacity crowds last week at Toronto (12) and Olean, N. Y. (13), with a reported \$2,580 draw in the former city and a \$3,650 gross in the up-State New York location. . . . Al Green, National Records prexy, back from Chicago trip, acquired several new distributors this month. . . . Nick Campbell, of Campbell-Porgie pub, to Hollywood for *Sweethearts Again* push on Coast. . . . Charlie Ventura arrived Thursday (15) for Apollo Theater date. . . . British-Decca head, E. H. (Ted) Lewis, London Records' top brass, in from England on Queen Elizabeth (22).

Jose Corbelo and his L-A ork into Ben Maksisk's Roadside Rest in Brooklyn January 26, as part of a new policy of name Latin bands. . . . Bartolo rumba ork into La Martinique last week.

With more and more orksters looking to the ever-increasing number of college dates and private affairs for road loot, it is encouraging to note that Yale University has hired two name orks, Elliot Lawrence and Larry Clinton, for its dance February 27. . . . Henry Servais, general sales manager of Apollo Records, leaves the diskery at the end of this week. The same firm has appointed Ralph Colucci as its distrib in Connecticut.

Vaughn Monroe broke the house record at the Palace Theater, Youngstown, O., for a three-day engagement (January 12-14), grossing \$14,414.27. This topped the late Glenn Miller's \$11,600 record. . . . General Artists Corporation (GAC) this week released the Delta Rhythm Boys. . . . Don Henry Trio, Regent disk artists, are due into the Roxy Theater January 28 with the Louis Armstrong Sextet. Regent has appointed Massachusetts Music Distributors as its Boston jobber. . . . Jack Lopez's ork debuts at the Palladium Ballroom here February 4.

January 17 Carnegie Hall concert, featuring Illinois Jacquet's small jazz group and chirp Ella Fitzgerald, had sold out the house seats and 200 m-stage seats by Thursday (15); the clambake was figured to gross in the vicinity of \$7,500 at a \$4.80 top for house ducats and \$6 per for the stage hairs.

Mel Torme is skedded to make a concert appearance in Town Hall February 7. . . . Stan Kenton's crew has added a sixth rhythm man, Louis Miranda, who plays the Conga drum. . . . Canadian orkster, Mart Kenny, has signed a long-term contract to appear at the Royal York Hotel, largest hotel in the British Empire. . . . George Jessel made a personal appearance at the Times Square Store's Brooklyn downtown disk department. The store had pulled a coup by digging up a batch of Jessel's ARA albums and selling the defunct label's produce at a well-cut rate.

Craft Record Pressing Corporation has been formed to press disks for the trade; firm was organized by Justin Kaplan and Jack Angel, who have been in the pressing field for many years. . . . Paul Milemore here now is distrib for DC Records, a small Washington diskery. . . . Richard Korte has been appointed purchasing agent for the Rudolph Wurlitzer Company's retail stores. He will work out of Chicago with Harry White as his assistant.

Dee Keating, canary with Ray Anthony's band, quit the music biz this week. . . . London Records boasts that its artists won 13 out of the 16 places in the annual popularity poll of the English mag, *Melody Maker*. . . . Tommy Valando, co-owner with Perry Como of the new Laurel pubbery, in Chicago to establish a Midwest office and hire a Chi professional staff. . . . Juggy Gayles returned from the Coast where he opened California offices for United Music Corporation. . . . Mills Music copyright topper Ted Livingston married ASCAP copyright department head Carol Bridgman New Year's Day.

Chicago:

Dick Bradley, prexy of the Tower plattery, is branching out into personal management, with the Temp-Tones, instrumental and vocal foursome, the first to be signed by him. . . . Clark Dennis replaces Jack Owens for a month on *Don McNeill's Breakfast Club* January 29, when Owens goes to Honolulu for a month's vacation. . . . Forrest Allen has joined McConkey music as assistant to Henry Durst, band chief.

Don Haynes, flack, handling publicity for Stan Kenton in the Midwest. . . . Charlie Ventura revamping his sextet, adding brothers Ernie and Benny, saxmen, and Pete, trumpet, because of Kai Winding's trombone going to Woody Herman and Buddy Stewart's probable exit to do a single. Jackie Cain will join Ventura as vocalist soon. . . . Al Jahns, who moved his ork from Frederick Bros. to William Morris, is in the midst of an eight-week stay at the Baker Hotel, Dallas.

Dorothy Rae and Fred Lowery set for the Capitol, New York, late in February. . . . Tommy and Jimmy Dorsey will guest with the Indianapolis Symphony under Fabien Sevitsky January 29, doing their *Concerto for Trombone and Alto*. . . . Joe Kayser Jr., who joined the Frederick Bros. band department four months ago, left last week when the department was cut to Herb Pauley and Lang Thompson. Kayser, son of the MCA one-night dean, may go into personal management.

Deshler-Wallick Hotel, Columbus, O., goes into a semi-name policy February 12, with GAC putting in Ray Eberly, followed by Ray Anthony March 1. . . . King Cole Trio into the Oriental Theater February 19 for two weeks, with Nellie Lutchter in sometime in March. . . . King platters will release late this month the first dinking by Lonesome Gal, mystery platter pilot of WING, Dayton, O.

Philadelphia:

Eddy Ballay, local piano-pounder, Gene Krupa's new 88-man. . . . Tunesmith Harry Filler beat the Petrillo ban with his *Am I Falling in Love?*, Ray Eberly's band waxing. . . . Bally Hayes brings his band to Neil Deighan's on the Jersey side outside of Camden. . . . Herbert Ayers back at the Drake Hotel. . . . Dusty Fletcher back on burly time at the Troc. . . . Mary Lou Howard, one-time thrush for the *Chamber Music Society of Lower Basin Street*, back on the air lanes here at KYW with the Fearless Five, jam crew, cutting up the backgrounds.

Hollywood:

Thrush Irene Brooks follows Beatrice Kay's recent stint at Florentine Gardens. . . . Crystal Records cut a batch of Eddie Dean sides shortly before the Petrillo ban and will issue first releases soon. . . . Gordon McRae, whose New Mexico air show drew healthy trade notices, began his first film stint this week at Warner Bros. . . . Bullet Records' topper, Jim Bullet, in Hollywood on biz.

Local 47 AFM toppers John Tegreen, Phil Fischer and C. E. Bagley to the East for confabs with Petrillo on radio negotiations. . . . Seven fire companies battled flames at Avodon Ballroom, Los Angeles dancery, to confine the blaze to an estimated \$250 damages. . . . Desi Arnaz and ork set for January 22 bow at the Las Vegas (Nev.) Flamingo Hotel.

In line with expanding operations, Continental Artists added Cliff Aronson to its staff to handle small units and minor location spots. . . . The Modernaires start a Universal-International pic short this week. . . . Hollywood Star Records named Jack Bozung, mail-order expert, as veepee in charge of distribution. Platters are recorded personality interviews with pic celebs and will be sold via mail to cineaddicts. . . . Horace Heidt reportedly grossed \$33,000 for a seven-day stage run to break all records at Omaha's Orpheum.

Doc Goes With Willard; Hecklin Buys Moss Agency

NEW YORK, Jan. 17.—Doc Richardson, recently with the Harry Moss Agency and former manager of the Ray McKinley ork, this week joined the Willard Alexander office as one-nighter agent, replacing the late Harry Moss.

Richardson joined Alexander after Moss's estate, inherited by his daughter, Allyn, was sold to Manny Hecklin for an undisclosed amount. Vet booker Jack Kearny, who formerly was with the Moss Agency, returned

Schottler Quits Martin

NEW YORK, Jan. 17.—Martin Music and its New York professional manager, George Schottler, came to a parting of the ways this week after an approximate nine-month marriage. The firm, owned by orkster Freddy Martin, reportedly will continue active Eastern operation with a new professional manager, yet unannounced.

to the agency to work as an associate with Hecklin. The agency mainly booked club dates for orks topped by Johnny Messner, Enoch Light, Les Elgart, Jack Palmer, Reggie Childs, Johnny Morris and Vincent Lopez.

Speculation Rife On Recording of New Berlin Tunes

NEW YORK, Jan. 17. — Helmy Kresa, Irving Berlin's arranger, says he leaves for Hollywood next week to write the piano parts for Berlin's forthcoming Broadway musical score. Berlin is reported now collaborating with screen director Norman Krasna on a new show, slated to be produced this summer by Rodgers and Hammerstein under the working title, *Stars on My Shoulders*.

In light of the Petrillo ban, speculation is running high in diskery field as to who will record the composer's new show tunes. The English Decca-owned London Gramophone Company reports that it approached Berlin's publishing company here about recording rights this week, only to be told that the firm is in the dark about any new Berlin show. London says it also received the same blank response from Rodgers and Hammerstein.

Nevertheless, Charles Saxon, of Berlin's office, confirms Kresa's story and says Berlin returns to New York in late March to prepare an April push on his *In Acapulco* ditty and to set a sustained push on his *Easter Parade* score for MGM in June.

Saxon added that the Berlin firm thus is set for this year's plugs, but that the company has no definite plans for 1949. If the Berlin Krasna musical materializes as predicted, it is probable that organization will concentrate on the new score for the beginning of 1949.

Hill Exits MCA For Associated

CHICAGO, Jan. 17.—Tiny Hill, the band leader, this week switched from Music Corporation of America to Freddie Williamson, of Associated Booking Corporation here, with whom he had been previously associated in 1944 when Williamson headed Central Booking Office. Hill also switched his brand of music, announcing that February 8 he would take out his *Village Barn Revue*, folk artist package, for a three-month tour of Brenton theaters in Iowa, Nebraska and Illinois.

Hill will use his convention 15-piece commercial crew, with units within the band making up the Cactus Cutups, with whom he has made Western platters for Mercury, and the Illinois Seven, a novelty combo. The cast will include the Hoosier Hot Shots; Rex Allen, cowboy balladeer of WLS, Chicago, and several other rustic acts. Hill is returning to the folk field after a 12-year absence. He headed a rustic combo during the early '30's.

In addition, Hill will assist Williamson in setting up a folk talent booking section for Associated. Other package shows are contemplated for theaters, cafes, fairs and parks.

Waxers Would OK Copyright Changes for Benefit of Performing Artists in AFM

But Petrillo Wants Non-Performer Fund, Opines Murray

(Continued from page 18)

over a period of years if the ban should continue that long. That is not an accurate picture of the situation."

Murray explained that while the larger companies have established a backlog of master records, "it is impossible for the recording companies to have recorded the popular music of tomorrow," and he added that small companies, "probably 150 of them," do not have the capital to create such an inventory.

Murray declared that Petrillo's claim of a membership of over 200,000 in AFM is misleading inasmuch as only 32,400 are pro musicians, and these represent the "cream of the world's crop." Murray said that it would be impossible to find equal talent elsewhere. The Victor executive said that the industry group he represents does not take issue with the right of unions to welfare funds, but he emphasized that "Mr. Petrillo is on record to the effect that he is not interested in augmenting the income of recording musicians."

"We believe he wants legislation which will enable non-performing musicians to receive royalties for public performances by radio stations or juke boxes of any record, altho those musicians never saw a recording studio or helped in the making of a record," said Murray.

"It seems clear that legislation such as we think Petrillo seeks can only come thru amendment of our copyright laws. The committee is aware that our laws do not at present recognize that a record is subject to copyright at all."

Murray said that numerous nations have laws recognizing "that a record is entitled to copyright" requiring royalties payment "where there is public performance of that record for profit."

"We as record companies have not in the past advocated such legislation," he said. "But we think it pertinent to point out that the laws of those other jurisdictions in giving recognition to rights of copyright, recognize that it is the creative talents of the performing artist and of their record manufacturers—and not of the non-performing musician—which is at stake, and which is entitled to protection from indiscriminate use by others for commercial purposes of the records upon which that talent is recorded."

Murray, in effect, gave his indorsement to Kearn's idea for copyright legislation when he asserted his belief in such royalty payments for the performing musicians and their union, but Murray added: "Established public policy dictates that the union must not be either the collecting or the dispensing agency for any royalties payable to a welfare fund created for non-performing musicians."

Murray during cross-questioning disagreed with two of the committee members who said there should be a law restraining unions on the same basis as industries in trade practices. He also voiced disbelief that Petrillo's union could be broken by hiring "outside musicians" since the AFM holds the power of "life or death" over all pro musicians. He pointed out that he did not believe Petrillo's ban if it resulted in boycotting of non-conformist musicians (if there were any) could be interpreted as a secondary boycott since Petrillo's strategy was not to "strike" but to bring about "disemployment" of his musicians.

The witness asserted that the record industries would be "very willing" to sit down with Petrillo to discuss fair terms.

Rep. Ray J. Madden (D., Ind.), who with Rep. Arthur J. Klein (D., N. Y.) had consistently during the hearing indicated that Petrillo's demands were not arbitrary, suggested that the rank-and-file pro musicians deserve a "better take" than they are now receiving. He questioned Murray closely about RCA's ties with Victor and NBC and he queried Edward Wallenstein, president of Columbia Records, about Columbia's ties with CBS, finally declaring: "I see no difference between RCA as a monopoly and Petrillo."

Testut's Idea

Of all the witnesses lined up by the Industry Music Committee, the sole one to suggest a legislative course was Richard S. Testut, veepee and general manager of Associated Program Service, speaking for transcription companies. Testut said he would favor an anti-monopoly clause in the Taft-Hartley Act, but Testut's answer to a specific question as to whether he preferred to negotiate with Petrillo than to have a change in the law said he favored negotiation.

Gerald King, president of Standard Radio Transcription Services, Inc., testified that the transcription industry had been "caught in the middle" of the stalemate between Petrillo and the record industry. Joseph E. Maddy, president of the National Music Camp at Interlochen, Mich., testified that Petrillo's ruling not only has been "unfair" to his firm and to Maddy himself, who has been denied his union membership, but that even the major networks have feared to trespass Petrillo and have denied their facilities to Interlochen.

Roseland Inks Young, Eberle, Dunham Orks

NEW YORK, Jan. 17.—Roseland Ballroom here this week set 12 weeks of bookings, split among the Sonny Dunham, Ray Eberle and Marshall Young orks to follow current podium master Chris Cross.

Each ork will play four weeks at the terpery, with Dunham due to open February 19. Eberle is skedded for March 18, and Young comes in April 15. All three crews are General Artist Corporation properties.

Niederman's New Label

PHILADELPHIA, Jan. 17.—Building up a stock of masters before the Petrillo ban set in, Nat Niederman gives the local area another wax label, making it more than a dozen diskeries of local origin. With access to his own pressing plant, Niederman set up Clarion Records, Inc., with a companion label under the Embassy banner. The first release will mark the disk debut of Clarence Fuhrman's band, a local KYW studio outfit, on a pair of standards: *My Wild Irish Rose* and *Jeannine*. Jack Curtis, local nitery warbler, handled the vocals.

Argosy Tunesters Distrib Tolerance Kits; Jingles Grow

NEW YORK, Jan. 17.—Tolerance-preaching jingles of clefters Hy Zaret and Lou Singer, which started out on a local WNEW transcribed air shot, now are getting from 10,000 to 15,000 performances a week on 530 stations from coast-to-coast. In addition, the jingles boast a retail record album packaged by the Vox diskery.

Thru their year-old pubbery, Argosy Music, the one-time pop tune-smiths (*There I Go*, *One Meat Ball*, etc.) are distributing kits built around the tolerance material, designed for sale to schools, religious groups and institutions. The kit contains an unbreakable disk album (not the Vox seller) which features the Jesters, 1,000 lyric booklets, five copies of a folio with words and music and a film strip for community sings.

According to Zaret, endorsement on the jingles has been received from such religious groups as B'nai B'rith, and the National Conference of Christians and Jews. The disks also have been spotted in juke box locations during Brotherhood Week, February 22-29 (see Music Machine Section, *The Billboard*, January 17).

New Recording Still Goes On!

(Continued from page 19)

union license or the standard union Form B waxing date pact.

Still another instance locally was reported from the Musicraft diskery, which in trying to cover itself on the growing *Four Leaf Clover* ditty, turned out a post-Petrillo waxing of the tune with a vocal quartet, the King Odem group, and a harmonica unit for the backing, the Polka Dots. The disk was cut late last week and will be out on a special release early next week.

Other non-major diskeries here report that they aren't worried about coverage of fresh waxing. Some first-ban-born companies point out that "we did it before and we sure can do it again," with a couple revealing that they already have made off-the-record post-deadline diskings with AFM tootlers and have others skedded.

Tradesters also point out that the demand for independent waxing studios around town, after a brief post-ban quietus, seems to be stirring again. Capitol Records' Walter Rivers reported last week that at least a couple of small diskers who shared the Pathe Studios with Capitol and used Capitol's engineers had called to ask for permission to use the studio. But Rivers revealed that the Pathe Studios will be closed down recording-wise for at least a month. However, it is believed unlikely that other indie studios around town would turn down rental request for wax dates despite the ban since such sympathy for the Petrillo edict would choke off their only source of income.

It is significant to note that the ban has stimulated diskers into spending comparatively inactive hours figuring out new ideas, methods, stylings and cleftings with which to combat the Petrillo ban.

Vox 12-Inchers Up 25 Cents

NEW YORK, Jan. 17.—Vox diskery this week jacked their retail price on 12-inch shellac disks from \$1 to \$1.25 per, tax included, attributing the rise to the higher cost of raw materials. At the same time, the waxery reduced its empty 12-inch albums from \$1.00 to \$1, with tax. The retail price remains the same on all 10-inch and vinylite platters.

I'LL NEVER SEE THE SUN SHINE

backed by

"I'll See You Again, Little Darling"

By RICHARD PAIGE (Tenor)
with JIMMY BLADE & His Orchestra
SULLIVAN No. 503

"I'm Not Just A Whistlin' Dixie"

backed by

"The Merry-makers Polka"
By Jimmie Blade & Orchestra
with the Melodiers
SULLIVAN No. 502

PRICE TO OPERATORS, 49c

SULLIVAN RECORDS

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Hail Thelonious!

NEW YORK, Jan. 17.—Here's real lid-flipping news for the 52d Street set. Fabulous be-bop pianist Thelonious Monk was put on wax last month by Blue Note Records. With a backlog of several Monk masters, the hot jazz diskery proudly released the daddy-of-all be-bop's first platter this week, tagged *Thelonious and Suburban Eyes* (English translation: "I love the country"). Altho the jazz artist sat in on a few jam session cuttings for Vox last year, the Blue Note sides are his first contracted recordings.

Wire Sneaking Up on Wax?

(Continued from page 20)

said, would be spools of about 15 minutes or 30 minutes playing length, which could be played on wire recorders now on the market. Later, he added, the company undoubtedly would get into the magazine or cartridge release field, too.

In the beginning Universal's wire material undoubtedly will feature the Harmonicats and be confined to the pop field, says Clapper. To get quantity release, Universal intends to have the Magnachord Company, another local wire-recorder supplier, make large quantities of spools using a multiple recorder, which according to Clapper, could give them releases of a quantity they can now get on disks.

Clapper and other record company execs contacted indicated they expect no union copyright or publisher difficulties when they release their material on wire instead of on wax.

They all claim that in these fields they would carry on negotiations and make payments similar to the way in which they now handle disk releases. They would pay per song, be it on wax or on wire spool, giving writers, publishers, musicians, etc., royalties on the same basis as they now do for wax. If they put out on wire what had originally been cut on wax (made possible thru the dubbing into a wire master) they would pay wire royalties on the same basis as they had for wax. Universal has already made many wire masters and is ready to get into releasing at a moment's notice. According to Clapper, their wire releases would be handled thru their present disk sales channels, but the price has not yet been set. It is not anticipated that wire releases will be prohibitively priced, and some claim that after wire is sold on a mass-quantity basis, it could become cheaper than wax.

One other aspect of this wire-recording spread is its juke box ramifications. Electronic Sound is already working on the development of a juke box using wire music and has aroused interest in their plans at one of the large juke firms here. This has a particularly pertinent aspect at this time because wire on juke boxes could be played over and over again and, during the Petrillo ban if wax disks ever became scarce, operators could assure themselves a supply of music. Other ramifications of wire involve fields such as music piped into restaurants and industrial plants.

Pale Heads New Waxery

HOLLYWOOD, Jan. 17.—Newly organized Hollywood Star Records, which averts the musicians' ban by marketing platter interviews with screen luminaries to fans, elected the following as officers this week: George Pale, president; Howard Helmick, vice-president; Robert D. Kirstein treasurer; B. C. Brigge, secretary. Eugene O'Brien, radio director for Universal Studios, will coordinate artist activities for the diskery.

Record Guide To Debut

NEW YORK, Jan. 17.—A new monthly mag, *The Collectors' Guide to All Recorded Music*, makes its market debut about February 1, with distribution to be handled exclusively thru the mail. In digest format, the mag is pubbed by Bob Saffer and edited by Al Anderson.

Prima and Miketta had access to the words and tune of the plaintiffs' song, and converted the song to their own use, without knowledge or consent of the plaintiffs. They charge that the value of the plaintiffs' song was destroyed and their damages exceed \$25,000.

"Story" Copyright

NEW YORK, Jan. 17.—Credit line: "Copyright 1948 by Laurel Music Company, 1619 Broadway, New York" was inadvertently omitted from the lead sheet of the tune *Tell Me a Story* published on the cover of the January 17 issue of *The Billboard*. While the caption pointed out that Laurel owned the tune, copyright credit is generally shown as a matter of form, and *The Billboard* regrets the omission of the line on last week's cover.

I. F. Gwartz Facing Pact Violation Suit By Le Mar, Edwards

NEW YORK, Jan. 17.—John Le Mar and Alva Edwards filed suit this week against Irving Gwartz, I. F. Gwartz Enterprises and Eastern Music Sales, Inc., charging Gwartz with withdrawal of a large sum of money from Eastern in direct violation of a contract agreement.

According to a complaint filed in New York Supreme Court, Le Mar and Edwards claim they held an original contract with Gwartz in August, 1946, to act as sole and exclusive agents for Eastern and were to receive 10 per cent of all sales in the New York territory. This was later amended in October, '46, so that plaintiffs received all of Eastern's net profits. The agreement was again changed in January, 1947, with profits to be divided equally between plaintiffs and Gwartz (50-50 basis), with plaintiffs to have a drawing account of \$95 each from October 14.

Le Mar and Edwards allege that they were induced to sign the October 14 agreement by Gwartz's promise not to withdraw any of the profits from Eastern during life of the pact. Plaintiffs' action seeks a \$1,370 joint balance due them from a drawing account and an accounting of cash they claim Gwartz withdrew from the firm.

Dix Shows Weems Its Gratitude

NEW YORK, Jan. 17.—Orkster Ted Weems, his vocalist Shirley Richards and secretary Rita Costello were shaken up and slightly injured in an auto crack-up at Fort Dix, N. J., on Tuesday (13) following a benefit the Weems ork had played for the camp personnel. Weems, who suffered face and head cuts and a possible fractured ankle, required hospital treatment but was able to resume at the Click nitery, Philadelphia, Wednesday (14) for his closing there.

The accident occurred when a command car in which the orkster, his vocalist and secretary were being driven back to Philly was hit by a G. I. truck just as the car was leaving the camp grounds. Weems opened Thursday (15) at the Kavakas Club, Washington, on schedule.

FEATHERSTONE ON OWN

CHICAGO, Jan. 17. — A three-month substitution period, during which Jimmy Featherstone fronted Art Kassel's ork under Featherstone's name while Kassel vacationed on the West Coast, has proved so successful that the drummer-vocalist is starting his own ork and has ankleed Kassel. Featherstone, who broke in as fronter at the Cleveland Hotel, is organizing a 14-piecer, with 4 saxes, 3 brass and 3 rhythm, plus himself. He will desert the tubs to concentrate on singing and fronting.

Puner Pushes New Diskery Sans Distribs

NEW YORK, Jan. 17.—Paul Puner, ex-Musicraft exec and long-time veteran in the record biz, has resumed active disk operations with his own Allegro Music, Inc.

Organized last November, Allegro reportedly waxed 25 albums of classics and a group of Strauss sides during the brief pre-Petrillo-ban period. The special low-priced Strauss series will be peddled under the label, Debut, for 49 cents. Series is already the object of a unique promotional build-up by Puner.

In an almost unprecedented move for an off-brand label, Puner has eliminated the middle-man-distributor and is marketing both Allegro and Debut directly to the retailer, emphasizing leading chain store outlets where volume potential may offset lower unit profits.

Puner claims to have organized a trained sales staff to sell Allegro thru traditional store channels for classics. For his Debut series he has revived a gimmick originally used to push Musicraft's Masterpiece series back in 1941.

100,000 Sets Ordered

Relying on co-operative advertising deals, Puner claims to have orders for over 100,000 Strauss sets from leading department stores in major cities east of Chicago, including Gimbel's in New York, Philadelphia and Pittsburgh; Jordan Marsh in Boston, and Fox in Hartford, Conn.

According to Puner, who has been experimenting with various non-union instruments for the past two months, Petrillo's ban will not entirely curb his Allegro label's production. He plans to market a children's series this year using bells, kazoos, harmonicas, milk bottles and whistles for musical effects. Puner boasts that his kiddie disks will be "far superior" to the general run of toddler material, since he has on-the-spot advice in child psychology from his wife, Mrs. Helen Walker Puner, author of a biography on Freud.

POND BANKROLLS KEEM

HOLLYWOOD, Jan. 17.—Stillman Pond, who backed the Boyd Raeburn aggregation to the tune of \$150,000, is now putting his bankroll behind Bob Keem. Handled by Pond's Metro Artists' Agency, Keem was auditioned before Harry Schooler and partners, owners of the Mardi Gras Ballroom (formerly Meadowbrook), and the group was inked to open at the operators' Long Beach spot, the Majestic.

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Paul Chelly's Royal Roman Orchestra

recently returned from Rome and elsewhere abroad. Mr. Chelly has composed four songs: "One Evening in September," "A Song Without a Name," "Maid of Seville, Rumba in Spain," "I Know You Too Well." Mr. Chelly is reorganizing his orchestra and will add Miss Gloria Beatrice Chelly, vocalist; Miss Chelly also recently returned from abroad. Henry Marsh is Personal Manager for Paul Chelly's Orchestra. Advertisement

Folksters To Kick Off Four-Day Music Fete in St. Louis

CHICAGO, Jan. 17.—Folk music, American as well as that of other nations, will get a four-day going over, starting April 7 in the Opera House of Kiel Auditorium, St. Louis, when the 14th annual National Folk Festival takes place. Culling folk musickers and singers from 25 States, the program, sponsored by the Associated Retailers of St. Louis, will present all types of U. S. folk music. The festival will draw over 600 entertainers, the bulk of whom are amateurs. Ducats will be scaled from 25 cents for children to \$1 top for adults.

Parts of the festival will be heard over the *Shady Valley Folks* show, which airs daily over the Mutual Network from KWK. Plans are being made to televise some of the musickers from studios of KSD-TV.

Clark Vs. Fairway In Contract Case

HOLLYWOOD, Jan. 17.—Hillbilly cleffer Cottonseed Clark last week sued Fairway Music's Fred Stryker, asking for declaratory relief and a ruling that Clark's exclusive contract with Fairway was broken when he pubberly neglected to pay royalties as called for in the deal. Action was filed Friday (16) in Los Angeles Superior Court.

According to Clark's attorney, Sam Shayon, the tunesmith signed a one-year deal with Fairway in April, 1946, with option for a second year. Clark was to get \$1,000 advance, plus later cash payment of \$200 and accrued royalties. Clark claims he received no payments beyond the first \$1,000 advance. Stryker seeks to revert Milene Music, of Nashville, from releasing Clark's new ditty, *Texarkana Baby*, on the claim that the Clark-Fairway contract is in force.

Plagiarism Suit Over 'Robin Hood'

NEW YORK, Jan. 17.—An injunction and an accounting of profits action based on alleged infringement of a tune titled *Robin Hood* was filed in New York Supreme Court by Stanley and Marti Shier, who are also known as Neal and Marti Stanley, against Louis Prima, Bob Miketta, and Edwin H. Morris & Company, Inc.

The suit came to light when the defendants sought an order to modify their notice of examination before trial of suit.

Robin Hood, the Stanley boys claim, was composed by them in March, 1944, but never published. They charge that the defendants in November, 1944, published a tune bearing the same title. The suit charges that

Grosses Dropping! What To Do?

Hard-To-Get Attractions, Big Salaries Blamed; Tours of Pic Starlets Plan Suggested

Boost Shows With P. A.'s of Hot Newcomers

(Continued from page 3)

were asking and the inability of getting them to come out.

However, if the snap judgment called for attractions, there were some who thought they could see a revival of stagershows in many closed houses but with a new formula. This new format, they said, would call for close co-operation from the film companies, something which has not been seen up to now.

The plan presupposed that both the picture companies and theatermen wanted profits. Bookers recognized the difficulty of getting big picture names to come out because of big taxes. Here is one solution which is apparently getting more than casual attention in higher quarters.

The plan is to get the picture companies to send their minor contract players out on personals. This would call for small actors who suddenly become hot in one or two pictures and who wouldn't cost too much. An actor getting \$400-\$500 on a seven-year deal would get maybe \$1,000 or \$1,500 on the road. The hot picture which made the actor, would run in a theater one, two or three weeks, then the house would get a cheapie on a straight rental. However, with this rental, the house would also use stagershows and put in the hot lad who appeared in a former show plus four or five additional acts. In some cases the act could appear together with the picture, tho this might make for too much monotony.

Pix Exploit Personals

Most of these hot kids have had some stage experience, but if they haven't the studios would have to write them an act—but no stale gags. The act should be in the form of a dramatic skit, possibly a scene from their big picture. Studios must help exploit the live show the same way they exploit their pictures. In this way, say trade-wise people, theaters would be helped, additional acts would get work, new houses would be opened and, last but not least, grosses now falling, would be checked; so picture companies would be able to make a buck to offset their losses from the cutting of the British market.

It was pointed out that every major studio would benefit from such a program. Practically all the major companies have theaters now devoted to straight grind policies. All these companies come up with a couple of pretty good pictures during a year in which some newcomer suddenly jumps into the limelight. If these studios let the public see these newcomers, they'll be able to get that much more dough. Once this policy is proven, say these sources, exhibitors, now reluctant to increase their percentages, may be in a better frame of mind.

It is readily admitted that many of these acts won't mean a thing in key cities like New York. They point out, however, that there are hundreds of towns outside of New York where

seeing in-person movie actors would mean big biz.

Such a plan, if accepted, will also mean work for standard vaude acts which are now cut down to the bone. A possibility of a return to as much as 50 weeks or even more, is envisioned if the picture companies can be talked into giving the plan a try.

Coast Ops Set Vs. Bluenoses

HOLLYWOOD, Jan. 17.—Hollywood trade unions and club owners were getting set this week for a showdown with Chamber of Commerce and civic officials over demand to shutter eight clubs. Fight to padlock spots, instituted by Chamber of Commerce Prexy John B. Kingsley, was brought to a head before an open hearing of the California State Assembly Interim Committee on Public Morals, held Wednesday (14), at which Kingsley accused eight spots of being dens of sin and demanded revocation of liquor and entertainment licenses.

Spots in question are mostly small bistros, altho the list did include Billy Berg's, top local jazz club.

Owners, talent and trade unions, including the American Federation of Musicians (AFM) and the American Guild of Variety Artists (AGVA), will meet Monday (19) to lay plans for a local club owners' association and a united stand against so-called bluenoses. Filmland's top club operators, as well as owners of Hollywood Boulevard's smaller clubs, have indicated they will band together to fight attempts at shuttering spots. If Kingsley's charges are true, steps will be taken to clean up any bad conditions which might be detrimental to public welfare, it was stated.

Kingsley told *The Billboard* that he was not attempting to deprive musicians or club acts of a livelihood, and that he was gunning only for spots that were open violators of respectable operations. He said that rank and file showbiz acts and musicians were not under fire. AGVA's Florine Bale had previously protested to Kingsley against threats to union members.

W. Bloom, B. Foster Frame New Agency, Favorite Attractions

NEW YORK, Jan. 17.—Walter Bloom has quit Frederick Bros. and has bought out Frances Foster's interest in the Foster Agency and together with Bill Foster, will continue to operate from the same offices under the name of Favorite Attractions.

Bloom was associated with Frederick Bros. for the past five years except for a three-month period with the Musical Entertainment Agency. Bill Foster, who had previously

Travel Note

NEW YORK, Jan. 17.—Frankie Marlowe was working at the Merry-Go-Round, Youngstown, O., which pays its acts just before the last show of the week. Marlowe and the op were having disagreements for various reasons. Marlowe wanted out and so did the club.

It was the last show and Marlowe went on to announce a bit which he said was called *Traveling* and was from a recent flicker. He told the band to play some mood music and then went to a corner of the platform where he had two suitcases. He picked them up and started for the door.

As he got to the door he yelled to the band, "Keep playing, boys. I'm traveling." Then he ran out and jumped into a waiting cab.

Roxy To Stage "Jazz Concert" Format Show

NEW YORK, Jan. 17.—Next Roxy show will be a departure from its customary format and will use a refinement of the jazz concerts which have recently been put on at Carnegie and Town Hall. This will be the first jazz concert in a Stem flicker house.

Show, to be billed as "Freddie Robbins Presents," will have the disk jockey doing a Deems Taylor in front of a Louis Armstrong-type band. Band will have Louis Armstrong, Barney Bigard, Jack Teagarden, Sid Catlett, Arvell Shaw and Dick Carey. Velma Middleton will do the vocals.

In addition to the jazz group, the bill will also have Robert Lamouret, French ventriloquist, in his first American date.

Copa Not Set on Summer Dates

NEW YORK, Jan. 17.—Monte Proser's Copa will be wide open for summer bookings so far as present plans are concerned. The club now has Gertrude Neisen and Irwin Corey until February 4.

Jimmy Durante is due to open February 5, but his recent illness may push his date back or may force him to drop out completely. Tony Martin is due to open March 4, but as in the case of Durante, Martin, too, may fall out because of Coast commitments.

Dean Martin and Jerry Lewis are due April 8, with Vivian Blaine to follow May 19. The next bill will have Mitzi Green and Vic Damone, which will carry the club into the summer. Then comes Lena Horne, to be followed by Joe E. Lewis.

The club has nothing lined up for the summer and is mulling a policy of small or semi-names to carry it over the hot months.

worked with Bloom at Frederick Bros., has been associated with his sister, Frances, at the Foster Agency.

AGVA Battle Airs in Philly Court Jan. 28

Shelvey Asks Arbitration

(Continued from page 3)

case, meeting with Bernard G. Segal (Four A's attorney), asked that the suit include Shelvey and that the whole case be arbitrated. Cowan further said that he had made every effort to keep the Shelvey-Four A's case out of the courts to "conserve the AGVA treasury." He said, "I have offered them (the Four A's) a standstill agreement, which means that if they don't move against us, we won't move against them."

The Four A's refused arbitration on the grounds that it presupposes a dispute between two equal parties. It doesn't recognize Shelvey as an equal party in the action. It considers him a discharged employee.

Shelvey Leads Action

The statement that Shelvey was trying to keep the case out of the courts was denied by the Four A's. They pointed out that it was Shelvey who was the moving plaintiff in the case; that it was Shelvey who hired Morris L. Ernest, and it was Shelvey who started court action by attempting to enjoin the Four A's. Its own action in the matter, said a Four A's spokesman, was that of a defendant. It emphasized that its move against Nickerson was a local issue for the purpose of getting possession of the AGVA offices, and that it was Cowan who injected Shelvey into the action.

The question of having the case heard before presiding judge of the Philadelphia Common Pleas Court, Harry S. McDevitt, was also discussed with both parties in accord.

Cowan said that the Four A's attempt to seek a postponement of the Dick Jones vs. Shelvey case was for the purpose of using Jones against Nickerson. The Four A's replied that Cowan's argument "can easily be tested if Nickerson will give up the office and the records."

So far as a standstill agreement is concerned, the Four A's were emphatic in their statement, that they intend to pursue their investigations—the results of which will be presented in proper time.

Cowan said that the membership of AGVA thru its advisory boards in Pittsburgh, Boston, Philadelphia, Hartford, Springfield, Providence and Cincinnati have authorized Shelvey to proceed in the courts.

Morris L. Ernst, according to Cowan, will appear at the Philadelphia hearing before Judge McDevitt January 28.

Fed. Taxes Close Morocco

HOLLYWOOD, Jan. 17.—Treasury Department officials clamped a padlock on Hollywood's Club Morocco January 5, charging nitery owner, Gene Masters, with non-payment of more than \$12,000 in back federal taxes.

Car Hits Hal Gould's Wife

NEW YORK, Jan. 17.—Primrose Semon, wife of local percenter Hal Gould, working at the Gray Wolf Youngstown, O., was hit by two autos as she stepped off a street car. Miss Semon was taken to a hospital with a fractured pelvis and other injuries.

VAUDEVILLE REVIEWS

Adams, Newark, N. J.

(Thursday, January 15)

Capacity, 2,000. Prices, 50 cents-\$1. Five shows daily. House booker, Eddie Sherman office. Show played by band on bill.

With Shep Fields breaking into the Harmonicats' seventh curtain call to announce the end of the show, a rock vaude session, replete with music, song and humor but lacking in zips and femininity, came to a close. The customers, however, submitted reluctantly to the abrupt ending after vigorously applauding every act and going overboard on Jerry Murad's four-man harmonica group. The only staffer on the bill was luscious Toni Arden, band vocalist, who whirped a duo of pop tunes solo and filled in with co-vocalist Bob Johnson in a duet.

The Fields crew (five sax, three fiddles, two brass, piano, bass, accordion and drums) started off with a long-aired number for the intro and pop melodies for between-the-acts sessions. Most backing-up chores, best of which was a *Hold It, Joe* number, were rendered for band solo bits, with the other acts (except impressionist Nip Nelson) supplying their own music. This rippling rhythm outfit with its superior arrangements, specially a splendid *Hora Staccato* interpretation, continues to remain in the better-caliber band bracket.

Harmonicats Boffo

The Harmonicats, doing their standard act, practically broke up the place until the exhausted patrons got *Peg O' My Heart* after a panto build-up with Murad coaxing Almore into a special rendition.

Elton Britt, a cowboy songster with guitar slung over his shoulder, had no trouble with his easy-going soft whirping of several Western songs. He hit his peak with a *Chime Bells* model and encored with *Someday*. The lad left a wad of gum stuck to the mike before going off, and after coming back on in response to a good mitt he explained: "I was coming back anyway—to get my gum."

Nip Nelson, using a running continuity, gave good take-offs of Spike Jones, Louella Parsons, Jimmy Stewart, Clem McCarthy, Frank Morgan, Humphrey Bogart, radio personalities and pop vocalists. The biggest hand was for a Harry James trumpetoting thru his fingers, which called for a Jimmy Stewart beg-off.

Pic, *Road to the Big House*. Jack Tell.

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Roxy, New York

(Reviewed Wednesday, January 14, 1948)

Capacity, 6,000. Prices, 80 cents-\$1.50. Five shows daily. House booker, Sammy Rauch. Show played by Paul Ash's band.

There's a lot of color on the Roxy stage for this show—color, pace and even some entertainment. However, practically all the entertainment is aimed at a concert rather than a theater audience.

The show is broken into two parts, with the first given over entirely to songs and dances of Spain. If it was intended to stage this as a frame for Rosario and Antonia, it succeeded. The singing of Vasso Argyris was manly, with the husky lad displaying a tenor voice of operatic proportions. The Spanish terps of Silvio Masciarelli, Pastro and Maclovio and Roberto Iglesia (part of the Rosario and Antonia company) were equally adept, but it was the dancing and costuming of the Gae Foster girls and boys that gave the production its heft. The scene calls for an active set, and the house line gave it plenty. By the time Rosario and Antonia came on, the house was well warmed up, and they kept it that way.

Rolly Rolls

The second part of the fletcher starts with Rolly Rolls and ends in a beautiful production number (done here before) calling for the choral group and the lines. The fact that it was handled so well gave Ilona Massey an assist, which was something she needed badly. Up to the production number, Miss Massey was adequate as a flicker personality with a legit voice, but that was all.

Miss Massey, who closed the show, started off with *Zing! Go the Strings of My Heart*, then came a combo of two standards followed with a Hungarian song. The house line doing *You are My One Love* helped get Miss Massey out of just an act into a beautiful finale. Incidentally, the gal's walk-off was something less than good.

Rolly Rolls provided the only laughs in a show badly in need of comedy. His piano fluffs got chuckles, and his straight 88ing was received politely. It was his boogie number that got the only real mitt.

Paul Ash's emseeing may prove embarrassing some day. His milking comments, "Aren't these grand artists?" or "Isn't she wonderful?" is chin-leading with a vengeance. If an act can't get a hand on its own merits, a sugary emsee isn't going to help it.

Pic, *An Ideal Husband*. Bill Smith.

Keep AGVA Fund Intact — Weber

HOLLYWOOD, Jan. 17. — Rex Weber, member of the American Guild of Variety Artists (AGVA) New York arbitration board, last week filed written protest with the Four A's administrative committee now running AGVA in which he demanded that the union's welfare fund be left intact despite disclosure that Marty Barrett, former member of the union's arbitration board, was not a member in good standing (*The Billboard*, November 29). In a letter to the committee, Weber urged that funds from penalties, earmarked for AGVA's welfare fund, be undisturbed, despite the "technicality" of Barrett's ineligibility to serve on arbitration panels.

Because of Barrett's standing (non-payment of dues), the Four A's committee has expressed belief that any fines leveled against members by the arbitration board upon which Barrett served, or any suspensions recommended by the board, may be illegal. If so, members fined by this

New York:

Stem Licks Storms for 383G; MH 142G, Roxy 75, Para 70

NEW YORK, Jan. 17.—Despite sleeting rain for two days plus an expectation of a six-inch snowfall Monday (12) which never materialized but did discourage some people from hitting midtown, the \$383,000 all-over gross for the five Stem vaude-pic houses showed only a slight dip (\$65,000) this week from last's \$448,000, which included advanced-price New Year's Eve takes. Holdovers, some at the tail end, were in four of the theaters, with only Radio City Music Hall represented by a new show.

Music Hall (6,200 seats; average \$115,000) hit a sock \$142,000 for the opening week of Ernie and Marquita, Ronalde, Fredarrys Trio, Margaret Sande and George Tatar. Pic: *The Paradine Case*.

The Roxy (6,000 seats; average \$89,000) slipped to \$75,000 in the third and final week after opening at a hefty \$120,000 and splitting at \$95,000. Total for the three-week run

was \$290,000 with Lanny Ross, the Weire Brothers, Bernice Kraft, Senor Wences, Hollace Shaw and *Daisy Kenyon*. New show (reviewed this issue) has Ilona Massey, Rosario and Antonio, Rolly Rolls, Vasso Argyris and *An Ideal Husband*.

Paramount (3,654 seats; average \$76,000) gathered \$70,000 after a brace of top-drawer sessions of \$105,000 and \$110,000 for a total so far of \$285,000 with Stan Kenton's ork, Vic Damone, June Christy and *Where There's Life*.

The Strand (2,700 seats; average \$40,000) continued to hold above par with \$41,000 in the third week after opening at \$48,000, then doing \$56,000 for a total so far of \$145,000. Credited for the handy tally are the Ink Spots, Herbie Fields ork, Miriam Lavelle, Carol Kay and *My Wild Irish Rose*.

The Capitol (4,627 seats; average \$66,000) dipped to \$55,000 after opening at \$73,000 and splitting with \$65,000 for a total so far of \$192,000 with Tommy Dorsey's ork, Professor Backwards, George Church, Marilyn Hale and *High Wall*.

Radio - Supper Club For Cincy Orpheum

CINCINNATI, Jan. 17.—The Orpheum Theater building at Peebles Corner will be made over into a dual radio-supper club, with FM and television broadcasts originating from its ballroom, according to plans announced by Stanley M. Cooper, local investment broker, who purchased the building last week. He revealed that a large Eastern firm has closed a deal to take over the building with the exception of the Orpheum Theater on the first floor.

Theater is well known to old-time vaudevillians and at one time was among the foremost show houses in the country. Constructed in 1904, its fifth-floor ballroom employed 50 waiters in the days before prohibition closed its doors. Since then a pic house, Sky Theater, was operated for several years on the sixth floor, which is now to be converted into a supper club. Cooper said that the firm backing the project is undertaking similar ventures in other parts of the country.

N. Y. Club 66 Suspended On "Dirty Show" Charges

NEW YORK, Jan. 17.—Club 66 received a 10-day suspension of its cabaret license effective Monday (12) for objectionable and suggestive motions by entertainers coupled with indecent, offensive and obscene language.

Acting on an anonymous letter of protest, Fourth Deputy Police Commissioner James J. Sheehy, who is charged with supervision of entertainment, had plainclothesmen investigate. Licensee Joseph Mandel was served with charges for a hearing held before Sheehy. The cabaret license remains in the custody of the police for the 10 days.

The bar remains open during the interim, the procedure having no effect on the State liquor license.

board can demand repayment of fines or demand claims because of enforced lay-offs due to "unfair" rulings against them.

Weber, therefore, urged that at the present time no such steps to raid the welfare fund be contemplated. Instead, he recommended that the union collect delinquent dues so as not to jeopardize the fund. "It is exceedingly important, due to the migratory conditions of employment in our branch of the entertainment field, that this fund be kept at its most effective level," he wrote.

Boston:

Hub Cold But Show Pulls in Hot 27G

BOSTON, Jan. 17.—Cold weather which curdled week-end receipts failed to dent the record set up by the RKO-Boston Theater in its third week of the same show ended Wednesday (14). Altho grosses dropped under the previous week, the stage-show, with Helen Forrest and Dick Buckley and the pic, *Captain From Castile*, racked up \$27,500 at the box office.

TOM McDERMOTT DUO



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Stage Waits—No. 5 in a Series

Jay Marshall Tells Buster He's Joining Him in Miami After Big Snow Job Up North

(An exchange of correspondence between Jay Marshall [magician-ventriloquist] and his friend Buster Astor [the best comic in the low-price field]):

Miami Beach, Fla.
December 30, 1947

Dear Jay:
I bet you are in snowdrifts up to your ascot tie, from what I read of New York, while I am getting a sun tan here in Miami . . . from the lamp in the barbershop. . . I see the sun last Friday, which is the day after Christmas . . . On this gay while you are being snowed under I am out on a fishing boat with some tourists who are out to catch a load of fish. . . We do not catch many fish, but we come back well loaded. . . I only know of gefulte fish and marinated herring, so when the kippered skipper tells me these fish are not running I do not care if I never get a bite. . . You will enjoy these fishing trips, as the rocking of the boat and a pint of rum will have you lit up like a Christmas tree in very short order. . . Yes, lad, you should come south and live a little. . . I prescribe a vacation here in sunny Miami. . . As you are an off-season act, you might not get any work, but I know there is an opening for a bus boy at the Seven Seas Cafe and that would defray expenses. . . I eat here often and will be glad to toss you a buck now and then. . . Then there are some joints which do not care what kind of act you do, like the Red Barn where the show is made up of a dozen strippers and they need a lull act, such as you do, in between the broads. This Red Barn is in the next county which is quite a few miles from town because they do not allow strips locally until the middle of the season at which time the gendarmes are so busy they cannot bother to close every pus bag which

plays a bumps and grinder. Also this attracts much tourist trade and Miami depends on tourists. . . Most of the natives here come as tourists in the beginning and many of them invest so heavily in things like Hialeah that they can never again afford to go north. . . Maybe this will happen to Barry Gray who does the record and interview show from the Miami Copa Lounge. I know many New York characters who will think this a double blessing if he does so good he will not wish to go north and one guy tells me the reason he will do good here is because he is from Dixie to begin with.

I work now in a jernt named the Biscayne Bar which is near Sears, Roebuck where you turn to go out to the beach. . . One of these days I will go out to the beach, as they tell me long bathing suits may come back and I want to take a last look at the Old Look before this New Look sets in. . . Do not mention this but I hold up the boss here for quite a salary as I am able to flash quite a Broadway bankroll when I come in to talk loot. . . Mostly singles which I bring from Jax, but a few big bills on the outside and then another single on the outside of the heavy pieces. I peel off this sole simoleon to pay the tab for a beer and let the boss catch a glim at two century notes and the edges of the singles. . . His eyes pop so I think he will take me in as a partner but he books me to emsee and act as host—only three acts on the bill and the orchestra is a piano player with six sheets of music which he can throw out as he does not read a note. Come on down and visit your old friend, the best comic in the medium price field.

BUSTER ASTOR,
* * *

Blue Angel and the
Village Vanguard.
New York City.
January 1, 1948.

Dear Buster:

Will be down in Miami next week. You didn't convince me — I had planned on this even before the snow sent rigor mortis thru my veins. I was talking with Ken Barry (a Philadelphia comic who will be a big hit as soon as he can forget he comes from Philadelphia) and we decided it would be wise to head south at the first indication of inclemency among the elements, and right now the elements are decidedly inclement.

At the moment I'm doubling between the Blue Angel and the Village Vanguard, but my agent, Mark Leddy, set it up for me so that I am closing at the Blue Angel January 4 and at the Vanguard January 6. I'll fly to Palm Beach to play a club date on the 7th, and Leddy wants me to squeeze in a benefit en route to the airport. I open at the Blackamoor Cafe (20th and Collins, Miami Beach) on the 8th for two weeks. I don't know whether Ken Barry has any date set so don't give away that bus boy job until I hear from him.

We may have had a blizzard in New York but it looks as tho you managed to pull a snow job of greater dimensions to be able to raise your salary above scale. Meet me at Mammy's (near the Blackamoor) after my last show opening night (the 8th) and we'll dunk a few chocolate covered bagels together, or I'll meet you at the Variety Club if you can get a guest card.

Wishing you 52 weeks in the new year,

JAY MARSHALL.

IN SHORT

New York:

The Village Barn adds a second ork, The Populaires, to work with Captain Stubby's Buccaneers, inaugurating a continuous dance policy. . . With the Nicholas Brothers doing big in Lisbon, Portugal, agents there are contacting 10 per centers here for top American talent. . . Hymie Goldstein being tendered a testimonial dinner at Astor Hotel January 19 by the Associated Agents of America (Three A's).

Emsee Ray Doris and singer Marsha Carroll found a tenant for their bassinet—a daughter. . . Dorothy Ross rounding out a solid year at the Club Bagatelle. . . Pianists Carter and Bowie negotiating a British Isles concert tour.

Eddie Wells, new singer of WINS, will get his first cafe job at the Log Cabin, Staten Island, March 10. Musical Entertainment Agency has added Russ Brown to its Florida staff.

West Coast:

Esther Williams launches a personal tour soon, opening at State-Lake, Chi, January 22. . . Howard Bruce, act department head of Al Morris Agency, named general manager last week. . . Eddie Cantor celebrated 39 years in showbiz last week.

San Francisco:

Because of tax debts, Harold Blackshear's Supper Club has closed its doors for keeps. . . Frank and Thelma Martens bought the Lakeshore Lounge, Oakland, and will drop one-act policy for music only. . . Henry Molino leased his Kona Club to Lloyd Johnson on a percentage deal and will retire from the nitery biz.

Di Maggio's resumes dinner-dance March 16 with Joe Marcellino, former 365 Club ork leader, set for opener. . . Eddie Pond, owner of Kubla Khan nitery, has filed petition in bankruptcy. He asked the Federal Court's permission to pay off his debts on the installment plan. Meanwhile, spot remains open. . . Charlie Low, owner of Forbidden City, is celebrating his ninth year in the nitery biz.

Rose Marie, due at the Harem January 25, is in on a straight two-week deal—no options—for \$2,750. . . Milton Berle still trying to make up his mind about going back into the Carnival. . . Barbara O'Brien will do two pictures for Columbia Pictures. . . The bankruptcy proceeding of the 50th Street and Broadway Corporation doesn't affect the Harem. It involves the old Vanity Fair and the Singapore. The Harem is operated by the Strand Corporation. . . Henny Nadell and Tony Craig readying a new double. . . Bantam Books will publish what it calls a collection of Milton Berle's best jokes.

St. Louis:

George Graff's Country Club burned to the ground with loss estimated at \$50,000. . . Johnny Karoly, drummer, organizing a new four-piece combo for cocktail lounge and night club work. . . Club Plantation will reopen January 22 with the Mills Brothers.

Here and There:

Ilona Massey will open at the Colonial Inn, Miami, January 30, with Morton Downey also set to come in. But while Miss Massey's date is for a regular period, Downey will do what amounts to a club date. He'll come in for just one night.

O'Brien and Evans Duo opened at the Golfmoor Club, Galesburg, Ill., January 15 for an indefinite run. . . Wonder Dancers, current at the King Edward Hotel, Toronto, set for a two-weeker at Hotel Jefferson, St. Louis, beginning January 30.

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IOLANTHE

(Opened Monday, January 12, 1948)

CENTURY THEATER

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

The Lord Chancellor.....Martyn Green
 Earl of Montarat.....Richard Dunn
 Earl Tolloller.....Leonard Osborn
 Private Willis.....Richard Walker
 Strophon.....Charles Dornning
 Queen of the Fairies.....Ella Halman
 Iolanthe.....Denise Findlay
 Celia.....Gwyneth Cullimore
 Lella } Fairies.....Joan Gillingham
 Fieta }Patricia Hadfield
 Phyllis.....Margaret Mitchell
 Chorus of Dukes, Marquises, Earls, Viscounts, Barons and Fairies.

In spite of the handicap of two last-minute substitutions, the D'Oyly Carte Company managed to come off better than ever in its third presentation of the season. In rare form, the Savoyards romped thru their paces in the droll and nimble manner required to spoof the British House of Lords. The audience ate up every word and note.

Undoubtedly the frosting on this cake was Martyn Green, who is more reminiscent of several top American comic stage stars than anyone else produced under the British label. Green stopped the show several times with his *Faint Heart Ne'er Won Fair Lady* and *When You're Lying Awake*. He'd find a ready market for his services on Broadway should he ever decide to shelve Gilbert and Sullivan.

Another ace performance was turned in by Ella Halman in the role of the fairy queen. Her interpretation contained the right amount of arch stiffness to sell her character. In the part of the much-sought-after Phyllis, the romantic interest of the parliamentary practitioners, Margaret Mitchell sang delightfully and thesped just as well. However, on the debit side was a stiff performance by Richard Dunn, subbing for the ailing veteran Darrell Fancourt, as the Earl of Montarat. Also in the role of Earl Tolloller, Leonard Osborn, a replacement for Thomas Round, could have similarly lightened his touch. Charles Dornning made a good looking half mortal-half fairy shepherd hero and Richard Walker did well both vocally and theatrically as a grenadier guardsman, a stage portrait in the vein of his last role in *Pirates of Penzance*. **Leon Morse.**

HARVEST OF YEARS

(Opened Monday, January 12, 1948)

HUDSON THEATER

A play by DeWitt Bodeen. Staged by Arthur J. Beckhard. Setting by Raymond Sovey. Costumes by Peggy Morrison. General stage manager, Richard Beckhard. Press representatives, Richard Maney and Frank Goodman. Presented by Arthur J. Beckhard.

Astrid Bromark.....Virginia Robinson
 Bertha Bromark.....Philippa Bevans
 Jenny Nelson.....Lenka Peterson
 Chris Bromark.....Russell Hardie
 Bernhard Jonson.....Robert Crawley
 Anna Bromark.....Esther Dale
 Mollie Bromark.....Emily Noble
 Margareta Bromark.....Leona Maricle
 Jules Bromark.....Philip Abbott

"Tepid and tedious," best describe DeWitt Bodeen's play about Swedish family life on a Southern California farm. Another Scandinavian mother is its central figure, but it doesn't take a peewee more than five minutes to know that *Harvest of Years* bears no resemblance to the tender comedy which John Van Druten wrought from Kathryn Forbe's novel. The difference between *I Remember Mama* and *Harvest* is that the one made a play out of incidents, and the other makes incidents out of incidents. The one was real from curtain to curtain, the other seems manufactured and dull.

Bodeen has written about dull people, which is probably why so few of them ever seem to come really to life. He is concerned with a magnificently optimistic mother who rises serenely above such trifles as the theft of one daughter's fiancé by another daughter, the jilting of a son by a neighbor's child in favor of a grandson and the subsequent death

BROADWAY OPENINGS

STRANGE BEDFELLOWS

(Opened Wednesday, January 14, 1947)

MOROSCO THEATER

Comedy by Florence Ryerson and Colin Clements. Staged by Benno Schneider. Set, Ralph Alswang. Costumes, Morton Haack. General manager, Philip Adler. Stage manager, Samuel Liff. Press representatives, Bernard Simon and Reginald Denenholtz. Presented by Philip A. Waxman.

Ling.....Tom Chung Yun
 Sen. William Cromwell.....Carl Benton Reid
 Julia Cromwell.....Ruth Amos
 Beulah.....Leta Bonyage
 Addie Cromwell Hampton.....Nydia Westman
 Lillian Hampton.....Mary Kay Jones
 Nickey.....Billy Nevard
 Mrs. Gimble.....Frieda Altman
 Mrs. Worley.....Marion Weeks
 Gifford Hampton.....Robin Craven
 Vincent Pemberton.....Michael Hall
 Matthew Cromwell.....John Archer
 Clarissa Blynn Cromwell.....Joan Tetzl
 Mrs. Tillie Sparker.....Doris Rich
 Mayor Ambrose Tibbett.....William Lee
 Birdie.....Ruth Miles
 Zita.....Ann Thompson
 Opal.....Stephanie Foster

Florence Ryerson and Colin Clements have scripted something much closer to farce than comedy. *Strange Bedfellows* is a title reminiscent of the A. H. Woods era. It is applicable to the current opus with only a political significance. *Bedfellows* is no *Up in Mabel's Room* or *Getting Gertie's Garter*. As a matter of fact, *Bedfellows*, while some of its situations are obviously contrived, is trifling pleasant fun and should get a moderate play from customers who don't demand too much.

The scripting Clementses are concerned this time with the battle of the sexes over women's suffrage (San Francisco, circa 1896), with the ladies looking down their noses from the prim heights of Nob Hill on their rowdy sisters of the Barbary Coast. A young congressman, up for reelection, brings a suffragette bride home to the family mansion. The lass takes over the local women's rights campaign and is as shrewd as they come. The wind-up finds the men put to rout and what looks like a banner political victory for local yellow ribboners.

Switch on "Lysistrata"

The authors have pulled a switch on *Lysistrata* for the second act, scheming didoes of the ladies, but the gents are smart, too, and don't react as expected. This and a drunk sequence are not particularly bright spots, but the Clementses have managed many laugh lines otherwise to make *Bedfellows* over-all frothily amusing.

Joan Tetzl gives another excellent account of herself as the lady politico and John Archer is fine as her embattled husband. Such good players as Carl Benton Reid and Ruth Amos are ably concerned in the proceedings as a bellowing father and his demure, but canny wife. Nydia Westman is delightful as a dim-witted daughter and Robin Craven turns in an effective stint as a cotillion-leading son-in-law. Doris Rich's contribution as a brothel-hostess from the Coast gives the show some of its best moments.

Producer Waxman has given *Bedfellows* all the best of it production-wise. Ralph Alswang's gaudy, Victorian set is something to be remembered and Morton Haack's costumes look as expensive as they are colorful. Benno Schneider has directed the big cast with taste and pace.

Bedfellows won't cause a conflagration on 45th Street, but it merits a stay. **Bob Francis.**

of the neighbor's child in childbirth. There is a daughter who tipples, another who is somewhat of a conniving little vixen, another who is good around the house and a fourth who sews and looks at sunsets. There is a magnanimous son, who is almost too good to be true, and a high-minded one-armed grandson back from the war. And there is, of course, the great-grandson who is born too belatedly in the third act for him to appear. It is on the last that Bodeen rests his case—that life goes on—with Mother Bromark still assured

THE MEN WE MARRY

(Opened Friday, January 16, 1948)

MANSFIELD THEATER

A comedy by Elisabeth Cobb and Herschel Williams. Staged by Martin Manulis. Setting and lighting, Donald Oenslager. Costumes, Helene Pons. Company manager, Tom Powers. Stage manager, Herb Hirschman. Press representatives, Karl Bernstein and Henry Senber. Presented by Edgar F. Luckenbach.

Maggie Welch.....Shirley Booth
 Phillip.....David Anderson
 Warren Throckmorton.....Robert Willey
 Gwennie.....Margaret Hamilton
 Dr. Alan Lambert.....Neil Hamilton
 Julie Madison.....Marta Linden
 Mark Kennicott.....John Williams
 Leda Mallard.....Doris Dalton
 Ned Snyder.....Joseph Allen Jr.
 Mary.....Anne Sargent
 Peter Sterling.....John Hudson

Unfortunately for Edgar F. Luckenbach he has chosen some rotting timber to launch his ship as a solo producer. The ship no doubt will waterlog rapidly because of its own incapacity to sail the stormy Broadway waters.

The Men We Marry, by Herschel Williams and Elisabeth Cobb, is the tired old story of a woman who at the instigation of her friends plots to marry her daughter off to a wealthy bachelor. However, the girls are discovered, given their comeuppance by the heroine's poor but proud swain, and after a while roses are blooming in Picardy again.

This tale is as old as the drama itself and the authors, if anything, do their best to make it seem older. They haven't the remotest feeling for comedy or situation, a typical scene at the end of the second act being where everybody hollers at everyone else to the disgruntlement of the audience. The scripters' plotting is as obvious as a campaign speech. The comedy lines are labored and sparse. The characters are pure papier-mache and nobody gives a hoot.

Shirley Booth Wasted

An excellent cast struggles manfully to breathe some life into this hackneyed material. Shirley Booth is entirely wasted as a tired scripter unable to keep up an estate. Marta Linden injects personality into the role of a Southhampton divorcee. Doris Dalton works hard and successfully to characterize a politically inclined senator's wife with a boy friend for divertimento. She uses her voice to good effect in thesping the part. Neil Hamilton is solid and substantial as a society doctor. Joseph Allen Jr. is forceful and registers well as the love interest of the senator's spouse. John Williams does his best with an unappetizing part.

Anne Sargent makes a fetching and believable ingenue, but John Hudson uses the teeth-gritting technique for his big scene to muff any chance to click. Margaret Hamilton is very good and walks off with acting honors as the family maid, and Robert Willey gets his role across as a farmer.

A competent job of directing was done by Martin Manulis but sort of rewriting the play he didn't have a chance. Donald Oenslager's set of the living room of a fashionable Maryland home is stark and atmospheric. How else could costume designer Helene Pons, could have done much better with Miss Booth's clothes. The actress's first dress served only to cut her height.

Man the boats! **Leon Morse**

that God is in his Heaven and the world is all right.

Esther Dale

Arthur Beckhard has staged all this at a snail's pace. There are long, talky sessions when little or nothing happens to advance the story. When matters wear thinnest, the family indulges in a taffee-pull or a toast with a hearty "Skol." Esther Dale is the emotionally indestructible mother. Leona Maricle makes more of the bourbon-dunking daughter than would be expected from the

POWER WITHOUT GLORY

(Opened Tuesday, January 13, 1948)

BOOTH THEATER

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

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

Every once in so often, just to prove it can be done, somebody imports a London hit to the Stem and it clicks. This time it's John Wilson and the Shuberts who have brought over a play about a murder, *Power Without Glory*. It should prove a most welcome addition to the new season.

Glory is no murder mystery. The killer confesses his crime before the end of the first act. Rather it is a relatively simple study of the lengths to which every-day decent people will go in order to protect a weakling who is one of their own. Author Hutton is concerned with the upheaval when a lower-middle-class British family discovers that a son has killed a trollop whom he has got with child. The lad is somewhat of a heel in our book, having deliberately stolen his brother's gal while the brother was away at war.

Myrtyrdom

When the jam occurs the jilted boy attempts to take the blame on himself in order that his ex-girl friend may be happy, but while his schmoe of a kid brother seems quite willing to accept the sacrifice, the gal is too big to let him do it. The play ends, as it must, with the weakling in the arms of the law and with the outcome still in abeyance. The elder brother hasn't got his gal back, but he has gained the inner power to read-just himself for which he has been struggling.

In essence, the plot doesn't amount to much, and the brother's attempted sacrifice is something of a strain on credibility. But Hutton has scripted a dozen scenes that are absolutely sock theater. His characters are pulsingly alive from the moment they step on the stage until they leave it, and the action builds steadily to the final climax. It is the sort of scripting that doesn't let a peewee's attention wander for a minute.

Super Cast and Staging

A high credit percentage for the impact, however, goes to cast and direction. Both of which are superlative. This imported British company is really remarkable. Seldom has a troupe got such spontaneous, prolonged applause for individual scene playing. They are all so good it is almost unfair to rate one over another. Marjorie Rhodes' studiously underplayed mother is a poignant portrait to be long remembered and ditto is Trevor Ward's puzzled, frustrated father. Young Joan Newell is quite terrific as slightly psychopathic younger sister and Hilary Liddell is excellent as the gal who had to welsh on her love contract. Peter Murray's sneering, frightened young murderer is exactly right and Lewis Stringer manages to make almost plausible the incredible selflessness of the elder brother. Helen Misener contributes a sharply amusing stint of character comedy as a garrulous aunt.

Charles Elson's set of a shabby living room behind a London shop is just what it should be. In sum, *Glory* is that rare combination of sharp scripting, knowing direction and top-flight acting. More power to it! **Bob Francis.**

script. Lenka Peterson is decorative and sometimes effective as the neighbor's child, and Emily Noble is properly vixenish as the selfish young (See *Harvest of years* on page 31)

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Magic

By Bill Sachs

AS WE go to press, John Calvert is still in serious condition in a Burbank, Calif., hospital as the result of injuries sustained when the twin-engined transport plane which he recently purchased crashed into a pole on a take-off at Burbank January 13. Altho Calvert walked away from the scene after the crash, he collapsed later and was removed to the hospital when he underwent surgery for a skull fracture. His co-pilot, Linton Bowling, sustained a knee fracture and a possible skull fracture. On January 11, the Calvert-sponsored magic unit, featuring Bastille, lost \$5,000 worth of illusions and equipment when the show trailer caught fire while making a hop from Norfolk to High Point, N. C., where the troupe was slated to open on the Kemp Time. The unit had been out only about a week when the fire hit. . . . William Morton, whose full-evening auspices troupe, the Great Morton Wonder Show, continues to play to successful returns out of its home base, Lincoln, Neb., is entertaining the idea of launching a mammoth magic show under canvas in the Midwest the coming summer. The past few summers Morton has had an interest in the Art B. Thomas Shows, a carnival org playing South Dakota. . . . George Searls, Dayton, O., mentalist, this week opens in Cleveland under the direction of Bruce King, of the Zolar Publishing Company, to demonstrate the firm's line of horoscopes and astrological readings in dime and department (See Magic on opposite page)

Anti-Jim Crow Bill Held Foredoomed

WASHINGTON, Jan. 17.—A quick brush-off by the House District Committee is anticipated for the bill of Rep. Adam Powell (D., N. Y.) to ban Jim Crow policies in District of Columbia places of amusement. Powell's bill, hopped without comment this week, is reported to be aimed chiefly at the discrimination against Negroes practiced by the National Theater. Powell evidenced much interest when the national controversy was at its height last year. Several similar bills have been introduced in the past five years without ever receiving any committee action.

All Show Business Unions in Australia To Band in Council

SYDNEY, Jan. 17. — Actors and Announcers Equity is moving to organize a council of showbiz unions. These comprise, in addition to Equity, the Musicians' Union of Australia (MUA), Theatrical and Amusement Employees' Association of Australia (TEA), Theater Managers' Association (TMA), Film Technicians' Union (FTU) and Radio Engineers' Union (REU).

The idea is to form a federal council which would co-ordinate the efforts of all unions concerned and be in a position to handle any disputes which involve more than one union. One of its objects would be the preventing of disputes or demands by one union causing loss of employment to members of other unions, without some form of consultation or notification of the demands in advance. The move would appear certain to be welcomed by the other unions.

Ex-Officer? Army Wants You Back!

WASHINGTON, Jan. 17. — Many people working now in all types of showbiz have in their possession reserve commissions in the U. S. Army. It is thru these people that public relations between the general public and the armed forces can best be built, the army noted this week. As the situation stands at the turn of the year, the army has but 1,100,000 men on its rolls and is striving for a 3,000,000-man reserve of officers and enlisted men.

It is to these showbiz people, therefore, that the army has addressed an appeal. It points out that the showbiz people were the ones who in the recent war contributed thousands of broadcasting hours and expended great energy in personal appearances in laying before the public the story of what the army was up to, and that they can serve their country again right now.

"Don't just take the papers home —," is the appeal. "The army needs your help in its fight to preserve the peace which got so much billing in the recent Christmas carols."

Concert Forwarding Negro in the Arts

NEW YORK, Jan. 17.—The third of a series of Open Hearing Concerts will be presented February 8 in Town Hall sponsored by the Committee for the Negro in the Arts.

The committee, a recent merger of the National Negro Congress and the Civil Rights Congress, held auditions last summer to select winners to be presented to the public to foster Negro talent. Two of the winners appearing on the February 8 date are Gladys Elizabeth Childress, pianist, and Theodore Hines, bass baritone now in *Finian's Rainbow*.

Recent surveys in radio, film, music, theater, publishing and advertising revealed that the percentage of Negroes in showbiz is extremely low—in radio, for example, one out of 1,500 employed is a Negro. Top names in all walks of showbiz are behind the committee to correct such ratios and bring Negro talent to the fore.

Five Judges for Sketches

NEW YORK, Jan. 17.—The judges for the Shubert Memorial Trophy competition were selected last week to determine the best stage comedy sketch submitted to the National Laugh Foundation by March 1. The judges are Charles Sherman, Art Henly, Joe Erens, George Lewis, and Joe Csida, editor of *The Billboard*.

Burlesque

By UNO

MITZI is now at the Burbank and Roxie and George Lord at the Follies, Los Angeles. . . . Trudy Parsons in Milwaukee is launching her own five-act road unit, to be labeled *Trudy's Adorables*. . . . Dorothy Denke and Ann Bergin subbed for Babs Davis and Marion Lee who were unable to appear in the cast of the Hyatt-Carr unit at the Hudson, Union City, N. J., last week. . . . Billy Crooks, former burly straight man, is an assistant news commentator on a Youngstown, O. radio station. . . . Coast burly unit No. 2 opened at the El Rancho Club, Los Angeles, with Mannie King, Charlie Crafts and Valda. . . . Helen Gordon and Regina Burns are in the five-girl chorus at the Roxy, Cleveland. . . . Jack Martin, who used to be house singer at the Rialto, Chicago, is a first-timer on the Hirst Wheel as a straight man in a unit in which his wife, Julie Bryan, is featured. . . . Morrie Seaman, former treasurer for Hurtig & Seaman's, burly house in Harlem, now union delegate for the Treasurers and Ticket Sellers, and with his wife, Bernice, ex-parade girl, played host to a New Year's Eve party of old friends in their Manhattan apartment.

EVELYN ROWE, former dancer in burly, now in the costume accessories department of Charlie Guyette's factory, crashed Pic mag for a two-page spread. . . . Happy Hyatt, comic, leaves the Hirst circuit next week for his home in Baltimore to be tested for sciatica. . . . Dolores Cordoba back as parade girl at the Hudson, Union City. . . . Jimmie Cameron and Paul Williams, house warblers, traded spots with the former moving to the Empress, Milwaukee, and the latter to the Gayety, Columbus, O. . . . Bob Ferguson, one of burly's few remaining top-notch comics with the reputation of originating his own comedy material and whose every appearance means something new from out of his deep bag of bits, deprecates the fact that pirates have begun to encroach on his style and dialogue. He'll file his stuff with *Billboard's* Material Protection Bureau hereafter. . . . Frank Belmont will accompany his act, the Clark Brothers, when the Negro dancers leave February 11 for a 15-week engagement at the London Casino. . . . Charles Rothstein, part owner of the Avenue, Detroit, is on a three-month vacation in Miami. . . . Freddie O'Brien, producer, is at the Grand, St. Louis. . . . Larry Martin being held over at the Top O' The Town nitery, St. Louis. The original contract was for four weeks. . . . Rita Cortez closed her own Penn Premier girlie show to rejoin the Hirst Wheel as featured strip.

Competition Looms For MCA in Texas

CHICAGO, Jan. 17.—Texas territory, which up to now has been serviced solely by a Music Corporation of America office, headed by Norm Stept, gave indications of heavier competition when it was announced that Russ Facchine, Midwest chief of Mus-Art, spent this week in Dallas in aiding Chic Scoggin, ex-fronter, set up a Mus-Art office there.

Mack McConkey, chief of McConkey Music Corporation, told *The Billboard* that he is contemplating a Dallas outlet within six weeks. The branch will probably be headed by Andy Anderson, who has doubled between bands and cocktail units for MMC out of Chicago.

Harry Greben, local act agent, was also in Dallas this week, setting up an office in conjunction with Dick and Sonny Millard, ex-vaude team, who will maintain the Greben outlet.

THE FINAL CURTAIN

ADAMS—Henry (Hank), 74, former vaude comic, dancer and juggler, January 5 in Huntington, L. I.

BUCK—Mrs. Dolletta, 66, midget and former carnival and circus troupier, January 11 in Joplin, Mo. Survived by three children, Lucia Adams, Charles T. and Dottella Buck.

CATERAS—Spyros, operator of one of the first nickelodeon and variety theaters in Manchester, N. H., recently in Manchester.

COFFEE—Leland B., 54, owner of the Midwest Popcorn Company, Omaha, recently in that city. Survived by his widow, Bernice.

CRANDALL—Mrs. Margaret F., widow of Frederick Crandall, of the Riding Crandalls, January 12 at her home in Toledo. (Details in Circus Section.)

DREWRY—Dorothy, 38, wife of Arthur Drewry, magician, January 5 in Detroit.

FRIEDMAN—Mike (Isador), 66, concessionaire for 31 years, January 13 in Brooklyn. A member of the New York National Showmen's Association, he was recently employed at the Riverside Park, Agawam, Mass.

GINSBURG—Max M., 57, staffer of the Hartford (Conn.) Bushnell Memorial legit house, January 11 in Hartford.

GONZALEZ—Santos, associated with Elmer Gray in the operation of his cookhouse on the Victory Exposition Shows the past few years, January 5 at Bishop, Tex. Burial in Kingsville, Tex., January 7.

HANKENSON—Charles E., 78, former med show operator, recently at his home in Memphis. Survived by his widow, Carrie; daughter, Mrs. Frieda Baker, Memphis, and two brothers, Ralph and Fred, of Minneapolis.

Nora; five brothers, Wilford, Harris, Sherman, George and Cecil, and a sister, Mabel. Burial in Cleveland January 10.

HUNTER—Leroy, frog man, January 13 in Hollywood. Survived by a sister.

IRVIN—George, 42, Ferris Wheel operator on Hennies Bros.' Shows, recently in Birmingham. (Details in Carnival Section.)

JAFFE—Ida, 73, mother of Harry Lewiston, side show and arcade operator, January 14 at her home in Worcester, Mass. She also leaves her husband and three other children. Burial in Worcester.

KELLY—Jimmy (John Di Salvo), 64, owner of Jimmy Kelly's New York nitery, January 9 in the Bronx, N. Y.

KEOUGH—Ez, 59, veteran agent, associated with Sonny Bernet in various outdoor show business enterprises during the past five years, in addition to his own act stable, January 15 at Little Company of Mary Hospital, Chicago, of a heart attack. Survived by a son, Hugh E., Chicago representative for Crawford Music, and a brother, James.

IN LOVING MEMORY
Of Our Dear Wife and Mother

Mrs. Estell Wry Hutchens

Who passed away on Jan. 22, 1947, in Houston, Tex., of a heart ailment.
Our Dear, we all know that you have just gone away and that is the way we always want to feel.

JOHN T. HUTCHENS, Husband
RALPH O. HUTCHENS, Son
MRS. J. H. EVANS, Daughter

MIHOELS—Solomon, art director of the Moscow Jewish Theater, recently in Russia. He was known there as a Shakespearean actor, producer and teacher.

MOWRY—Forrest D., 67, old-time fiddler, in Newark, N. J., January 7, following long illness. A charter member of the Woonsocket-Hill Fiddlers' Association in Rhode Island, he was one of the most widely known of his profession in New England and had competed in numerous contests.

NETZORG—Rosalie Harris, 56, studio director of the Wurlitzer School of Music, Detroit, for 10 years and head of the Harris School of Music there, in Grace Hospital, Detroit, January 10. Survived by her husband. Interment in Clover Hill Park Cemetery, Detroit.

PHELPS—Mrs. H. G., grandmother of Tex Dorman, radio and stage performer of Mount Olive, Ala., January 6 at the home of a daughter, Mrs. B. F. Reed, in Corinth, Miss. Three other daughters and a son also survive.

SEARLES—Arthur H. J., 65, organist, January 9 at his home in Detroit. He was a member of the Detroit Federation of Musicians. Survived by his widow. Interment in Oakview Cemetery, Detroit.

SHERRY—Alfred R., 66, former stagehand and theater manager, recently at his home in Williamsville, N. Y., of a heart attack. Survived by his widow, Amy; a son, Alfred Jr.; a daughter, Betty Jane Genco, and three brothers, John, Robert and Herbert. Burial in Pine Hill (N. Y.) Cemetery.

STIRLING—W. Edward, 56, English actor, manager and playwright, January 12 in Paris. He made his debut in 1909 as Leonardo in *Merchant of Venice*, and in 1921 he founded the London Players. Stirling made his Broadway bow as an actor, director, translator and sponsor of Sacha Guitry's *Where There's a Will*, in 1939. His three dramatic works were *Captain Swing*, *Crepe de Chine* and *The Yellow Poppy*. During the war he was with the British Broadcasting Corporation.

SWEET—Sam, actor, January 9 in Pratte, Minn., in a plane crash. Understudy for Paul Douglas in *Born*

Yesterday and had formerly understudied Spencer Tracy in *The Rugged Path*. Survived by his parents and a sister, Sally.

TRAMEL—Felicien (Martel), 68, French stage and screen actor, January 11 in Paris. He made his start in cafe concerts and spent a great part of his stage career in slapstick comedies. His last appearance was in *George and Margaret*.

WAXMAN—Percy, 67, associate editor of *Cosmopolitan* magazine, January 12 in New York. Essentially a novelist and journalist, he collaborated on two musical revues, *Flora Bella* and *The Bunk of 1926*. For about a year he conducted a radio program on books. His widow survives.

WING—Catherine T., mother of Allan C. Wing, director of Theatre, Inc., Detroit legitimate theater company, January 6 in that city. Another son also survives.

Marriages

BACHMANN-THIEL—Richard Bachmann, non-pro, and Janet Thiel, of the American Broadcasting Company's music division, January 1 in Port Washington, L. I.

BONDS - NEELY—Texas Tim Bonds and Criptol Neely, January 7 in Allegan, Mich. Bridegroom is in charge of ring stock with the F. C. Fisher & Son Circus and bride is an aerialist from Denver.

ESHOW-LA MOINE—Haig Eshow, trombonist, and Georgine La Moine, featured dancer, December 20 in Carson City, Nev.

FARREN-FOX—Jack Farren, news editor at WNYC, and Vivian Fox, radio actress, January 11 in New York.

KEANE - WINKLER—George Keane, featured in the stage play, *Brigadoon*, and Betty Winkler, radio actress, January 10 in Fort Lee, N. J.

LIVAUDAIS-BOYD—Joseph M. Livaudais, non-pro, and Wynn Claire Boyd, acro-contortionist, January 18 in New Orleans.

NIVEN-TERSMEDEN—David Niven, film star, and Mrs. Hjordis Tersmeden, former Stockholm model, in London January 14.

OPPENHEIM-HOLLIDAY—David Oppenheim, musician with the New York City Symphony, and Judy Holliday, featured in *Born Yesterday*, January 3 in New York.

PARKER - STARR—Lew Parker, movie player and former legit and nitery comic, and Sherril Starr, non-pro, January 11 in Tia Juana, Mex.

PEDICINI - KENDALL—Richard Pedicini, radio scripter, and Merle Louise Kendall, nonpro, January 1 in Las Vegas, Nev.

Births

A daughter to Mr. and Mrs. Jim Martin January 7 in Cleveland. Father is news editor at Station WGAR.

A son to Mr. and Mrs. B. S. Pully recently in Miami Beach, Fla. Father is a nitery comic.

A son to Mr. and Mrs. E. L. Davenport January 11 in Hollywood. Father is an actor; mother is a writer.

A daughter to Mr. and Mrs. Sam Handelsman January 11 in New York. Father is company manager of *Strange Bedfellows*.

A daughter, Paula Jean, to Mr. and Mrs. Edgar Parsons January 10 in Worthington, O. Father is manager of Station WRFD there.

A daughter to Mr. and Mrs. A. K. Lawson December 25 in Erie, Pa. Mother is the former Kathleen Darnell, nitery dancer.

A son to Mr. and Mrs. Harold Cornsweet December 27 in Santa Monica, Calif. Father is an actor.

A daughter to Mr. and Mrs. Tom Latimer December 29 in Hollywood. Father is a radio newscaster.

A daughter to Mr. and Mrs. Patrick Madore in DeLand (Fla.) General Hospital recently. Parents are Danny

and Margaret Boyd of the Johnny J. Jones Exposition.

A son to Mr. and Mrs. Clete Roberts January 3 in Santa Monica, Calif. Father is news and special events head at Station KMPC.

A daughter, Jane Elizabeth, to Mr. and Mrs. Bill Richards January 16 in New York. Father is a one-night booker in the band department of the Music Corporation of America.

A son to Mr. and Mrs. Guy Cherrney January 4 in San Francisco. Father is a night club singer.

MAGIC

(Continued from opposite page) stores. Searls will continue to present his mental turn on private club dates and in niteries on the side. . . . Freeman the Hypnotist made his first New York appearance at Carnegie Hall last Saturday night (17), with the house scaled from \$1.20 to \$2.40, including tax. . . . Horace E. Rose postals from Greenville, S. C., that shady characters recently broke into his car at Charlotte, N. C., making off with \$50 worth of clothing but leaving behind his best wardrobe and all his tricks and illusions. Rose also tells of catching the Bastille show at Charlotte and finding it a solid affair. . . . Lucille and Eddie Roberts are set until January 29 in the Flame Room of the Radisson Hotel, Minneapolis.

PRINCE JULIAN (Julius Friedman) is in his 11th month with his comedy magic at the Piccadilly Club, Baltimore. . . . Joan Brandon, after two weeks at the Cabana Club, Providence, hopped into Philadelphia for a January 15 date at the Supplee Clover Club. Club dates will keep her busy in that area until January 28, and the following day she moves into a Boston nitery for a fortnight's stand. . . . William T. (Tommie) Randolph, secretary-manager of the Gladewater (Tex.) Chamber of Commerce, shoots us a tearsheet of the first page of the January 6 issue of *Daily World*, of Opelousas, La., which Randolph says is the first daily newspaper of general circulation in the world published on offset printing presses. That is interesting, but even more interesting is the fact that smack dab at the top of page 1, running above the masthead itself, appears a two-column photograph publicizing the appearance of Birch, the Magician in Opelousas January 16. The photo shows three citizens inspecting the packing box built by employees of a local contracting firm and from which Birch was slated to make his escape. "Local tie-ups that are on the ball and reputable magic salesmen can still get top publicity provided they have a newsy tie-in to interest the local editor," Randolph writes. "I wonder if anyone else in recent years has had a publicity play as good as this one for Birch. No one could possibly have beaten it." . . . Syl Reilly, Columbus, O., wizard and magic manufacturer, is completing plans for the 17th Annual Magi-Fest to be held at the Neil House, Columbus, January 30-31. Among the show features will be Okito. Ten dealers are slated to display their newest magic items. All magi are invited, with a \$3 fee paying the way to two night shows and two parties. . . . When last heard from, Jackie Gallagher was en route from Philadelphia to join the Marquis show in Missouri.

HARVEST OF YEARS

(Continued from page 29) one. Russell Hardie manages to make the sticky son believable by sheer personality, and Philip Abbott does likewise with the lad back from the wars.

Beckhard has given *Harvest* a good production with a fine farm house interior by Raymond Sovey and canny costuming by Peggy Morrison. But *Harvest* is just too ponderous. It will gather scant coin-crops at the Hudson. **Bob Francis.**



IN MEMORY OF MY DEAR WIFE AND OUR MOTHER

WHO DIED JANUARY 17, 1946

The poet has never lived
Who can put into words
The feeling in our hearts
Since you went away.
You took a part of us all with you,
And we are living for the day
When God will reunite us
In His Great World above.
So while waiting we are clinging to
Your Memory and your love.

B. J. LOROW and FAMILY

HATHAWAY—M. L. (Doc), well-known pitchman, recently at the home of his daughter in Houston. Burial in that city.

HEASTON—G. T., 59, former rep show performer and operator, recently at his home in Geary, Okla., of a heart attack. Heaston had been with the Shrewsbury, Karl Simpson, Wilson Dramatic, Perce R. Benton and Melville stock companies and at one time operated a rep show under his own name. Survived by his widow; a daughter, Tedye Laverna Elkins; a step-daughter, Thelma, and a brother.

HERNANDEZ—Albert, 49, Mexican character actor, January 2 in Los Angeles.

HINES—Murray L., vet wire jewelry maker and pitchman, recently in Cleveland. Hines was active for many years in Canadian territory but the past few years had been located in Cleveland. Survived by his widow,

Communications to 155 No. Clark St., Chicago 1, Ill.

Multi-Million \$ Fair Plant Plan for N. Y.

Report Before Legislature

COLUMBUS, O., Jan. 17.—A multi-million-dollar plant so vast in conception that it will require as many as seven years to complete and design "to fill the needs for the next 50 to 100 years" is proposed to supplant the now-suspended New York State Fair at Syracuse, Bligh A. Dodds, director of the division of fairs of New York State, revealed at the annual convention of the Ohio Fair Managers' Association.

The now-inoperative State fair would be relocated on a new 1,000-acre site, part of the 3,400-bomber base at Mattydale, N. Y., three miles from Syracuse, Dodds said. It would be designed not only for use during the run of the annual exposition but for year-round use for a wide variety of activities.

For Year-Round Use

Ultimately, it would offer a stadium capable of luring major football games; an arena, equipped with an ice plant, with a seating capacity of 7,500; a two-mile race track, which would also enclose a mile and a half-mile track and a huge auditorium.

Speaking on *New York State Fair Looks Ahead*, Dodds pointed out that these proposals are included in the recommendations of the temporary State fair commission, which, under the direction of its chairman, Assemblyman C. S. Forsythe, made an intensive two-year study preliminary to compiling its report. The report, Dodds says, is now in the hands of Governor Dewey and the New York Legislature.

When construction would begin is contingent upon legislative approval of the committee's report and upon the passage of necessary legislation and provision for the required funds. The commission in its report indicates that it might be possible to have part of the plant in readiness in 1949.

Building Staggered

Actual construction of the complete plant is to be staggered in three phases in the commission's proposals, Dodds disclosed. The first stage would require perhaps three years to complete, the second another two years and the final stage five years, Dodds reported.

Grouped among those units which are included in the first stage, he said, are a theme center, which would house permanent State and local exhibits and meeting rooms, available for year-round use, and buildings to house the agriculture and the conservation exhibits.

Revenue-producing units would go up as fast as possible under the commission's plans so as to bring in income. One of the first of these units would be the midway.

Plan New Name

The fair envisioned will be of far vaster scope than the New York State Fair of the past, Dodds said. Continued emphasis will be placed upon agriculture, but infinitely greater attention will be given industry in New York State.

In line with this, Dodds pointed out, the commission recommends that the name be changed to the *Empire State Exposition*. Among the buildings embraced in the plan is a hall of science, a building of industry and commerce, a livestock building with

Cardenas Bros. Enjoy Brisk Biz in Mexico City Funspot

CHICAGO, Jan. 17.—Frank Ward and Loren Leach, owner and general manager, respectively, of Greater Rainbow Shows, recently made a trip to Mexico City, accompanied by their wives, and Ward writes *The Billboard* at length about the Cardenas brothers, who operate 23 rides in Chapultepec Park there. His letter follows:

"We found the city in the midst of a building boom, far surpassing any city in the States. There are

Two Wis. Annuals Ink Pageants; Big Turnout at Mil'kee

MILWAUKEE, Jan. 17.—Pageants will be featured at several Wisconsin annuals this year in observance of the State's centennial, it was revealed at the annual convention of the Wisconsin Association of Fairs here January 7-8 at the Pfister Hotel.

Pageants have been skedded for the Dodge County Fair, Beaver Dam, and the Door County Fair, Sturgeon Bay. Contracts to stage them were announced by Theodore Fish, representing the John B. Rogers Producing Company, Fostoria, O. Fish said that several other Badger State annuals also are considering staging pageants. Those already signed will be tied up with the history of the county in which the fairs are located.

Bookers of standard fair attractions were out in record number at the convention and they reported excellent business. Carnivals, too, were heavily represented. Registration of fair men at the convention was announced at 325, a record number.

Carnivals Listed

Carnivals represented included Gem City Shows, Jack Downs, Bill Snyder, Von Conway; Fidler's United Shows, Mr. and Mrs. Sam Fidler and Ivan K. Martin; William T. Collins Shows, Billy Collins; Snapp's Greater Shows, W. R. Snapp and Joe Green; John Francis Shows, John Francis; Gold Bond Shows, Mickey Stark; Dowland Shows, Mr. and Mrs. F. G. Dowland; Skerbeck's Shows, Mr. and Mrs. Eugene Skerbeck; Weydt's Amusement Company, Pearl Weydt and Doc O'Kelly; Tip Top Shows; M. Larke and Edward G. Larke; Dobson's United Shows, W. C. Dobson and R. E. Paterson; Bodart Shows, E. A. and Reg Bodart, Orval Hull and Lynn Lucia, and Badger State Shows, Mr. and Mrs. J. Vonberg.

Booking officers represented were: Barnes-Carruthers Theatrical Enterprises, Chicago, Sam Levy, Fred H. (See *Two Wis. Annuals on page 54*)

170,000 square feet of floor space to cost in the neighborhood of \$1,000,000, a farm implements building, home economics building and women's building.

The proposed site will be crossed by three highways which will be completed within several years. Included among these will be a six-lane thruway, on which traffic experts estimate an average of 50,000 cars will pass the plant site every 18 hours.

Dodds's appearance at the convention here proved timely, as Ohio is currently pushing plans for the relocation of its State Fair, the present plant here being deemed inadequate. Several new sites, far larger than the present State fairgrounds, are now being considered.

rides or a complete carnival on practically every vacant lot in the city. I think we saw nearly every American ride operating there. We saw rides of every description, from the old-time Ocean Wave, hand operated, to the latest ride made.

"Some operators own two or three outfits, located on different lots, while others have only a few rides and concessions. They stay on one lot as long as business warrants and then move to another. We found that some of the machine shops have put out rides much on the order of the American-made rides, such as the Merry-Go-Round and Octopus. They also have made a Funhouse and Glasshouse successfully.

"The most ambitious enterprise was that of the Cardenas brothers, located at beautiful Chapultepec Park. They have 23 of the most up-to-date rides to be seen anywhere. These are topped by the sensational Sky Ride, especially made for them by the Velare Bros. at Long Beach, Calif. This is a gigantic double Ferris Wheel, 100 feet high, with two wheels about the size of a No. 5 Eli turning and also revolving around a central axis. They also have a No. 16 and a No. 5 Eli Wheel, Moon Rocket, Ridee-o, Octopus, Rolloplane, Loop, Scooters, a beautiful three-abreast Merry-Go-Round and practically every kiddie ride made, including three miniature trains.

"Every ride is covered with neon and at night the rides make a beautiful sight. There are no concessions or shows in the park, because the park board forbids such things. But the rides, always in tiptop shape and freshly painted, are enough to lure the trade. Prices for rides range from 25 to 50 cents in Mexican money and almost every ride does capacity business during the hours the funspot operates.

"We became well acquainted with the brothers. Poncho is the older and general manager of their concern. Brother Tony is his assistant. The brothers invited us to their house where we enjoyed a wonderful Mexican dinner. The Cardenas's house is located in one of the exclusive sections of the city. Residing with the brothers is their 83-year-old mother and their sister, Josephine.

Roy Hix, Carnival Worker, Convicted On Assault Charge

DETROIT, Jan. 17.—Roy B. Hix, 41, carnival worker, was convicted of aggravated assault in the partial blinding of a 10-year-old Royal Oak boy at the State fair here last summer. A jury of nine women and three men, after deliberating four hours, brought in a verdict of guilty Wednesday (14).

Hix was charged with kicking Richard (Dickie) Hinson in the face when the boy tried to peep under the tent at a two-headed cow Freak Show which Hix was guarding.

Hix will be sentenced Wednesday (21). The maximum penalty is one year imprisonment or a \$500 fine, or both.

Harry Hinson, Richard's father, has filed a \$50,000 suit against Hix; the concession's owner, Carlos F. Thompson, and the Michigan State Fair.

Recently Ben H. Cole, assistant attorney general, presented the boy a check for \$7,676, representing pro-

Reading Cele To Be Staged At Fairgrounds

Board approves application by bi-centennial group — terms announced

READING, Pa., Jan. 17.—Use of the Reading fairgrounds for a bi-centennial industrial show and historic spectacle in connection with the city's 200th anniversary observance has been approved by fair board members.

Plans call for the industrial show to open August 14, end Labor Day, and then resume operation thruout the eight-day Reading Fair which begins September 12. The historic spectacle, which will be staged under lights, is tentatively scheduled August 29 thru Labor Day.

Fair officials pointed out that the five-day period between Labor Day and the opening of the fair had been reserved for setting up the fair.

Terms Fixed

Under the terms of a contract now being drawn up, the fair association will receive 25 per cent of all revenue derived from admissions, concessions and car parking during the period when the fair does not operate. All revenue realized during the week of the fair will be retained by the fair association.

In presenting their proposition to the fair board, bi-centennial officials said a well-rounded program of activity is planned for the opening three weeks of the show. In addition to the historic spectacle, scheduled in front of the grandstand, numerous other grandstand attractions are being considered by the committees in charge.

Joseph A. Abey, chairman of the bi-centennial program committee, said several large industrial firms are planning to erect their own exhibit buildings on the fairgrounds. If not torn down at the termination of the show, these buildings will become the property of the Reading Fair, Abey pointed out.

Exhibits To Be Animated

He said all exhibits will be animated, and will portray the actual manufacture of items produced in this community and in others thruout the nation.

The year-long bi-centennial celebration, described as the biggest event in the history of this Eastern Pennsylvania city, opened officially New Year's Eve. The inaugural ceremonies included the ringing of the historic Berks County Court House bell which summoned people to the old Berks County Court House for the reading of the Declaration of Independence, and the exchange of official greetings via radio by J. Henry Stump, retiring mayor of this city, and his worship H. V. Kersley, mayor of Reading, England.

Details for the bi-centennial are being handled by the nationally known public relations firm of Baldwin and Mermey in New York City. Alfred Stern, director of the Detroit motor industry's golden jubilee, is the resident director.

Russ Moyer, publicity director of the Reading Fair, and Bob Gerhart, Reading newspaperman, are in charge of local and State publicity.

ceeds from a benefit race at the fairgrounds, sponsored by the Detroit Racing Association in Richard's behalf.

POLACK, DAVENPORT SCORE

New Saginaw Record Seen

Western Unit gets off to big start with turnaway crowd at opening matinee

SAGINAW, Mich., Jan. 17.—Polack Bros.' Circus, Western Unit, got off to a good start here Sunday (11) with an afternoon turnaway and near-capacity at night. A strong advance promotion, reported by A. E. (Buck) Waltrip to be 30 per cent ahead of last year, promised a new Saginaw record by the end of the week's run tonight.

Performance, possessing plenty of class and receiving hearty approbation from the local committee and press, is new with a few minor exceptions.

Operational staff remains virtually unchanged. With Louis P. Stern as manager are Ross Paul, assistant manager; George W. Paige, concession manager; Opal Paige, auditor, and Mary Paul, assistant. Justus Edwards has returned in charge of press and radio. Bee Carsey is beginning his eighth year as musical director and A. E. (Jack) Klein his fourth as announcer. Barney (Soldier) Longsdorf is back as prop boss.

Polack Arrives

By the middle of the week, I. J. Polack had arrived from California to give the show the once-over. After a brief visit he proceeded to Richmond, Va., where the Eastern Unit opens Monday (19).

From here, the Western show moves to Flint for a Sunday matinee opening. Promotion there is being handled by Sam Ward. Both Saginaw and Flint dates are under the aegis of El Khurafeh Temple.

Show here had to be alternated between the auditorium stage and a ring on the floor.

Joining at Flint will be the Ward-Bell Flyers and Great Francisco, who were precluded in Saginaw by building limitations.

Top billing here went to the Berosini high-wire troupe. Act features Josephine's ascent and descent on an inclined cable and Otto's comedy. Entering from the audience, Otto scores with his tumbling antics. Closer is a pyramid on three bicycles.

A hit was Don Dorsey's trapeze work, featuring knee plunges, ankle drops, body balances and heel catches.

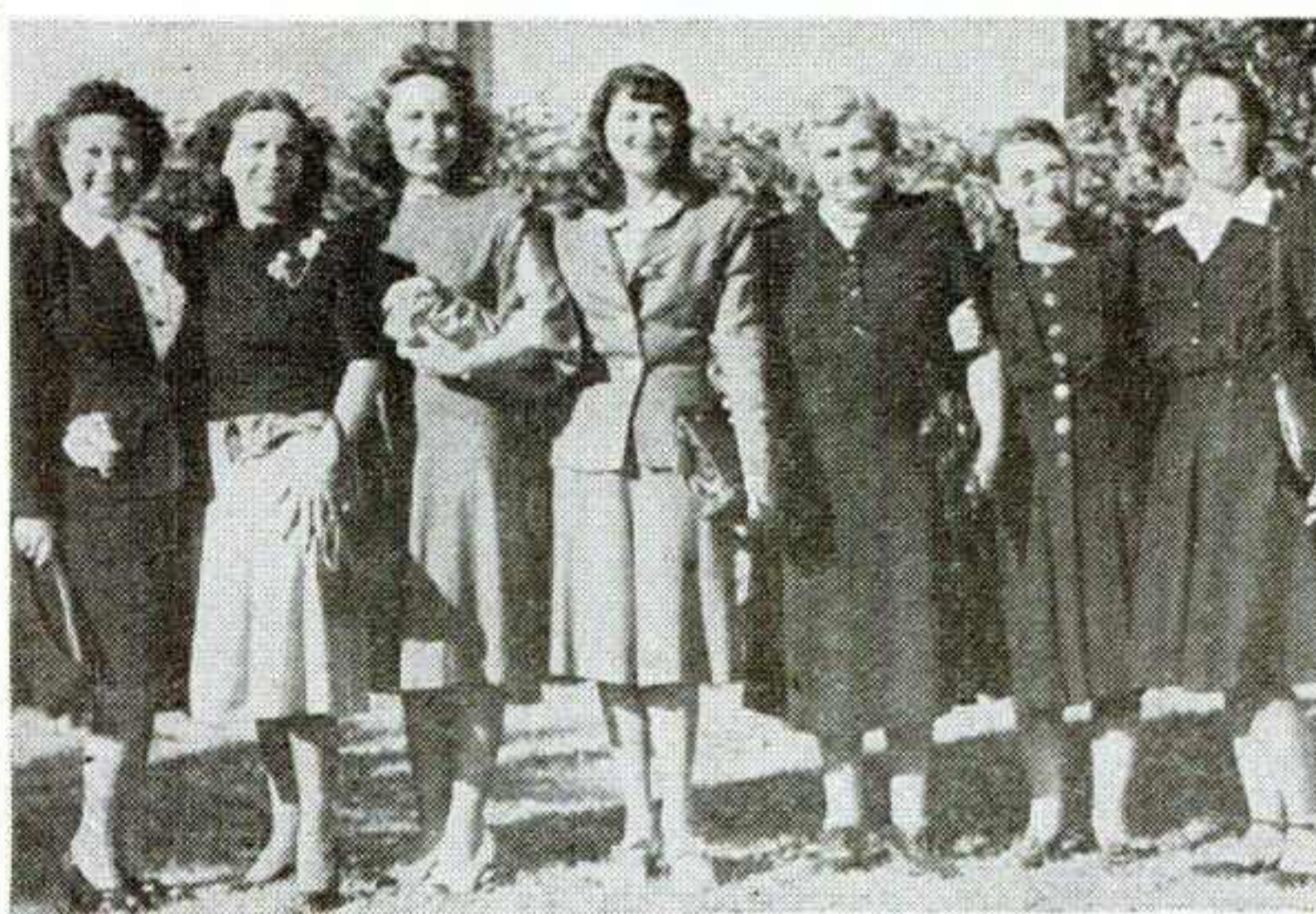
Barnes Returns

Back to circus trouping after a long stretch in clubs and theaters is Harold Barnes. His terpsichorean work gives his act distinction.

Tho the program is long on aerial and acrobatic stuff, its animal acts are of top-drawer quality. They include Roland Tiebor's Sea Lions; Frank Whitbeck's MGM Elephants, presented by James (Slivers) and Josephine Madison; high school horses of the Konyots, billed as Prof. Asevera and Dorita, and Dwight Moore's Dogs. Moore's is the only act held over from 1947.

Pete Ivanov is back after a year's absence with his bar and casting combination. With him are Nino and Paula Sombiasi, who also do a foot balancing ladder act. Another favorite again under the Polack banner is Massamillano Truzzi, juggler.

Newcomers who scored are Chai and Somay, hand balancing and con- (See New Saginaw Mark on page 70)



SEVEN MEMBERS OF THE SARA-CIRCO CLUB, an organization composed of former feminine circus performers now residing in Sarasota, Fla., were guests of the swank Bradenton Women's Club recently where they spoke about circus life to more than 200 leading winter guests from all parts of the nation. Mrs. Cora Davis, president of the Sara-Circo Club, comprising 38 members, most of whom were former members of the Ringling-Barnum show, engineered the event. Left to right: Mrs. Graycie Genders, Mrs. Janie Guyer, Mrs. Davis, Mrs. Vivian Webster, Mrs. Maudie Bailey, Mrs. Maude Millette and Mrs. Mildred Sika. —Photo by Gene Christian.

Toledo Stand Is Winner

Show builds strong after slow start—org in black midway in week, Hilt says

TOLEDO, Jan. 17.—Altho off to a slow start, Orrin Davenport's Grotto Circus gained momentum with each day and as early as Wednesday night (14), Chairman Hilt announced the show was in the black and could coast for the rest of the run.

Show opened in the new sports arena here, which seats 7,000 persons, Saturday (10) and runs thru tonight.

Opening day saw only a half-house at the matinee and a three-quarter one at night. Sunday's matinee, however, was a turnaway, officials estimating that some 600 persons were unable to gain admittance. Monday and Tuesday (12-13) saw all shows playing to three-quarter houses. Officials pointed out for almost all shows the box seats and middle reserves were sold in advance.

Ora Parks, who handles the advance publicity for the show, registered news breaks here, getting three front page stories plus pictures.

Jax Thriller Contest Draws Talent Array

JACKSONVILLE, Fla., Jan. 17.—With advance ticket sales already covering all expenses, a number of outstanding attractions are set to vie for top prizes in the Thrill Contest Circus, which gets under way here Monday (19) under auspices of the Fraternal Order of Police.

Top contestants in the week-long event, whose program calls for six night and two matinee performances, will be decided by patrons' vote, with each paid ticket entitling its holder to cast a vote for his favorite act.

First prize has been set at \$2,000, with the runner-up in the people's choice getting \$1,500. Third prize is \$1,000, with all non-winners receiving a guarantee of \$300 for competing.

Contestants, according to Jack Darling, include the Diacoff Sisters, bicyclists; Speedy Babbs's Globe of Death; Gladys Gillem's Lions; Winifred Colleano, heel catch; Harry Froboess, swaying pole; Leo Simon, dynamite act; the Alcidos, high act; Eddie Poole, slide for life; Billy Siegrist Troupe, trapeze; Great Arturo, high wire; Harris Brothers, high perch; the Maximos, wire act, and Ella Carver, high dive.

Contracted acts, which will not participate in the contest, are Sharon Miller, aerialist; Fred Shore, trampoline, and a Zacchini cannon act.

Harry Berry's band has been signed to provide the music, while Uncle Hiram and Harry A. (Duchess) Mason will do the clowning.

Burwell, Neb., Date Set

BURWELL, Neb., Jan. 17.—Burwell's annual rodeo will be a four-day attraction instead of three this year. It will be held August 11-14. Beutler Brothers will furnish the stock. They also provided animals for the show last year. R. A. Mitchell is the new president of the rodeo board.

Cole (D) Bulls

SYRACUSE, Jan. 17.—Five elephants of the James M. Cole Circus, en route from winter quarters in Penn Yan, N. Y., to Worcester, Mass., were given an unscheduled stop-over here on Thursday (15) as a result of the extreme cold. The elephants, slated to perform at the forthcoming Shrine Circus in Worcester, were taken to a local garage to thaw out over night before resuming their trip.

67G Gross Hung Up At Evansville Show

EVANSVILLE, Ind., Jan. 17.—Hadi Shrine Temple's 14th annual indoor circus here, November 17-30, grossed \$67,000, reported Carl Williams, of the act of Williams and Bernice.

The program, under the direction of E. Harold Berges, included the George Hanneford Family; Great Gretonas, high wire; Winnifred Colleano and Teresa Morales, heel and toe trapeze; Irah Watkins's Chimps; Gallagher Family, teeterboard; Art Henry's Military Ponies; Pirrott and Pirouette; Chai and Somay, Chinese act; Bob Parry, trampoline; Harry Haag's Elephants, and a contingent of clowns headed by George LaSalle. Some acts doubled to produce a program of 15 turns in 90 minutes. Six matinees were played.

Committee members put in much preparatory work, doing considerable traveling to view acts before closing bookings. Some acts were supplied by the Frank Wirth, George A. Hamid and Barnes-Carruthers offices.

Reger Again Named

NORTH PLATTE, Neb., Jan. 17.—Monte Reger again will be announcer and secretary for the Buffalo Bill Rodeo here June 18-20. Beutler Bros. again will supply the stock. The show committee plans to build bleachers to seat 1,000 besides the 4,000 seats in the grandstand.

Funeral Services Held For Margaret Crandall

TOLEDO, Jan. 17.—Funeral services for Mrs. Margaret F. Crandall, widow of Frederick Crandall, of the Riding Crandalls, were held here today in St. Frances de Sales Church. Burial was in Calvary Cemetery.

Mrs. Crandall, in show business since she was 10, died at her home here early Monday (12) after a brief illness.

Mrs. Crandall's first circus job was with the John Robinson show, where she remained three years. Following that she began training with Renie McCree, widely known circus equestrian. After her marriage to Frederick Crandall, the Riding Crandalls were featured with Hagenbeck-Wallace, Ringling-Barnum and other circuses.

The Crandalls retired from show business six years ago. Crandall died three years ago, but prior to his death the Crandalls operated a riding academy in Toledo.

Mrs. Crandall was a member of the showmen's League of America Auxiliary. She is survived by two sisters.

Hartford Advance Heavy

HARTFORD, Conn., Jan. 17.—Advance ticket sales for the Shrine Circus which will be staged in Bushnell Memorial Auditorium the week of February 22 are reported heavy by John Jepson, ticket chairman. Large blocks of exchange tickets for the skedded 14 performances are being bought by insurance, industrial and mercantile groups. Frank Wirth, New York booker, will produce the show.

Bond Bros. Quarters Open

CAMDEN, N. J., Jan. 17.—Preparations for the 1948 season have got under way at Bond Bros.' Circus quarters here, Edward Schuster announces. Trucks are being overhauled by Red Mulls. New cages are being built for an enlarged menagerie. A new big top, equippe with more blues and reserved seats will be used.

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First-class Circus Acts of all kinds for Ring, Stage and Air. Real Singing and Talking Clown to feature, also Clowns with specialties and general clowning. Horse and Pony Trainer to start work at once. Side Show People, Magic, Punch, Fire Eaters, Sword Swallowers, Snake Charmer and other working Novelties. Would consider Colored Band and Minstrel. For Advance: Combination Billers and Main Street Lithographers; preference given licensed truck drivers. All performers must do 2 or more acts. Everyone state salary and full particulars in first letter. Show opens in April. Address: CHAS. T. HUNT, R.D. #1, Bordentown, N. J.

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CIRCUS WAGON PHOTOS

Large, clear views of old John Robinson, Sparks, Hagenbeck-Wallace, Al G. Barnes & Sells-Floto and RB wagons and cars in "graveyard" at Sarasota quarters. Also 1947 photos of Sparks, Dailey and Beatty. Others. Low prices, prompt service. Penny postal brings free details and special get-acquainted offer. Write ROBERT SAMS, 3009 15th St., Ensley, Birmingham 8, Ala.

DRESSING ROOM GOSSIP

Orrin Davenport

He who wandered into the dressing room in Chicago saw quite a collection of big circus names. In the center section were the Cristianis. In the northeast section were the perch acts, Antaleks, Orantos and Davisos. South were the Montes de Ocas, trampoline wizards. On the left was our animal section, with Joe Walsh and his trained kitties, and Albert Fleet, with Mickie and Minnie. There were trained horses and ponies, Cole Bros.' style, with Paul Nelson, Alabama Campbell and John Smith; trained dogs, with Ruby, Harry and Naomi Haag, and Mrs. Al Fleet and her sister; Cole Bros.' elephants with Capt. Arky Scott, assisted by Ruth Nelson, Bobbie Donovan and Helen Scott. Center by northeast was our aerial display. You saw Vern Orton, Viola Rooks, Corrine Dearo; Bones Walter and Jim, of the Artonys; Louise Cristiani and Eleanor Velarde.

South by west was our wire and bounding rope performers, including Louie Velarde, Ralph Velarde and Bert Dearo.

Down on the windward end was clown alley. There was Earl Shipley, Otto Griebing, Freddie Freeman, Irvin Romig, Joe Lewis, Jimmie Davison, Gabby De Koe, Chester, Joe and Lucky Sherman, Bagonghi, George La Salle, Hubert Dyer and Tony Ridola. The old-timer, Dyer, is still doing a good ring act, as is Ridola with his comedy ladder.

Col. Harry Thomas looked like something out of *Esquire's* circus section—tails, top hat and silver cane. Frank Cervone and his tooters played lots of circus music and popular ones, too.

Visitors in Chicago included Roy Barrett, Joe Coyle, Jack Klippel, Eddie Menett, the Sydneys; Cardenas, the juggler; Doc and Mrs. Wilson, Edna Curtis, Billy Powell, Don Beals, Mr. and Mrs. Zack Terrell, Ed McKenna, Jack Hanley and Concha Escalante.

In Toledo, the Sun Bath Club postponed its meeting until the date at Grand Rapids, Mich. The Free Roll Club has swung into action. President Bagonghi has issued membership cards to the unholy three, the Sherman brothers and Jimmie Davison. Brother Comstock arrived with his calliope. Felix Adler arrived with a new pig, Amelia.

The king attempted to warble his version of *When Day Is Done* for patrons in Toledo's Granada Club, but Amelia broke up the show. Also, a rendition of *Vagon Veels* was delivered by Professor Brownie. The professor is being given a special announcement on the newest sensation in the clown world, the "atomic rocket."

Our aerial ballet is composed of June, Marion, Corcita, Ortans and Louise Cristianis; Johnny Winarski, Gee Gee Powell, Corrine Dearo, Viola Rooks and the Antalek sisters. Toledo radio fans heard circus stories by Harry Thomas, Lucio and June Cristianis, Otto Griebing and Felix Adler. Dick Scatterday, of the advertising department, is on the job with his pet display of the Kaiser-Frazer. A letter was received from Madeline Park, New York sculptress, who is going to India to buy animals for Hunt Bros.

Hot flash department—Bagonghi deserted clown alley to sell novelties at economy prices. . . . Daviso Cristianis has a permanent job as a masseur. . . . Someone owes Baby Velarde four bottles of beer. . . . Harry Haag is wearing a smug look. Pinochle must be profitable. . . . Freddie Freeman is impersonating Molotov in the atomic gag.—DICK LEWIS.

Roland Butler, head tub-thumper for the Ringling circus, was the subject of a feature story in *The Boston Globe*, Sunday (11).

Polack Bros.' Western

On January 11, equestrian director, A. E. (Jack) Klein's whistle opened the show at Saginaw, Mich., bringing not only a fine performance but another snowfall which greeted opening night spectators.

Manager Louis Stern and Ross Paul overcame the lack of space in the auditorium with an unusual seating arrangement, giving boss props Soldier Longsdorf and his crew "elbow room" for the many riggings. Band leader Bee Carsey, did a great job in converting a few local musicians into a full-fledged circus band.

Performers joined from all parts of the country, but the Florida tans predominated. Chester (Bobo) Barnett had the longest drive, coming from L. A. . . . Pete Ivanov arrived a few days early to work out on the hickories and Don Dorsey, living up to his reputation, just made it. . . . Count Ernesto Wiswell evidently caught and ate plenty of fish on his vacation. He's as big as a whale. The Countess didn't do so badly herself; a shoe horn was almost necessary to squeeze her into the after end of their Funny Ford. . . . Papa Konyot and Massimiliano Truzzi already have dusted the cobwebs from their card table and Truzzi has promised to tell Papa whenever he wins. . . . The Berosinis are sporting a new all-aluminum rigging used here for the first time, cutting down their weight by several hundred pounds. Otto Berosini and Victoria George, of the Peaches Sky Revue, announce their engagement, with the ceremonies not far off. Dorita Konyot's new horse is working beautifully and so is Truzzi's new assistant, Carl.

Altho opening days are tough on birthdays, Dorothy Barnett and Josephine Madison celebrated theirs. They said it was their 16th. Incidentally, Slivers Madison appears to have stepped out from the pages of a fashion magazine bedecked in tux, fedora, etc. Slivers re-fought the war opening day when his buddy, Virgil T. Prime, visited.

Other visitors seen opening day were Maestro Merle Evans, now on a lecture tour; the Flying Melzoras, and Jack Wynn and son, John.

This is an opening day quickie but will try to peek into a few more dressing room keyholes for next week's chatter.—HAROLD BARNES.

Midget With Tiny Car

Earns S. C. Driver's License

ROCK HILL, S. C., Jan. 17.—Baron Novak, well-known midget circus concert attraction, is getting considerable publicity as a result of successfully passing a driver's license test here recently. Novak, only 22 inches in height, is said to be the smallest person ever to receive a South Carolina chauffeur's permit.

Baron's car is a custom job tailored to fit the midget and was the gift of his brother, an army sergeant stationed in Japan. Car's top speed is 30 miles per hour and is inexpensively operated.

Mechanical Trouble Forces Martin Org To Blow Matinee

BICKNELL, Ind., Jan. 17.—Martin Bros. was forced to blow its matinee here Wednesday (14) due to mechanical troubles. Night show went thru on schedule, however, to a fair-sized house.

At the org's opening Monday (12) in Dale, Ind., show had a capacity matinee and a three-quarter night house. At Tell City, Ind., Tuesday (13) show, the first there in several years, played to two straws.

Reports are that the new Roger Bros.' Circus will open in February.

Petrillo Forces Jepson To Sing Under R-B Tent

(Continued from page 3)

and Lowe piano duo, and Igor Gorin, baritone.

"However, we have considered renting the Legion Coliseum for the Whittemore and Lowe concert and placing the pianos in the boxing ring. No, we are serious," Mrs. Palmer went on, seeing the look of incredulity which met her statement. "The play of the hands is one of the most interesting phases of a piano team, and that would give the spectators a perfect opportunity to watch the movement of the hands."

The only one of the four concerts scheduled for Sarasota this season for which the AFM has lifted its blacklisting of the Municipal Auditorium is the Baltimore Symphony. Mrs. Palmer said the Concert Association had been informed by the office of James C. Petrillo, union prexy, that the symphony would be allowed to appear at the Auditorium because it was booked last spring before the union took action against the city of Sarasota.

Altho most concert artists are affiliated with the Artists Guild, rather than the musicians union, the AFM ban would bar accompanists from playing in the Auditorium. The AFM blacklisted all facilities operated by the city of Sarasota because, union officials said, the city commission would not sign a contract for union music only.

City Manager Ross Windom said he talked with the union's Tampa rep twice last year.

"As he explained it," Windom said, "the Sarasota High School band or orchestra, or any other group of youngsters or musicians in the community, could not play at the Lido, the Auditorium or Trailer Park, because they would be replacing or taking the place of paid musicians. Because of this and because facilities of the city are owned by the people, we do not intend that they be deprived of the use of the facilities, whether or not they are union sympathizers."

Mayor J. Douglas Arnest commented: "We are not going to change our policy on this matter unless the people of Sarasota demand it."

English-Australian Ballet Scheduled To Show With Cole

CHICAGO, Jan. 17. — Cole Bros. will boast an English-Australian ballet with its show this season. Owner-Manager Zack Terrell announces he has secured 30 ballet girls, comprising two acrobatic troupes from England and Australia. The girls, all trained circus performers, at present are working in English circuses and will sail for the United States about March 28, arriving in Louisville, Cole winter quarters, in time for rehearsals before the show takes to the road.

In addition to doing their regular acrobatic stunts in the big show program, the girls will be used in the opening spectacle on the show, which will be in charge of Col. Harry Thomas.

On a recent visit to *The Billboard* office, Thomas revealed that just before the death of Rex De Roselli in 1941, Roselli gave Thomas a script for a spec which he had hoped to produce. He requested that Thomas produce the spec on the Cole show. Thomas says the time is now ripe for such a spec and it will be done in Roselli's honor.

WINTER QUARTERS

King Bros.

MACON, Ga., Jan. 17.—Work of getting the show ready for its spring bow got under way recently with opening of machine and blacksmith shops at Central City Park. Twenty men are on the job. Preliminary work is under supervision of Co-Owner Harold J. Rumbaugh. Semi-trailers and other units will be overhauled and around 20 replacement units will be delivered between now and February 15.

Lorin D. (Doc) Hall, superintendent, visited and conferred with the owners. He will report for duty February 1. Enoch Bradford, boss canvasser, arrived. Kenneth Ikert is purchasing agent.

Floyd King, co-owner, is laying out the 1948 route. He is being assisted by M. C. (Tex) Carter, assistant manager and treasurer. Walter D. Nealand, press agent, is here preparing press material.

It is planned to open around mid-April. James M. Beach again will be general agent. Mac and Fanny Carter returned from Baltimore where they spent the holidays.

Recent visitors were David B. Endy, Endy Bros.' Shows; Jack Leontini, manager of the Wallenda Troupe; Larry Davis, former elephant trainer and now a show owner, and Walter Rogers.

Owners King and Rumbaugh recently received a letter from Mayor Lewis Wilson, thanking them for providing a free zoo at Central City Park winter quarters, and *The Macon Evening News* published an editorial on the zoo and the winter quarters.

Clyde Bros.

MONROE, La., Jan. 17.—Activities have shifted into high here in preparation for the Jackson, Miss., and Monroe, La., dates, under auspices of the Optimist's Club and the Knights of Columbus, respectively. Jackson will be handled by E. L. O'Neil, assisted by J. A. Magnuson, Charley Cuthbert and Cecil Jordan. Monroe will be headed by C. E. Rosecrans, assisted by L. F. Stoltz, formerly of Mills Bros., and Russell Harrison, of James M. Cole.

The writer, after an 865-mile trek from Des Moines, completed the billing of Jackson and Monroe and is off for Galveston, Tex.—E. J. FLOYD.

F. C. Fisher & Son

BURNIPS, Mich., Jan. 17.—Texas Tim Bonds is in charge of ring stock for the org which is being built here. Bonds recently wed Cripitol Neely, aerialist from Denver. Mrs. Bond will break some new dog and pony numbers here. Her husband will also assist with the building of new seats and truck bodies.

Richard Thompson is in charge of the cookhouse and will be chief steward when the show takes to the road. H. D. Golden will handle advance for the show.—H. D. GOLDEN.

FOR SALE

Tent, 96 ft. round top; 2 41 ft. 6 in. Middles, used season and half; 1 30 ft. Middle, used 4 weeks; the round top and 41 ft. middles are blue, flame and waterproofed; the 30 ft. middle is white, also flame and waterproofed. Not a hole, rip or tear in the above canvas. Price, \$2800.00. Perfect 10 ft. Walls go with above. Tent, 80 with 2 40s and a 30 Middle, not in first-class condition, but good for 1 or more seasons; 10 ft. Walls for same better condition. Price, \$550.00. Hammond Organ with cycle regulator and B40 tone cabinet, A-1 condition. Price, \$2250.00. 15 lengths of 7-Tier Blues, Jacks and Stringers, only \$15.00 a length. 42 9-Tier-High Stringers, perfect condition, \$4.00 each. We are replacing with 12 high, 8 1937 Chevrolet Trucks, good rubber, several have new motors; all have been through shop and ready for hard work. Priced to sell. All can be seen at winterquarters: Hunt Bros.' Circus, Florence, N. J. Address: CHAS. T. HUNT, R.D. #1, Bordentown, N. J.

MARTIN BROS.' CIRCUS

Enlarging Show. Want Aerial Acts, Slide for Life, Thrill Act, Chimps, Bears, Monks, Novelty Displays, Promoters, Phonemen, etc., keep in contact. GEORGE HUBLER, Mayfield, Ky., Jan. 21; Cadiz, 22; Paducah, 23; Benton, 24; or per route.

Stevens Bros.

HUGO, Okla., Jan. 17. — Owner Robert A. (Bob) Stevens reports from the org's winter quarters here that the show will open May 1 near Hugo. This will allow time for the return of Dolly Jacobs and her elephants and acts now playing indoor dates.

With ideal weather prevailing here, visitors to quarters have been numerous. Ray Headley is expected momentarily from Colorado to get the trucks and light plants ready. Tommy and Juanita Thompson are in Dallas for the winter.

The show, which closed November 8 after a 31week season, will be practically the same size as last year. Bob Grubb is working the Liberty act and ponies daily. John Foss is in quarters.

It is reported that Norman Anderson will have the privileges on the James M. Cole show this year. Anderson for the last two years held that post on Jimmie Wood's opera.

UNDER THE MARQUEE

Mrs. Dan Pyne is at her home in Fort Worth, while her husband is in the Midwest on winter promotions.

Advice to men over 45 to do no stake-driving is comforting, but hardly necessary.

Charles (Kid) Koster, circus and legit billing agent, is ahead of *Song of Norway*.

Archie Blood, Ringling Bros.' cookhouse staffer, is reported ill at his Sarasota home.

A. Lee Hinckley, bandmaster on King Bros., is at his home in Cleveland.

There's one good thing about being a canvasser — you don't have to worry about keeping books.

Arthur R. Hopper, who retired December 31 as Ringling-Barnum general agent, is a patient in Army and Navy Hospital, Hot Springs.

Al, Pete and Bill Lindeman are reported visiting various circus winter quarters, making the trip in a new Oldsmobile.

Lamont's cockatoo act has joined the Colonel Williams Indoor Circus. Show will be in Shreveport, La., under the police, opening January 26.

As in all billing wars, no one tears down or covers another's paper unless it's in self defense.

Guy Smuck, who will be in the ticket wagon of Bailey Bros.' Circus, is visiting in Cincinnati before going to the West Coast January 27. He called at *The Billboard* January 16.

I. B. Duncan, band leader of Clyde Bros.' Circus, who has been under doctor's care the past seven months at Council Bluffs, Ia., cards that he soon will be okay.

Pat Wood, of Star Bros.' Circus, is playing school dates in Florida and Alabama, while Blackie Wood, of the same org, recently purchased two new trucks for the 1948 tour.

Among those who have passed from our midst is the circus blacksmith who had to know how to make double-trees.

Capt. William Heyer, with his high-stepping horse, Starless Night, and the juggling Four Elgins, were last

Dailey Bros.

GONZALES, Tex., Jan. 17.—Your scribe is training six recalcitrant sorrels for another Liberty act and a few more menage horses. Riley Higgins and Duke Keller are assisting.

Tommy O'Brien is adding dogs to his acts and breaking a group of bear cubs. When we are not too noisy in the stable, we can hear Joe Horwath demanding more and beller tricks from his lions.

Corky and Norma Plunkett, Rosemary Stock, Larry Cardan and Charles Cox are practicing resin back riding under the tutelage of Ed Martin.

Millie Curtis is handling mail, answering the phone and squaring beefs in the office. Mona Gruba is feeding all hands three squares a day.

The shipment of animals from India accompanied by Louis Reed, foreign agent, is expected soon. Ben Davenport and Streamline Fizzel went to Boston to meet the ship.

E. J. (Red) Rumbell is back after a few weeks in the hospital.

Visitors: Roy and Mary Valentine, Herbie and Chatita Webber, William Dugan and Mr. and Mrs. Doc Warner. —HAZEL KING.

week's stage attraction at the Temple Theater, Jacksonville, Fla.

Tommy Whiteside, the last two seasons with Mills Bros., has signed with Roger Bros. He will be producing clown and handle the mail and *The Billboard*.

L. C. Langhart, lithographer with Cole Bros.' Circus, is handling the lithographing and card details for the Shrine Circus set for Louisville February 2-9. He plans to return to the Cole advance next season.

There was a time when a boss canvasser had to have muscles and know how to use them to back up his big top vocabulary.

Bill Green, recently returned from Honolulu, is around the Los Angeles area. He plans to leave soon for Detroit to visit his mother before going to Richmond, Va., to handle the Polack Bros. date there.

Henry W. (Duchess) Mason clowned the streets with his baby

buggy for the Fraternal Order of Police Thrill Circus, which opened in the Alligator Bowl, Jacksonville, Fla., January 19 for a week's run. Working the streets with Mason was Happy Jack Darling.

Sight of an indignant performer chasing a suitcase indoor circus promoter inspires the thought that it won't do him any good if he catches him.

The George Hanneford family, which wintered in San Antonio, left January 8 for Mexico City to play the Atayde Circus for six weeks. They will return to San Antonio following the Mexico City engagement to await the opening of the Clyde Beatty Circus.

Merle Evans, band director on the Ringling-Barnum circus, was guest director recently of the school band at Aberdeen, Miss., where he also played a cornet solo and spoke briefly on circus life. During his visit, Evans was the guest of the Elkins brothers, circus fans and owners of the Elkins-Victory theaters.

If the circus business is killed and saved as much as it was in the past 12 years, there won't be anything new about it in the next 12.

Diamond Jim Speagle is wintering his animal circus in the Carolinas this year instead of California, according to W. K. Walker, who says Speagle has added some new rolling stock and a lion and a bear to his menagerie. Speagle at present is on a trip in Mexico.

F. M. Farrell, ventriloquist, with the James M. Cole Circus last year, who was injured in an automobile accident near Sturgis, Mich., last summer, is showing marked improvement and is at his home in Ithaca, N. Y. He reports he will be back on the road this season.

Gone is the talker of the old school who became indignant when he was referred to as a barker or a side-show speller.

Robert D. Good advises that his drugstore at 602 Hamilton Street, Allentown, Pa., long known as headquarters for circus fans, press agents and the like, has passed out of existence after 47 years. Good reports that he hopes to open again at another location in that city. In the early 1920s, Good sold tickets with (See *Under the Marquee* on page 68)

WANTED COLE BROS.' CIRCUS WANTS

Cowboys, Cowgirls, Trick Riders, Rope Spinners, Roman Riders, Jumping Horse Riders, Girls to Ride Menage and do Web, and exceptionally good White-Face Clowns. Write to Cole Bros.' Circus, State Fairgrounds, Louisville, Kentucky.

Musicians, write to Henry Keyes, 357 1/2 East 10th Street, Sarasota, Fla. Cole Bros.' Circus Side Show wants for season of 1948: Outstanding Freak to feature, Giant, Midgets, Dwarfs, Fat Girl or any other human oddity, Novelty Acts, Lady Sword Swallower, Jugglers, Musical Acts, Snake Act or Lady to Handle Snakes, Hawaiian Act, Oriental Dancers, Man to Fight Lion, Talkers, Ticket Sellers, Inside Lecturer or any other person or performance suitable for first-class Side Show. Address:

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One large female Elephant, gentle, does act and broke to work; 3 young Lions, 1 female, 2 males, \$200.00 each; 1 good riding Monkey, nice one, \$50.00; 2 extra nicely matched white Saddle Horses, 4 and 5 years old in spring; 1 Marquee, 28x28, 10 ft. wall, used one season, \$150.00; 1 18x36 Tent, 6 ft. wall, \$125.00; 8 good Banners, 10x15, double deck, \$25.00 each. Will buy young female Leopard.

AL G. KELLY & MILLER BROS.' CIRCUS HUGO, OKLA.

<p>STOCK TICKETS</p> <p>One Roll \$ 1.00 Five Rolls 4.00 Ten Rolls 6.00 Fifty Rolls 20.00 100 Rolls 38.00</p> <p>ROLLS 2,000 EACH. Double Coupons, Double Prices.</p> <p>No C. O. D. Orders. Size: Single Tkt. 1x2".</p>	<p>Light Sure Travels at an Amazing Speed Until It Hits the Human Mind</p> <p>Manufacturers of</p> <p>TICKETS</p> <p>of Every Description</p> <p>THE TOLEDO TICKET COMPANY</p> <p>Toledo 2 (Ticket City), Ohio</p>	<p>SPECIAL PRINTED Cash With Order. Prices:</p> <p>Roll or Machine</p> <p>2,000 \$ 6.80 4,000 7.45 6,000 8.30 8,000 9.15 10,000 10.00 30,000 14.00 50,000 18.00 100,000 28.00 500,000 108.00 1,000,000 208.00</p> <p>Double coupons, Double prices.</p>
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Cincy Coney's Liability 5G In Pittsburgh Boat Blast

CINCINNATI, Jan. 17.—Coney Island, Inc., operators of Coney Island Park here, of which Edward L. Schott is president and general manager, was assessed \$5,000 as its liability for damages, injury and deaths resulting from the explosion of the company's Steamer Island Queen in Pittsburgh last September 9, it was revealed Tuesday (13) in a decision handed down by Federal Judge R. M. Gibson at Pittsburgh.

Company's legal responsibilities in the blast were limited to that figure after Judge Gibson approved a motion made under the Admiralty Act by Harry Mack, resort's attorney. At the same time it was revealed that the park management had gone beyond its legal responsibilities and had either made lump sum payments or

was making weekly payments to injured crew members or dependents of crewmen who died in the blast.

When the boat blew up, 19 crew members lost their lives and 22 were injured. Mack said the \$5,000 would be split among all claimants. Company's liability as fixed by the court is the value of the wrecked hull of the Queen.

Schott said this week that the engineer's bell of the ill-fated Queen will rest as a permanent exhibit in the Mariners' Museum at Newport News, Va., where it is to be inscribed as a memorial to the boat.

Strolling Thru the Park

National Amusement Device Co. To Manufacture Coaster Chains

Aurel Vaszin, owner of the National Amusement Device Company, Dayton, O., announces that his firm will start manufacturing Roller Coaster chains. Vaszin reports his firm already has installed the necessary equipment and is now tooling up to make all steel Coaster chains for both his new Kiddie Roller Coaster and the standard 102½ size.

Edward L. Schott, owner of Coney Island, Cincinnati, together with his family, leaves shortly for a California vacation.

Garvis Kincaid, Joyland Park, Lexington, Ky., has added a new Sea Cruise, Looper and Airplane Swing, with Chambers Rocket Ships, to his park.

Roger Haney, owner of Lake Lansing Park, Haslett, Mich., and general representative for the Pretzel interests, had his pencil working overtime at the recent Indiana fair meetings.

It is reported that John Coleman, Riverside Park, Indianapolis, flew to

More Quotes on Biz Outlook for Parks

CHICAGO, Jan. 17.—Here are some more quotes from parkmen throught the country on their guesses for the business outlook in the park industry this year. In *The Billboard*, dated January 10, many parkmen gave their opinions. The following arrived too late for publication in that issue but are being herewith presented:

G. W. FRANCISCO, Lake Side Park, Hammondsport, N. Y.—Business as a whole looks very good for 1948. The Finger Lakes region is enjoying a constant increase every year as an ideal vacation land, plus the fact that industrialists are helping. (See More Quotes on Biz on page 68)

Birmingham recently to meet with the Alabama State Fair officials, in an advisory capacity, in the setting up of a new amusement park there.

Bob Hands, Chester Park, Chester, W. Va., is about due to return with his family from a winter vacation with his father-in-law, C. C. MacDonald, at San Antonio. MacDonald is owner of Idlewild at Ligonier, Pa.

Don Dazey, manager of LeSourdsville Lake Park, Middletown, O., is foregoing a Florida vacation because the many improvements planned at his funspot need his personal attention.

Gerald Nierman, Lakeside Park, Dayton, O., ducked the near zero weather of Dayton for the slightly colder clime of his new resort at Celina, O.

The Miller's Grove owners, Bill and Dale Miller, West Milton, O., took time out from their contracting business to attend the Ohio State Fair meetings at Columbus.

Sitting 'Round the Table

(Editor's Note: Quite a few operators have sent in their views on the subject, "Are you in favor of giving industrial plants the exclusive on your park for a day in the event they stage a picnic, thereby excluding regular patrons?" But many more are strangely silent. If you are among these, let's hear from you on this subject. Just send your views to the Outdoor Editor, The Billboard, 155 North Clark Street, Chicago 1.)

He'd Refuse

I am answering this question, not as one who faces the problem, but as one if I were obliged to face it. Our industrial employment in this territory is such that no plant would be obliged to request all of our facilities.

Were a request made of us that would strip our regular patrons of any of our service, I would be obliged to refuse it. There are two very vital reasons why I would refuse. One is that I do not want our trade to get out of the habit of making our service a part of their life. The other is the effect a large crowd has on one's spending. The latter, I believe, is witnessed every Fourth of July. Surely, no picnic would excel such crowds as are enjoyed on that day.—W. EARL SOMERS, Playland Pier, Coeur d'Alene, Idaho.

Harton Gives Views

Please be advised that the following is our policy in such a situation as your current question covers. In the first place, we have no practical way of excluding regular patrons from the park on any particular day. We have no gates and no admission

charge. Hence, prima facie, this would preclude our giving 100 per cent exclusive to industrial plants. Secondly, in a park of our size, we do not think it good policy to turn over the entire park to one picnic. However, we do try, in the case of larger picnics, to book them on occasions when there will be a small number of our transient customers on hand.—GEORGE M. HARTON, President, West View Park, Pittsburgh.

No Exclusive

Several of our large industrial plants hold their annual picnics at our park. However, we do not give these picnics the exclusive on facilities. We allow space for them in the picnic grounds where they can be more or less segregated.

All park concessions are at their service. Separate tickets for concessions are issued by the picnic committee and are taken in at the concessions and rides and later paid for by the picnic committee. In this way our general business is not restricted and everyone is happy.—HUGO MEYER, Washington Park, El Paso, Tex.

Playland, Rye, Earns \$384,000

Allan MacNicol succeeds Director Currier — sked opening for May 22

RYE, N. Y., Jan. 17.—Playland Park, Westchester County-owned swank funspot, grossed a record \$1,174,532 last year for an increase of \$80,454 over the previous high established in 1946, according to the annual report filed Thursday (15) by the Playland Authority.

At the same time it was announced that George Currier, park director for several years, had resigned as of December 31 and been succeeded by Allan MacNicol as acting director. The job pays \$14,000 annually.

Net revenue last year amounted to \$384,230, an increase of \$296,048 over 1946. Provisions for interest or amortization on outstanding bonds on the park are not included. Profits exceeded by more than \$100,000 the estimated \$275,000 return to the county included in the 1947 budget.

24G for Repairs

Also earned, but not included in the net figures, was \$24,000 spent on repair work on the towers, casino, boat house, service building and two roofs.

Salaries and wages amounted to \$369,555, ordinary expenses were \$337,994, and non-recurring repairs were \$82,751.

Evans Ward, head of the Playland Authority, reported that per capita spending continued high. Unfavorable weather during the early part of the season was offset by hot, clear weather in August.

The park is scheduled to open the 1948 season May 22. Fireworks and free acts will be presented as in the past.

The enclosed ice skating rink is again in operation. Recent heavy snow storms have cut patronage.

New Spot Skedded For Charlotte, N. C.

CHARLOTTE, N. C., Jan. 17.—E. M. Loew, of the Loew Theaters, Boston, was here to complete plans for construction of a drive-in theater and amusement park, representing an investment of about \$200,000, Arthur Goodman, Loew's Charlotte attorney, announced.

Loew recently purchased 26 acres of land in Charlotte, adjacent to the Southern States Fairgrounds, and on this tract engineer A. B. Blankenship will construct the drive-in. Work is expected to be completed within 90 days. Goodman says Loew decided to set up an amusement park, too, "because of the need of this form of entertainment in this section."

Up Wharfage Fees for N. Y. Excursion Boats

NEW YORK, Jan. 17.—Excursion boats and sight-seeing craft using municipally owned piers will have their wharfage charges upped from 25 to 50 per cent over last year's rates. The city collected \$55,000 from operators of such craft last year and expects to get from \$75,000 to \$100,000 this year.

New rates already have gone into effect despite protests of operators of several of the larger boats, such as those plying between the Battery, in New York, and shore resorts along the New Jersey Coast from Keansburg to Atlantic Highlands, and those serving swanky Playland, at Rye, N. Y.

New Bay Shore Planning Early 1948 Opening

BALTIMORE, Jan. 17.—Work on development of the island properties of the new Bay Shore Park at Bay Island Beach here is reaching completion, with officials determined to have everything in readiness for an early 1948 opening, Reese H. Jones, publicity director for the new funspot, announced this week. Jones said that a large dredge has been purchased to increase the 250-acre property. When this work is completed it is expected that a new parking area, double its former capacity, will be laid out. Provision to park about 12,000 cars is being made, Jones said.

Most of the rides and some of the buildings and other equipment have been purchased from the old Bay Shore Park site and moved to the new spot to hasten the expansion program. Oscar Bittler, ride engineer, has completed the ride area layout and a miniature Roller Coaster, Whip, Auto Skooter, Ferris Wheel and Water Cycles are to be added to the four Kiddieland rides, already set up. Officials said they have deferred action on a proposed large Coaster until next year.

Plans have been drawn for construction of a new bathhouse with accommodations for about 20,000 patrons. Jones said that picnic pavilions are to be built in chain formation fronting on the bay side of the islands for nearly a quarter of a mile. Officials reported that picnic reservations already have been made for several major outings.

Board Considers Funspot For Ocean Beach Front

NEW LONDON, Conn., Jan. 17.—Ocean Beach Park board has under consideration a suggestion by a member, Leon St. Germain, for creation of an amusement center on the beach front.

The suggestion calls for establishment of an area accommodating from 8 to 10 amusement devices. It is believed they would add income of approximately \$2,000 annually.

Conn. Park May Reopen

NEW CANAAN, Conn., Jan. 17.—Considerable public interest, demonstrated thru newspaper articles, letters and telephone calls, may result in the reopening of Roton Point Park here, it has been announced by George N. McKendry, president of the Roton Point Corporation.

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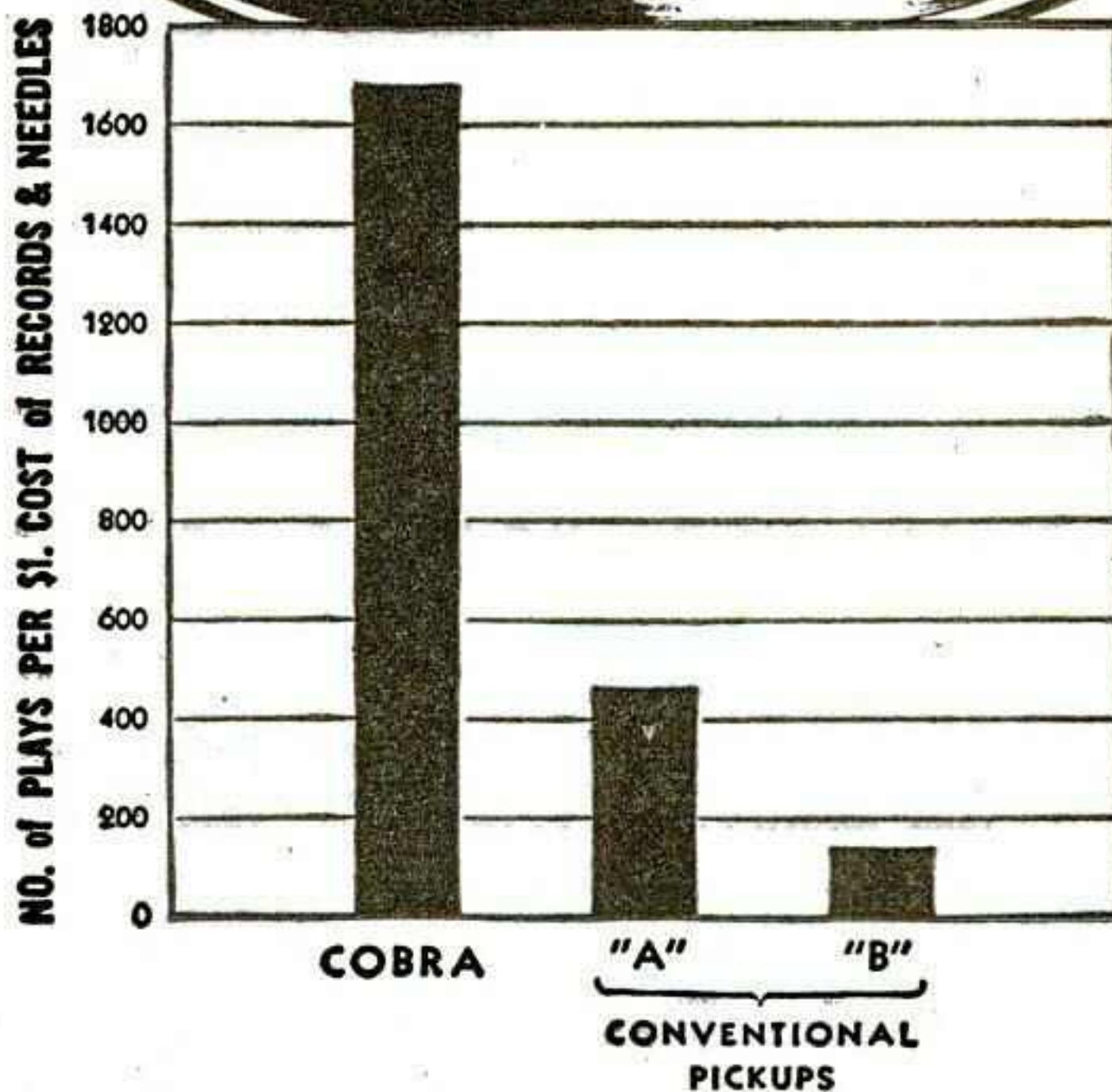
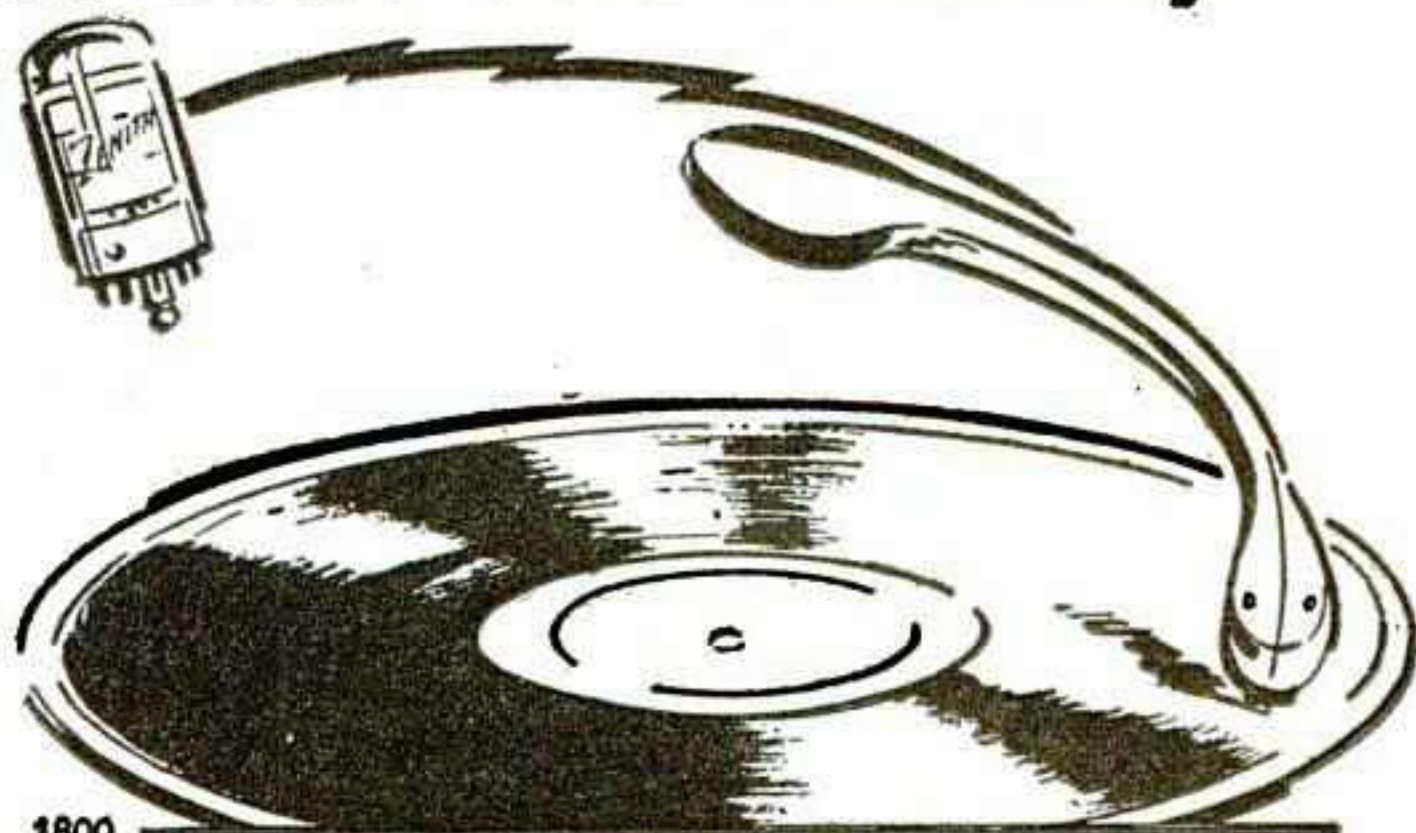


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Artie Wayne.....Majestic

Buddy Clark.....Columbia
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Recorded by

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Ella Fitzgerald.....Decca

Benny Goodman.....Capitol
Martha Tilton.....Majestic

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Earl Hines Trio.....Signature

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Recorded by

Vaughn Monroe..RCA Victor
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Morgan.....Decca

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Jack Smith.....Capitol
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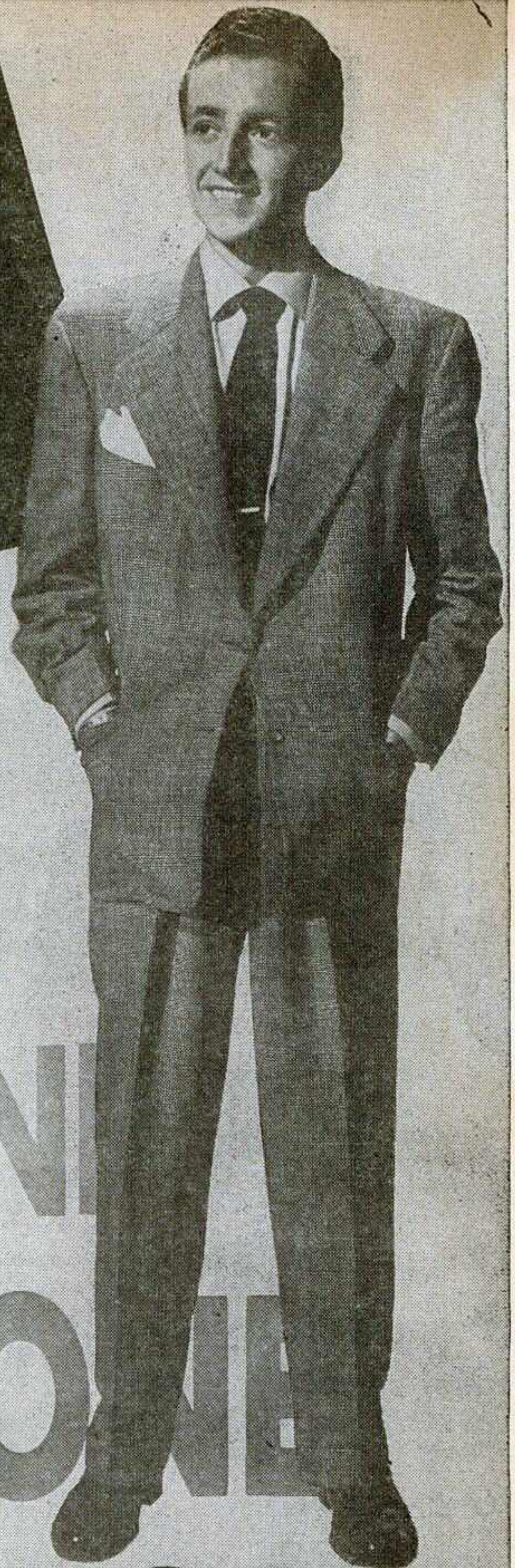
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"*Passing Fancy* sounds to me like the makings of another Monroe hit"—DICK GILBERT, KRUX Phoenix

"Monroe and Ray Dorey are going to parlay *Fancy* into a winner"—SHERM FELLER, WEEI Boston • "Denver loves it. So do I"—DICK SCHMIDT, KMYR Denver

"It's spin-sational"—WALT KAY, WJW Cleveland • "*Passing Fancy* has caught the fancy of my Varieties audience"—MARVIN ELLIN, WCAO Baltimore

"*Passing Fancy* deserves fancy praise"—CLIFF OLIVER, WHBC Canton, O. • "The listeners love it out here"—DICK CRESWELL, KELO Sioux Falls, S. D.

"A beautiful song"—FREDDIE ROBBINS, WOY New York • "*Passing Fancy* sounds like a possibility for top ratings"—RAY PERKINS, KFEL Denver

"A direct hit"—RICHARD LIVIGNE, WHYN Holyoke, Mass. • "A new hit to please the public fancy. A great ballad"—BOB KENNEDY, WHB Kansas City

"This one should hit the top"—TOBY DAVID, WJR, Detroit • "*Passing Fancy* is on more lips here than a Southern accent"—ERNE HARWELL, WBGE, Atlanta

"A sure-fire hit is *Passing Fancy* by Vaughn Monroe"—HILARY BOGDEN, WJAS Pittsburgh • "It's great. I recommend it"—BOB KEARNS, WIBW Topeka

"An appealing tune. Powerful song material"—DAVID NILES, WEVD New York • "A leading candidate for hit honors"—LARRY CARL, WASH Washington

"A number that gives smooth waxing. Delightfully presented"—ED CONDITT, WCAX Burlington, Vt. • "Wonderful job"—MYRON HOYER, KODI Cody, Wyo.

"*Passing Fancy* a coming hit. Dynamite in the disc department"—BILL HICKOK, WCON Atlanta • "Another great disc"—RANNY WEEKS, WCOP Boston

"Above the top of the heap"—BILL DEAN, KBIX Muskogee, Okla. • "Monroe at his best. Definitely a pleasing platter"—KEN KREIDER, WGAL Lancaster, Pa.

"Look for it to go far"—BUD WENDELL, WHK Cleveland • "Will in my opinion be one of the top ten tunes before February"—RAY MOFFETT, WCAO Baltimore

"More than just a *Passing Fancy*"—ROSEMARY WAYNE, WJJD Chicago • "Established on my Sunrise Serenade"—CLAUDE TAYLOR, WJHP Jacksonville, Fla.

"*Passing Fancy* is a must"—BERNE ENTERLINE, WMMJ Peoria, Ill. • "Definitely big time"—AL CANTWELL, WDNC Durham, N. C.

"The real thing in Detroit...batting a thousand in my league"—ROSS MULHOLLAND, WJR Detroit

"*Passing Fancy* going strong on my three daily disc shows"—JIM CLEARY, WSGN Birmingham

"Tune a natural to keep Vaughn Monroe red hot"—RAY COLONARY, WNAB Bridgeport, Conn.

"Music that should take well with practically everyone"—WILSON SHELLEY, KRLD Dallas

"*Passing Fancy* should be one of Vaughn Monroe's top hits"—NED TRUDEAU, WABY Albany

"A sure-fire hit"—BILL GRIFFITHS, KOL Seattle • "A must on any show"—TOM LEAHY, KANS Wichita • "In high demand"—FRED SMITH, WKJG Ft. Wayne

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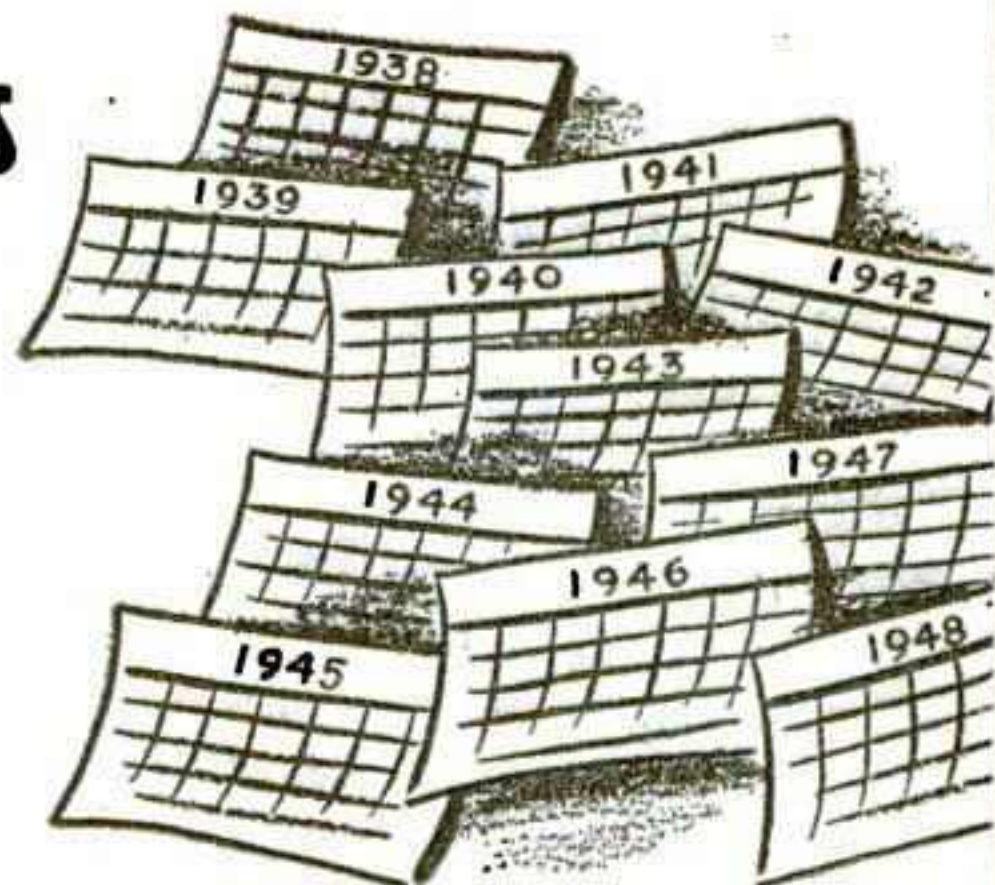
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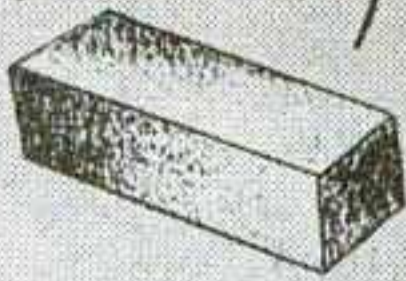
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"FAT GAL"

"MERLE'S BOOGIE WOOGIE"

"I LIKE MY CHICKEN

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"LAWDY, WHAT A GAL"

"I'M SICK AND TIRED OF
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Ballen Records.....	71	Imperial Records.....	83	Regent Music Corp.....	82
Binney & Smith.....	107	Jamboree Records, Inc.....	108	Regent Records.....	92
Bregman-Vocco-Conn.....	60-85	Jefferson Music, Inc.....	79	Research Craft.....	106
Broadcast Music, Inc.....	8	Jensen Industries, Inc.....	104	Robbins Music.....	48
Chappell & Co., Inc.....	51	Kaye, Sammy.....	56-57	Rock-Ola Mfg. Corp.....	93
Chord Records.....	40	Kenton, Stan.....	14	Rytvoc, Inc.....	109
Coast Records.....	25	Kerns, Lynn.....	109	Santly-Joy, Inc.....	6
Capitol Records.....	55	King Cole Trio.....	14	Savoy Records.....	71
Carson, Jenny Lou.....	96	King Records.....	63	Shapiro-Bernstein.....	50
Carter, Bob, Trio.....	89	Leary, Don, Inc.....	106	Signature Records.....	46
Cavallaro, Carmen.....	103	Lee, Peggy.....	14	Smith, Kate.....	3
Columbia Records.....	1-59	Lindwood Record Co.....	109	Songcraft, Inc.....	109
Como, Perry.....	53	Lissen Record, Inc.....	105	Specialty Records, Inc.....	81
Cooley, Spade.....	91	Lombardo, Guy.....	9	Stafford, Jo.....	12
Courtney, Del.....	92	London Gramophone Corp., The.....	111	Standard Phono Corp.....	42
Craft Record Pressing Corp.....	104	Lowery, Fred and Dorothy Rae.....	29	Starlighters, The.....	90
Crawford Music Corp.....	51	Lund, Art.....	89	Sterling Records.....	72
Crystal Records.....	97	Lutcher, Nellie.....	14	Stinson Records.....	106
Damon Recording Studios, Inc.....	92	MacRae, Gordon.....	26	Strong, Benny.....	82
Damone, Vic.....	7	Major Distributing Co.....	87	Sunrise Records.....	108
Dana Music.....	74	Matrix Plating Co.....	109	Super Disc.....	93
Davis, Beryl.....	54	McKinley, Ray.....	66	Tempo Records.....	69
DC Records.....	107	Mercury Records.....	35-36-37-38-61-85	3-Minute Record Co.....	106
De Luxe Record Co.....	88	Meyers, Cal.....	109	Top Records, Inc.....	104-106-108-109
Detroit Music Publishers.....	105	MGM Records.....	2	Torme, Mel.....	14
Discos Peerless.....	25	Mid-West Record Pressing Co.....	106	Tower Records.....	87
Dubonnet Music Pub. Co.....	109	Milene Music.....	86	Tranter-Williams Motors, Inc.....	109
Duchow, Lawrence.....	80	Miracle Records.....	109	Travis, Merle.....	11
Electrovox Co., Inc.....	95	Modern Records.....	73	Tune-Disc Records.....	67
Embassy Record Co.....	105	Monroe, Vaughn.....	64-65	Universal Records, Inc.....	4
Empire Record Corp.....	89	Mooney, Art.....	44	Vargo Record Co.....	105-108
Filben Music.....	84	Mood Music.....	50	Vitacoustic Records.....	75-76-77-78
Fisher, Sid.....	84	Music Publishers Holding Corp.....	105	Wakely, Jimmy.....	33
Florida Records.....	106	Musicraft Records.....	104-107	Williams, Tex.....	83
Forster Music Publisher, Inc.....	94	National Records.....	45	Williamson Music, Inc.....	51
Gala Record Corp.....	104	Orlando, Don.....	81	Worth Music Publishers, Inc.....	31
Gastel, Carlos.....	14	Owens, Jack.....	58	Zenith Radio Corporation.....	5
Gem Records.....	68				

PRETESTED

Juke Box

Performance!



Stan Kenton



"I Told Ya I Love You,
Now Get Out"
"Curiosity"
"Unison Riff"

Peggy Lee



"Manana Is Soon Enough for Me"
"Golden Earrings"
"I'll Dance at Your Wedding"

King Cole Trio



"What'll I Do?"
"I Feel So Smoochie"
"KING COLE" Album



Mel Tormé



"But Beautiful"
"Night and Day"
"The Velvet Fog" Album

Nellie Lutcher



"Do You or Don't You Love Me?"
"My Mother's Eyes"
"The Song Is Ended"

PERSONAL MANAGEMENT
Carlos Gastel
HOLLYWOOD



GENERAL ARTISTS CORPORATION

Where to, Jukes?

Dismissing entirely such external problems as taxes, ASCAP and the Petrillo ban, 1948 still looms as one of the most challenging the industry has ever faced

NEW PATTERNS are being shaped in the automatic phonograph industry. Slowly but surely the juke box has undergone a basic change in its relationship with the public, and the industry reflects that change. Everyone in the commercial phonograph business believes that 1948 will prove an important year, a year in which the industry must consolidate its gains and plan the future carefully.

Nowhere is this planning and consolidating more necessary than at the operator-location level. During the past two years the music operator has seen the juke box become a valuable, even necessary part of many businesses. The novelty or gadget appeal, which pushed the music machine to popularity, is no longer as strong as it was in the 1930's and early 1940's when automatic phonographs were still opening new types of locations and production did not exceed operators' ability to buy.

To meet this change in the industry's relationship with the public, the operator realizes that more than ever before he must sell service to the location; and, thru the location, music to the public.

These are the factors which affect the operator and his merchandising plans:

1. Manufacturers' production.
2. Efficient distribution.
3. The operator's ability to sell locations and keep them sold.

Price Big Factor

Over all of these factors, and closely tied to them, is price—not only the price of equipment, but the cost of doing business.

After the lean war years when no new models were produced, the phonograph industry was certain that factories would be kept humming for at least two years in simply clearing away orders for replacement. Until he found that equipment would cost him twice as much as his pre-war machines, the operator shared this optimism. Once he discovered, however, that costs were out of all proportion to what he once thought of as normal, the established operator bought cautiously.

But despite material bottlenecks, juke box manufacturers managed to turn out approximately 200,000 new machines during the two-year period, 1946-'47. By the end of winter, 1947, distributors who were on a quota basis with their manufacturers found new models harder to move. More than one distributor went heavily into operating, either directly or indirectly, by setting up newcomers on small down payments with long terms to pay. The average distributor who began operating heavily during this

period, operated not because he wanted to, but because it was the only way he could see to move his equipment and at least break even.

Distributors Hit

Heavy production and slower buying worked a serious hardship on the average music distributor in 1947, and the distribution system was weakened as a result.

First indication of the weakening distributor link was the number of distributors who changed lines, requested refinancing or simply locked their front door. In an effort to make for more efficient distribution, manufacturers themselves shuffled territories, appointed new distributors and cut or added to their existing outlets.

In December, 1947, the Packard Manufacturing Corporation announced that as of January 1, 1948, it would not renew distributor franchises. The company's distributors were offered new contracts, at less commission, which made them sales agents. To compensate for the smaller commissions, Packard announced that the factory itself would handle all servicing and would carry all of the paper under a master contract with one of the country's larger financing companies. Firms which were once distributors, called upon to render the services ordinarily associated with distribution, will only serve as order takers under the new contract.

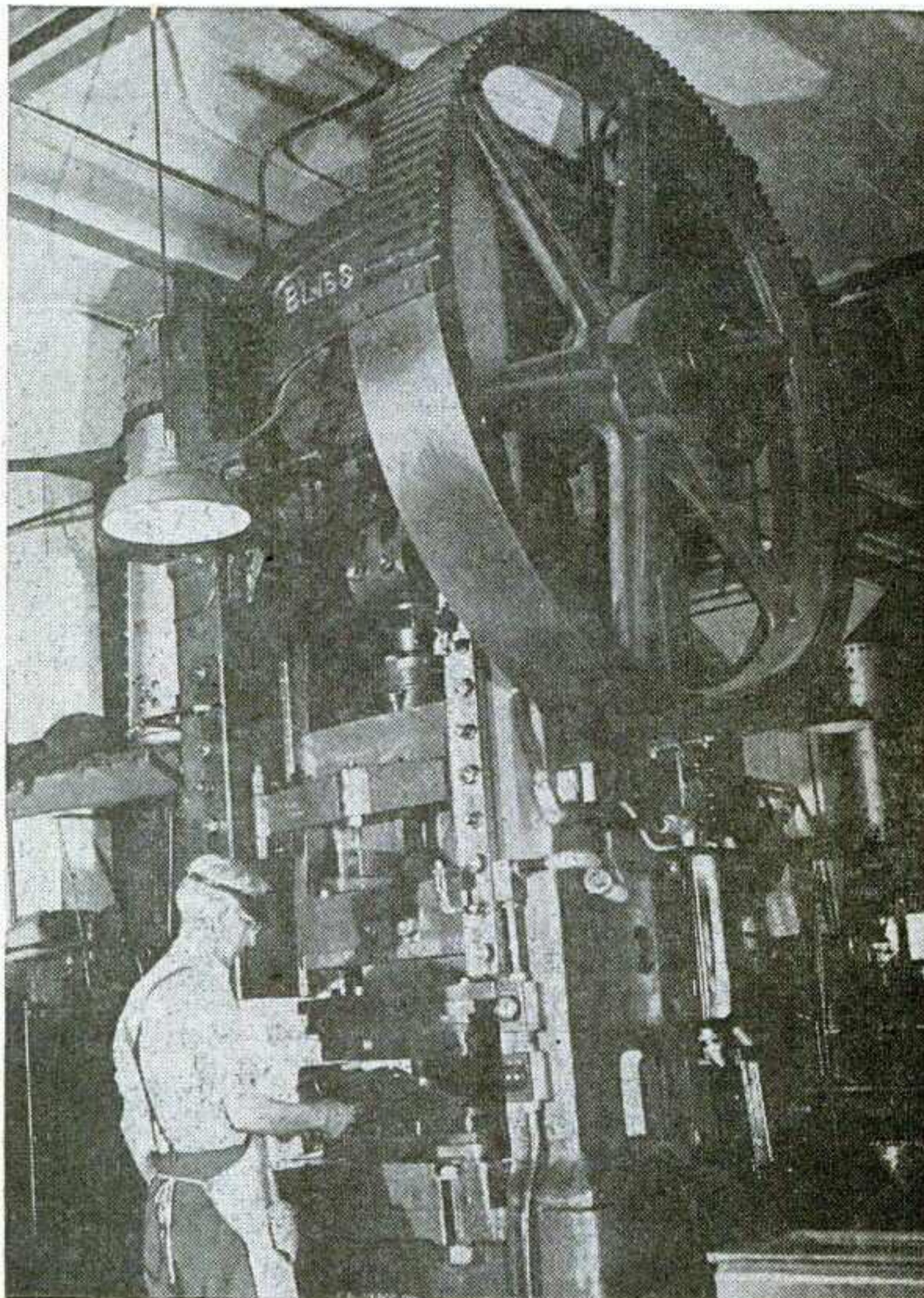
Packard's plan is not novel. Essentially it is the same as the method used to sell juke boxes when the commercial phonograph business was getting its start in the early '30s.

Another juke box manufacturer will take an entirely different tack to help solve the distributor problem. To his distributors this manufacturer will shortly offer two entirely new lines, neither of them coin-operated, but both of them allied with the coin-operated commercial phonograph. Not every manufacturer is equipped to offer his distributors auxiliary lines, nor would every distributor be qualified to handle them, but the idea may bear imitation.

Because conditions call for it, 1948 will certainly see re-examination of the entire music distributing program. After careful study, the manufacturer may find it wiser to take over some of those functions now performed by the distributor. The average music operator, who knows the distributor's value to him in terms of service and as an outlet for used equipment, does not want to see distribution methods radically changed unless that change would mean an overwhelming advantage for the industry as a whole.

Location Problems

As important as the manufacturer-distributor problem is the necessity



DURING THE TWO-YEAR PERIOD, 1946-1947, juke box manufacturers turned out approximately 200,000 machines. This production exceeded the pre-war average for any one year by 28,000 boxes and presents a real problem.

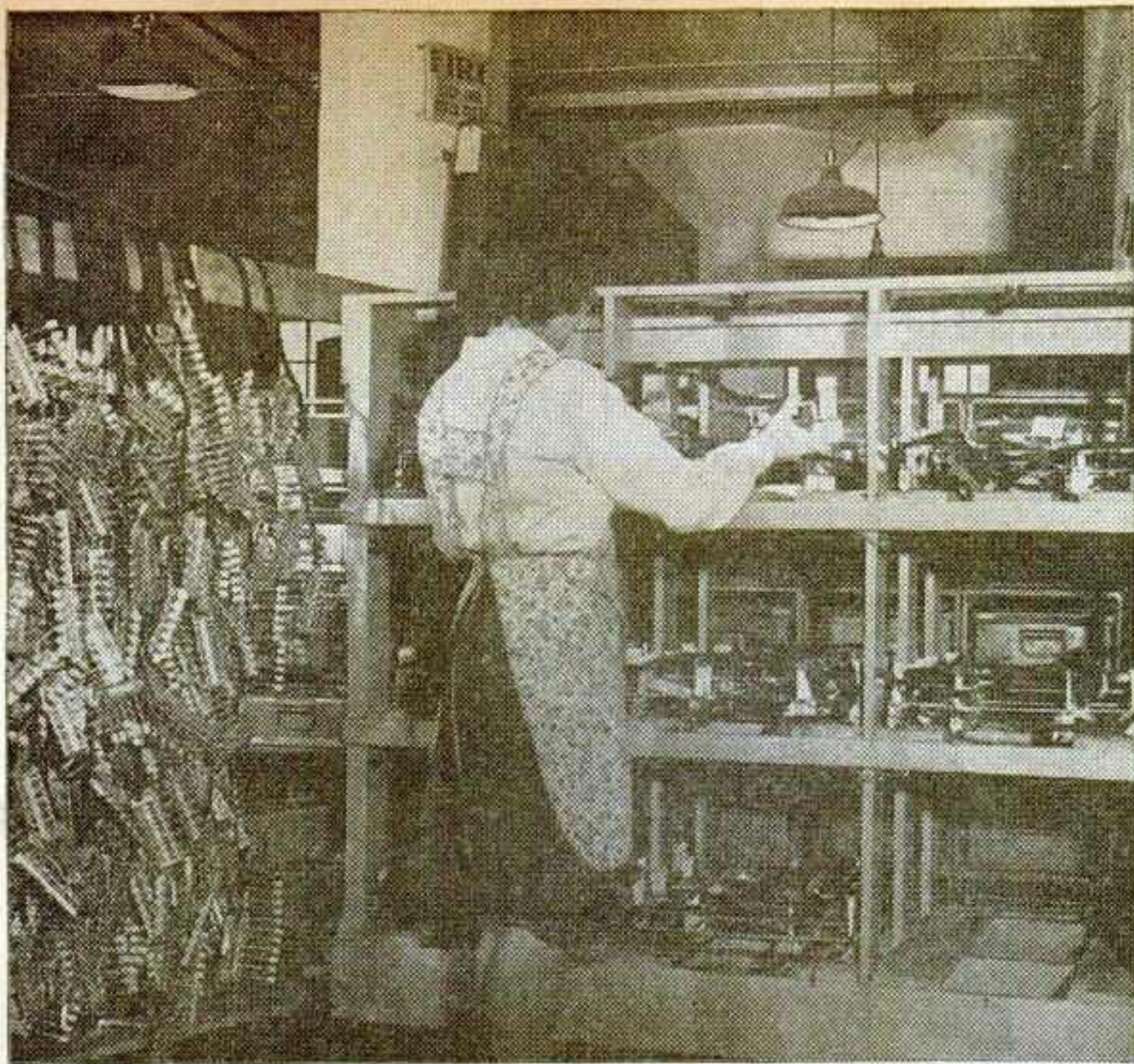
for operators to focus attention on their own merchandising programs in an effort to find solutions to problems facing them on location.

When it was apparent that new music machines were going to cost approximately twice and sometimes three times what they had formerly cost, operators seriously considered doubling the nickel play price to a dime, three for a quarter. The play price increase was supported by two manufacturers—Wurlitzer and AMI—as an idea worth trying. But operators shied away from the dime play for two reasons: They didn't believe the public would accept dime play and, even more important, they felt that until all of their competitors had increased play prices, the operator who did hike to a dime would be at a competitive disadvantage. Because there was no real movement to dime, three-for-a-quarter play, the idea was never given a fair trial.

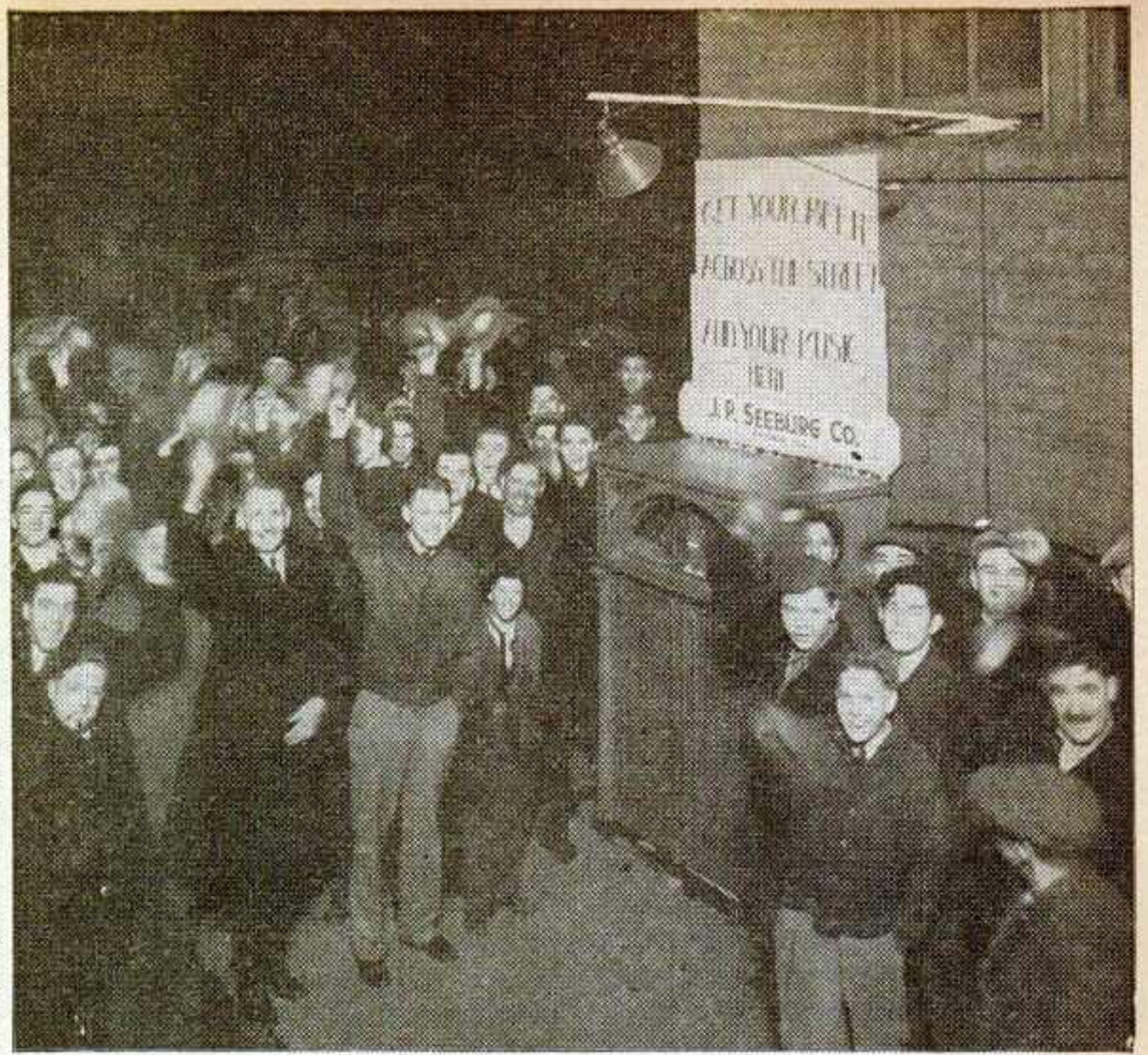
Competitive practices likewise kept many operators from adjusting commissions paid locations. Before the cost of equipment and overhead doubled and tripled, music operators could well afford to pay locations 50 per cent of the gross, but commissions today represent one of the largest—if not the largest—items on an operator's cost ledger.

By the end of 1947 operators in the metropolitan areas were almost consistent in their use of the top or front-money practice, taking out a guaranteed amount and paying the location commission on the remainder. Top or front money, with the amount to come out of gross set according to the operator's own particular expenses, worked during 1947 for hundreds of operators, and the practice can be expected to spread this year.

Competitive factors entered the location picture strongly during 1947. Telephone music, which had never



TO GAUGE PRODUCTION realistically to meet operator demand looms as a large problem, one to which all levels of the industry are seeking an answer.



BACK IN 1933, when this picture was taken, the gadget-appeal of the juke was strongest. Today, with less novelty appeal, juke music is sold on its merit.

been widely successful before the war, caught on in 1946, and many locations today have either coin or non-coin-operated phone music piped in from a central location.

In one sense, the music operator recognizes that telephone music represents competition, since many of the locations to which music is piped might support a juke box. At the same time, phone music can be helpful to the juke box because it has opened locations which never before used automatic music; and the juke box operator, with modern sound equipment, can take advantage of this fact.

Television in taverns presents a different kind of problem. When video sets were first placed in taverns, operators reported that the sets cut into

gross by as much as one-third. The over-all average decline, say operators in cities where tavern tele now flourishes, has been less than one-third, but television has hurt.

To meet tavern television's competition, the music operator was offered three alternatives during 1947: He could step into the television picture, selling sets as a dealer for a tele set manufacturer; he could plan his routes to include coin-operated sets some day, or he could continue to concentrate his efforts on his music business, selling that music to locations on the strength of its merits and his own merchandising services.

During 1948 the question of coin-operated television should be settled one way or another. If the public will pay for telecasts, the progressive music operator should find the sets an

important addition to his music route; if the public will not pay for its telecasts, the operator must decide whether he will make an attempt to act as a television dealer.

Merchandising Challenge

The biggest challenge of 1948 for the juke box operator, however, is in the necessity of doing a more thorough merchandising job than he has ever done before. This ranges all the way from selling locations on the basic economic reasons why installing a music box is just plain good business to the smallest item that's part of a top location service program.

The temptation to cut down on service will be strong as operating costs continue to mount; and it will be a knotty problem for the average operator to decide how far he can tighten up without endangering his over-all merchandising program.

Selecting records for his machines will require more careful study as the Petrillo ban waxes longer, and the importance of keeping his machines stocked with current popular tunes and standards is bound to be a more exacting job—yet one that will pay big dividends for time invested.

Record keeping will assume more importance as the break-even level of each operator's business fluctuates. To keep forging ahead in 1948 he will have to know at all times what his costs are, and plan accordingly how to keep out in front of them.

In short, for the operator, distributor and manufacturer, this will be a challenging year during which will be forged a pattern that may govern the future of this industry for years to come.

Where to, jukes? 1948 will tell.



TELEPHONE MUSIC, like the installation shown here, came into its own after the war years.



TO MEET COMPETITION from tavern television and phone music, operators must start merchandising.



MODERN JUKE BOXES have the public's good will. Job from now on is to build even more support.

The Ban and the Operator

Coin machine industry sees no cause for alarm as Petrillo recording stoppage goes into effect. Diskeries have heavy backlog which imports and reissues will augment if ban is protracted.

AS WHISTLES blew and horns sounded promptly at midnight, December 31, heralding a new year, the lights snapped off in recording studios throughout the country and weary musicians, singers and technicians brought to an end a hectic three months of around-the-clock recording sessions. For with the dawn of the year 1948, the ban by the American Federation of Musicians (AFM) against the making of records by its 225,000 members went into effect.

Operators of music machines around the country watched the latest AFM ban threat develop into an actuality with slight concern.



ONE OF THE FEW instruments unaffected by the record ban is the harmonica, a non-union instrument. Here the Philharmonic Trio cuts a side for Capitol.

Many had passed thru the strike of 1942-1943 and, despite the unorthodox (war) times, had felt the ban only slightly. They read AFM Prexy James C. Petrillo's 1948 work stoppage statement, but the consensus was that "never again" would develop into "well, hardly ever," and finally

In Short

There appears to be no reason for the music machine operator to be concerned at this time about the American Federation of Musicians' (AFM) recording ban. These are the reasons:

1. Record companies have built up heavy backlogs and will reissue old favorites.

2. Operators will get a longer play per record, with publishers scheduling longer plug periods and record companies spacing their releases.

3. Bootleg activities are expected to top anything seen in the 1942 ban, and the resistance power of the entire disk business is unquestionably greater than ever before.

4. The Taft-Hartley Act outlaws secondary boycotts.

5. Imports are expected to play a part in beating the ban.

6. Congressional intervention is almost a certainty.

evolve into a settlement thru the use of reverse tactics—bargaining by pretending no interest in bargaining whatsoever.

Industry representatives in the East put it this way: "We have been told that the recording companies are working day and night to build up backlogs for the ban. For our purposes, these backlogs should be more than sufficient. Records in juke boxes will now have a longer life, as music publishers will work on songs longer, and there will be plenty of reissues of old favorites that formerly were popular in juke boxes, and will be again."

Compared to his 1942 recording ban, Petrillo faces much greater opposition in 1948, i.e., if he aspires to gain from his ban anything other than his announced objective of "never to record again." Realistic music experts can't believe that Petrillo wants to battle technological progress endlessly (this despite his recent answer to his critics' statement that the Model T never would have evolved had Henry Ford been forced to wait on the pleasure of the blacksmith. Petrillo said: "You could make the Ford without a blacksmith; you can't make music without musicians.")

As the ban spreads, in just a few weeks the AFM is expected to call musicians off the radio networks, complaints by the commercial users of musicians are expected to flood Congress; senatorial committees will be formed and will listen to Petrillo

in 1942 is this: the resistance power of the entire disk business is unquestionably greater than before. Hundreds of new recording companies have mushroomed into existence, as have the pressing plants that turn out the platters. In 1942 there were probably no more than three or four independent pressing firms, each of which was easily policed by the AFM. Yet at that time non-union records appeared in some quantity:

In 1948 the bootlegging can be expected to top anything seen six years ago. Many smaller labels have stated that they would seek non-union talent or use established artists under nom de plumes, marketing the platters on an "as is" basis.

Taft-Hartley Considerations

Under the Taft-Hartley law, secondary boycotts are specifically outlawed. The support of a work stoppage, not a strike, would in itself be a problem for sympathetic unions without such a law. But with the Taft-Hartley law an actuality, there is considerable doubt the AFM could get help from the United Electrical Union workers in pressing plants, etc. Small labels are not concerned as to where they will be able to get non-union musicians. They claim that the dollar lure can readily turn up AFM members who will make bootleg records under fake names.

Import Situation

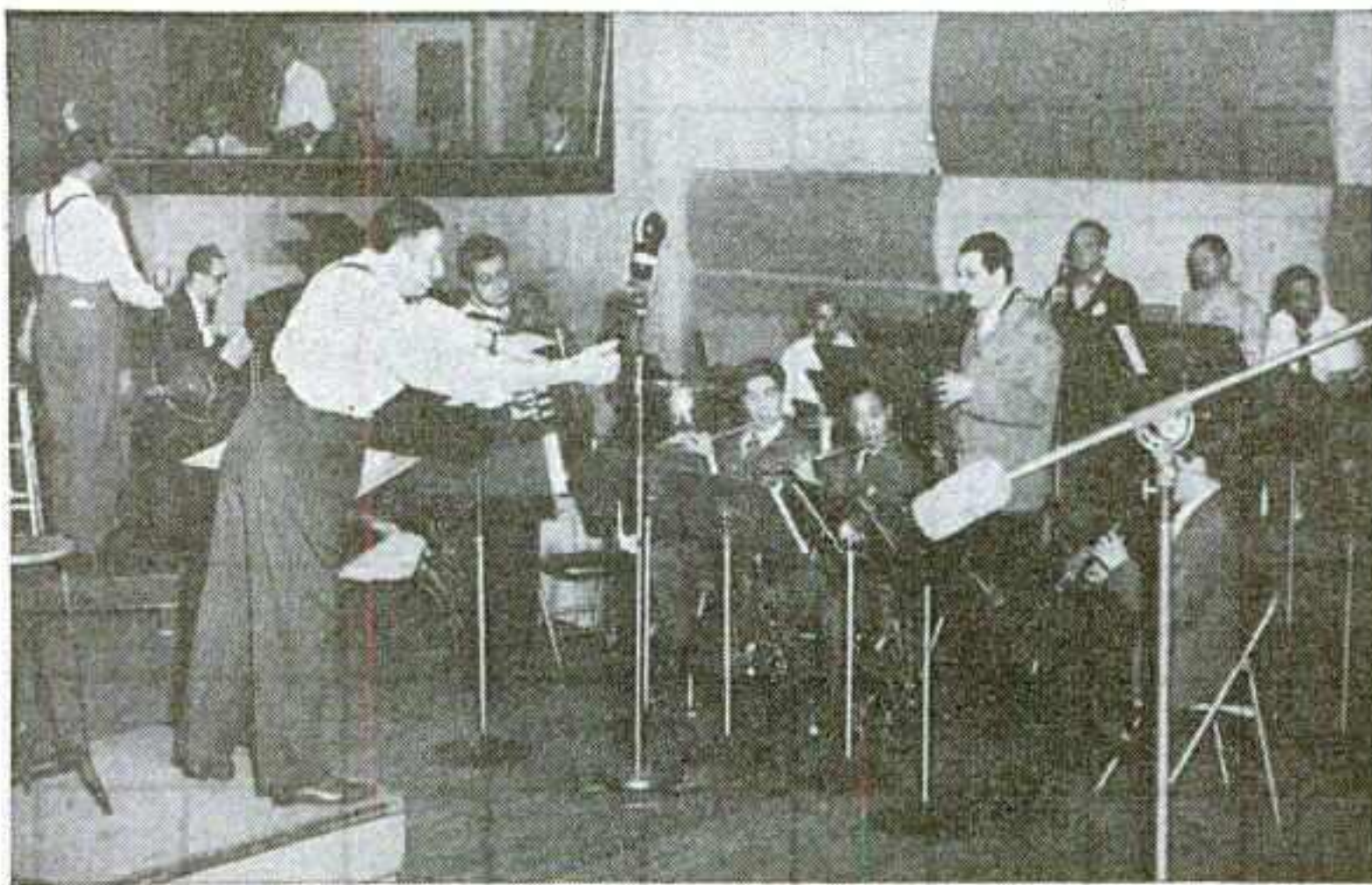
Imports are another factor that will play a part in beating the AFM ban

for companies such as the London label, which will sell records of pop tunes by British artists in this country. Those record sales here mean dollars for Britain.

There is even the possibility that domestic artists will be booked into foreign countries, where recording facilities are available, so that they can make records for export to the United States. It is known that some artist representatives had thoroly



JAMES C. PETRILLO, president of the AFM, who is the focal point of the current controversy. How long will he hold the line?



XAVIER CUGAT, along with other recording artists, put in long sessions right up to the December 31 deadline to build up a backlog of releases during the ban period.

present his arguments and will then take action, probably demanding that the issues be settled. The outcome will be settlement, but when and who wins will depend on who puts up the best fight. It is conceivable, however, to believe that settlement will come before the operator of music equipment is seriously affected by the ban.

Bootleg Activities

What makes it more difficult for Petrillo on certain scores now than

this time. In 1942 the war blocked diskers from wholesale dabbling in imported wax. This year it's a different story, with the recording companies in a position to search Britain, Mexico, France and other countries for musicians. The possibilities of Petrillo getting any aid from the British Musicians' Union (BMU) appears slight at this writing. With a socialist government in power in England, with the dollar situation so critical, it is doubtful that the BMU would refrain from cutting records

investigated this possibility prior to the January 1 recording deadline.

Congressional Action

In Congress, Petrillo faces even more resentful opposition than in 1942. Press reaction to his recording ban has been no more sympathetic than six years ago and a Republican House and Senate echo the sentiment. The same group of legislators that pressed thru the Taft-Hartley law and the Lea-Vandenberg Act could possibly add on specific legislation aimed at curtailing Petrillo even further. Too, the Justice Department entered the picture in mid-December and is now at work on a solution to the problem.

Talent and Tunes

Talentwise and tunewise, the recording ban becomes more arduous for Petrillo and the AFM. Bands today are not the selling factor they have been in the past. Instrumental music backing is in the end essential to recording but a capella ersatz might prove to be a more effective stopgap in 1948 than it was in 1942. The backlogs of the major companies are the greater for the years of dinking since the last ban. And the current plethora of revival stands to keep disk company profits going

(Continued on page 38)

Patterns for Picking the Pay-Off Platters

With competition keener and profits tightening, operators are faced with the problem of selecting record hits early and getting the maximum profits from each. Here's a workable solution to the problem

AS THE operation of a music machine route becomes increasingly more competitive, due to what seems to be a general economic trend to tighten up on spending, more and more operators are coming to the realization that their ability to order the money-making records far enough in advance, get them into their juke boxes while those disks are riding the popularity crest, and retain them for the full life of their maximum earning power can make a vital difference in their weekly incomes.

Listed in the accompanying charts are three songs, all illustrating simple, easy-to-follow patterns for picking the records that attract customers to a juke box. Many operators are already following this pattern—and any operator, by following and properly utilizing the Music Popularity Charts in *The Billboard* each week, can take the same road to increased profits.

Songs Follow Pattern

Each of the three songs charted, *Ballerina*, *Near You* and *Peg o' My Heart*, were big money earners for the juke box operators during the past year. And each of the songs follow variations of the same basic pattern. A study of the illustrations shows how the pattern works.

In each of the three cases, the songs were first brought to the attention of the juke box operator thru the *Record Possibilities* feature in *The Music Department of The Billboard* weeks or months before they reached the top.

Slick On the Picks

Even as it did in the past with *Peg O' My Heart*, *Near You*, *Ballerina*, *How Soon*, etc., *The Billboard's* music-record department has maintained its consistency in calling the winners right up to the present. Take the newest entries in the big-disk league. . . . *I'm Looking Over a Four Leaf Clover* and *Beg Your Pardon*. Each was spotlighted by *The Billboard* weeks before real excitement or spread developed and each in its own way became the pay-off to (1) The endless research; (2) the thoro biz coverage; (3) the staff know-how and music trade savvy . . . all of which *The Billboard* offers to the operator to keep him on top of the buys and to secure the greatest possible return.

The Billboard's pipelines into distributor channels first brought attention from Pittsburgh that a *Four Leaf Clover* biscuit was something to watch. At about the same time, MGM disks were having a look-see. Both MGM and *The Billboard* had the tip that the Krantz label (a hitherto little known Pittsburgh diskery) had sold some 800 copies thru a single Pitt retail outlet in about two weeks without the benefit

of the usual platter exploitation. Working on a hunch, Meyerson had Art Mooney re-score the Krantz Uptown String Band's rendition for his ork, hired banjoist Mike Pingatore to duplicate the Pitt waxing's rhythm, and cut the MGM version. Heard on a white label pressing by a BB staffer who was impressed both by the rendition and the MGM distrib's reactions, the Mooney *Four Leaf Clover* was inserted in *The Billboard Picks* staff record possibilities in the December 20 issue.

The BB possibility sparked other diskeries (Decca, Capitol, Signature, etc.), in the midst of their pre-Petrillo ban activity, to cut hurried versions of the ditty, all of which are beginning to hit the stalls at press time. Meanwhile, the MGM version had accumulated orders for 427,000 waxings as of Tuesday (13). And the original Krantz dinking, after having hurriedly acquired the usual flock of small-label, hit-hunting distrib's, was sold to the Mercury waxery whose production and distribution network should insure a hefty sale and (Continued on opposite page)

This listing is step number one in the pattern, followed closely by the record reviews, which rates each new record according to its juke box potential. Step number three is a simple, brief weekly scanning of various features of the pop charts to check the progress of the songs on live radio, disk jockey shows, as sheet music selling, etc., as they move toward nationwide popularity.

Analyzing the *Ballerina* chart, the pattern unfolds as follows: On July 5 the *Record Possibilities* carried a notice of the song and advised ops that it was a potential money-maker. In the September 20 issue of *The Billboard* there appeared a review of the Vaughn Monroe recording of *Ballerina*, which wound up by reporting the ballad loomed as a big favorite for phono plays. Operators who follow the pattern then started watching the pop charts for a sign of activity on the part of the song, and in the October 25 issue they saw *Ballerina* listed for the first time in Songs With Greatest Radio Audiences chart. This indicates popularity of songs played for the most part on live radio programs.

"Ballerina" Moves

The song was on the upgrade, and many operators who regularly follow all sections of the Music Popularity charts started buying one of the recorded versions of the tune. Two weeks later, in the November 8 issue, *Ballerina* appeared on three more charts: Best Selling Popular Retail Records, Records Most Played on the Air, and Most Played Juke Box Records. A week later the song jumped into the Honor Roll of Hits in eighth position.

Those operators who had followed the pattern were already reaping the harvest from having bought the record far enough in advance, and having placed it in their equipment in time for it to ride the popularity wave that was springing up. By December 13, *Ballerina* was No. 1 among Best-Selling Pop Retail Records, and on December 27 it was in first place on the Honor Roll of Hits and Records Most Played on the Air. A week later, January 3, it moved into first place in the Most-Played Juke Box Records listing.

As can be seen by the movements of the song, many operators throught the country hopped on the *Ballerina* pirouette AFTER it had started its rise, and thereby lost a part of the song's maximum earning power period.

"Near You" Chart

The chart illustrating the rise of the song *Near You* reveals the same basic pattern, but with one major difference. This song sprang up overnight—one of those freak happenings in the music business whereby a song comes from nowhere to the top in a matter of a few weeks.

Listed as a Record Possibility in *The Billboard* issue of August 9, *Near You* in the same issue appeared in the Records Most Played on the Air chart, which shows performances on disk jockey programs. An indication of the tune's meteoric rise is the fact that it was the No. 1 song in the same

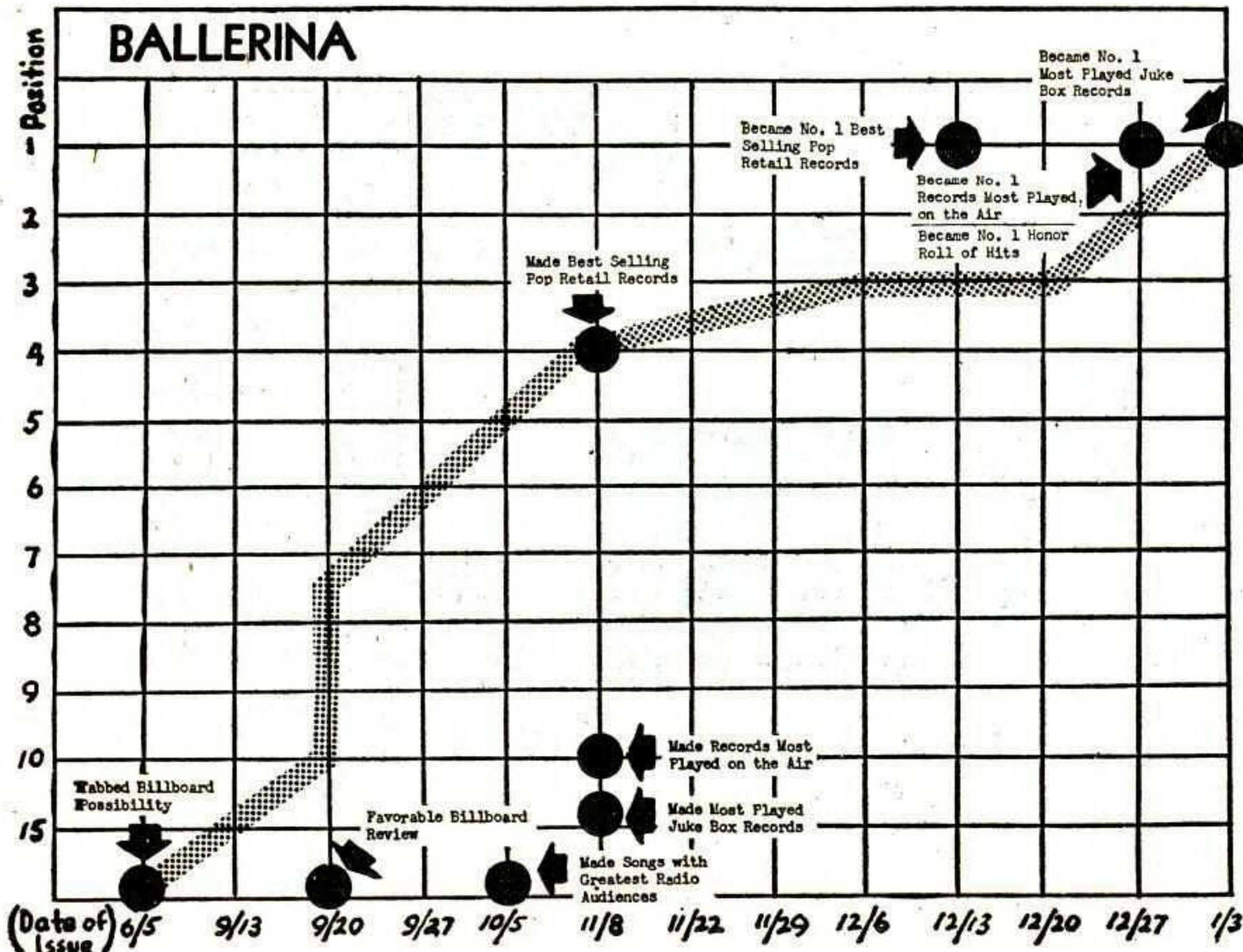


chart before it showed anywhere else, reaching the top of Records Most Played on the Air by August 30. In other words, in the case of *Near You*, operators who were watching *The Billboard* Possibilities and the Disk Jockey chart were able to place orders for the disk long before it was getting any kind of juke box play.

The following week, however, *Near You* was No. 13 in Best-Selling Sheet Music, No. 10 among Most-Played Juke Box Records, No. 6 on the Honor Roll of Hits, and No. 4 in Best-Selling Popular Retail Records.

The charts again reveal that many operators were caught short. It wasn't until the October 4 issue of *The Billboard* that *Near You* hit the No. 1 spot among Most-Played Juke Box Records. Private retail record buyers had placed the song in the first slot in Best-Selling Retail Records on September 20, while a week later the song was heading the Honor Roll of Hits.

Revival Clicks

The third chart illustrates the way devotees of this pattern for picking the hits were able to spot a revival, made by an unknown label, which ordinarily might have escaped notice. In the April 12 issue of *The Billboard* there appeared in Record Possibilities a report on the Vitacoustic Harmonicats' cutting of *Peg o' My Heart*, as well as a review of the record, which wound up by stating: "plenty of blue chips can be piled on these sides to hit the nation's fancy." Two weeks later, in the April 26 Best-Selling Popular Retail Record, *Peg o' My Heart* appeared in the seventh slot, and operators who had been watching the song began buying the record for their machines.

On May 3 the song appeared in 13th position in the Most-Played Juke Box Records and, despite the fact the record was now prominent in two charts, some operators were still slow in adding it to their machines. It wasn't until June 21 that the song placed first in the Most-Played Juke Box Records' category. By this late date it was prominent on the other pop charts, and was moving toward the top of the Honor Roll of Hits. Many operators, by failing to buy far enough in advance, had lost a portion of the added earnings the record could have attracted for them.

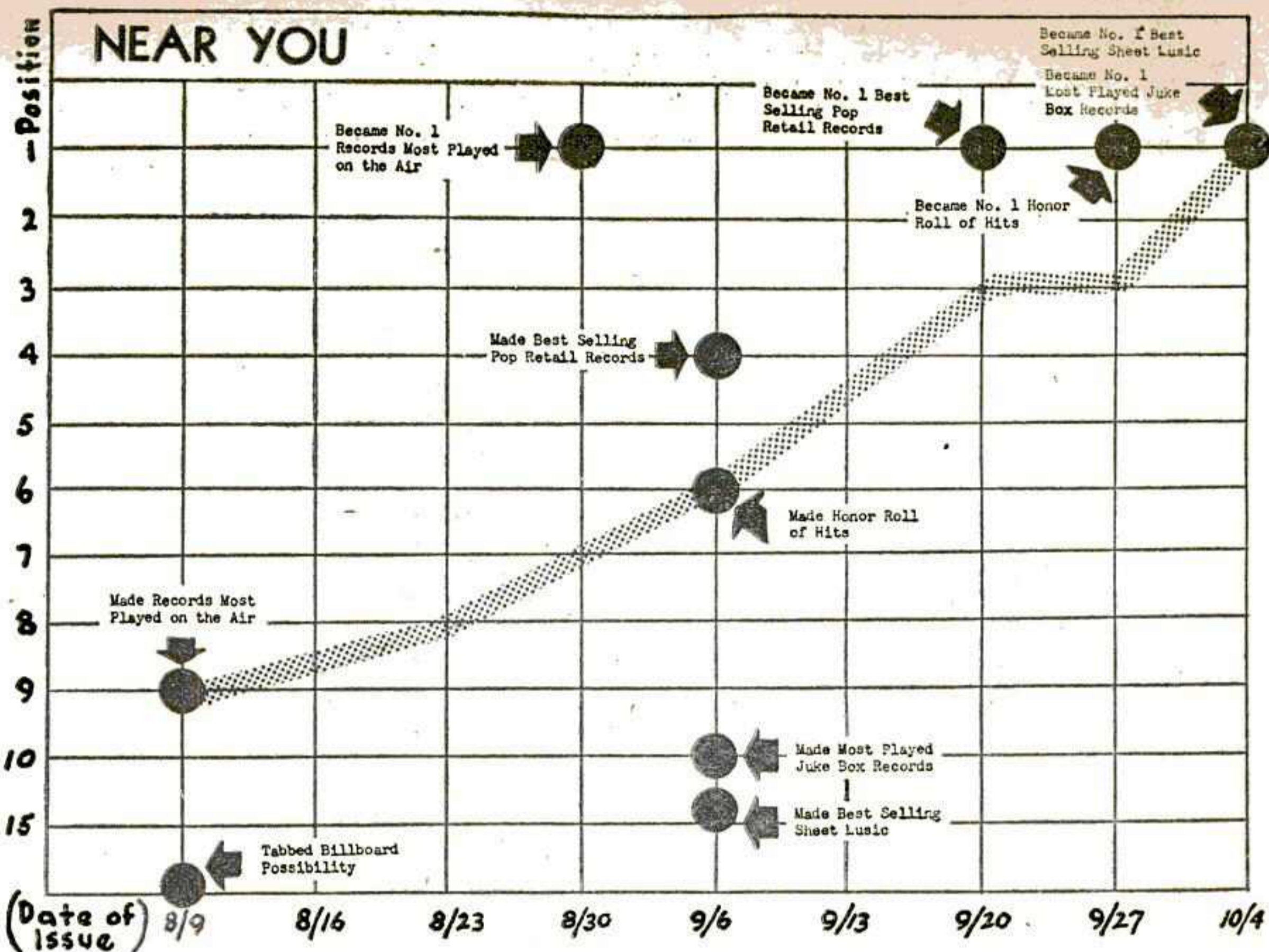
Another Money-Maker

Followers of the pattern also are able to catch money-making records which, while not reaching the No. 1

Slick on Picks

(Continued from opposite page) widespread recognition for the Uptown String Band.

Beg Your Pardon, the Francis Craig successor to *Near You*, and also on Bullet Records, was called by *The Billboard* in the December 27 *Picks* feature and already is showing up in the best-selling and most-played charts. This one, an extraordinary choice, since in showbiz sequels have historically proven flops, was "discovered" months back at the Robbins Music pubbery by a BB staffer who knew the firm was prepping widespread exploitation on the tune after having lined up an imposing list of top artist-top diskery waxings on the song. When the Craig rendition (later a few others) sounded "right" to the whole staff's ears, into the *Picks* went the Bullet record. And showbiz axiom or not, the best-seller charts already prove that *The Billboard* owes the ops no "beg your pardon" on *Beg Your Pardon*.



position on all charts, are up among the leaders for a long span of time. An example of this type of song was *Chi Baba, Chi Baba*, which first appeared in Record Possibilities in *The Billboard* issue dated May 3.

Those who watched the growth in popularity of *Chi Baba* were able to get it into their juke boxes early and enjoy a long period of play, as the song built steadily week by week. On May 17 it appeared in the Songs With Greatest Radio Audiences chart (live radio plugs) and a week later made its first appearance, in 15th position, in the Records Most Played on the Air chart (disk jockey plays). On June

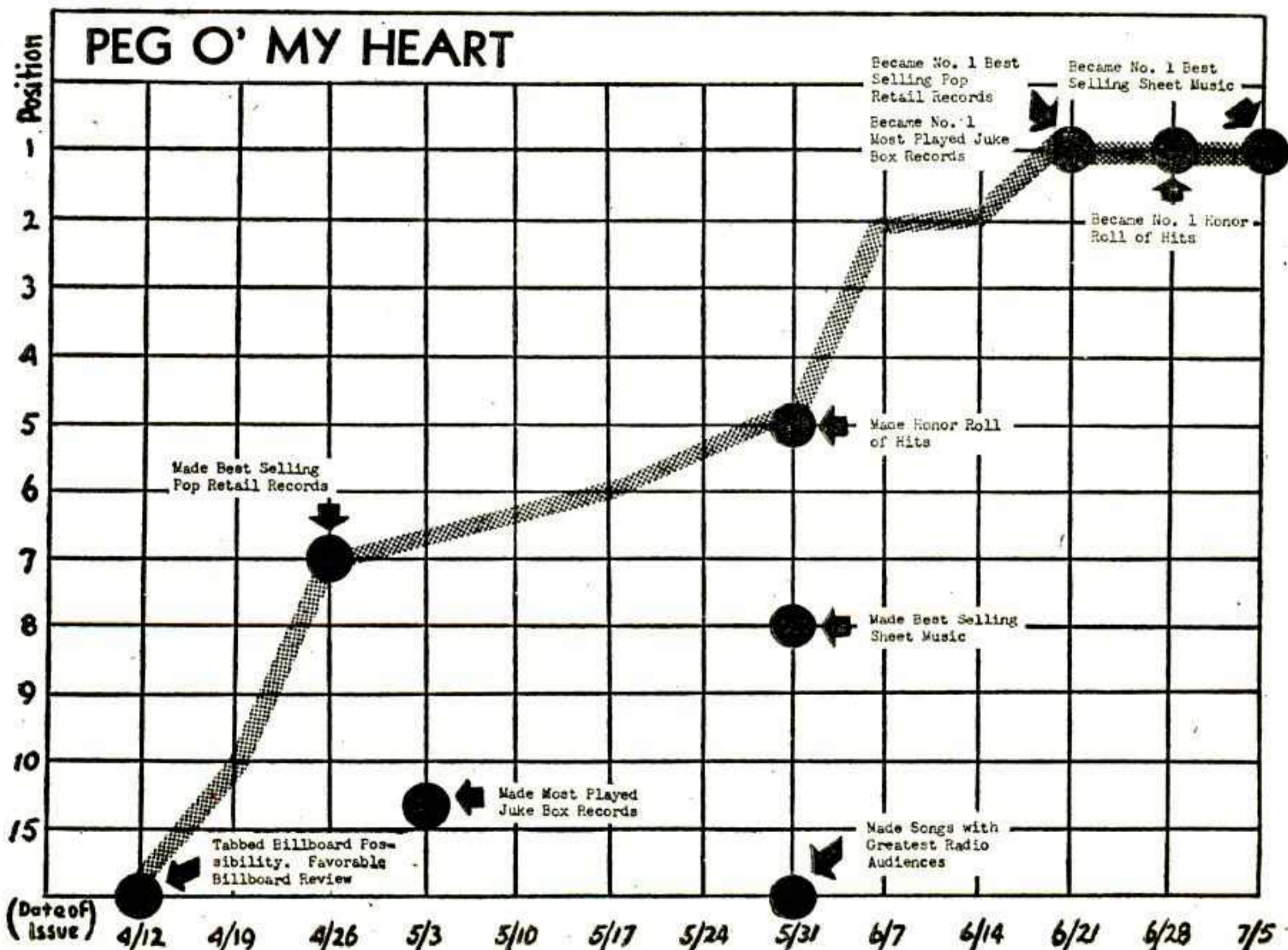
7 it appeared for the first time in three more charts, Best-Selling Sheet Music, Best-Selling Popular Retail Records and Most-Played Juke Box Records. The following issue revealed *Chi Baba* had entered the Honor Roll of Hits in ninth place. By July 12, operators thruout the country had picked up the record, and it was in No. 2 spot among the Most-Played Juke Box Records.

Conclusion

As time goes on, and as competition for the nickels, dimes and quarters becomes keener, operators will have to realize the fullest possible earning power from each record they buy for

their machines. This is the more important because of the record ban which went into effect January 1. Should the ban be a protracted one, new releases will be spaced at greater intervals, and publishers will work on their songs for longer periods of time. It will be important to catch those songs that are headed for the top early, and to buy them far enough in advance to assure the maximum income realization.

By reviewing the accompanying graphs illustrating the pay-off pattern; watching each week's copy of *The Billboard*, it is possible for any operator to follow this simple, easy formula for increased profits.



They Go Together

By
RAY CUNLIFFE

Brown Music Company, Chicago

Running a music operation and a retail record store go hand in hand, provided you have what it takes. A successful operator-retailer tells how it's done.

WHILE it is common knowledge to everyone in the automatic music industry that not just anyone can become a successful juke box operator, it is equally well known among the record trade that some special attributes are required of the proprietor of a smooth-running retail record shop. But what about the man who runs both businesses with equal success?

Altho some of the transactions and services carried on by the operator-record retailer do overlap each other at times, for all practical purposes the two enterprises are separate businesses entirely and must be undertaken as such if the combination is to prove profitable on both ends. Even more important, the two fields must be segregated for book-keeping purposes if the advantages of heading a combination business of this type are to be realized. For there is no established axiom which would indicate that the competent record retailer would enjoy equal success if he decides to become a juke box operator, or by the same token that a first-rate automatic music merchandiser can turn about overnight and become one of the leading record retailers in his community.

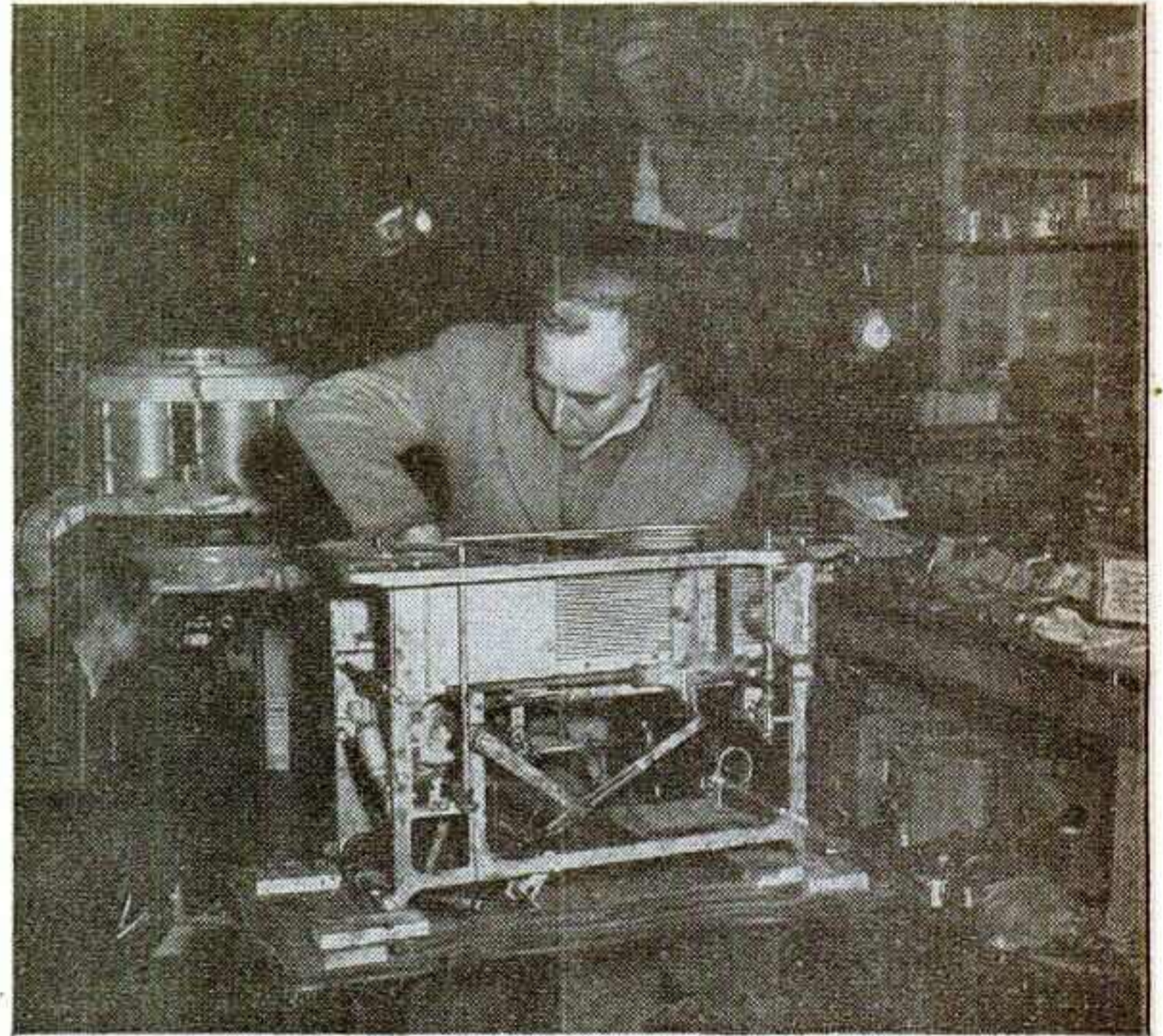
Outstanding Example

One of the outstanding examples of a man who has combined the two

music businesses successfully is Ray Cunliffe, who heads both the Automatic Amusement Company, an operating firm with routes spread throughout an area of 10 miles of Chicago, and the Brown Music Company, retailer of records, musical instruments, pianos, record players, radios, tele sets, electrical appliances and even furniture. In addition to handling the many details of these two individual firms, Cunliffe somehow finds the time and energy to efficiently head one of the best informed music operator associations in the country, the Illinois Phonograph Owners, Inc. (IPO), over which he presides.

Cunliffe's operating experience dates back to the days of the coin-operated piano's heyday prior to World War I, while his Brown Music firm was started in 1897. Both his businesses, tho carried on as individual concerns are housed in one huge building. On the street level is his music firm, while the well-equipped basement of the building serves as headquarters for his operating firm.

According to Cunliffe, the leading advantages of having the two businesses are the same repair facilities and servicemen can be used for each business; the retail store serves as an outlet for records that have outlived their usefulness on juke routes; the close alliance with both the re-



ONE ADVANTAGE TO RUNNING both an operation and a retail record store is that servicemen, well trained in electrical repairs, can double to service both jukes and radios.



CUNLIFFE FINDS the retail store an excellent outlet for his used juke disks. The disks are placed in two categories, those which are slightly worn and those whose useful life is nearly finished. But both are profit items.



PICKING RECORDS presents a real problem for the operator-retailer. Cunliffe spends much of each day carefully going over information on new releases. Finds The Billboard's Pop Charts a big help to store and operation.

quests of juke patrons in the operating business and both record consumers and distributors because of the record shop helps in purchasing records for both firms.

Equipment Savings

Repairs on juke boxes are handled by Cunliffe's servicemen in the basement of the building which houses both firms. This workshop is equipped with all the paraphernalia necessary to solve any breakdown on a music machine. In this same shop all the repairs on radios and electrical appliances are also handled. According to Cunliffe this doubling by the juke servicemen is possible because they are trained electricians as well as mechanics, and since most of the workings of jukes and appliances are based on electrical circuits servicemen are able to handle repairs on both with equal facility. Testing apparatus for the repairs on music machines and appliances is also the same for the most part, so both firms are able to get along with one set of repair equipment between them. One of the main reasons why the same personnel can be used for repair service in both the operating business and music shop is that repairs are not going on constantly in each business which permits the servicemen to divide their time for each business according to demand.

Automatic Amusement has four routes, each headed by one route man who has charge of the servicing of all the machines on location in his route. He also has a certain amount of responsibility for picking disks to be used on his route as well as removing from machines records that are too worn for commercial use or that are not clicking with the public. On an average, route men for Automatic Amusement carry about 500 disks with them when making the rounds of their routes.

Routes Complement Store

Cunliffe says that the mutual services that the routes and the music shop perform regarding records prove as an over-all aid to both businesses. Actually Cunliffe buys his records for each business separately; because his operating firm only buys records that have already proved to be of the hit variety, while the record firm purchases records that the buyer hopes will be hits based on information about new releases from the record distributing firms, *The Billboard* pop charts and also on plain hunches that a certain tune by a specific artist or band will have good reception among retail record buyers.

The mutual service as explained by Cunliffe works this way: Sometimes certain records that seemed like sure-fire hits when first released do not have as much turnover as anticipated and the unpopular tunes begin to stack up. Since there are rarely more than six to eight tunes that have high play on a juke, it is often possible to place some of the poorer tunes on the firm's juke boxes where they get some play, usually more than enough to pay for their cost, and are then sold back to Cunliffe's record firm to be placed in the company's used record department.

Handling Used Disks

At one time Cunliffe channeled his used records to resale record dealers who in turn sold them to the consumer public. Naturally, the records had to be sold to the used record dealers at a price low enough to allow them to show a profit on the sale. Now Cunliffe's operating firm sells these used records direct to the public thru his music shop and saves the commission formerly paid. As Cunliffe points out, a large operating firm can run up a big total of used records over a short period of time and therefore this commission saved by direct sale to the consumer can amount to an appreciable sum.

In the music firm's used record department the records are broken up into two classifications, well-worn records which are sold for a dime (tunes that proved hits and were removed from the boxes because they had outlived their usefulness on commercial phonographs) and slightly worn records selling for a quarter (these are records that had little popularity on jukes and were removed in favor of another disk).

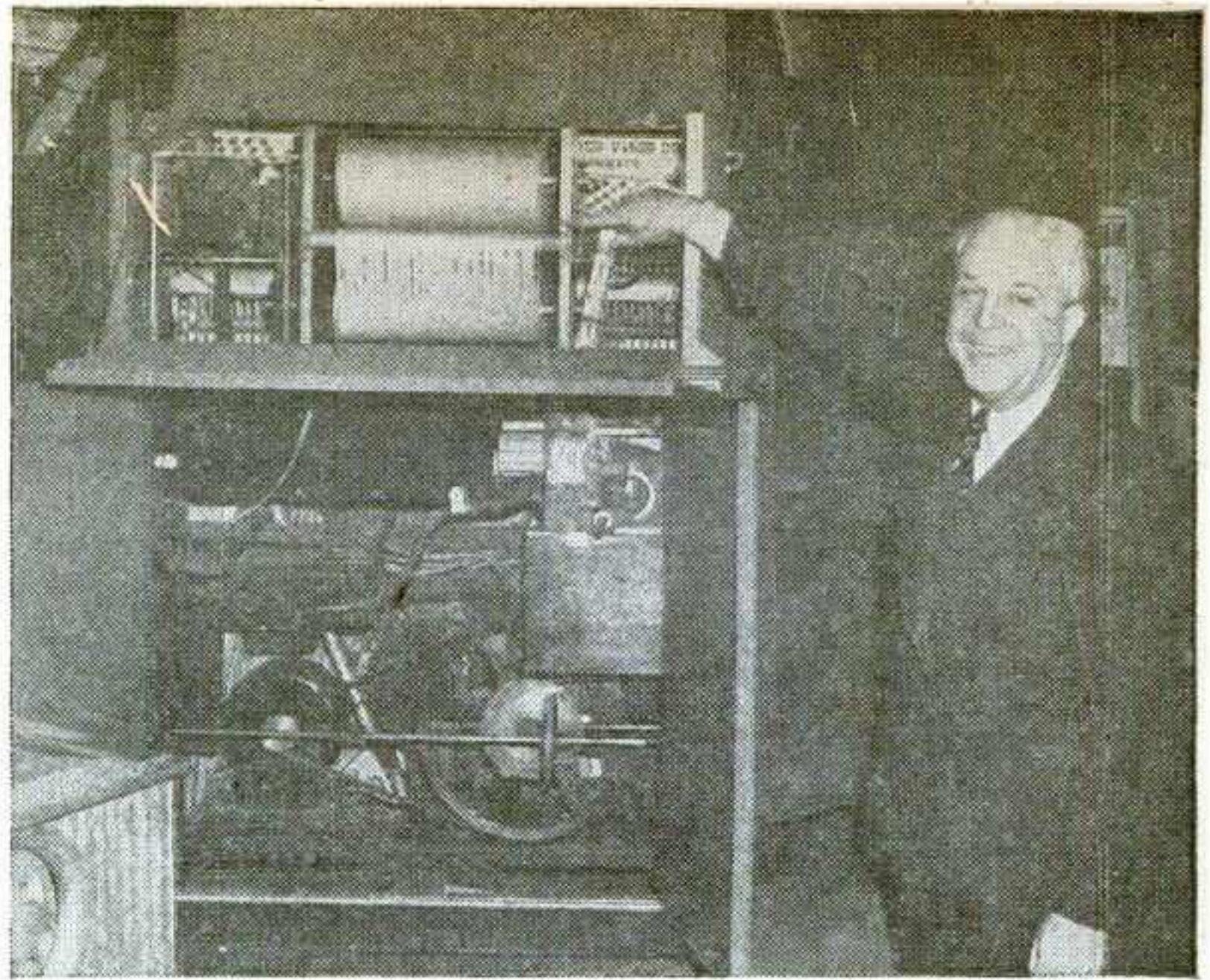
Cunliffe says that buying records for either the operating firm or the record shop remains one of the hardest jobs, but that keeping in touch with juke patrons' preferences as relayed by the location owners helps him to keep certain tunes in mind when he is ordering his records for the retail shop. He points out that *The Billboard's* pop charts are particularly valuable in pointing out exceptional recordings by artists who are virtually unknown but who in all probability are destined for a big following by record fans. Cunliffe claims that it is vital to have advance information on these newer artists because if they are passed by when their recordings are first released and have a successful run it is often too late to order some of their recordings and receive them in time to turn over the records while the record is still enjoying good run.

In addition to the pop charts, Cunliffe is guided by the particular interest shown by regular record customers in certain artists or bands, for he believes that recording artists have streaks of hot and cold. When they are enjoying a good run of popularity it is difficult to keep records by the artist in stock while when the streak runs cold, the turnover on disks by the same artist falls way off.

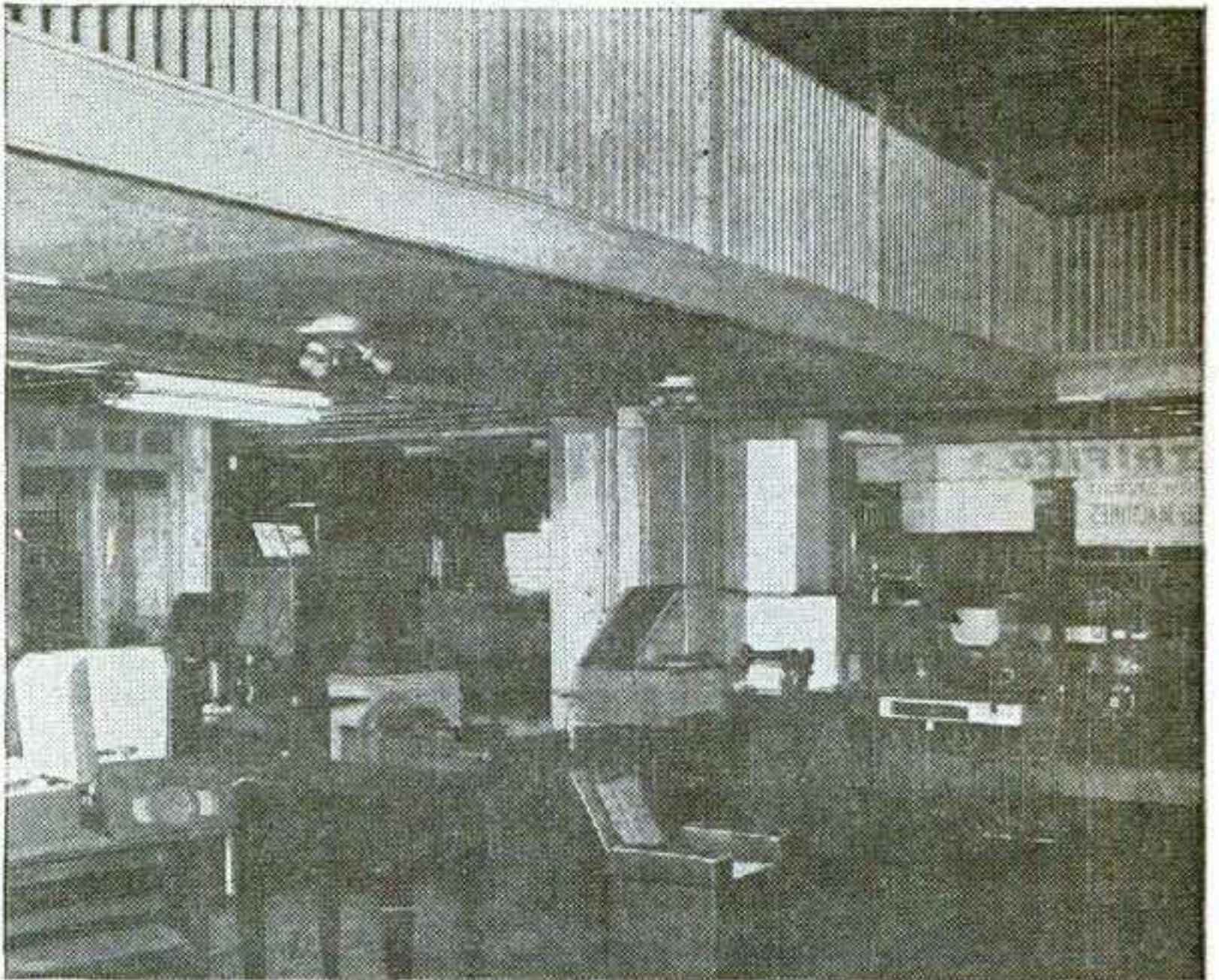
Some Disadvantages

While there are many advantages to running a record shop in conjunction with an operating firm, Cunliffe states that there are disadvantages, too. For the man who is an operator alone would not require the large quarters needed for a retail shop. More importantly, he feels that the dual proprietor is forced to neglect some of the details of one of his businesses while concentrating on the problems of the other business from time to time.

But these disadvantages are offset by the fact that the operating firm has a natural outlet for its used records, without which it would have to dispose of its vast stock of worn records from its juke boxes for appreciably less return; the operating firm's closer contact with the popularity of new releases leads to wiser decisions on record buying, and the operating firm can cut down its overhead costs by charging a portion of the serviceman's pay to the retail shop.



A RETAILER FIRST, Cunliffe stumbled into the juke box business in 1928. The automatic phonograph was a natural outlet, as he had operated coin pianos, like the one shown here, since 1912.



TO SUPPLEMENT HIS RECORD LINE, Cunliffe has added a wide variety of appliances from washing machines to radios. Here is one section of his electrical appliance department.



LISTENING ROOMS FOR CUSTOMERS are likewise a handy place for other operators who drop in to get an earful of the latest releases. Brown Music has four such listening rooms; keeps all of them busy.

Television Trend Grows

By
NORMAN WEISER

Operators ask "How long will it last and who will pay for it?" as new markets open. Coin operation the big question for 1948.

THE interest goes up—up—up, and the prices go down—down—down, and television becomes more and more a part of standard equipment in bars, grills, restaurants, hotels and other public locations where the motto is "serve the public." Too, a steadily increasing trend toward utilization of the coin machine industry in the projection of public location television is noted, especially in those areas, such as Boston, Cleveland, Cincinnati, etc., where the video medium is still in an embryonic stage.

The pay-off question today, the one that is constantly bandied about wherever music machine operators and location owners meet, is "How long will it last, and who is going to pay for it?" The question is posed with increasing frequency—the answers are varied. But observers, those who are in the best position to pass judgment on an intangible situation, including manufacturers, distributors and location owners, believe the balloon is still on the ascent—that television, in its infancy as an industry and as a medium for entertainment, is something to be reckoned with now—today.

New Day Dawning

Dawning bright on the new year's horizon is the introduction of what the coin-operated music machine men believe might possibly be the answer to coin-operated television—the multiple-choice wall boxes and multiple screen tavern television. And, with the element of competition obvious from the tee-off, this method of pay-as-you-view television will

coin-operated television field during 1948 is the combination juke box-television set. Initial tests were made by Videograph late last year (*The Billboard*, December 13) on a limited scale, and results were far from satisfactory. Installation of the mirrored, multi-colored cabinet featuring Emerson television plus the location's own juke mechanism, in one spot each in New York, Newark, Union City, Elizabeth and New Brunswick found similar reactions from each spot's clientele.

"We'll take our business down the block where we don't have to pay for television," was the frequent answer to the bartender's explanation that the spot now featured coin-operated television. Within three weeks of installation, all five combinations had been changed to free-play television, altho the coin-operated juke box operation was not touched.

"It's too late to make such a drastic change here," reported Sam Shornick, New York tavern owner. "The customer has been educated to expect his television for free—and if we don't give it to him, the guy down the street will."

Large Potential

To this H. F. Dennison, Videograph's president, agrees. But he further believes that the largest potential market for television is still to come in the many new cities where television broadcasts will begin in the future. It is in these markets that Dennison believes the juke box operator will eventually become a vital part of television on a coin-op-

an average of \$57 per week.

In the matter of combinations operating on a pay basis, Dennison again is faced with experienced competition. Al Bloom, president of Speedway Products, Inc., and long-time operator of music equipment, has also developed a set. Bloom, however, faces the future of coin-operated television, with more optimism. He bases his faith on his long years in the juke box field—and reverts to his experiences in pioneering coin-operated music machines in the New York market in planning for the development of coin-operated television.

"Operators and locations alike have expressed an interest in the coin-operated Speedway combination," said Bloom. "I believe that it will be possible to sell coin-operated television to the public even here in New York. I have spoken to many operators and location owners, all of whom believe that by properly introducing the equipment, operation of music machines can again become a profitable enterprise."

Competition to Jukes

Whether tavern tele is to be coin-operated or free-play, it is an established fact that to date it is strong competition to the juke box. There is no disputing cold figures. Approximately 15 hours a week are devoted to sporting events that are telecast in public locations. These 15 hours are money-making hours—afternoons and evenings—hours when the juke box was frequently in action. Now there is no juke box play during those hours, many locations even pull the plug on their music equipment to make sure there will be no interruptions to the afternoon baseball game or the evening fight.

How has this effected the operator? Morris Kahan, one of the principals of County Enterprises, Inc., Queens, recently said his operation was losing a dollar a week a machine since tele-

Coverage Grows

NEW YORK, Jan. 17.—Symbolic of the growth of tavern tele is the fact that one year ago United States Television public location receivers were confined to locations within the metropolitan New York area. Today these same type receivers are located in 15 States, and by the end of 1948 Hamilton Hoge, UST president, forecasts coverage thruout the country. Those States now covered by UST include: New York, Wisconsin, Kentucky, Pennsylvania, Maryland, New Jersey, Delaware, Virginia, Connecticut, Ohio, Massachusetts, Illinois, Michigan, Missouri and California.

vision had been introduced. On this basis an operator with 100 machines finds his gross down a minimum of \$100 a week. This is one reaction—other operators in the New York area report television has sliced into their gross in percentages ranging from 20 to 50. And while most operators felt this was only a temporary situation, they are finding that the decreased business is holding. With programing increasing, and with additional television stations due, the number of hours devoted to public location telecasting should increase rather than slow down.

Manufacturer Activity

First of the manufacturers to work directly thru established coin machine distributors and operators in selling its public location set was the Colonial Television Corporation, which was recently organized in New

TV Channel Scoreboard

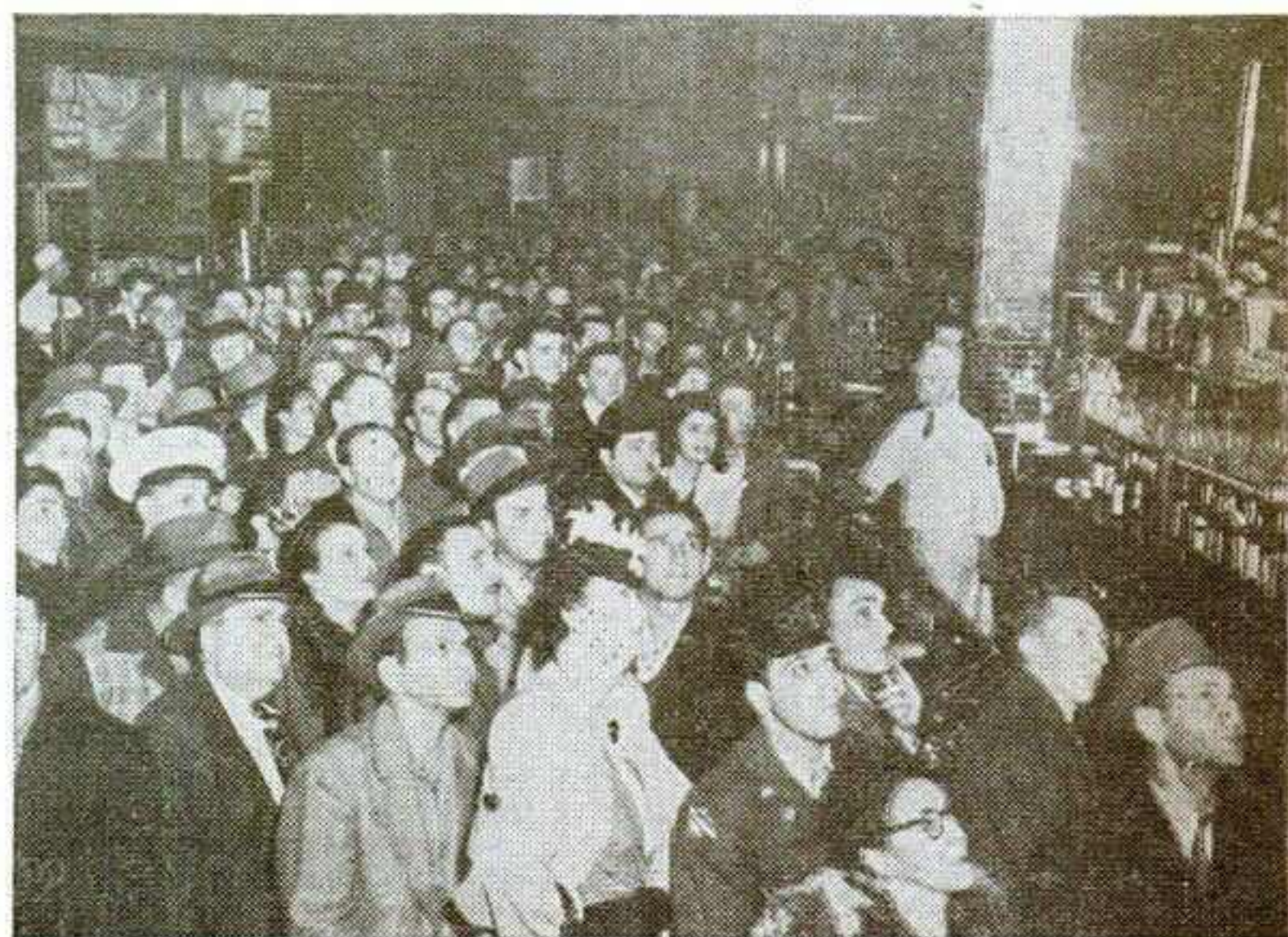
The situation concerning television channels in the top 25 areas rated highest in sales by Television Broadcasters' Association is shown below.

City	No. of Channels Assigned by FCC	No. of Grants	No. Operating	Channels Still Open	Bids Pending	City	No. of Channels Assigned by FCC	No. of Grants	No. Operating	Channels Still Open	Bids Pending
New York	7	7	3	—	—	Milwaukee	4	1	1	3	—
Chicago	7	4	1	1	1	Cincinnati	4	1	—	3	1
Los Angeles	7*	6	1	1	1	Kansas City	4	—	—	3	—
Philadelphia	4	3	2	1	—	Providence	1	1	—	—	—
Boston	5	3	—	—	—	Seattle	4	1	—	3	—
Detroit	4	3	1	—	—	Hartford	—	—	—	—	—
San Francisco	6	3	—	—	—	Waterbury	—	—	—	3	7
Pittsburgh	4	1	—	—	—	Houston	4	—	—	4	1
Cleveland	5	3	—	—	—	Portland, Ore.	5	1	—	4	—
St. Louis	5	1	1	4	—	Albany	—	—	—	—	—
(Minneapolis)	—	—	—	—	—	Schenectady	—	—	—	—	—
(St. Paul)	4	2	—	2	—	(Troy)	5	1	1	4	—
Washington	4	4	3	—	—	Indianapolis	5	2	—	3	—
Baltimore	3	3	1	—	—	Atlanta	4	—	—	4	—
(Buffalo)	—	—	—	—	—						
(Niagara)	4	1	—	3	—						

*In Los Angeles, Don Lee is telecasting experimentally, with a hearing due soon on qualifications. In the event of disqualification, Channel 2 will be open again.
**WBZ-TV due on the air about February 1.
***WLWT to begin service around February, 1948.

receive a rapid test. Tradio, with its Tradioette offering radio, music and television sound at the rate of a quarter-hour play for 10 cents, and Videograph, featuring Emerson tele hooked to its wall box offering radio, music and tele sound at the rate of 6-minutes play for a nickel, should be on location any day. Whether or not the public will insert coins for the television sound will be determined in a matter of days.

erated basis, or will be forced to make way for newcomers to the field. Several tests made early this year may prove that even in New York patrons will pay for television. The D. & W. Automatic Music & Television Company, operating in Harlem, reported tests on location at the International Workers' Association and Imperial Elks' Lodge, using the Videograph combination, had been successful, raising the income in the latter location from \$28 weekly to



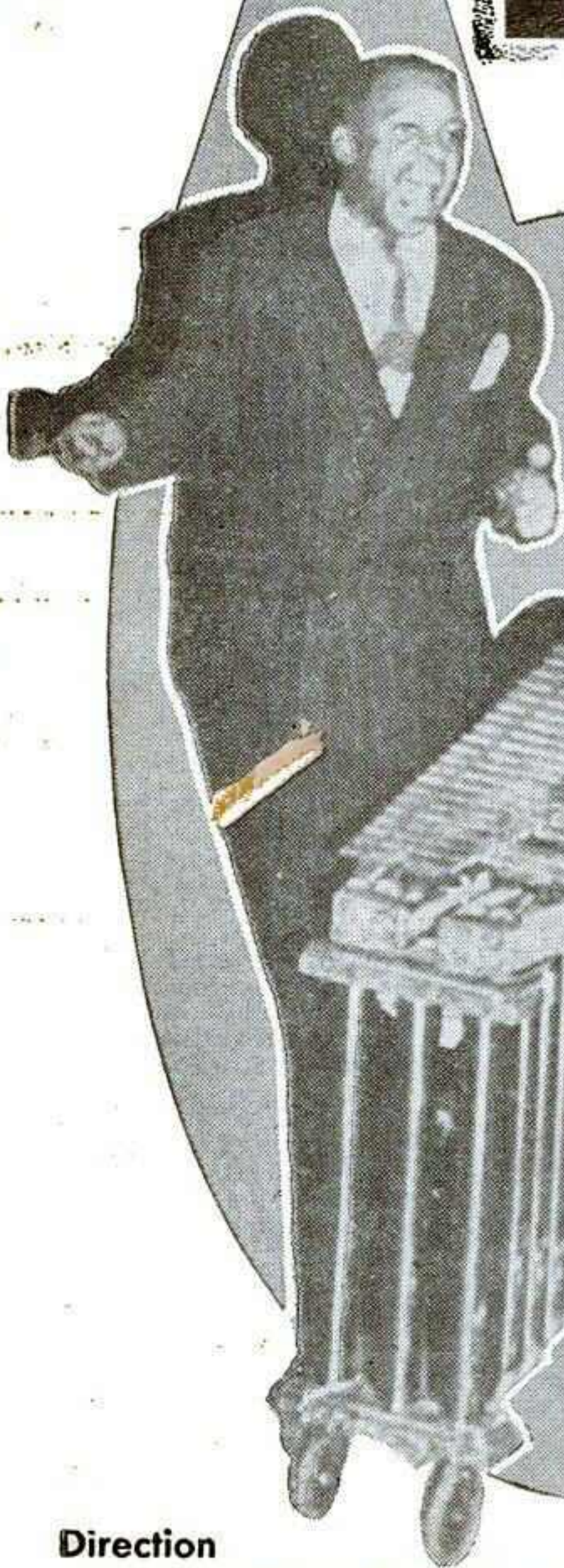
FRIDAY night Madison Square Garden fights jam the Turf Club, popular Broadway bar, as viewers watch the main event via United States Television's receiver in the location. Crowds this size are the rule rather than the exception, according to the Turf management.

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"I'M MINDIN'
MY BUSINESS"
Decca 23834

"HAMP'S
BOOGIE WOOGIE"
"TEMPO'S BOOGIE"
Decca 23836

"FLYING HOME"
"HEY! BA BA RE BOP"
Decca 23837

"HAMP'S
GOT A DUKE"
"GONE AGAIN"
Decca 24248

"I MISS YOU SO"
"ONE LITTLE TEAR
IS AN OCEAN"
Decca 24181

DECCA RECORDS

Direction
ASSOCIATED BOOKING CORPORATION

York. The firm announced (*The Billboard*, November 1) the signing of four coin machine firms as distributors, and a few weeks later added the Veterans Enterprises Company as their representative in Atlantic City.

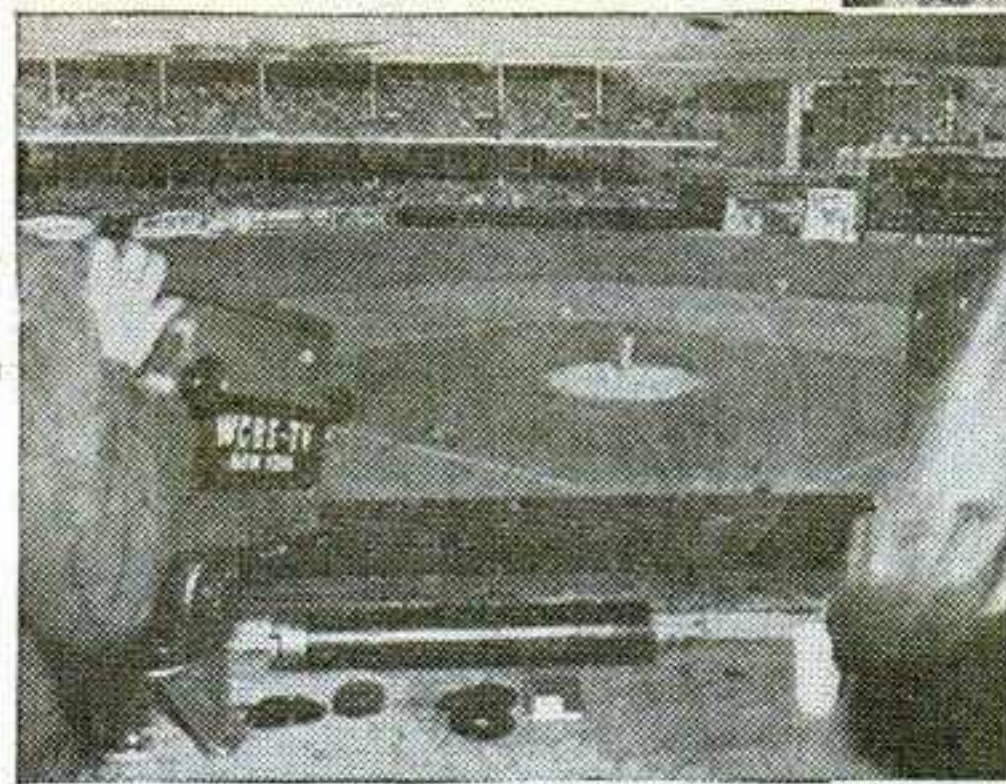
Colonial's most popular tavern set is its 15-inch screen model which lists for \$950, a considerable drop over the \$1,995 figure that was "standard pricing" a year ago. According to Ira Becker, vice-president of Colonial, the firm has representatives traveling thruout the country contacting coin machine distributors in every television city to set up distributorships for their line. They also will have a 7 by 9-foot screen, which is now testing in New York, Chicago and Los Angeles.

U. S. Tele

Another firm which has surveyed the possibilities of using the experience and contacts of the coin machine industry is United States Television (UST). This firm late last year added Shelby York, formerly with the Redd Distributing Company, Boston, as its assistant sales manager, and then entered into an agreement with Philip Goldberg, Buffalo coinman, to distribute their sets in that area.

According to Hamilton Hoge, UST president, many juke box operators

WITH the WCBS cameras picking up the Brooklyn Dodger baseball game, fans at Harlem's Apollo Cafe watch Jackie Robinson bat via the Colonial receiver.



UST has no policy which requires the sets to be placed on location without coin mechanism. As a matter of fact, UST was experimenting with coin-operated sets for some time, but has temporarily dropped the tests. The firm late in 1947 slashed its prices as much as \$500 on some public location sets.



plan to manufacture a coin-operated set. Other newcomers include Industrial Television, Inc., of Nutley, N. J., and Guest Radio, which is perfecting a set to be known as Video-Matic.

While the established radio and television manufacturers are concentrating on home sets these days, they are still cognizant of the tremendous public location market that exists. Too, firms such as DuMont and RCA have learned that locations want large screen sets—that many owners of these locations have already replaced smaller screens with sets built specifically for public reception.

Last November RCA Victor announced that production of its first public place television receiver was under way in the consumer custom products department. The set features a 15-by-20-inch projection-type screen, giving a 300-square inch picture.

Other manufacturers now in the field in addition to RCA and DuMont include Motorola, Philco, Farnsworth and Tradio Vision, a product of Tradio.

Trad Moves In

Bringing a heavy segment of the coin machine industry into the television picture is Tradio, Inc., the first coin-operated radio manufacturer to enter the television field on a large scale. Setting aside temporarily its plans to build individual coin-operated tele sets for use in hotel rooms, hospitals, etc., the firm, thru Victor and George Trad, president and vice-president respectively, recently introduced to the trade a multiple choice wall box, offering a choice of television, juke box, the entire AM radio band, and FM station, with a 15-minute play for 10 cents. Also introduced was Tradio Vision, featuring a master control and satellite screen or screens which can be used in conjunction with the wall box, and a console model 15-inch television set with AM and FM radio and a record changer for use in hotel lobbies.

According to George Trad, Tradio will continue its policy of working thru its distributors and operators in placing its equipment.

That other manufacturers of coin-operated radios will not enter the coin-operated individual hotel room television set field in any large numbers, at least for the next few years, was seen in a recent survey of the field. Coradio, according to Lou Brown, firm official, is still studying the problem and has not as yet undertaken any specific steps in the manufacturing line.

However, another twist has been developed along these lines. Several manufacturers of coin-operated ra-

dios, including the American Communications Corporation and the National Service Sales Corporation, representing Industrial Television, Inc., are now showing hotel sets which can be installed in separate rooms, and instead of coin operation, an additional fee of \$3 a day is added to the cost of the room. In these instances, the installation includes a master control unit and satellite screens with station selectors for the rooms. It has been suggested that operators might be interested in this phase of the field. They would purchase the equipment, then make a deal with a hotel to install the sets, and share in the additional \$3 daily television fee per room. To date, however, this sort of an arrangement between a coin machine man and a location has not been made.

An example of how this type of hotel installation works is the one made by Metropolitan Television & Broadcasting, Inc., in the Hotel Roosevelt in New York. The firm placed receivers in 40 rooms under a lease arrangement lasting for three years, and gave the hotel management an option to purchase the equipment at the end of the rental period. After several weeks of operation, the hotel reported a heavy play during football games, and especially for the Louis-Walcott prize fight. The Plaza in New York and two Chicago hotels, the Stevens and Palmer House, also feature room television.

Boston Activity

That television holds the interest of location owners in those areas where the video medium is scheduled to start shortly can be seen from a study of Boston. With WBZ's television station due on the air in a matter of weeks, Frederick W. Papalos, president of Television Sales & Engineering Company, Inc., estimates that more than 200 sets will be on location when the schedules start.

Conclusion

That television is at last here can no longer be denied. But as a public location force, the question, "How long will it last and who will pay for it?" is still one without a suitable answer. As long as it brings customers into a location, the owner, to keep his cash register ringing, will continue to feature telecasts. (Most locations report upswing in biz from tele has held thru the winter months due to prize fight and other sports shows.) And, unless a means is developed whereby the juke box operator can participate, his music machine income will continue to suffer. The answer to whether the public will pay to see television should be the \$64 winner for 1948.



ONE of the nation's top niteries, the Stork Club (above), keeps its television set going during the night baseball games for the customers. And the Uptown Tavern (below) reports early-evening business up as much as 50 per cent during baseball telecasts.

are now acting as dealers with their locations for the sale of UST receivers. The operators purchase the receivers at the dealer price, then resell the sets to the location at the retail price. Hoge estimates that 20 per cent of the UST sets sold to public locations will be handled thru representatives of the coin machine field. These sets are sold to the operators as non-coin-operated receivers, but

New Firms in Field

During the past few months a steady, if not growing, influx of new concerns in the public location receiver field has been noted. One of the latest to announce themselves was the Consolidated Television Corporation of New York, which is featuring a 15-inch screen set. The firm plans to sell thru regular distributors and, at the present time, does not

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MUSIC SALES CO. MEMPHIS, TENNESSEE	MUTUAL DISTRIBUTING CO. LOGAN, WEST VIRGINIA	SUNLAND SUPPLY CO., INC. EL PASO, TEXAS
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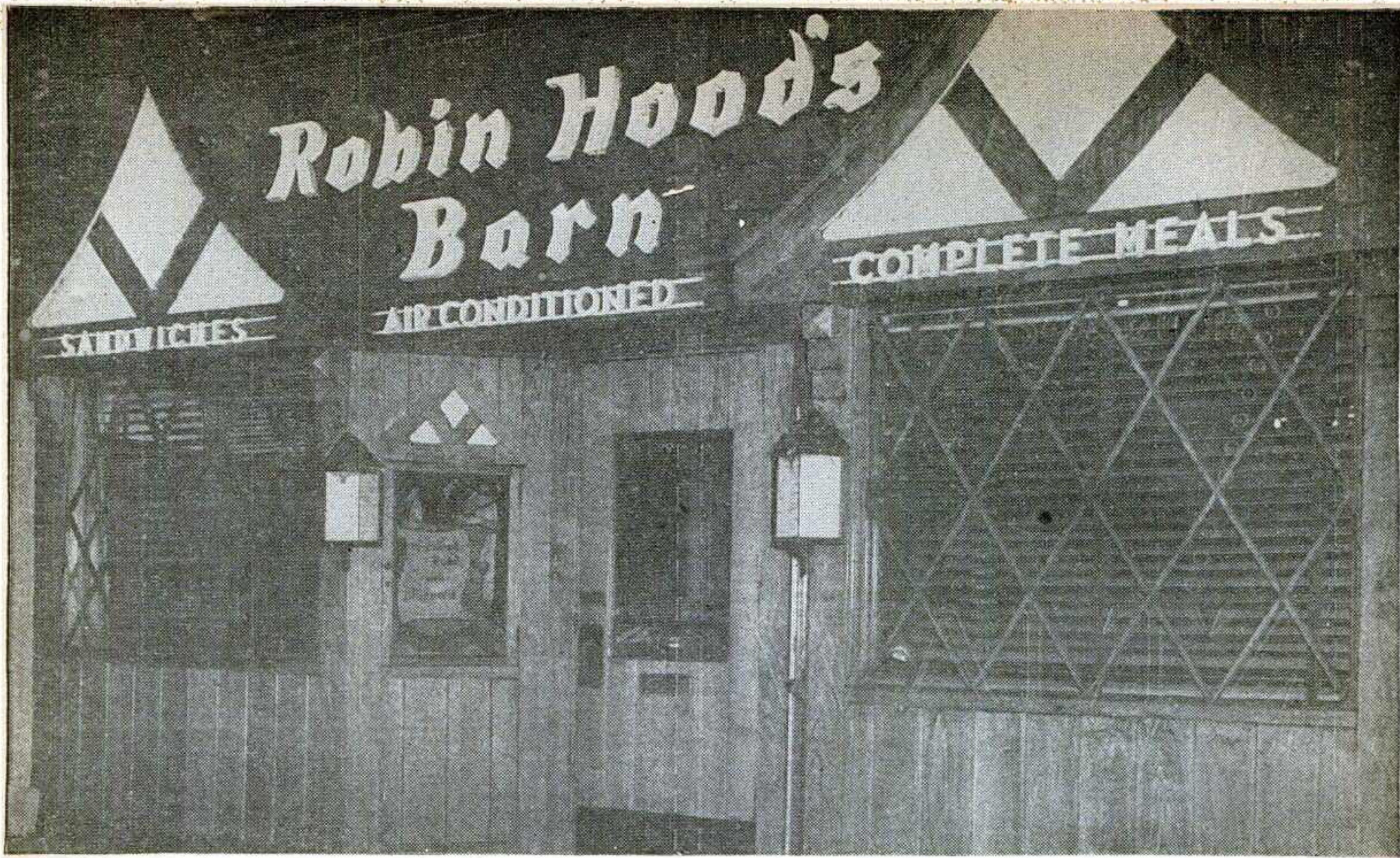

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What Jukes Mean to Us

At three Robin Hood's Barn restaurants, popular near-Chicago eating spots, management prefers juke boxes to any other form of music—and for good reasons

By

EDWARD GAIDZIK

General Manager, Robin Hood's Barn Restaurants



EDWARD GAIDZIK, general manager of the Robin Hood's Barn restaurants, has been directly connected with merchandising food for the past 22 years. Eight of those years he has managed restaurants. Because of his extensive experience in this field, his view of juke box operation, from location management's point of view, is valuable. Gaidzik's first 15 years in the food business were spent in Iowa, where he worked for and later owned a bakery. He was superintendent of the Schlosser Baking Company, Chicago, and spent seven years as general manager of the Harding restaurant chain in Chicago. His Robin Hood's spots are popular north and northwest of Chicago eating places.

HISTORY tells us that from earliest times, whether in public eating places or royal palaces, people have enjoyed dining to the accompaniment of music in some form. At the three Robin Hood's Barn restaurants in the Chicago area we see no reason to argue with this preference of the diner for a musical background during his meals. We feel that the great variety of music available via record on the modern juke box can be carefully selected to satisfy all groups—mature or youthful. The continued popularity of juke boxes during the six years they have been in our restaurants only further serves to convince us that people like music with their food.

That is the main reason automatic phonographs are in each of our locations—because our customers want music and the juke box has proved the best answer to their demand. As a business, we are 11 years old. During our first five years of operation, we did not have any form of music in our restaurants; this we now rec-

ognize as an error. Not because having music in our restaurants results in a higher dollars and cents return, but because of the customer-satisfaction and the improved atmosphere that is the direct outgrowth of music's availability. Then, too, the increasing numbers of 15 to 25-year-old patrons, who are making our spots a sort of informal meeting place during their snack outings, make the juke box a necessity.

Employees Like Music

Not to be ignored is the effect music has on our employees. It is just as stimulating and enjoyable to them as to our customers, their work and their morale revealed a definite improvement when we adopted the policy of installing an extra speaker in our kitchens.

I have made a series of personal checks on the reaction of our under and over 30 diners. Both groups demand music with their meals; the younger customers more enthusiastically, of course, than the older. From my own observation, I would

say that the liking for the fast-beat number stays with the feminine juke patron longer than with men. A predominating number of women up to 30 seem to choose this type of music in our restaurants, while men grow somewhat more reserved in their selection of tunes after 25.

An important point brought out in my survey of our customers, regarding their reaction to juke box equipment, centered about volume. While all of our customers desired clarity and demanded a volume level so that the music was recognizable, 50 per cent of the older patrons specified that it be low enough so as not to intrude upon conversation-level table talk. Therefore, even in our smallest location, wall speakers are used to distribute the music evenly throughout the room.

Found No Objections

Questioning the noonday crowd of business men and women in one of our Evanston spots, I found that about half favored a melody with their lunch, while the remainder said



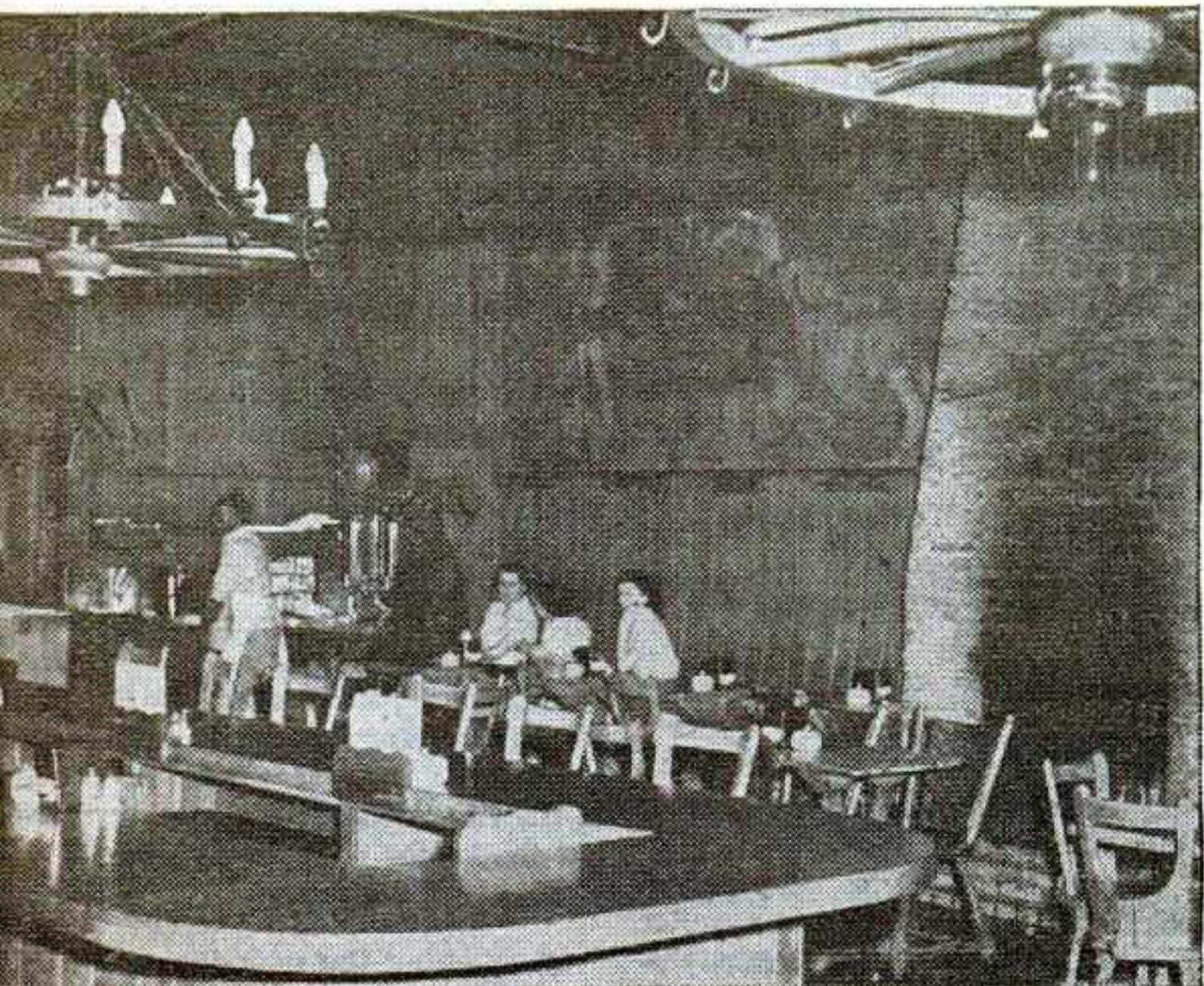
PICKING THE JUKE BOX to match its surroundings is one point which restaurant managers should keep in mind, the Robin Hood's management maintains. Note how the phonograph blends with the interior.



SELECTIVITY is one important advantage jukes offer. Gaidzik finds it pays to know patrons' preferences.



EVEN THE HELP find a speaker in the kitchen a great morale booster, so they listen with the customer.



RESTFUL ATMOSPHERE of three Robin Hood's Barn restaurants calls for quiet music. Juke tunes here lean to the semi-classic, are tuned low to avoid disturbing conversation.

that they did not specially require music, but found it conducive to pleasant eating if it were soft. In every instance, questioning of numbers of our morning, midday, afternoon and evening customers revealed that it was a rare instance indeed in which an objection was raised to music while they dined.

The juke box was selected as the medium thru which to convey music to our patrons for several reasons. More importantly, it is less expensive than other forms of music services. And it offers the location owner a percentage of its earnings with which he can pay one or more of his monthly bills.

Another reason is the element of selectivity. A patron can choose from any of the 20 or 25 numbers available in a single machine, and not have to "take what comes" whether or not it is to his liking. Then there is the element of self-operation; Americans are a push-button loving race, so the juke patron drops in a coin, presses a button and "watches the wheels go 'round and the turntable spin." He likes that!

Selectivity a Factor

Still another reason why we chose the juke to other music systems is the factor of tune selectivity on the location owner's part. We can, and do, often request that certain numbers be placed on machines in certain locations. We can, to a large measure, control the type of music made available to the patrons of our restaurants. Managers of our individual spots and myself often confer with our music operator on frequency of change, and the best type of selections for our juke boxes.

In our restaurant in Park Ridge, Illinois, we found that replacing the floor model juke with a hideaway unit improved service. This was before we converted the spot from an open grill house to one where a complete, full course dinner menu is carried. Formerly, this location was the main gathering point for most of the younger element in Park Ridge, and as is the tendency when a large group of enthusiastic youngsters gather, they tried various experiments with the juke box. This resulted in excess repairs on the machine, and so the operator and I decided to use the hideaway installation.

This restaurant, which now has a number of wall and counter boxes instead of a floor model, now caters to diners who are no longer predominantly teen-agers or just past 20. Family groups and older couples make up the major portion of our clientele in the Park Ridge spot.

Pick Different Tunes

As an experiment, because of this shift in the age group of our patrons in Park Ridge, we have asked that only semi-classical or standard popular, instrumental numbers be offered as juke selections. Currently, we are leaving the wall and counter boxes in operation, but should the rate of play prove unsatisfactory, we will assume all costs of the equipment's installation and pay a flat monthly fee to our operator.

According to our experience as restaurant location owners, my idea as to what similar establishments should look for in the way of satisfactory operating relationships hinges mainly on two points. First, it is of utmost importance that location owners associate with a music operator who is willing and capable of furnishing top service. This means that the operator should follow a regular, dependable schedule of visits, during which he changes records, inspects and cleans machines and makes necessary minor adjustments. He should also be a good "sound engineer"; be able to judge and place machine and extra speakers where they do the best job.

As an example, one of our Evan-

ston spots, altho our smallest location, because of its acoustics needed more than just the juke speaker to provide the best possible sound distribution. Our operator tried various types of installations of wall speakers until he finally hit upon the ideal arrangement. In this case, he silenced the juke speaker completely and placed three wall speakers near the ceiling at strategic spots.

Good Operator Service

The operator must also be equipped and willing to make quick service calls, outside his regular visits, should the machine become inoperative. Major repairs mean the removal of the juke box; another should be ready to serve as a temporary substitute. A big item in juke operation is uninterrupted service; the "out of order" sign has no place on a modern juke box, except for the short period it takes to answer an emergency service call.

My second point, dealing with satisfactory juke box operation from the restaurant owner's viewpoint, is deciding with the music operator which type of machine best fits in with the style and type of decoration in a particular establishment. The juke box is a piece of restaurant furniture, and so should be in harmony with the surroundings.

In our case, where we follow a specialized type of interior motif, we require a juke cabinet of complementary design. As we stress a rustic 16th century type of interior construction and decoration, we make it a point to use only wood cabinet juke boxes that blend in with this atmosphere. Our wall paneling is of pecky-cypress from the swamps of Florida and Louisiana, and as our name signifies, we decorate our walls with bows, arrows and large hand-painted murals depicting scenes and dress of the fabled Robin Hood's era. Wagon-wheel lighting fixtures hang from our ceilings, and each restaurant has a natural fireplace in which fires are lighted during the fall and winter months. In our locations, we believe that the usual brightly lighted plastic juke box would be out of place.

Work With One Operator

For the entire six-year period in which we have used juke boxes, we have worked with one operator. He services each of our locations regularly and offers the highest type of co-operation. The fact that we have retained him for the six-year period as an exclusive operator for all our restaurants speaks well for the music business, for we feel that he is a representative type of juke box operator. The location owner with several outlets prefers having a single operator service all spots, if at all possible, because he becomes acquainted with the business and policies much more thoroly than would two or three operators servicing as many spots. As a result, he is better able to give a personalized service. Too, dealing with one individual benefits both the location and operator because of understanding and co-operation that exists. Items such as juke placement, tune preferences and the like become things easily ironed out instead of major issues, which could disrupt the relationship between location owner and music operator.

Our plans call for eventual expansion to perhaps 10 restaurants in the Chicago area. It is our intention that the juke boxes in all of these spots be operated by one operator.

With us, then, music is primarily a means of further satisfying our patrons' wants, and is not looked upon solely as an additional source of revenue. Good food is heightened by not only seasoning and proper preparation, but also by carefully selected music. And this is where the diner's "extra dessert" preferably from the juke box—puts the final touch to a meal.

That Sensational JUKE BOX Combination

FRED LOWERY

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"TREES"

"STAR DUST"

"SONG OF INDIA"

"LA GOLO DRINA"

"CAPRICE VIENOIS"

"LA PALOMA"

"SONG of the ISLANDS"

(Duet)

"OLD FOLKS AT HOME"

(Solo)

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Training Servicemen Pays Off

By
DICK HODGSON

Natural mechanical ability is the difference between success or failure as a mechanic, but thoro training under factory-trained instructors counts heavily

THE most important man on my staff today," a juke box operator remarked at a recent association meeting, "is my serviceman. I could run my business by myself if I had the time—all except the job of the serviceman."

This operator was voicing the sentiment of thousands of operators the country over who have been able to keep up on most of the advances of the juke box industry except the many details that go into the proper servicing of equipment.

As the industry progresses and finer juke boxes are manufactured, the problem of proper servicing increases. New improvements mean new problems for the serviceman and altho there has been a conscientious effort on the part of the manufacturers to keep phonograph servicing as simple as possible, technological advancements have worked against them.

Meeting the Challenge

In order to meet the challenge presented by these advancements, manufacturers and distributors have pitched wholeheartedly into the job of training servicemen in the task of keeping music pouring out of juke boxes throught the nation.

Training usually starts on the manufacturer level. Most juke box manufacturers train service specialists who, in turn, work with service

personnel of distributors. Next step down the line is for trained service personnel of distributors to work with operators and their servicemen and thru this process factory training is brought down to the operator level.

In order to expedite training, classes are often held by manufacturers and distributors at which a large number of servicemen can be trained at the same time.

200 Service Schools

During 1946 over 200 juke box service schools trained close to 5,000 servicemen. The figure for 1947 was undoubtedly lower because most manufacturers made few internal changes in their mechanisms and thus reduced the need for such schools. Nevertheless the number of operator personnel who passed thru schools conducted by distributors and manufacturers was considerable.

For Wurlitzer, Seeburg and Rock-Ola, service schools have followed much the same pattern they set before the war. Seeburg has always had its field engineers hold classes for distributor service personnel who in turn train operators in their territory. Wurlitzer's program has been built along similar lines. AMI, Aireon, Mills and Packard have also given operators of their equipment the opportunity to learn from factory experts how their equipment can be best serviced.

The most ambitious service school program of 1947, however, was the visual aid training program adopted by Rock-Ola last August. (*The Billboard*, August 30.)

Rock-Ola contracted with Henning & Cheadle, Detroit visual aid manufacturing concern, to produce a complete training program to instruct servicemen in proper servicing of Rock-Ola equipment.

Altho the program is so set up that distributors can hold classes for operators and their service personnel without any previous instruction themselves, Rock-Ola first held a training program at its Chicago factory for distributors and then had factory experts take the visual aid equipment into the field and conduct special training sessions at distributors' headquarters.

Now the program is rolling full swing with distributors conducting classes for operators without any direct aid from Rock-Ola factory personnel. The program is so adaptable that with the new juke box recently introduced by Rock-Ola (*The Billboard*, January 10) all that is necessary is a set of slides to be projected on a screen and servicemen can be instructed within an hour of proper servicing of all of the changes in the new model.

Service Manuals Common

Altho manufacturers' training pro-

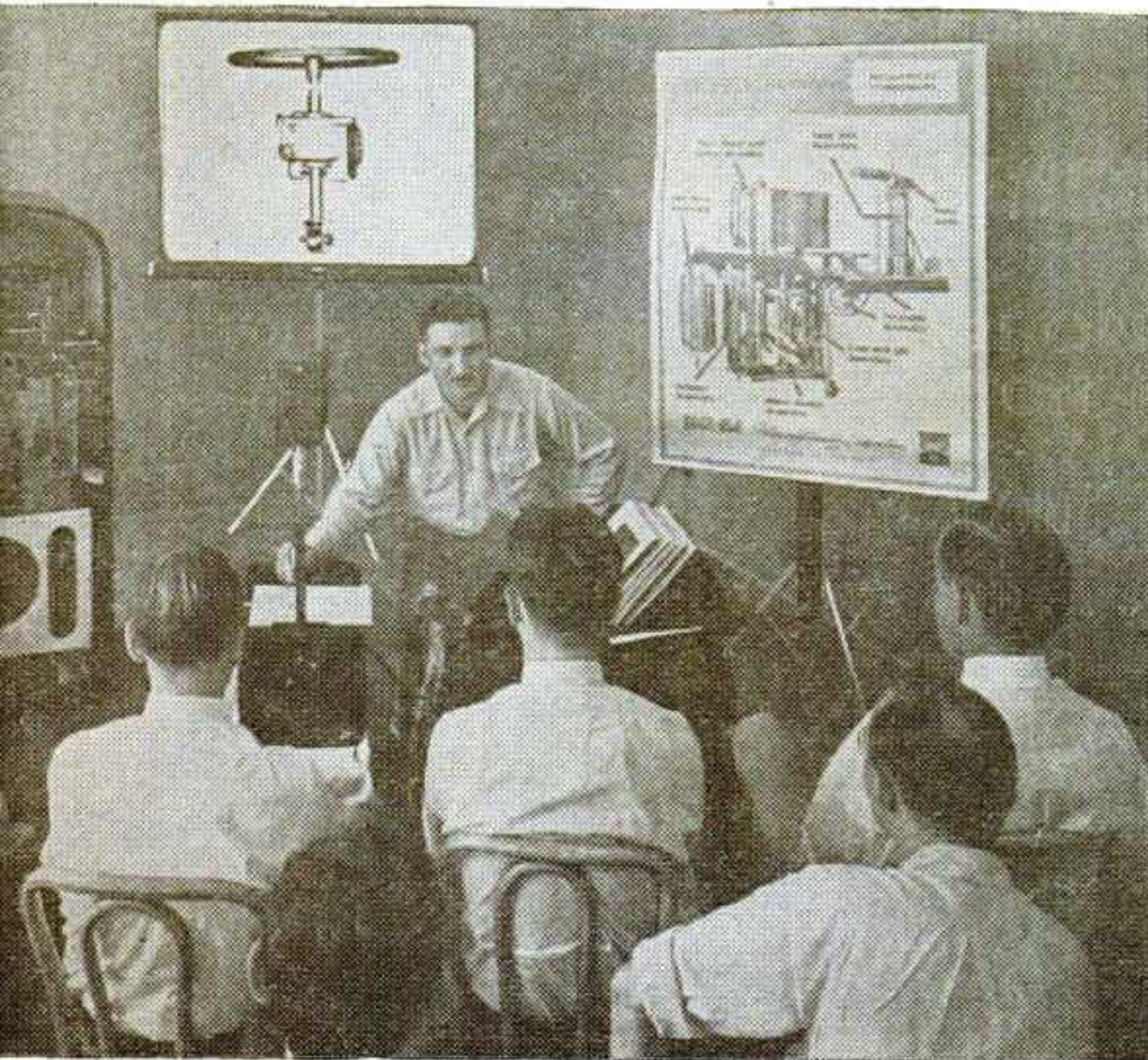
grams are simple in nature, they, nevertheless, are so designed to constantly aid distributors in training operators and their servicemen in proper servicing of their particular equipment. Service manuals are common, many of them going into detail in proper remedies for common stoppages.

Usually an operator or his servicemen drop in at the headquarters of the distributing firm handling the type of juke box that information is desired for for personal training. However, many distributors recently have set up programs to take service instruction to the operators. This usually involves setting up a class in a local gathering spot for all of the operators and their personnel.

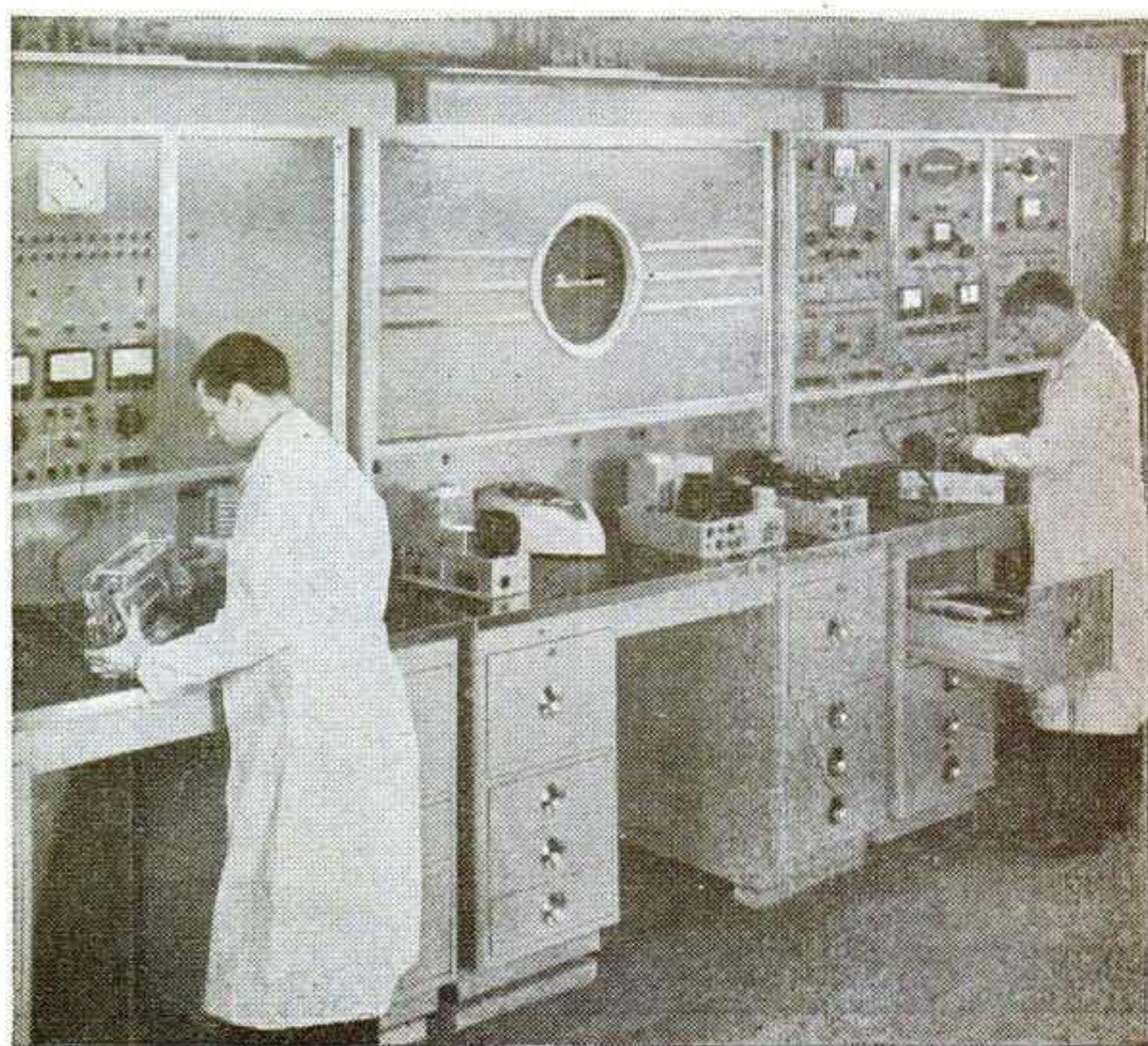
Many operators have cut their training requirements to a minimum by using only one or a few types of equipment. Not only does this simplify the serviceman's problems, but it often makes it possible for routemen to handle most of the adjustments on a machine. Whereas a routeman usually isn't expected to know very much about the inner workings of several types of juke boxes, most operators who use but one or two types of equipment require their routemen to know at least the basic workings of such machines on the route.

Know All Types

In the case of an operator who has his route simplified to only a single



A ROCK-OLA FACTORY service specialist instructs a group of servicemen using the visual training aids developed to simplify the job of bringing factory training down to the operator level.



A SPECIAL TESTING UNIT to make juke box servicing on the distributor level simpler was developed by the J. P. Seeburg Corporation. Here two distributor servicemen test phonograph parts using the unit.

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or possibly two or three makes of machines, it is often the policy of the firm to have all personnel that work with machines attend service courses given by distributors. Sometimes large operators will have the service chief conduct inter-organization training in such cases, but usually service training is left to the distributor or manufacturer's representatives.

Regardless of what type training is offered and how effective it is, most operators rely upon on-the-job experience for the majority of training. Working with an experienced serviceman is considered by far the best method of "learning the game," most operators point out.

Vern Hamann, service chief of ABC Music Service of Chicago, says, "The training programs of manufacturers and distributors help us somewhat, but in the long run it is actual experience that counts."

Natural Ability Necessary

Hamann points out that it is usually the natural mechanical ability or the lack of it that makes the difference between a good serviceman and a poor one. No matter how much training is poured into a man with a lack of natural mechanical ability, chances are that he will never prove half as good as a man with a lot of natural mechanical ability with no training at all, but who has just learned his way around a juke box by natural instinct.

Operators say that most service calls come from mechanical failures instead of electrical troubles. Thus it is far more important to have a man with mechanical ability than a wizard at electricity, amplifiers and other similar equipment.

Juke boxes have been developed to such a point today that there is seldom a failure of the equipment from an internal cause. When a serious flaw exists it is usually put up to the distributor to make the necessary repairs or replacement.

Once in a while a firm will put out a number of new machines with bugs not yet worked out of them in spite of extensive location tests. When this happens, it is usually up to the distributor's service department—which is generally factory trained—to make the necessary adjustments. Thus an operator's serv-

ice problems are limited mostly to making adjustments from hard usage on location.

Training in Reverse

Actually, in a case such as this, training works in a reverse way. When a fault shows up in operation of a run of jukes, servicemen are often the ones to spot the source of trouble and "teach" the manufacturer. Servicemen also help manufacturers in many other ways. Most of the outstanding improvements in juke boxes of today over early models have come as the result of experiences of operators' servicemen, who have relayed their suggestions to manufacturers.

Distributors' servicemen also play an important role in the development of equipment. Complaints usually come to them before they hit the engineering departments at manufacturers' factories. Quite often remedies for troubles are discovered and corrected by the service department of an individual distributor and then passed on to the factory.

Because they are called on for a great deal of additional know-how, the mechanical ability of a distributor's serviceman, altho important, takes a back seat to training and experience.

Electrical Background

Gordon Sutton, of Sutton Distributing, Inc., New York, says that he looks for servicemen in his organization that have an electrical background. This is almost a must for at least one man in every distributor organization. If there isn't a man with such a background, many repairs that should be taken care of in the distributor's shops must be sent elsewhere.

Because of the added knowledge necessary, distributor's service personnel are often sent directly to the factory for training. However, some manufacturing firms send an instruction staff to each distributor to give the proper training.

One thing is clear when the entire picture is surveyed and that is that there must be a great deal of co-operation between the manufacturer, distributor and operator for proper servicing on all levels. Even the formal training is less important for the operators' servicemen than for those of the distributors', there must, of necessity, be a good deal of knowledge passed down along the line, and only thru a close working set-up is this possible.

Ban and the Op

(Continued from page 17)

along at a healthy pace despite the ban.

Operators Say

Music machine operators, thru their associations, have made few changes in their normal procedure since the January 1 ban took effect. The only major change that will come with a protracted work stoppage will be one in favor of the operator—that of keeping records in machines over a longer period of time.

"We will now have a chance to keep a record in our boxes for a longer period of time," said one spokesman, "which means new recordings will have a better chance of making the grade with our plugging them and the publishers working on a song for a greater period of

time. Too, we will be able to use re-issues of songs which we know will get a big play from their past performances.

"The effect of the 1942 ban was negligible. We feel the same will hold true in 1948."

And there is added reason to believe the operators are right in the optimistic attitude. One record executive put it this way: "We hope this thing goes on for two years. For that period, we'll show the greatest profits in our life. Everything will be income, with little outgo. No recording expense, no placating artists with expensive sessions, all of these will have been absorbed into the 1947 books."

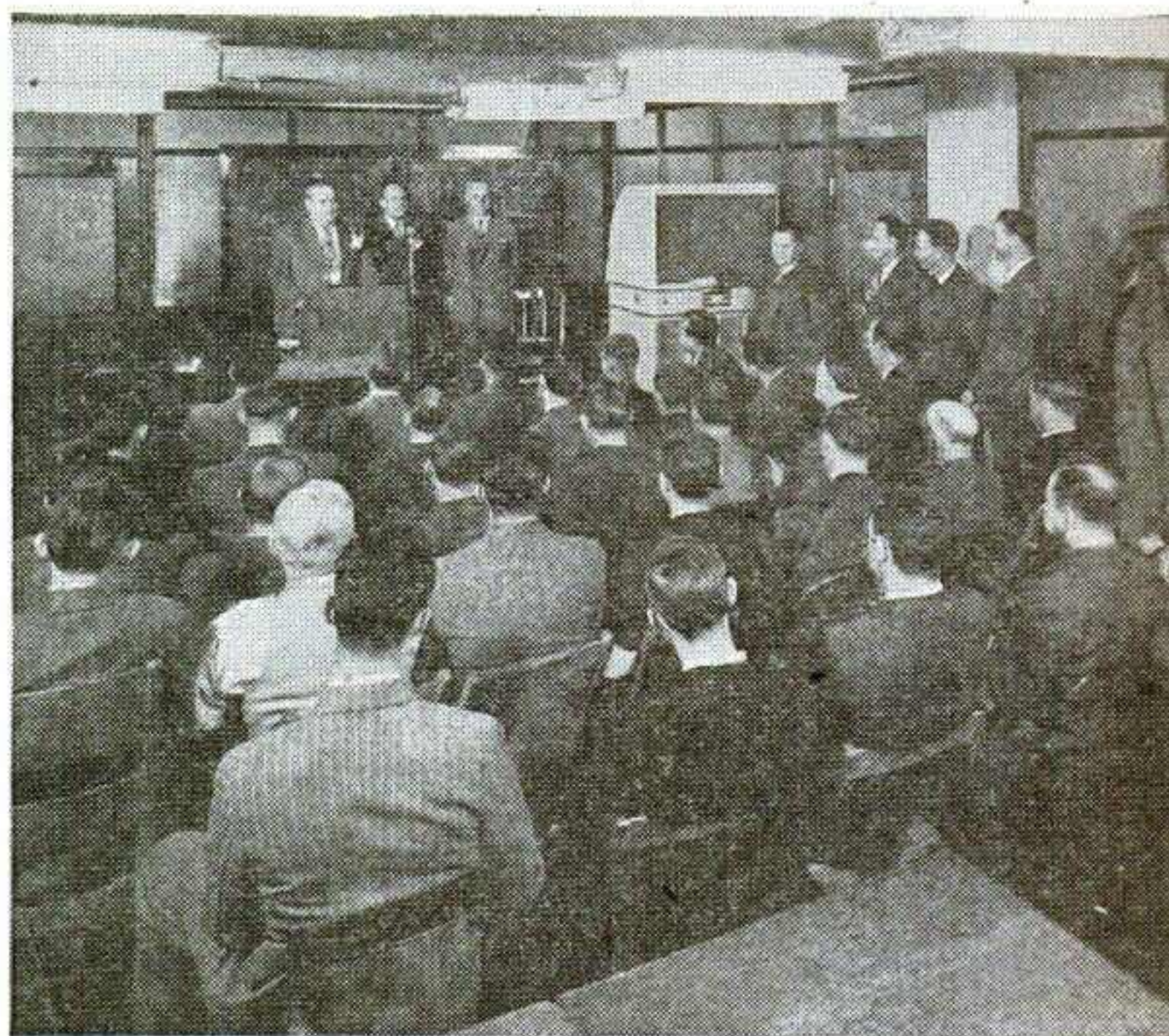
There is no doubt that for Petrillo the darkest days are ahead, with lengthy court appearances a certainty for years to come. But the juke box turntables should continue to whirl, with an adequate record supply on hand, during those same years.



VETERANS LEARNED juke box servicing in a special training school conducted in New York under the direction of the National Association of Automatic Machine Owners.



CLASSES OF OPERATORS and their servicemen have proven one of the most satisfactory methods of getting technical training to a large number of people in a short time.



MILLS INDUSTRIES used one of its own products to advantage in servicemen's training courses. Here a Mills Sono-Vision unit is taken into a classroom to show servicing methods.

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'JIMMY WAKELY SHOW': Transcribed from Coast to Coast

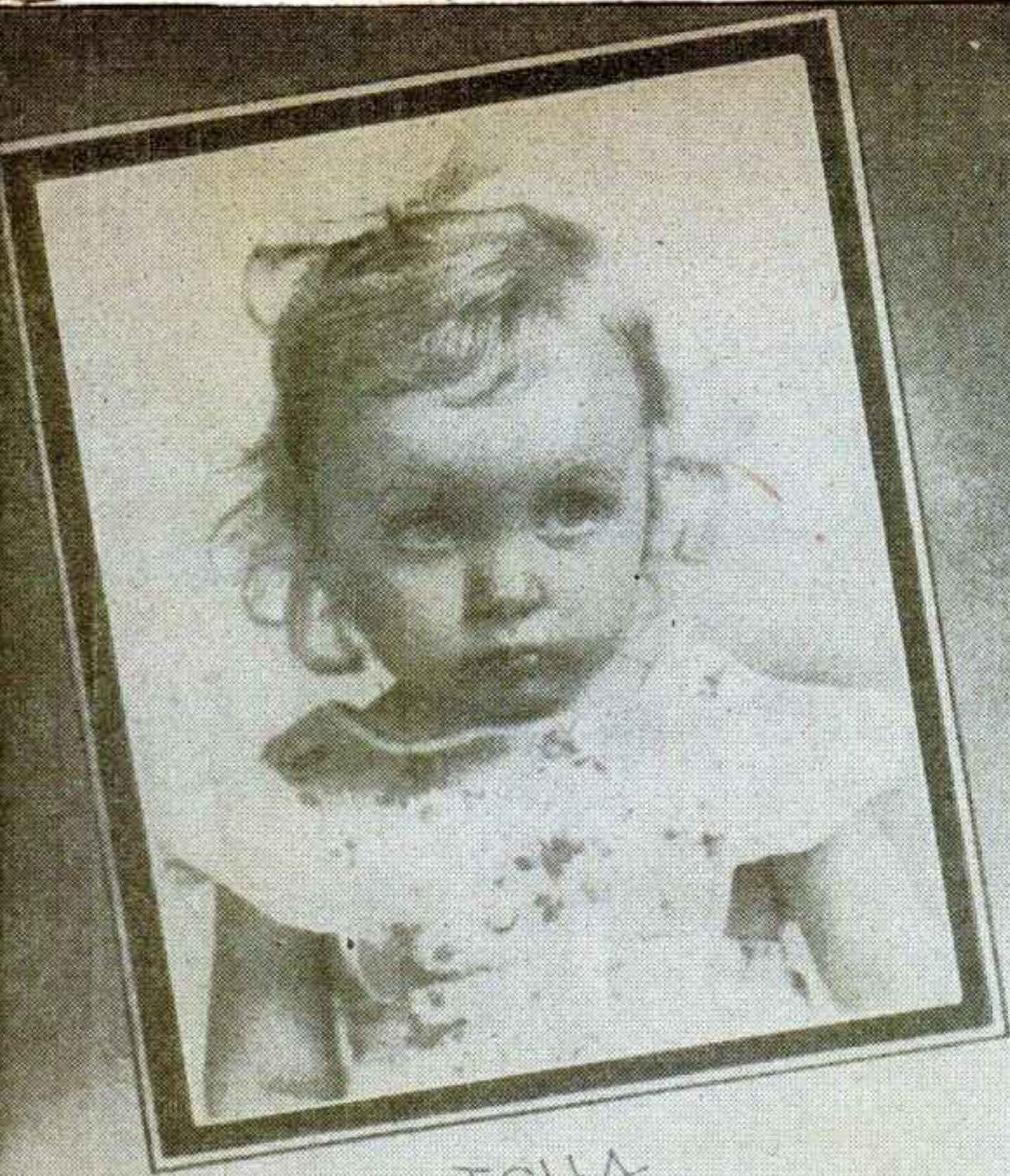


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"GEE I BETCHA
TINY HILL HAS
FORDOTTEN US"

"ARE YOU TIDDIN' HON'
HE NEVER FORDITS
HIS FRIENDS"

"Sho'nuff ops you know I won't be forgettin' any
of you, 'Cause you've been my buddies in all
these past years."

(P.S.)

Tiny Hill

Here's a list of my latest Mercury Releases so you can't forget me:



Never Trust a Woman
Behind the Eight Ball
ME 6062

Send Me Your Love for Christmas
Auld Lang Syne ME 6070

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San ME 6076

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Eyes for Texas

On Columbia:
Angry
Mickey

On Decca:
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Is It True That I'm Losin' You?

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ME 6001

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SUE CITY SUE
ME 2024

SOMEBODY STOLE MY GAL
AIN'TCHA TIRED?
ME 6027

PLEASE DON'T TALK ABOUT ME
WHEN I'M GONE
YOU'RE A REAL SWEETHEART
ME 6044

I HAD SOMEONE ELSE
THE DARLING SONG
ME 6011

WHAT'S THE REASON?
YOU'LL LIVE TO REGRET IT
ME 6050

ALL AMERICA

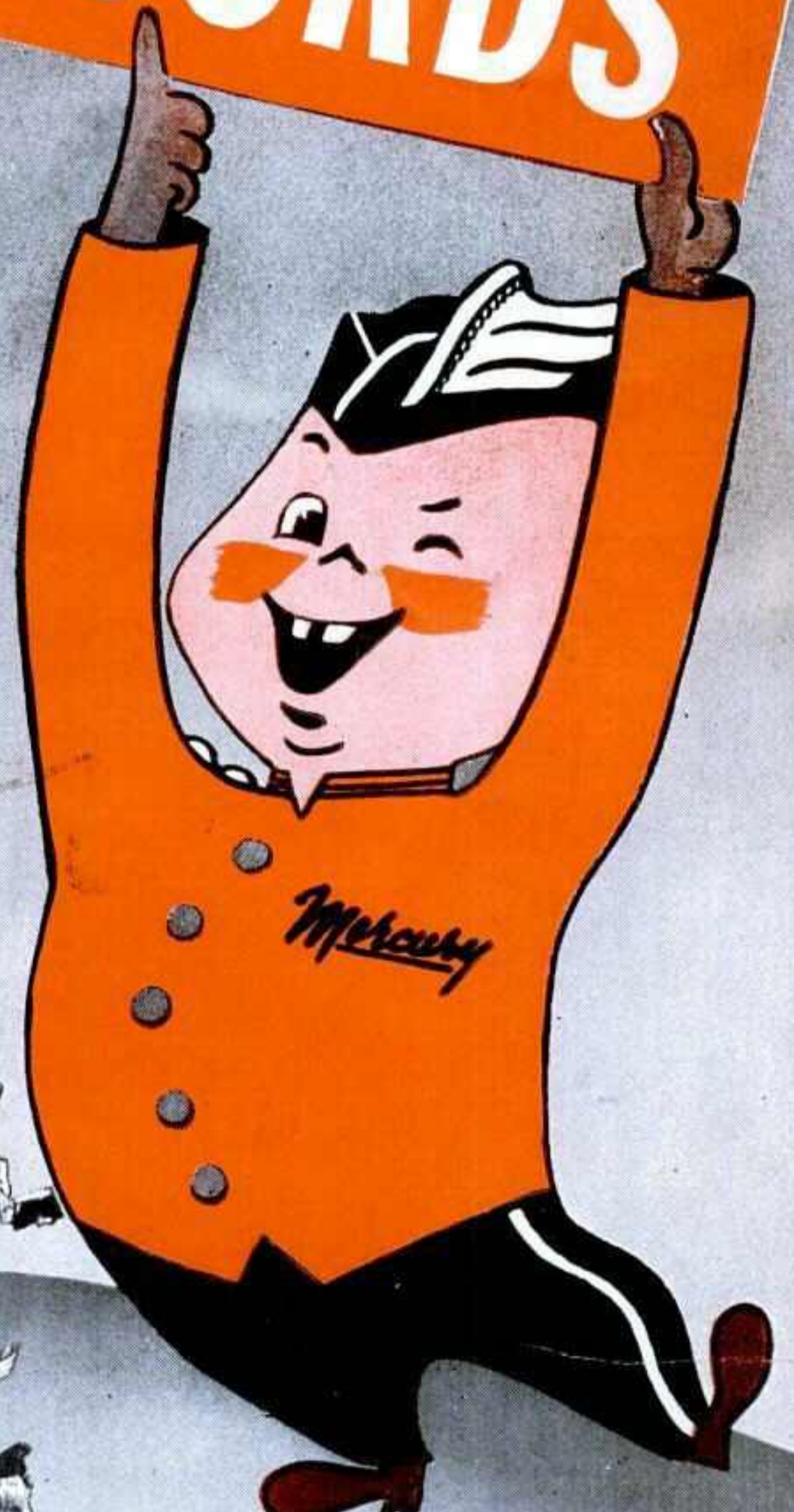
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Bill Samuels



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Vic Damone



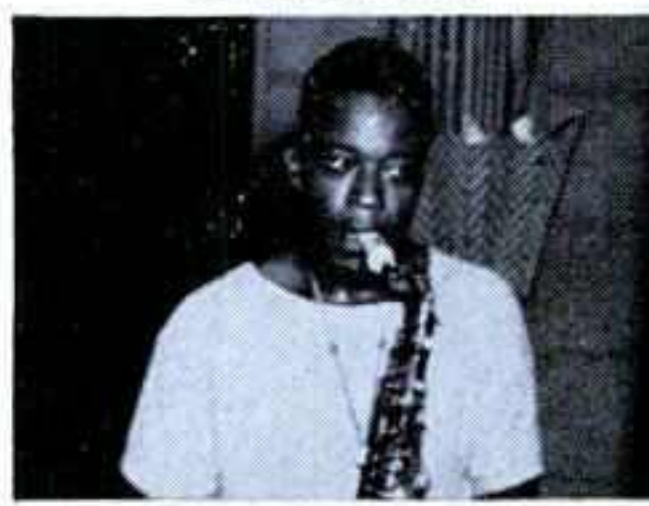
Ambrose Haley



John Laurenz



Jerry Shelton



Gene Ammons



Ralph Edwards



Tiny Hill



Robert Lunn



Trenier Twins



Dick "Two Ton" Baker



Chuck Foster



Helen Humes



Rose Marie



Bobby True Trio



Homer Briarhopper



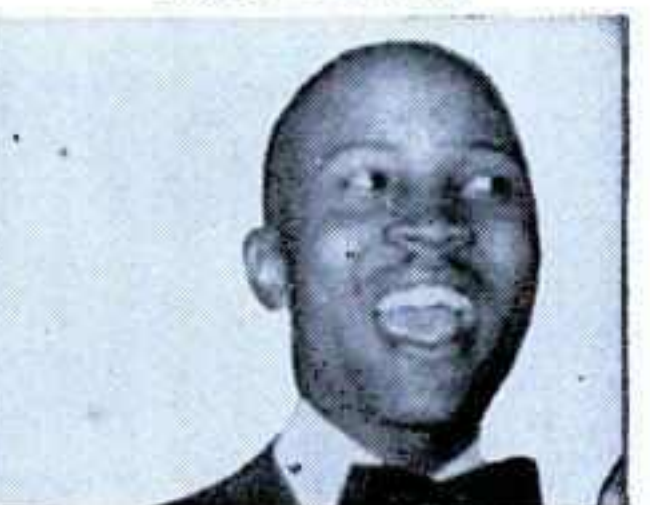
Wally Fowler



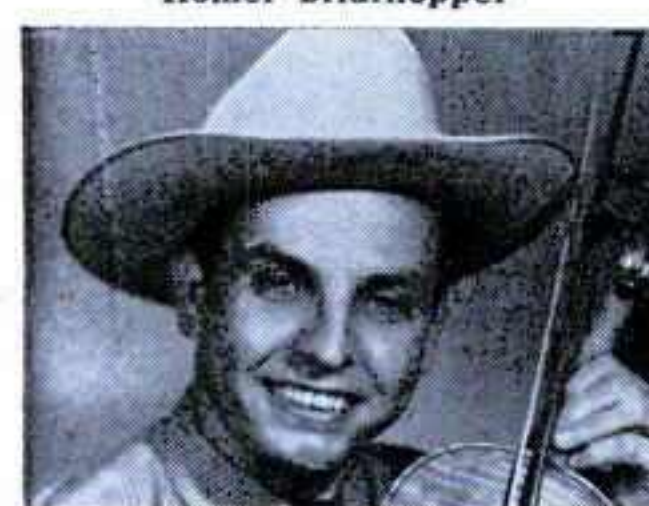
Art Kassel



Jose Melis



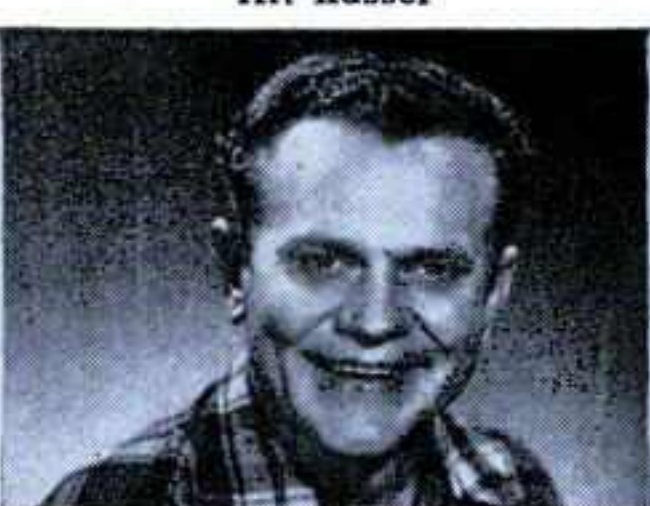
Eddie "Cleanhead" Vinson



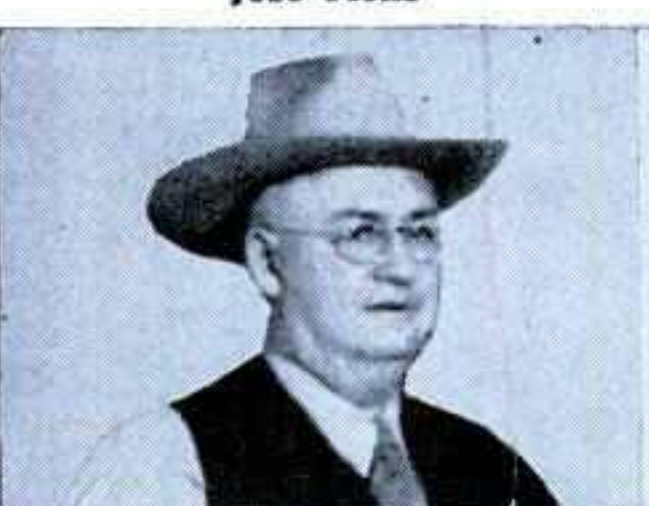
Cliff Bruner



John Garfield



Curley Kinsey



Sheriff Tom Owens



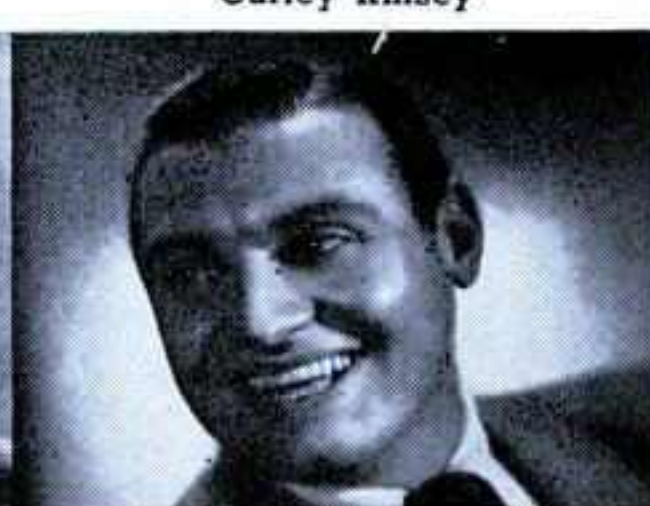
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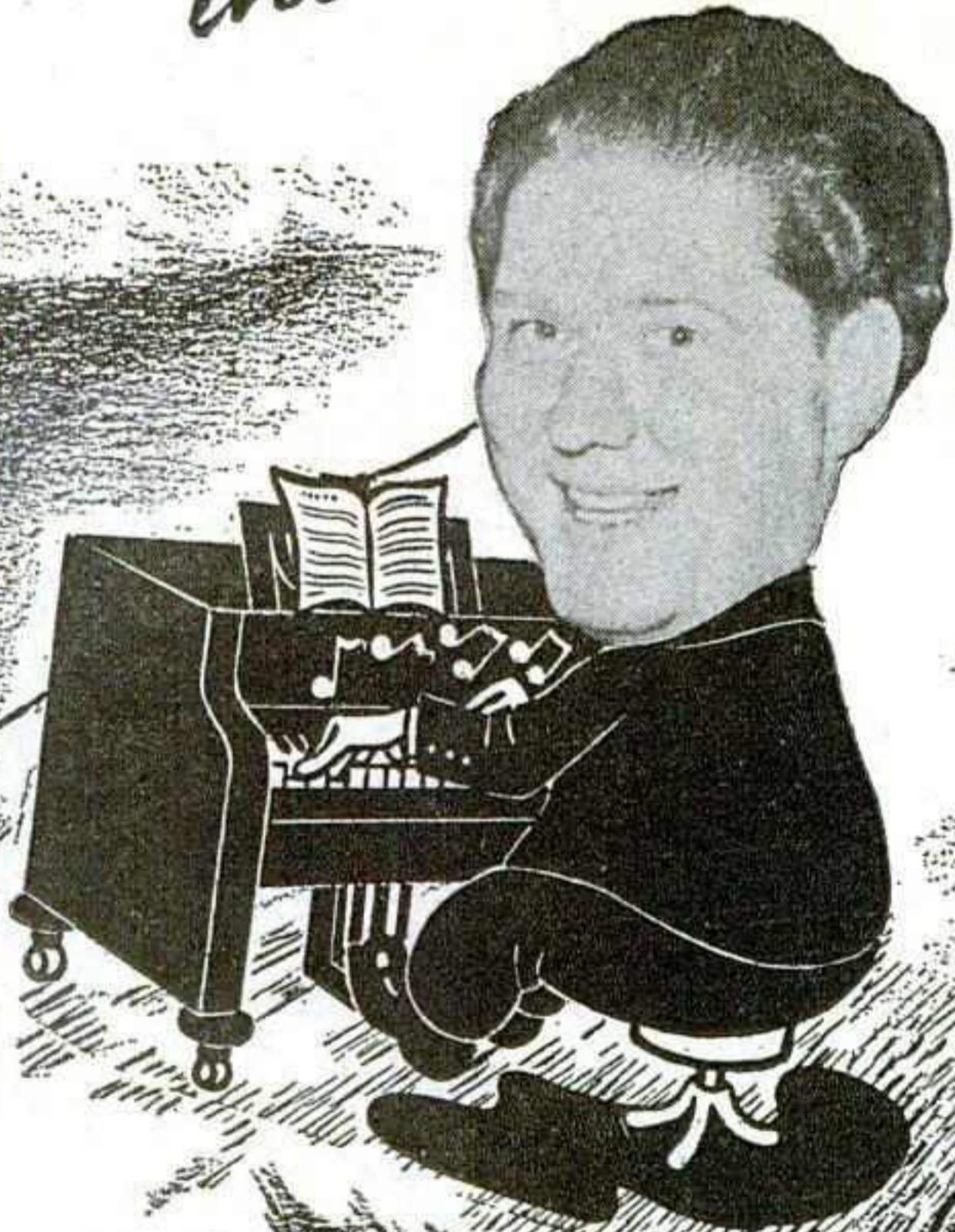
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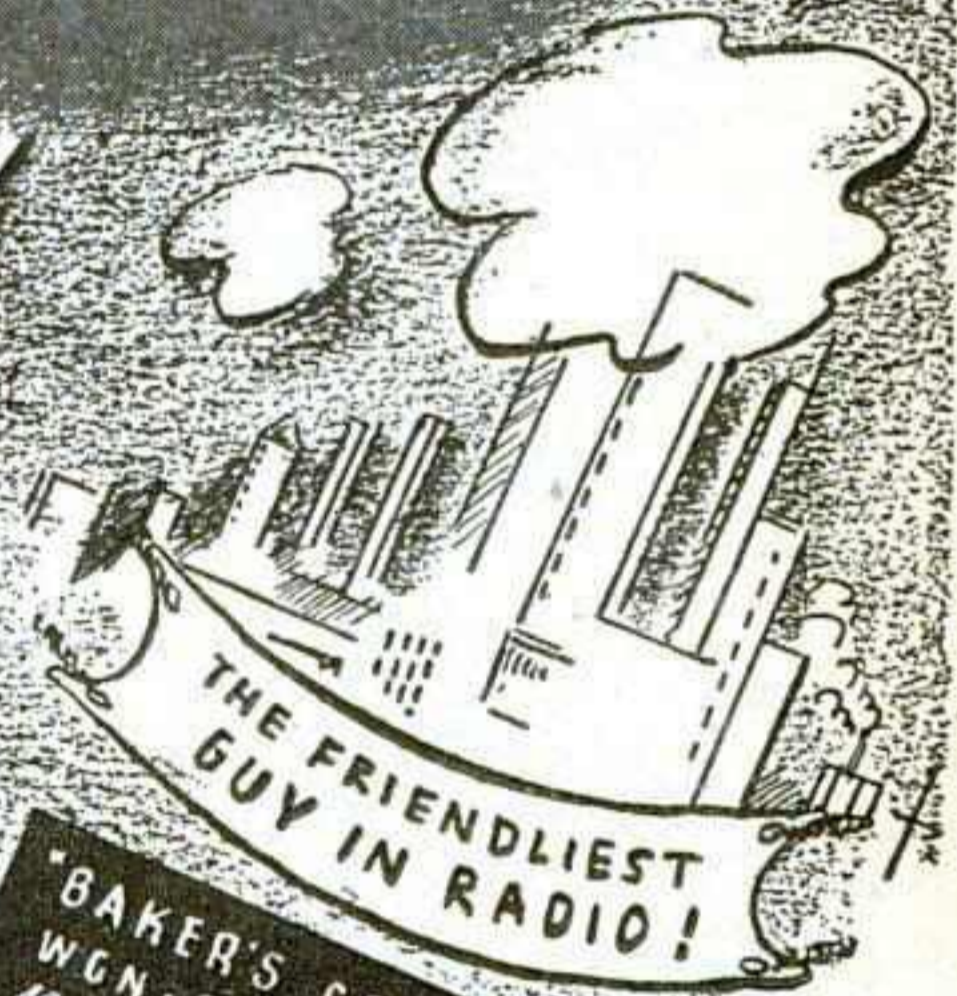
839 SOUTH WABASH AVENUE, CHICAGO 5, ILLINOIS

"Two Ton" BAKER

the "HIT" Record Maker



THANKS To All Of You
For Being So Nice
To ALL Of Me



"BAKER'S SPOTLIGHT"
WGN - CHICAGO - 4:30 P.M.
MONDAY THRU SATURDAY

"Two Ton" BAKER
the music maker
WGN - MUTUAL - 6:15 A.M.
MONDAY THRU SATURDAY

"Two Ton" BAKER SHOW
MUTUAL NETWORK
MONDAY THRU FRIDAY

Join'
to
town
on

"TOO FAT POLKA"
"With a Hey and a Hi
and a Ho Ho Ho"
ME 5079



"CIVILIZATION"
"Dancers In Love"
ME 5067

Children's Albums
"BOOMER THE BASS DRUM"
MMT 11
"NURSERY RHYMES" MMT 4
"SING A SILLY SONG" MMT 9
"CHRISTMAS PARTY"
MMT 5

"I'M A LONELY
LITTLE PETUNIA"
"The Coconut Song"
ME 5083





SAMMY MADDEN
AMERICA'S NEW POLKA KING
 with Smiling Helene
 Latest "ELSA POLKA"
 Release "Whirlaway Waltz"
 CHORD NO. 103



4 STEPS OF JIVE

Sepia Rhythm Quartet

WATCH FOR THEIR NEW
 SENSATIONAL RECORD

"BROWN GAL"

CHORD NO. 656



JOE GUMIN

and his Orchestra

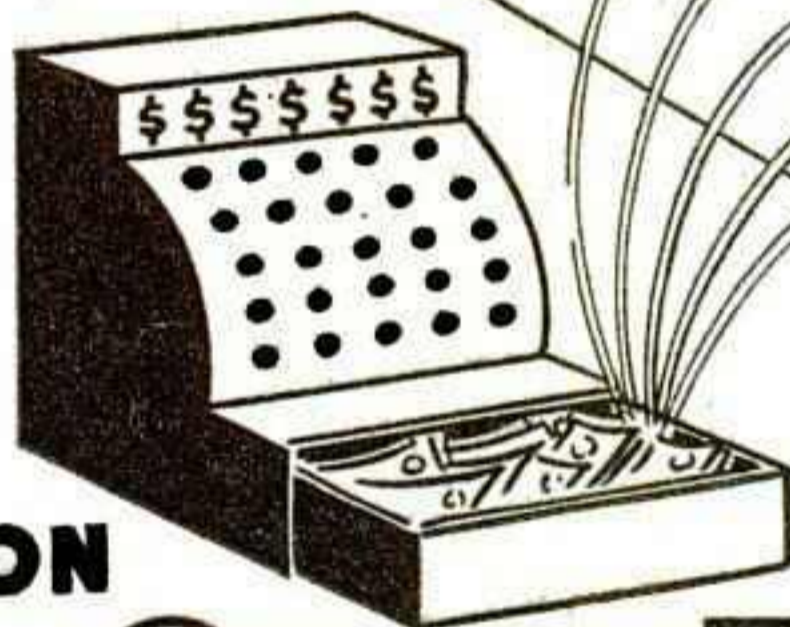
Please be patient!
 Record will be out soon.

"HAPPY BIRTHDAY"

CHORD NO. 664

(This TOPS His Famous Jingle Bells)

Strike a Happy CHORD



with

JOE GUMIN
 DON RAGON
 THE MYSTERY DISC
 SAMMY MADDEN
 THE SHEBOULOU TRIO

ON

CHORD RECORDS

CUDAHY RECORDING CORP.
 2450 NO. TERRACE AVE. • LAKESIDE 3600 • MILWAUKEE, WIS.



JACK OLSEN

and his Orchestra
 Vocal by GENE PAUL

Sensational Maestro scores
 heavily with

"YOU DON'T HAVE TO KNOW THE LANGUAGE"

CHORD NO. 654

(Hit Tune From Road to Rio)

JOHNNY ENGRO

and his 5 Mad Men

Their New Novelty Version

"THE MOUNTAINS AIN'T THE MOUNTAINS ANYMORE"

CHORD NO. 652

SKIP BERG

PIANISTIC MAGIC
 FROM THE

10 TALENTED FINGERS OF RADIO

"HONEY"

CHORD NO. 636



DON RAGON

"MAN WITH THE BAND"

Introduces this POP tune
 recording

"THE JELLY BEAN SONG"

CHORD NO. 650



Co-Op Promotion

Between Operators and the Music Industry

Many operators, paced by aggressive associations, are already boosting play on their boxes by tying up with the music industry in inexpensive, easy but effective promotions

IT WAS way back in 1937 that *The Billboard*, recognizing the natural affinity between juke box operators and all segments of the music industry, published a special supplement called *Talent and Tunes on Music Machines*. Since that day more and more members of both the music publishing and performer phases of the music business and the operating fraternity have come to realize that in working together each group can be of definite assistance to the other.

Today many record companies, music publishers, band leaders, disk jockeys and others of the music business proper make special efforts to supply the juke box operator with material and ideas to help him in-

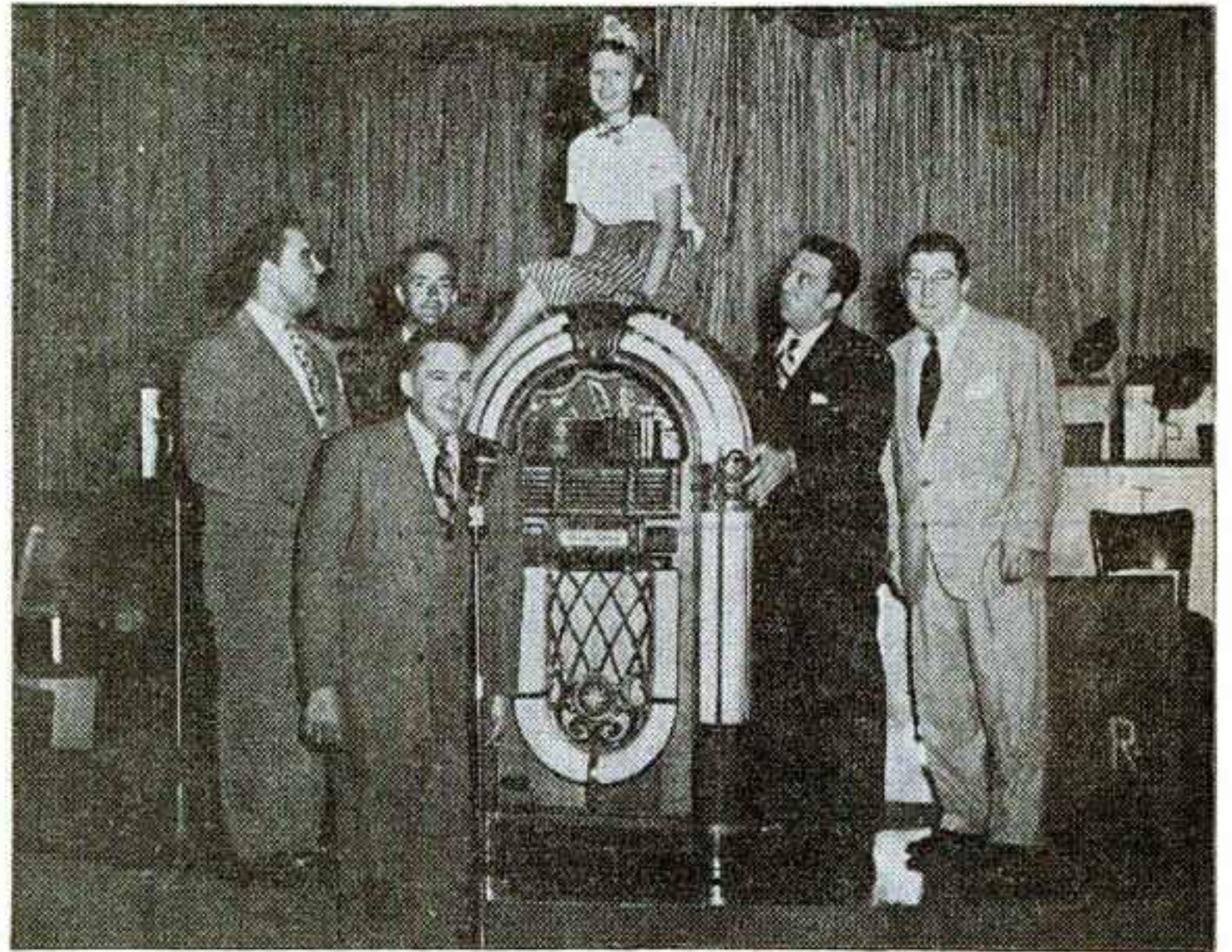
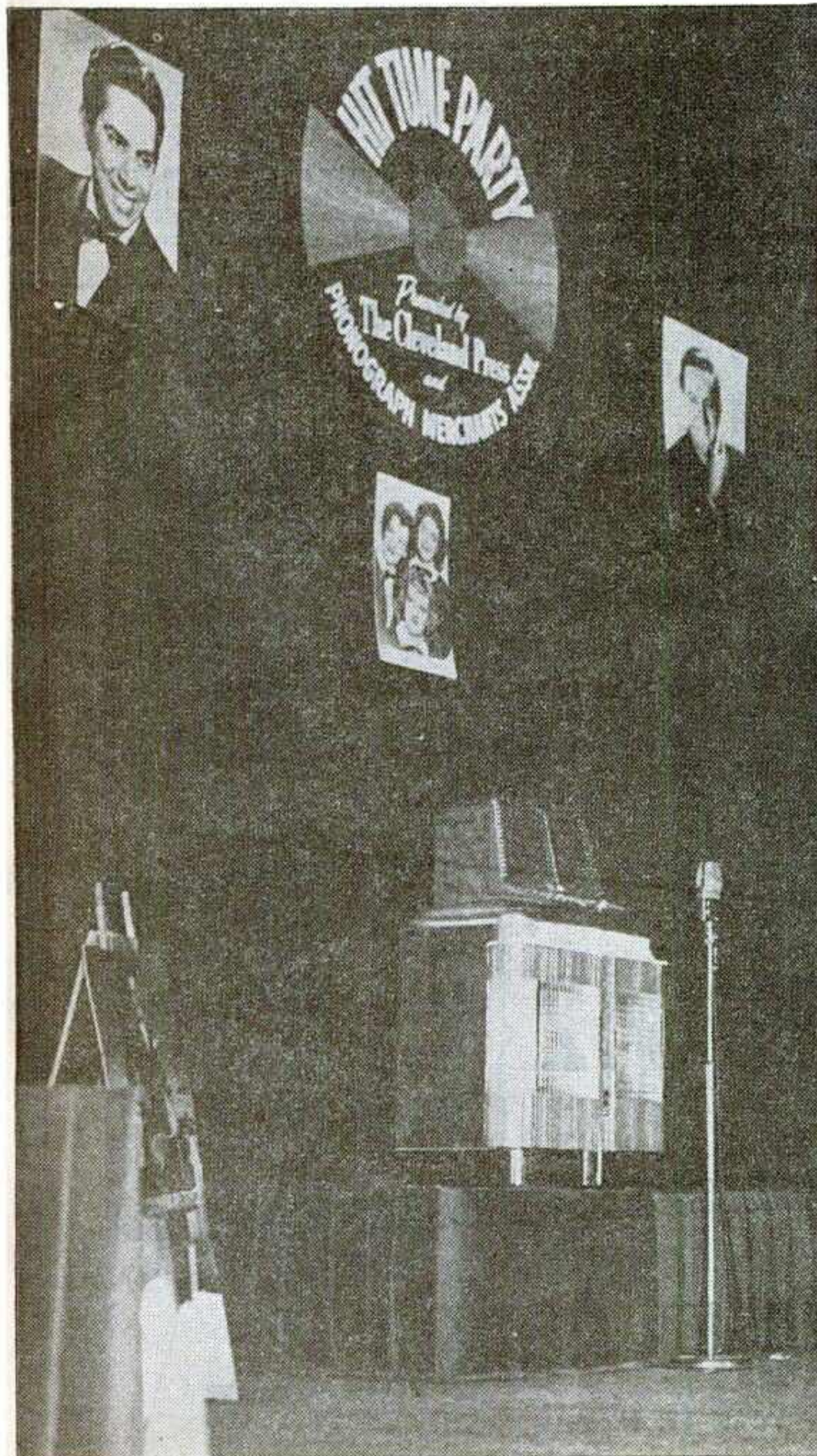
crease the revenue on his machines. Robbins Music Corporation, for example, publishes a *Music Machine News* in which advance information about tunes and records is supplied operators. And operators who have used this, and other services, have often found it to be the means of enabling them to get hit records on their machines early enough to cash in on the full life of the hit and thus increase their earnings. Other publishers supply similar informational bulletins, perusal of which often prove profitable for operator readers.

Band leaders and singers have for some time co-operated with the juke box industry by making personal appearances gratis at operator functions, distributor openings, etc. Other per-

formers have hired advance men who have contacted operators from town to town and supplied the juke box men with gratis recordings of the latest release of the performer. These same advance men have worked with operators to time a drive on the records of the individual performer for the same period during which that performer may be playing a local theater, night club, concert or other engagement. Here, too, operators who have been willing to devote the small amount of time and effort necessary to working with these advance men, have found it resulting in

increased takes.

Several operators have carried their co-operative efforts to bolster business thru effective tie-ins with other segments of the music world to fine merchandising extremes. Hirsch De LaViez, a Washington operator, made a tie-up with Station WTOP in the nation's capital, whereby Eddie Gallagher, disk jockey for the station's *Moondial* program, plugs a single disk each week as the Juke Box Record of the Week each night on his show. De LaViez, in turn, features the record in all his boxes with the following line on the title strip of the disk:



PHILADELPHIA'S juke box business gets a solid and regular boost thru the co-operative tie-up illustrated here. Frankie Palumbo's Click nitory runs a Click Tune of the Month Party in which disk jockeys like Ed Hurst (WPEN), Stu Wayne (KYW) and Joe Grady (WPEN) participate, along with ork leaders like Tony Pastor flanking Palumbo at the extreme right of the picture. The little girl on the juke box won the machine in a competition with 1,400 other high school kids.

"Eddie Gallagher's *Moondial* Record of the Week." The idea, inaugurated early in November, is reported to be working out well for both the operator and the disk jockey.

Various operator associations, rather than individual operators, seem to have taken the lead in making effective tie-ups with other branches of the music business. In Philadelphia, for example, the operator association works in co-operation with the town's disk jockeys and Frankie Palumbo,

DISK JOCKEYS Wally Kay (WJW) and Bud Wendell (WHK) do their stint at the Hit Tune Party run by the Cleveland Phonograph Merchants' Association. Artists' photos on backdrop and floor and juke box pedestal further typify natural promotional link between operator and the music industry.

owner of the Click nitery, which plays top name bands. Palumbo, the operators and jockeys all participate in a "Click Tune of the Month" party, which has proved a profitable promotion for all concerned. In Cleveland, Los Angeles and other cities, "Hit Record" promotions, tying up with band leaders, band buyers, disk jockeys, and occasionally even music publishers, have proved solid hypos for the operator members of the associations sponsoring such events.

Associations, too, seem to be playing an active part in on-location promotions tied in with music industry members. Just about set (and reported in *The Billboard* last week) is a plan which the New York and New Jersey operator associations have worked out for displaying posters in locations, on which the top five tunes

of the week will be featured, along with five "best bets for the future" as selected by a committee of leading band leaders, singers and other music personalities. This on-location poster idea was tested by both operating groups before it was decided to urge the full membership to participate, and the tests proved that the play on machines will definitely pick up as a result of the exploitation.

The juke box industry is one of the few which has at its disposal the promotional facilities of another important and extremely exploitation-minded business, the broad, aggressive music industry. Those operators who have taken advantage of this willingness on the part of music business members to co-operate have found that it pays off in a greater take on their machines.



ABOVE—KATE SMITH AND MANAGER TED COLLINS at an AMI distrib party in this photo, are just two of music's top names who regularly co-operate with juke folk in mutually beneficial promotional tie-ups.

LEFT—HERE'S AN EXAMPLE of a juke box distributor garnering some music business good will by supplying a machine for the lobby of the Paramount Theater, New York. Frankie Laine and Vic Damone, Mercury songstars, flank the box, while Bob Weitman, Paramount theater manager (the man with the pipe), grins his approval of the stunt.

STANDARD RECORDS

Largest Manufacturer Specializing in Polkas, Novelties, International and Foreign Recordings in

BOHEMIAN • FRENCH CANADIAN • GERMAN • GREEK • HAWAIIAN • HUNGARIAN • IRISH • ITALIAN
• JEWISH • LATIN AMERICAN • POLISH • RUSSIAN • SLOVAK • SCANDINAVIAN • SWEDISH

Ask to hear our surprise number recorded especially for you

YOU-KE-LEE YOU-KE-LAH

See Us At . . .

Hear Our Latest At . . .

CATALOG AND HANGERS
IN INDIVIDUAL LANGUAGES

ROOM 342

BOOTH 138
CMI SHOW
CHICAGO
JAN. 19-JAN. 22

STANDARD PHONO CORP.

163 WEST 23D ST., NEW YORK 11, N. Y.

10 YEARS AGO . . .
His "ST. LOUIS BLUES"
(BLUEBIRD B-5280)

ROCKED THE MUSIC WORLD

(. . . it was picked as one of the top recordings of the past that ops, retailers and disk jockeys would like most to see revived . . . in a poll published in The Billboard, December 20, 1947.)

His Blazing Trumpet has been coining big cash for ops through the years on

RCA VICTOR
RECORDS

NOW . . .

He's doing it again with his red-hot recording of

JOSEPH AND HIS BRUDDERS

and

I WANT A LITTLE GIRL

(RCA VICTOR 20-2612)



ARMSTRONG TRIUMPH AT CARNEGIE
Audience of Trumpeter Stays Under Ceiling at 2:30 A. M.

ARMSTRONG JAZZMEN JAM CARNEGIE HALL
In The New York Daily News

ARMSTRONG A SELLOUT
In The New York Journal American And Other Newspapers

OL' SATCHMO SOCKO, SNARING BOFFO 8G IN CARNEGIE MIDNITER
Bernie Woods in Variety

LOUIS

"SATCHMO"

ARMSTRONG

AND HIS CONCERT GROUP

featuring **JACK TEAGARDEN, Sidney Catlett, Barney Bigard, Dick Cary, Arvell Shaw and Velma Middleton**

ASSOCIATED BOOKING CORPORATION

CHICAGO, Ill.
54 W. Randolph St.

JOE GLASER, President
745 FIFTH AVE., NEW YORK 22, N. Y. • PL 5-5572

BEVERLY HILLS, Calif.
9200 Wilshire Blvd.

FROM THE BILLBOARD

THANKS, DISK JOCKEYS, FOR MAKING MY "CLOVER" YOUR

No. 1 CHOICE

THE DISK JOCKEYS PICK:

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

1. FOUR LEAF CLOVER..... Art Mooney.....MGM 10119
2. THE BEST THINGS IN LIFE ARE.....

THE RETAILERS PICK:

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

1. FOUR LEAF CLOVER..... Art Mooney.....MGM 10119
2. THE BEST THINGS IN LIFE ARE.....

THANKS, RETAILERS, FOR MAKING MY "CLOVER" YOUR

No. 1 CHOICE

FROM THE BILLBOARD

THANKS, OPERATORS, FOR MAKING MY "CLOVER" YOUR

No. 2 CHOICE

THE OPERATORS PICK:

PICKS that have appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a weekly survey among 3,558 of them, the juke box operators think tomorrow's hits will be:

1. I'M MY OWN GRANDPA..... Guy Lombardo.....Decca 24288
2. FOUR LEAF CLOVER..... Art Mooney.....MGM 10119

OVER A HALF MILLION ALREADY SOLD!

ART MOONEY

THAT
GENIAL
IRISH
GENTLEMAN

AND HIS

MGM RECORD No. 10119

"FOUR LEAF CLOVER"

Thanks
ED SULLIVAN

FOR THIS WONDERFUL QUOTE:

"Recommended: Art Mooney's MGM platter of 'I'm Looking Over a Four-Leaf Clover . . .'"

Backed by
**THE BIG
BRASS BAND
FROM BRAZIL**

(Vocal by the
GALLI SISTERS)



EXPLOITATION ON RECORDS: HENRY OKUN

Juke Box Distributors

Aireon Manufacturing Corp.

1401 Fairfax Tr'ficway, Kansas City, Kan.
ASHEVILLE, N. C.—Tri-State Distributing Co., 248 Charlotte St.
ATLANTA—Georgia Distributing Co., 110 Spring St., S. W.
BALTIMORE 1—General Vending Sales Corp., Biddle & Howard Sts.
BOSTON 34—Greene Distributing Co., 20 Brighton Ave.
BUFFALO 2—Alfred Sales, Inc., 1006-1008 Main St.
CHICAGO 22—Distributing Corp. of Illinois, 1231 West Chicago Ave.
CLEVELAND 3—Triangle Distributing Co., 4608 Prospect Ave.
COLUMBUS—Dressel Distributing Co., 300 West High St.
DALLAS 1—American Distributing Co., 2034 Commerce St.
DENVER 6—Blackwell Distributing Co., Sixth Ave. at Milwaukee St.
DETROIT—Wolverine Sales Co., Inc., 2200 West Warren Ave.
HARTFORD 3, Conn.—State Music Distributing Co., 1156 Main St.
HAVANA, Cuba—Cuban Plastics & Record Corp., 410 San Miguel
HAVRE, Mont.—Pete L. Weyh Co., 437 Fourth St.
HOUSTON 3—Standard Music Distributors, 1913 Leeland Ave.
INDIANAPOLIS 4 — Indiana Music Corp., 542 S. Meridian St.
JACKSONVILLE 4, Fla. — Modern Southern Distributors, Inc., 459 Riverside Ave.
KANSAS CITY 8, Mo.—Advance Music Co., 1606 Grand Ave.
LOS ANGELES—Aireon Sales & Service Corp. of Southern Calif., 1501 South La Brea
LOUISVILLE 1—H. M. Branson Distributing Co., 514-16-18 So. Second St.
MARIETTA, O.—R & S Sales Co., 3d & Butler Sts.
MEMPHIS 3—Atlas Amusement Co., 1078 Union Ave.
Southern Amusement Co., 628 Madison Ave.
MEXICO CITY, Mex.—Articulos Electricos, S. A. Calle Aguascalientes No. 154
MIAMI 37—Vendors Distributors, Inc., 3128 N. E. Second Ave.
MILWAUKEE — Hastings Distributing Co., 2014 W. Vliet St.
MINNEAPOLIS 11—Bush Distributing Co., 257 Plymouth Ave. No.
MOBILE 21, Ala.—Deep South Distributing Co., 384 So. Washington Ave.
MONTREAL, Quebec—Mafco Corporation, Ltd., 4001 St. Antoine St.
NASHVILLE 3—Hermitage Music Co., Inc., 423 Broad St.
NEW ORLEANS 19—J. H. Peres Distributing Co., 922 Poydras St.
NEW YORK 19—Manhattan Phonograph Co., Inc., 767 10th Ave.
OKLAHOMA CITY—K & M Distributing Co., 704 North Broadway
PHILADELPHIA 47—Lalli Music Co., 822 So. 11th St.
PHOENIX, Ariz.—Garrison Sales Co., 1000 West Washington
PITTSBURGH 19—Mulligan Distributors, Inc., 1400 Fifth Ave.
PORTLAND 5, Ore.—Western Distributors, 1226 S. W. 16th Ave.
SAN ANTONIO 2—American Distributing Co., 510 Seventh St.
SAN FRANCISCO 9—Music Distributors, 2424 Polk St.
SPOKANE 8—Interstate Novelty Co., W. 16 Sprague Ave.
ST. LOUIS 3—V. P. Distributing Co., 2336 Olive St.

AMI, Inc.

127 N. Dearborn St., Chicago
ATLANTA—H & L Distributors, Inc., 708 Spring St., N. W.
BALTIMORE—David Rosen, Inc., 503 Evergreen Ave.
BIRMINGHAM—H & L Distributors, Inc., 1524 2d Ave. North.
CHARLOTTE, N. C.—Pioneer Distributing Co., 600 W. Moorhead.
CHICAGO 22—Automatic Phonograph Distributing Co., 2009 Fulton St.
CLEVELAND 14—Ohio Music Distributing Co., 1642 Payne Ave.
COLUMBIA, S. C.—Pioneer Distributing Co., 1628 Sumter St.
DALLAS—Griffin Distributing Co., 2708 Live Oak St.
DAVENPORT — Pittman Distributing Co., 320 E. Fourth St.
DETROIT 26—Marston Distributing Co., 313 E. Jefferson Ave.

FOND DU LAC, Wis.—General Music & Novelty Co., Inc., 51 N. Main St.
HOUSTON—Griffin Distributing Co., 1513 Louisiana Ave.
INDIANAPOLIS 4 — P-J Distributing Co., Inc., 821 N. Illinois St.
JACKSON, Miss.—Griffin Distributing Co., 106 Minerva St.
JACKSONVILLE, Fla. — Supreme Distributors, Inc., 49 Riverside Ave.
LOS ANGELES 6—M. S. Wolf Distributing Co., 1348 W. Venice Blvd.
MIAMI 37—Supreme Distributors, Inc., 3817 N. E. Second Ave.
MINERAL WELLS, Tex.—Wallace Distributing Co., 212 N. E. First Ave.
NASHVILLE—Tennessee Music Distributors, 1145 Lafayette St.
NEWARK 8, N. J.—Runyon Sales Co. of N. J., Inc., 123 W. Runyon St.
NEW ORLEANS—Griffin Distributing Co., 931 Poydras St.
NEW YORK—Runyon Sales Co. of N. Y., Inc., 593 Tenth Ave.
PHILADELPHIA 23—David Rosen, 855 Broad St.
PITTSBURGH 19 — American Coin-Matic Machine Co., 1437 Fifth Ave.
PORTLAND, Ore.—M. S. Wolf Distributing Co., 427 S. W. 13th Ave.
RALEIGH, N. C.—Pioneer Distributing Co., 422 S. McDowell St.
RAPID CITY—Koers Distributing Co., 613 Eighth St.
RICHMOND 20, Va.—Automatic Music System, 306 W. Broad St.
SALT LAKE CITY—Vogue Western, 528 S. State.
ST. LOUIS 3—Murphy Distributing Co., 3504 Lindell Blvd.
ST. PAUL 3—Automatic Games Supply Co., 302 University Ave.
SAN ANTONIO—R. Warncke Co., 121 Navarro St.
SAN FRANCISCO—M. S. Wolf Distributing Co., 1175 Folsom St.
SEATTLE 1—M. S. Wolf Distributing Co., 2313 Third Ave.
TULSA, Okla.—H. W. Dolph Distributing Co., 222 E. Fourth St.
UNION CITY, Tenn.—Tennessee Music Distributors, 110 E. Main St.
HALIFAX, N. S.—Globe Mfgs. Agencies, 58 Gerrish St.
MONTREAL, Que.—Paul Novelty Reg'd, 7421 St. Hubert St.
OTHER FOREIGN COUNTRIES—O. O. Malleg, 400 W. Madison St., Chicago, Ill.
WINNEPEG, Man.—Allan Pullmer, 30 Buckingham Apts., Broadway Ave.

Mills Industries, Inc.

4100 W. Fullerton, Chicago

ATLANTA—Friedman Amusement Co., 441 Edgewood Ave., S. E.
BALTIMORE—Roy P. McGinnis Co., 2011 Maryland.
BILOXI, Miss.—United Novelty Co., Delauney and Division Sts.
BOSTON — Associated Amusements, Inc., 846 Commonwealth Ave.
BUFFALO—J. H. Winfield & Co., 916 Main St.
CINCINNATI—Sicking, Inc., 1401 Central Pkwy.
CLEVELAND—Markepp Co., 4310 Carnegie Ave.
DENVER — Denver Distributing Co., 1856 Arapahoe St.
DETROIT—Marquette Music Co., 3770 Woodward Ave.
FAYETTEVILLE, N. C.—Vending Machine Co., 205-15 Franklin St.
HOUSTON—South Coast Amusement Co., 134 E. 11th St.
JACKSONVILLE, Fla. — Simplex Distributing Co., 310-12 Riverside Ave.
KANSAS CITY, Mo.—United Amusement Co., 3410-12 Main St.
KNOXVILLE, Tenn.—C. & W. Distributing Co., 524 E. Magnolia Ave.
MILWAUKEE—Vic Manhardt Co., Inc., 170 5th. Clybourn St.
MINNEAPOLIS—Silent Sales Co., 204 11th Ave. S.
NEW ORLEANS—Dixie Coin Machine Co., 910-912 Poydras St.
NEW YORK — Modern Music Sales Corp., 10th Ave. at 45th St.
OAKLAND, Calif.—Mills Sales Co., Ltd., 1640 18th St.
OKLAHOMA CITY, Okla.—C. & T. Distributing Co., 2226 N. Broadway.
PHILADELPHIA — Keystone Panoram Co., 26th and Huntingdon Sts.
PITTSBURGH—American Distributors, 1349 Fifth Ave.
ST. LOUIS—W-L Amusement Co., 217 S. Seventh St.

SALT LAKE CITY—Stewart Novelty Co., 1316 S. Main St.
SEATTLE—Northwest Sales Co., 3144 Elliott Ave.
TERRE HAUTE, Ind.—Indiana Music Co., 705 Putnam St.
WAUSAU, Wis.—Green Novelty Co., 620 Second St.

National Filben Corp.

1141 South Wabash, Chicago
AKRON—Edwards Distributing Co., 471 S. Main St.
ATLANTA—Cohen Distributing Co., 305 Edgewood Ave., S. E.
BALTIMORE—Cee Gee Music Distributors, Inc., 734 N. Gay St.
BIRMINGHAM—Ace Distributing Co., 12 N. 23d St.
CHICAGO—Jack Nelson Co., 2320 Milwaukee Ave.
HOLLYWOOD—Sun Valley Distributing Co., 443 S. LaCienega.
LOUISVILLE—Cooperative Distributing Co., 234 W. Jefferson St.
MILWAUKEE—United Coin Machine Co., 6304 W. Greenfield Ave.
MINNEAPOLIS—Northwest Filben, Inc., 1412 Hennepin Ave.
PITTSBURGH—Coin Machine Distributing Co., 500 N. Craig St.
RICHMOND, Va. — Oley Brothers Amusement Co., 422 W. Broad St.
ROANOKE, Va.—Roanoke Vending Machine Exchange, Inc., 13 S. Jefferson St.
ROCHESTER, N. Y.—Eastern Sales Co., 1824 Main St., E.
ST. LOUIS—Central Distributors, 2334 Olive St.
SAN ANTONIO—C. M. McDaniels Distributing Co., 851 N. Flores St.
SAN FRANCISCO—E. T. Mape Distributing Co., 284 Turk St.
UTICA, N. Y.—Hanna Distributing Co., 169 Campbell Ave.

Rock-Ola Mfg. Corp.

800 N. Kedzie, Chicago

ALBANY, N. Y.—Rex Coin Machine Distributing Corp., 1230 Broadway.
BALTIMORE—General Vending Sales Corp., 237-45 Biddle.
BIRMINGHAM 3—Birmingham Vending Co., 2117 Third Ave., N.
BOSTON 15—J. J. Golumbo & Co., 1119 Commonwealth Ave.
BUFFALO 8—Rex Coin Machine Distributing Corp., 1441 Main St.
BUTTE, Mont.—H. B. Brinck, 825 E. Front St.
CHARLOTTE, N. C.—Southern Music Corp., 822 W. Morehead Ave., P. O. Box 641.
CHICAGO 12—Webb Distributing Co., 6 S. Kedzie Ave.
CINCINNATI—Warren C. Deaton Associates, 214 W. Liberty St.
COLUMBUS, O.—Warren C. Deaton Associates, 141 E. Gay.
DALLAS 1—General Distributing Co., 2812 Main St.
DENVER 2—Modern Distributing Co., 1810 Welton St.
DES MOINES — Sandler Distributing Co., 110 11th St.
DETROIT 1—Brilliant Music Co., 4606 Cass Ave.
ELIZABETH 4, N. J. — Seacoast Distributors, Inc., 1200 North Ave.
EL PASO, Tex.—General Distributing Co., 3000 Alameda.
GALION, O.—Warren C. Deaton Associates, 437 Harding Way, W.
HOUSTON—Southern Distributing Co., 1010 Leeland.
INDIANAPOLIS 4—Indiana Automatic Sales Co., 450 Massachusetts Ave.
JACKSONVILLE 6, Fla.—Southern Music Distributing Co., 3927 Main St.
JOHNSON CITY, Tenn.—Coin Automatic Music Co., 241 W. Main, P. O. Box 364.
KANSAS CITY 8, Mo.—Consolidated Distributing Co., 1910 Grand Ave.
MEMPHIS—S & M Sales Co., Inc., 1074 Union Ave.
MILWAUKEE 10—Badger Novelty Co., 2546 N. 30th St.
MONTREAL, Que., Can. — Mortimer Sales Co., 1269 Amherst St.
NASHVILLE 3—H. G. Payne Co., 312 Broadway.
NEW ORLEANS 12—Southern Music Sales Co., Inc., 727 Poydras St.
Southern Export Sales Co., Inc., 1402 Hibernia Bank Bldg.

National RECORDS
★
"FOOL THAT I AM"
"BE I BUMBLE BEE OR NOT"
★
BY THE Ravens
NAT. 9040

"Summertime"
"Write Me a Letter"
#9038
★
"Ol' Man River"
"Would You Believe Me"
#9035

★
CHARLIE VENTURA
"Blue Champagne"
"Synthesis"
#9036

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

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

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

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

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

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

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

★ ★ ★ ★ NATIONAL RECORDS ★ ★ ★ ★
ORDER FROM YOUR NEAREST NATIONAL DISTRIBUTOR
or NATIONAL DISC SALES • 1841 B'WAY • N. Y. 22 • N. Y.

NEW YORK 18—Seacoast Distributors, Inc., 627-29 10th Ave.
OKLAHOMA CITY—General Distributing Co., 119 S. Walker St.
ORLANDO, Fla.—Southern Music Distributing Co., 503 W. Central Ave.
PHILADELPHIA 30—Scott-Crosse Co., 1423 Spring Garden St.
PITTSBURGH 19—B. D. Lazar Co., 1635 Fifth Ave.
PORTLAND 3, Me.—Maine Automatic Music Co., 33 Exchange St.
PORTLAND 13, Ore.—Columbia Music Co., 1516 N. E. 33d Ave.
RICHMOND 20, Va.—Wertz Music Supply Co., 319 W. Broad St.
ST. LOUIS—Ideal Novelty Co., 3823 Locust St.
ST. PAUL 4—LaBeau Novelty Sales Co., 1946 University Ave.
SALT LAKE CITY 4—J. H. Rutter, 1477 S. Main St.
SAN ANTONIO 5—United Amusement Co., 310 S. Alamo St.
SAN FRANCISCO 23—George R. Murdoch, 1797 Union St.
SEATTLE 99—Puget Sound Novelty Co., 114 Elliott Ave., W.
SPOKANE 8—Inland Novelty Co., N. Ninth Bernard St.
SYRACUSE 3, N. Y.—Rex Coin Machine Distributing Corp., 821 S. Salina St.

J. P. Seeburg Corp.

1510 Dayton St., Chicago
ALBANY, N. Y.—Gorman Novelty Co., 288-290 Central Ave.
ATLANTA—Sparks Specialty Co., 301-303 Edgewood Ave., N. E.
BALTIMORE 1—The Musical Sales Co., 140 W. Mt. Royal Ave.
BIRMINGHAM 3—Franco Distributing Co., 1707 Third Ave., N.
BOSTON 15—Atlas Distributors, 1024 Commonwealth Ave.
BUFFALO 3—Davis Distributing Corp., 873-875 Main St.
CHARLESTON, W. Va.—Shaffer Music Co., 1619 W. Washington St.
CHARLOTTE, N. C.—T. B. Holliday Co., Inc., 1200 W. Morehead St.
CHATTANOOGA 3—S. L. Stiebel Co., 211 E. 10th St.
CHICAGO 47—Atlas Music Co., 2200 N. Western Ave.
CINCINNATI 2—Southern Automatic Music Co., 228-30 W. Seventh St.
CLEVELAND 3—Music Systems, Inc., 6210 Euclid Ave.

COLUMBIA, S. C.—Sparks Specialty Co., 2608 Main St.
COLUMBUS 15, O.—Shaffer Music Co., 606 S. High St.
DALLAS 1—S. H. Lynch & Co., 2101-03 Pacific Ave.
DAYTON 3, O.—Southern Automatic Music Co., 603 Linden Ave.
DENVER—Jones Distributing Co., 1454 Welton St.
DES MOINES 9—Atlas Music Co., 221 Ninth St.
DETROIT 8—Atlas Music Co., 5743 Grand River Ave.
EVANSVILLE 8, Ind.—S. L. Stiebel Co., 710 N. W. Second St.
FORT WAYNE, Ind.—Southern Automatic Music Co., 1329 S. Calhoun St.
HARTFORD 5, Conn.—Atlantic Connecticut Corp., 1625 Main St.
HOUSTON—S. H. Lynch & Co., 910 Calhoun St.
INDIANAPOLIS 4—Southern Automatic Music Co., 325 N. Illinois Ave.
JACKSONVILLE, Fla.—Florida Automatic Sales Corp., 60 Riverside Ave.
KANSAS CITY 8, Mo.—W. B. Music Co., Inc., 1518 McGee St.
LEXINGTON 7—Southern Automatic Music Co., 242 N. Jefferson St.
LOS ANGELES 6—Minthorne Music Co., W. Pico Blvd. 2916.
LOUISVILLE 2—S. L. Stiebel Co., 542 S. Second St.
MEMPHIS—S. H. Lynch & Co., 1049 Union Ave.
MIAMI—Florida Automatic Sales Corp., 839 W. Flagler St.
MILWAUKEE 8—S. L. London Music Co., Inc., 3130 W. Lisbon Ave.
MINNEAPOLIS 4—Hy-G Music Co., 1415-17 Washington Ave., S.
MONTGOMERY, Ala.—Franco Distributing Co., 24 N. Perry St.
NASHVILLE—S. L. Stiebel Co., 425 Broad St.
NEWARK 5, N. J.—Atlantic New Jersey Corp., 27-29 Austin St.
NEW ORLEANS—S. H. Lynch & Co., 832 Baronne.
NEW YORK 19—Atlantic New York Corp., 540-550 W. 58th St.
OKLAHOMA CITY—S. H. Lynch & Co., 900 N. Western.
PHILADELPHIA 23—Automatic Equipment Co., 919-921 N. Broad St.
PHOENIX, Ariz.—Minthorne Music Co., 512 W. Washington St.
PITTSBURGH 19—Atlas Music Co., 2217 Fifth Ave.

PORTLAND 1, Ore.—Jack R. Moore Co., 1615 S. W. 14th Ave.
RICHMOND 20, Va.—The Musical Sales Corp. of Va., 415 W. Broad St.
SALT LAKE CITY 1—Jones Distributing Co., 127-129 E. Second S.
SAN ANTONIO—S. H. Lynch & Co., 241 Broadway.
SAN FRANCISCO 3—Jack R. Moore Co., 348 Sixth St.
SEATTLE 99—Jack R. Moore Co., 100 Elliott, W.
SOPERTON, Ga.—Sparks Specialty Co.
SPOKANE—Jack R. Moore Co., 4 Bernard St.
ST. LOUIS 1—W. B. Novelty Co., Inc., 1012 Market St.
SYRACUSE 3, N. Y.—Davis Distributing Corp., 38 Erie Blvd., E.
TAMPA—Florida Automatic Sales Corp., 115 S. Franklin St.
TOLEDO—Music Systems, Inc., 1312 Jackson Ave.
UTICA 2, N. Y.—Gorman Novelty Co., 85 Genesee St.
WHEELING, W. Va.—Shaffer Music Co., 2129 Main St.

Rudolph Wurlitzer Co.

North Tonawanda, N. Y.
ALBANY, N. Y.—Arthur Hermann Co., Inc., 282 Central Ave.
ALLSTON 34, Mass.—Redd Distributing Co., Inc., 130 Lincoln St.
ATLANTA 3—F. A. B. Distributing Co., Inc., 304 Ivy St., N. E.
BALTIMORE 18—The Harvey Distributing Co., 521-25 St. Paul Pl.
BIRMINGHAM—F. A. B. Distributing Co., Inc., 1140 Tuscaloosa Ave.
BUFFALO 3—Redd Distributing Co., Inc., 881 Main St.
CHARLESTON, W. Va.—Cruze Distributing Co., 105 Virginia St., W.
CHARLOTTE, N. C.—Brady Distributing Co., 620 W. Morehead St.
CHICAGO—Illinois Simplex Distributing Co., 831 S. Wabash Ave.
CINCINNATI 2—Young Distributing Co., Inc., 707-11 Sycamore St.
CLEVELAND—Young Distributing Co., Inc., 2445 St. Clair Ave.
COLUMBIA, S. C.—F. A. B. Distributing Co., Inc., 1628 Laurel St.
COLUMBUS 8, O.—Young Distributing Co., Inc., 1257 W. Broad St.
DALLAS 1—Commercial Music Co., Inc., 726 N. Erway St.
DENVER—Wolf Sales Co., 1832-4 Broadway.

DES MOINES 14—Paster Distributing Co., Inc., 615 10th St.
DETROIT—The Young Distributing Co., Inc., 167 E. Jefferson St.
EL PASO, Tex.—Wolf Sales Co., 2401-5 E. Alameda.
EVANSVILLE, Ind.—Brandt Distributing Co., Inc., c/o Belmont Moving & Storage Co., 321 E. Illinois St.
HAVANA, Cuba—Compania Distribuidora, Pan Americana, S. A., Arsenal No. 110.
HOUSTON—Commercial Music Co., Inc., 3300 Louisiana St.
INDIANAPOLIS 8—Brandt Distributing Co., Inc., 2451 Meridian St.
JACKSONVILLE, Fla.—Taran Distributing Co., 90 Riverside Ave.
KANSAS CITY 8, Mo.—Central Music Distributing Co., Inc., 1523-25 Grand Ave.
KNOXVILLE 17—Cruze Distributing Co., 407 N. Central Ave.
LITTLE ROCK—Williams Distributing Co., Inc., 324 W. Sixth St.
LOS ANGELES 7—Clark Distributing Co., 1561 W. Washington Blvd.
LOUISVILLE 2—G. & S. Distributing Co., 650 S. First St.
MEMPHIS 3—Williams Distributing Co., Inc., 1082 Union Ave.
MIAMI 37—Taran Distributing Co., Inc., 2820 N. W. Seventh Ave.
MOOSIC, Pa.—Sterling Service, Rocky Glen Park.
NASHVILLE 9—G & S Distributing Co., 5200 Centennial Blvd.
NEW ORLEANS—F. A. B. Distributing Co., Inc., 708 Baronne St.
NEW YORK 18—Emby Distributing Co., Inc., 525 W. 43d St.
OKLAHOMA CITY—Central Distributing Co., Inc., 806 W. Main St.
OMAHA 2—Central Distributing Co., Inc., 2562-64 Harney St.
PHILADELPHIA—Smith & Fields Distributing Co., 1518 N. Broad St.
PITTSBURGH 13—Smith & Fields Distributing Co., 420 N. Craig St.
PHOENIX, Ariz.—Wolf Sales Co., 626 W. Washington.
RICHMOND 20, Va.—Maynor Distributing Co., 823 W. Broad St.
SALT LAKE CITY—Wolf Sales Co., P. O. Box 1889.
SAN FRANCISCO 7—Clark Distributing Co., 415 Brannan St.
SEATTLE 99—Clark Distributing Co., 906 Elliott Ave., W.
ST. LOUIS 2—Brandt Distributing Co., Inc., 24 S. 10th St.



If so, a cordial welcome is extended to you and yours from SIGNATURE. Our Sales Manager, Earl Winters, will be heading our delegation which will be located at the Hotel Sherman.

If you miss us on the Convention Floor drop by the suite and say hello; we're open twenty-four hours a day.





The
Little
General
Presents

The **Smash** Novelty of 1948

RECORDED BY —
 Jo Stafford
 Capital # 15033
 Tony Pastor
 Columbia # 38068
 Guy Lombardo
 Decca # 24288
 Grandpa Jones
 King # 694
 Tiny Hill
 Mercury # 6087
 Korn Kobblers
 MGM # 10136
 Esmeraldy
 Musicraft # 536
 Larry Vincent
 Pearl (To be released)
 Lonzo & Oscar
 RCA Victor # 20-2563
 The Jesters
 20th Century # 20-33
 Milt Herth
 World Transcription

I'M MY OWN GRANDPAW!

and these other juke box favorites...

**I'M SO LONESOME
I COULD CRY**
 Johnny Stone..... Apollo #1099
 Clark Dennis Capitol (to be released)
 Andy Kirk-Jubilaires... Decca #18916
 Buddy Weed Trio..... MGM #10049
 Gordon MacRae-
 Walter Gross Musicraft #15084

**WHERE THE MOUNTAINS
MEET THE MOON**
 Bob Hannon Apollo #1100
 Eddie Duchin..... Columbia
 Arthur Godfrey Crown #149
 Red Foley..... Decca 46110
 Tommy Tucker..... Okeh #6236
 King Sisters..... RCA Victor B11099

**LITTLE
SMALL TOWN
GIRL**
 Buddy Weed Trio MGM (to be released)
 Larry Vincent..... Pearl (to be released)
 Delta Rhythm Boys.... RCA Victor #20-2588

**IF I HAD MY LIFE
TO LIVE OVER**

Gordon MacRae Apollo #1045
 The Dinning Sisters.. Capitol #389
 Buddy Clark..... Columbia #37302
 Golden Arrow Quartet. Continental C-6049
 Bob Eberle & The
 Song Spinners.... Decca #23835
 Ted Martin & Air
 Lane Trio..... De Luxe #1075 & 1068

Bob Johnson Majestic #7218
 Kate Smith..... MGM #10003
 Red McKenzie National #9026
 The Three Suns..... RCA Victor #20-2164
 Floyd Sherman..... Signature #15086
 Dick Todd Sonora #2010
 Larry Vincent..... 20th Century 20-13

YOUR HEART AND MINE
 Bob Hannon Apollo #1097
 Vic Damone ... Mercury
 (To Be Released)

**THE THINGS YOU WANT
THE MOST OF ALL**
 Brooks Bros. ... Decca #24287

**THE YUK-A-PUK SONG
NO MONEY**
 Morey Amsterdam
 Apollo #1095 A & B

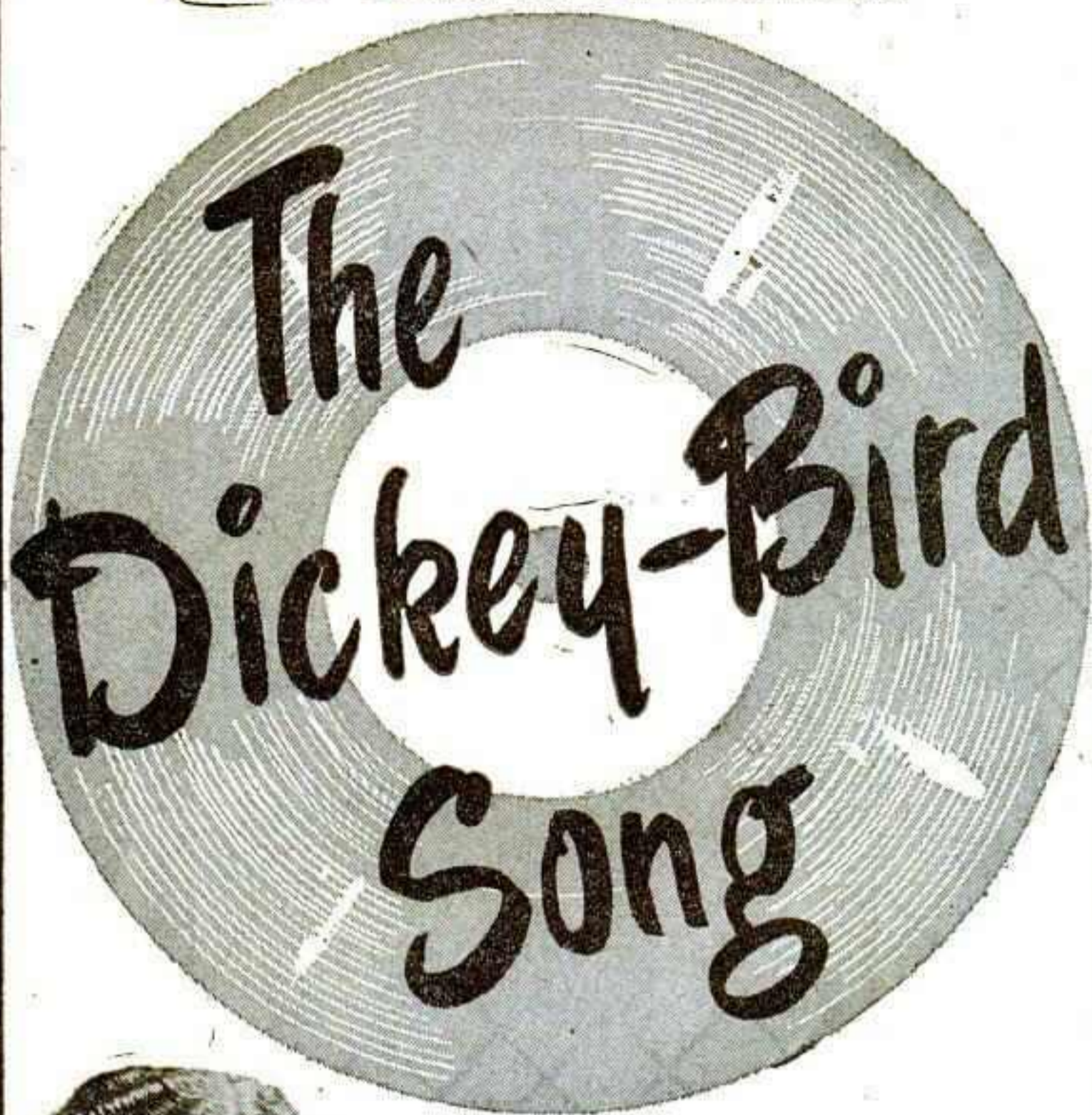
**BREAD AND GRAVY
I WON'T MARRY YOU
NO MORE**
 The Jesters
 Apollo #1096 A & B

**TAKE A MILLION
TEARDROPS**
 Johnny Stone ... Apollo #1098

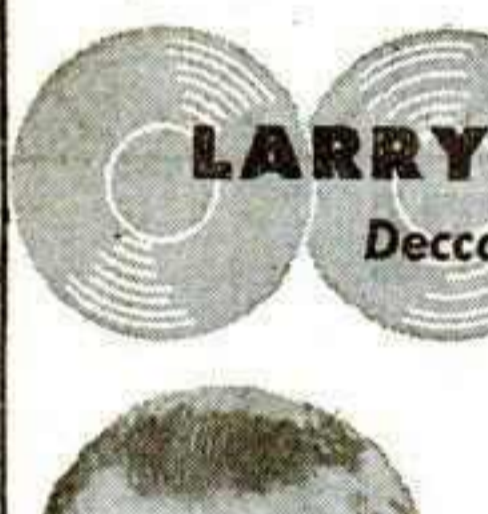
★ **GENERAL** ★
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 ★ ★ ★ ★ ★ ★ ★ ★
 ★ ★ ★ ★ ★ ★ ★ ★
MUSIC PUBLISHING CO., INC.
 ★ ★ ★ ★ ★ ★ ★ ★
 400 MADISON AVENUE, NEW YORK, N. Y.

★ ★ ★ ★ ★ **It's A Five Star General Song** ★ ★ ★ ★ ★

From M-G-M's newest hit
"THREE DARING DAUGHTERS"



BLUE BARRON
 M-G-M Records



LARRY CLINTON
 Decca Records



FREDDY MARTIN
 Victor Records



GEORGE OLSEN
 Majestic Records



JERRY WAYNE
- DELL TRIO
 Columbia Records



ROBBINS MUSIC CORPORATION
 799 Seventh Avenue, New York 19, N. Y.

The **Billboard**

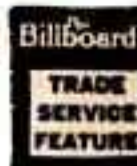
MUSIC POPULARITY CHARTS

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 16



HONOR ROLL OF HITS

(Trade Mark Reg.)

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

This Week

Last Week

- 1. BALLERINA** 1
By Bob Russell and Carl Sigman
Published by Jefferson (ASCAP)
 Records available: Jimmy Dorsey, MGM 10035; Vaughn Monroe, Victor 20-2433; Jerry Shelton Trio, Mercury 5075; Mel Torme, Musicraft 15116; Buddy Clark, Columbia 38040; Enric Madriguera, Decca 24265; Bing Crosby, Decca 24278; B. Clement Ork, Orpheus 255.
 Electrical transcription libraries: Lenny Herman, Lang-Worth; Norman Cloutier, NBC Thesaurus; Jan Garber, Standard; Shap Fields, Lang-Worth; Charlie Spivak, World.
- 2. HOW SOON** 2
By Jack Owens and Carroll Lucas
Published by Supreme (ASCAP)
 Records available: Bing Crosby-Carmen Cavallaro, Decca 24101; John Laurenz, Mercury 5069; Vaughn Monroe, Victor 20-2523; Jack Owens, Tower 1258; Dinah Shore, Columbia 37952; D. Farney, Majestic 1179; B. Andrew-E. Bleck, Hollywood Rhythms 1651; Jimmy Atkins, Continental C-11004; Guy Chorney-Dick Foy Ork, Trilon 195.
 Electrical transcription libraries: Eddy Howard, World.
- 3. SERENADE OF THE BELLS** 4
By Kay Twomey, Al Goodhart and Al Urbane
Published by Melrose (ASCAP)
 Records available: Bob Houston, MGM 10091; Sammy Kaye, Victor 20-2372; Kay Kyser, Columbia 37958; Guy Lombardo, Decca 24258; Jo Stafford, Capitol 15007; Vic Damone, Mercury 5090; Dick Haymes, Decca 24305.
 Electrical transcription libraries: Nat Brandwynne, World.
- 4. I'LL DANCE AT YOUR WEDDING** 5
By Herb Magidson and Ben Oakland
Published by George Simon (ASCAP)
 Records available: Vic Damone, Mercury 5090; Helen Forrest, MGM 10095; Peggy Lee, Capitol 15009; Jeanie Leitt, Decca 24266; Tony Martin, Victor 20-2512; Ray Noble-Buddy Clark, Columbia 37967; B. Clement Ork, Orpheus 256; Guy Lombardo, Decca 24318.
 Electrical transcription libraries: Nat Brandwynne, World; Guy Lombardo, Ziv; Mindy Carson, Associated; Sunset Trio, Capitol; Lenny Herman, Lang-Worth.
- 5. GOLDEN EARRINGS** 6
By Jay Livingston, Ray Evans and Victor Young
Published by Paramount (ASCAP)
 From the Paramount Film "Golden Earrings."
 Records available: Anita Ellis, Mercury 3072; Jack Pina Ork, MGM 10085; Peggy Lee, Capitol 15009; Dinah Shore, Columbia 37932; Charlie Spivak, Victor 20-2585; Guy Lombardo, Decca 24270; Bing Crosby, Decca 24278; Victor Young Ork, Decca 24277.
 Electrical transcription libraries: Sweetwood Serenaders, NBC Thesaurus; Nat Brandwynne, World; Lenny Herman, Lang-Worth; Jack Pina, Standard; Leighton Noble, Standard.
- 6. TOO FAT POLKA** 3
By Rose MacLean and Arthur Richardson
Published by Shapiro-Bernstein (ASCAP)
 Records available: Blue Barron, MGM 10106; Arthur Godfrey, Columbia 37921; Dick (Two Ton) Baker and His Music Makers, Mercury 5079; Slim Bryant and His Wildcats, Majestic 6022; Accordion Masters, Standard T-135; Andrews Sisters, Decca 24268; Jerry Butler, Harmonia H-1127; Louis Prima, Victor 20-2609; The Starlighters, Capitol 480; Seva All Stars Ork, Seva 2004; J Dale and His Prides of the Prairie, Continental C-1220.
 Electrical transcription libraries: Dick Jurgens, Standard; The Song Spinners, World.
- 7. NEAR YOU** 7
By Kermit Goell and Francis Craig
Published by Supreme (ASCAP)
 Records available: Francis Craig Ork, Bullet 1001; Larry Green Ork, Victor 20-2421; Elliot Lawrence, Columbia 37838; Alvino Rey, Capitol B-452; Andrews Sisters, Decca 24171; The Audiotones, Rainbow 10025; Dolores Brown-Audiotones, Sterling 3001; Victor Lombardo, Majestic 7263; Lonzo and Oscar and Their Winston County Pea Pickers, Victor 20-2502; The Audiotones, Rainbow 10025; Four Bars and a Melody, Savoy 657; Vic Lombardo, Majestic 7263; Glenn Davis, Midwest Recorded Specialties 263; Dick (Two-Ton) Baker, Mercury 5066; Flash and Whistler, Universal U-8; Glenn Davis, Skating Rhythms SR 261.
 Electrical transcription libraries: Music of Manhattan Ork, NBC Thesaurus; Lawrence Welk, Standard; Eddy Howard, World; Skinnay Ennis, Standard; Dick Jurgens, Standard; Anita Boyer-Bob Dukoff Ork, MacGregor.
- 8. CIVILIZATION** 8
By Bob Hilliard and Carl Sigman
Published by E. H. Morris (ASCAP)
 Records available: Woody Herman, Columbia 37885; Danny Kaye-Andrews Sisters, Decca 23940; Ray McKinley, Majestic 7274; Murphy Sisters, Apollo 1059; Sy Oliver Ork, MGM 10083; Jack Smith, Capitol B465; Louis Prima, Victor 20-2400; The Hy-Lo Trio, Crystal-Tone MK 1004; Glenn Davis, Skating Rhythms SR-262.
 Electrical transcription libraries: The Jumpin' Jacks-Patti Dugan, NBC Thesaurus; Dick Jurgens, Standard; The Song Spinners, World.
- 9. I'M LOOKING OVER A FOUR LEAF CLOVER** 8
By Mort Dixon and Harry Wood
Published by Remick (ASCAP)
 Records available: Ray Bloch Ork, Signature 15177; Frankie Laine, Mercury 5105; Art Mooney, MGM 10119; Russ Morgan-Milt Herth, Decca 24319; Alvino Rey, Capitol 491; Three Suns, Victor 20-2668; Uptown String Band, Mercury 5100; Ferko String Band, Palda 110; Bert Henry String Band, Dot.
 (No information on electrical transcription libraries available as The Billboard goes to press).
- 10. BEG YOUR PARDON** 8
By Francis Craig and Beasley Smith
Published by Robbins (ASCAP)
 Records available: Frankie Carle, Columbia 38036; Francis Craig, Bullet 1012; Dinning Sisters, Capitol 490; Larry Green Ork, Victor 20-2647.
 (No information on electrical transcription libraries available as the Billboard goes to press).

RCA VICTOR STARS

On The
Billboard

"HONOR ROLL OF HITS"

(see opposite page)

1. BALLERINA *Vaughn Monroe*
RCA Victor 20-2433
2. HOW SOON *Vaughn Monroe*
RCA Victor 20-2523
3. SERENADE OF THE BELLS *Sammy Kaye*
RCA Victor 20-2372
4. I'LL DANCE AT YOUR WEDDING *Tony Martin*
RCA Victor 20-2512
5. GOLDEN EARRINGS *Charlie Spivak*
RCA Victor 20-2585
6. TOO FAT POLKA *Louis Prima*
RCA Victor 20-2609
7. NEAR YOU *Larry Green*
RCA Victor 20-2421
8. CIVILIZATION *Louis Prima*
RCA Victor 20-2400
9. I'M LOOKING OVER A FOUR LEAF CLOVER *The Three Suns*
RCA Victor 20-2668
10. BEG YOUR PARDON *Larry Green*
RCA Victor 20-2647

...and watch these CLIMBERS:

- The Dickey-Bird Song** **FREDDY MARTIN**
RCA Victor 20-2617
- There I Go** **VAUGHN MONROE**
RCA Victor 20-2644

THIS WEEK'S **RCA VICTOR** RELEASE

VAUGHN MONROE



Matinee
More mellow lyrics like his "Ballerina" hit.

Someone Cares
Another Monroe money-maker, with the Moon Maids.

RCA Victor 20-2671

THE PAGE CAVANAUGH TRIO



Ok! Baby Dok!
Will get a big play when they do it in their new M-G-M pic. Reminds you of "Music Goes Round."

(I Would Do) Anything for You
A favorite oldie in caressing Cavanaugh style.

RCA Victor 20-2646

LARRY GREEN



Beg Your Pardon
Here's a keyboard dazzler written by Francis Craig of "Near You" fame.

Can it Ever Be The Same?
Swell piano showmanship!

RCA Victor 20-2647

HELEN CARROLL AND THE SATISFIERS



with Russ Case and his Orchestra

Shauny O'Shay
Hit from the new musical "Look, Ma, I'm Dancin'."

Little Lulu
Catchy theme of Paramount's cartoon from the pop comic-strip.

RCA Victor 20-2673

SPADE COOLEY



(King of Western Swing) and his Band.

Spanish Fandango
Terrific toe-tapper for the dance spots.

and

The Best Deal in Town

RCA Victor 20-2668

ST. LOUIS JIMMY

Dog House Blues
and
Bad Condition

RCA Victor 20-2650

TERRIFIC NEW ALBUMS:

DELTA RHYTHM BOYS

Dry Bones
RCA Victor Album P-193

EDDY ARNOLD

All Time Hits from the Hills
RCA Victor Album P-195

TOMMY DORSEY

Tommy Dorsey All-Time Hits
RCA Victor Album P-163

GLENN MILLER

Glenn Miller Masterpieces (Vol. 2)
RCA Victor Album P-189

CLIFF CARLISLE



and The Buckeye Boys
Cliff's fans will cluster 'round these sweet and sad love tales.

All the World is Lonely Now
and
You Can't Erase a Memory

RCA Victor 20-2649

BIG NEW ONES ... BIG OLD ONES:

- If I Only Had a Match** **LOUIS PRIMA**
RCA Victor 20-2609
- I'm My Own Grandpa** **ALONZO & OSCAR**
RCA Victor 20-2563
- My Old Flame** **SPIKE JONES**
RCA Victor 20-2592

- String of Pearls*** **GLENN MILLER**
RCA Victor 20-1552
- Begin the Beguine*** **ARTIE SHAW**
RCA Victor 20-1551
- Moonlight Cocktails*** **GLENN MILLER**
RCA Victor 20-2536

*All time hits re-issued by request

STILL AT LOW PRICES!

In the hope that we're not forced to follow the upward trend, RCA Victor is doing everything possible to maintain its current prices.

THE STARS WHO MAKE THE HITS ARE ON



RCA VICTOR RECORDS



ARTHUR SCHWARTZ Presents
BEATRICE JACK
LILLIE and HALEY
In
INSIDE U.S.A.
Lyrics and Music by
Howard DIETZ and Arthur SCHWARTZ

AN MGM PICTURE
THE PIRATE
Score by
COLE PORTER
Starring
JUDY GARLAND and GENE KELLY

CHERYL CRAWFORD
Presents
A DISH FOR THE GODS
Lyrics by
ALLEN JAY LERNER
Music by
KURT WEILL

SCORES FOR 1948
PUBLISHED BY
CHAPPELL & CO., INC.
T. B. HARMS COMPANY
CRAWFORD MUSIC CORP.
WILLIAMSON MUSIC, INC.

GEORGE ABBOTT
Presents
NANCY WALKER in
LOOK, MA, I'M DANCIN'
Music and Lyrics by
HUGH MARTIN

The Sensational European
Song Hit!
BEYOND THE SEA
(LA MER)

STANLEY GILKEY
Presents
THE RICHEST GIRL IN THE WORLD
Book by JOHN MEEHAN, JR.
Music and Lyrics by
EARL BRENT

JOSEPH M. HYMAN
Presents a New Musical Revue
MAKE MINE MANHATTAN
Staged and Lighted by
HASSARD SHORT
Sketches and Lyrics by
ARNOLD B. HORWITT
Music by
RICHARD LEWINE

Radio Popularity

Week Ending January 16

SONGS WITH GREATEST RADIO AUDIENCES

(Beginning Friday, January 9, 8 am., and ending Friday, January 16, 8 a.m.)

Tunes listed have the greatest audiences on programs heard on network stations in New York, Chicago and Los Angeles. List is based upon John G. Peatman's Audience Coverage Index. The index is projected upon radio logs made available to Peatman's ACI by the Accurate Reporting Service in New York, Radio Checking Service in Chicago, Radio Checking Service in Los Angeles. Listed are the top 30 (more in the case of ties) tunes alphabetically. The music checked is preponderantly (over 60 per cent) alive. (F) Indicates tune is from a film; (M) indicates tune is from a legitimate musical; (R) indicates tune is available on records. In each instance, the licensing agency controlling performance rights on the tune is indicated.

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The Top 30 Tunes (plus ties)

Title	Publishers	Lic. By
All Dressed Up With a Broken Heart (R).....	E. B. Marks	BMI
—And Mimi (R).....	Shapiro-Bernstein	ASCAP
Ballerina (R).....	Jefferson	ASCAP
But Beautiful (F) (R).....	Burke-Van Heusen	ASCAP
Civilization (M) (R).....	E. H. Morris	ASCAP
Don't You Love Me Anymore (R).....	Oxford	ASCAP
Golden Earrings (F) (R).....	Paramount	ASCAP
How Lucky You Are (R).....	Peter Maurice	ASCAP
How Soon? (R).....	Supreme	ASCAP
I Still Get Jealous (M) (R).....	E. H. Morris	ASCAP
I'll Dance At Your Wedding (R).....	George Simon	ASCAP
I'm a Comin' A-Courtin', Corabelle (R).....	Dreyer	ASCAP
Let's Be Sweethearts Again (R).....	Campbell-Porgie	BMI
My, How the Time Goes By (R).....	Chappell	ASCAP
Near You (R).....	Supreme	ASCAP
Now Is the Hour (F).....	Leeds	ASCAP
Papa, Won't You Dance With Me? (M) (R).....	E. H. Morris	ASCAP
Pass That Peace Pipe (F) (R).....	Crawford	ASCAP
Serenade of the Bells (R).....	Melrose	ASCAP
So Far (M) (R).....	Williamson	ASCAP
The Best Things in Life Are Free (F) (R).....	Crawford	ASCAP
The Dickey-Bird Song (R).....	Robbins	ASCAP
The Little Old Mill (R).....	Shapiro-Bernstein	ASCAP
The Stars Will Remember (R).....	Harms, Inc.	ASCAP
The Treasure of Sierra Madre (F) (R).....	Remick	ASCAP
The Whiffenpoof Song (R).....	Miller	ASCAP
What'll I Do? (R).....	Berlin	ASCAP
With a Hey and a Hi and a Ho Ho Ho (R).....	Bourne	ASCAP
You Do (F) (R).....	Bregman-Vocco-Conn	ASCAP
You've Changed (R).....	Melody Lane	BMI

The Remaining 20 Songs of the Week

A Fellow Needs a Girl (M) (R).....	Williamson	ASCAP
Almost Like Being in Love (M) (R).....	Sam Fox	ASCAP
An Old Sombbrero (R).....	Shapiro-Bernstein	ASCAP
At the Candlelight Cafe (F) (R).....	Witmark	ASCAP
Beg Your Pardon (R).....	Robbins	ASCAP
I Never Loved Anyone (R).....	Dreyer	ASCAP
I'm Looking Over a Four Leaf Clover (R).....	Remick	ASCAP
I've Got a Feeling I'm Falling (R).....	Santly-Joy	ASCAP
Made For Each Other (R).....	Peer	BMI
My Rancho Rio Grande (R).....	Criterion	BMI
One Raindrop Doesn't Make a Shower (R).....	Bloom	ASCAP
Peggy O'Neil (R).....	Feist	ASCAP
Teresa (R).....	Duchess	BMI
The First Time I Kissed You (R).....	Harry Warren	ASCAP
There'll Be Some Changes Made (R).....	E. B. Marks	BMI
They're Mine, They're Mine, They're Mine (R).....	Sinatra Songs	ASCAP
Too Fat Polka (R).....	Shapiro-Bernstein	ASCAP
True (R).....	Santly-Joy	ASCAP
Two Loves Have I (R).....	Miller	ASCAP
You Turned the Tables on Me (R).....	Sam Fox	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 1,200 disk jockeys throughout the country. Unless shown in this chart, other available records of tunes listed here will be found in the Honor Roll of Hits, Music Popularity Chart, Part I. (F) indicates tune is from a film; (M) indicates tune is from a legit musical.

Weeks to date	Last Week	This Week	Title	Lic. By
12	1	1	1. BALLERINAVaughn Monroe (Vaughn Monroe).....	Victor 20-2433—ASCAP
13	2	2	2. TOO FAT POLKA (I Don't Want Her, You Can Have Her, She's Too Fat for Arthur Godfrey (Archie Bleyer Ork).....	Columbia 37921—ASCAP
11	3	3	3. GOLDEN EAR-RINGS (F).....	Peggy Lee (Dave Barbour Ork)..... Capitol 15009—ASCAP
8	6	4	4. I'LL DANCE AT YOUR WEDDING.....	Buddy Clark-Ray Noble..... Columbia 37967—ASCAP
3	5	5	5. BALLERINA.....	Buddy Clark..... Columbia 38040—ASCAP
1	—	6	6. I'M LOOKING OVER A FOUR LEAF CLOVER.....	Art Mooney..... MGM 10119—ASCAP
15	4	7	7. HOW SOON (Will Jack Owens (Eddie Ballantine Ork).....	I Be Seeing You)..... Tower 1258—ASCAP
5	9	8	8. HOW SOON (Will Dinah Shore (Sonny Burke Ork).....	I Be Seeing You)..... Columbia 37952—ASCAP
25	8	9	9. NEAR YOU.....	Francis Craig..... Bullet 1001—ASCAP
6	7	9	9. SERENADE OF THE BELLS.....	Jo Stafford (Paul Weston Ork)..... Capitol 15007—ASCAP
1	—	11	11. MANANA.....	Peggy Lee..... Capitol 15022—ASCAP
2	—	12	12. I'LL DANCE AT YOUR WEDDING.....	Peggy Lee (Dave Barbour Ork)..... Capitol 15009—ASCAP
2	12	13	13. BEG YOUR PARDON.....	Francis Craig..... Bullet 1012—ASCAP
5	11	14	14. HOW SOON (Will Vaughn Monroe (Vaughn Monroe-Moon I Be Seeing You).....	Maids)..... Victor 20-2523—ASCAP
1	—	15	15. SHINE.....	Frankie Laine..... Mercury 5091—ASCAP

HONOR ROLL OF HITS

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.

THE OPERATORS PICK

PICKS that have appeared within a six-week period are not repeated below. Based on a weekly survey among 3,558 of them, the juke box operators think tomorrow's hits will be:

1. NEAR YOU (Victor)

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 1,200 disk jockeys throughout the country. Unless shown in this chart, other available records of tunes listed here will be found in the Honor Roll of Hits, Music Popularity Chart, Part I. (F) indicates tune is from a film; (M) indicates tune is from a legit musical.

POSITION
Weeks Last This
to date Week Week

THE RETAILERS PICK:

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

7. SONG OF NEW ORLEANS.....

THE RETAILERS PICK:

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

6. GONNA GET A GIRL.....

Thanks...

OPS • JOCKS • DEALERS

... for making my RCA VICTOR recording of NEAR YOU the solid topper it was

... for picking my pairing of SONG OF NEW ORLEANS and GONNA GET A GIRL as your choices for tomorrow's hits



LARRY GREEN

RCA VICTOR RECORDS

Direction: JACK MARSHARD

Exclusive Management: WILLARD ALEXANDER

THE DISK JOCKEYS PICK:

PICKS that have appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a weekly survey among 3,558 of them, the disk jockeys think tomorrow's hits will be:

7. SONG OF NEW ORLEANS.....

MOST-PLAYED JUKE BOX RECORDS

The greatest play in the nation's survey among 3,558 operators in each of the most played records unless shown in this chart, of in the Honor Roll of Hits, Mus.

RETAIL RECORDS

Records are listed numerically according to greatest sales. (F) indicates tune is from a film; (M) indicates tune is from a legit musical. The B side of each record is listed in Italic.

NEAR YOU.....

Wash. Court Nixes ASCAP

Operates

HOPE Society Public years in London jolted Supreme censuring ASCAP State law (law) rec the secret of all m... before or... erate in the... These co... felt unill... cording to... the State... titles. Or... court for a... an effort to... all that the... lower court... vor in October... Court Judge W... complying with... posed by the law... Anti-ASCAP... spearheaded... State Resta... to the S... cision...

Yorke to Ames

NEW YORK, Jan. 10.—Between the time the front cover of this issue was printed and the time it was published...

Radio-Linked Diskeries in

The Year's Top Male Vocalists on the Nation's Juke Boxes

POINTS

VOCALIST

1. Perry Como

RECORD NAME, LABEL AND NO.

Chi-Baba, Chi-Baba (Victor 20-2259)
I Wonder Who's Kissing Her Now (Decca 25078 and Victor 20-2315)
When You Were Sweet Sixteen (Victor 20-2259)

432

Reprinted from The BILLBOARD Jan. 3, 1948



Top Orksters

FM Revolt?

NEW YORK, Jan. 10.—Reports from the Billboard at press time indicate that the move to... with... in... more... H... day (9)... H... of the... the... IMC... Kaye, p... nett, and... executive... they declar... the... ar... promised... hold... any ideas on... he has repeatedly indic... the last several... he is considering propo... to the Taft-Hart... labor unions... monopolistic practices."

Modern Preps

at Distribs

NEW YORK, Jan. 10.—Saul Bihari, Mercury Records' top brass, is in this week from Hollywood to set up Es... quarters here... ri announce... formerly... ny here, but... ern's new... West 42d S... Runyon ha... ter...

Academy

develop at... American... no exce... industri... good s... music an... e and... cords. have co... h their en... Billboard... Mag...

for that

and scientific picture industry. may with the necessity for get... stantial... obstac... self o... pan... ry has... fective re... me a solid forma... nce as a record-music industry...

of Con... WASH-FM Association... of witnesses... of IMC... individual par... on the eve of the hearing in order to determine the final line-up of their witnesses. Reports reached here from New York that Jack Kapp, president of Decca Records, will not be on hand for the opening of the... will... by... Hilton... ce... ment... ceed... capitol... erman... and... legal... coun... Wil... of... keep... mane... with... altho... he is... he is considering propo... prohibit... monopolistic practices."

No Side Show

"I won't permit this hearing to be... and... the... every... the... in-... leg-... mony... of... for... such... is... legal... own... the IMC... The second week of the hearing may well be punctuated by suggestions from both spokesmen... ted by... is... only... ex-... crozi...

uit CE

Bator... ed \$75,-... against... erprises... illadium... ouncers... y palace... two teeth... a drunk... ed the terp... ecting to be... as a visiting...

RCA VICTOR RECORDS

Latest RCA VICTOR Release:
PIANISSIMO and I'VE GOT A FEELING I'M FALLING
(RCA Victor 20-2593)

THE CHESTERFIELD SUPPER CLUB - NBC

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

These Great 1947 Releases Proved
Her a Solid Nickel-Nabber on the
Nation's Juke Boxes

MOTHER, MOTHER, MOTHER
(IS IT GOOD OR IS IT BAD)
I WANT TO BE LOVED

PASS THAT PEACE PIPE
IF MY HEART HAD A WINDOW



Beryl

DAVIS

on **RCA VICTOR RECORDS**

... now heralding another
great recording year in '48 with

EXPERIENCE

BACKED BY

STRANGERS in the DARK

RCA VICTOR
#20-2685

BERYL DAVIS IS ALSO
AVAILABLE ON
LONDON RECORDS

WATCH FOR OTHER
NEW 1948 RELEASES
SOON TO BE
ANNOUNCED

The
Billboard

MUSIC POPULARITY CHARTS

PART
IV

Retail Record Sales

Week Ending
January 16

TRADE
SERVICE
FEATURE

BEST-SELLING POPULAR RETAIL RECORDS

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

Weeks to date	POSITION		Record	Label
	Last Week	This Week		
12	1	1.	BALLERINA Vaughn Monroe....Victor 20-2433 <i>The Stars Will Remember</i>	
12	2	2.	TOO FAT POLKA (I Don't Want Her, You Can Have Her, She's Too Fat for Me)... Arthur Godfrey (Archie Bleyer Ork) Columbia 37921 <i>For Me and My Gal</i>	
9	5	3.	GOLDEN EARRINGS (F)... Peggy Lee (Dave Barbour Ork) Capitol 15009 <i>I'll Dance at Your Wedding</i>	
10	3	4.	SERENADE OF THE BELLS Sammy Kaye (Don Cornell-Choir) Victor 20-2372 <i>That's What Every Girl Should Know</i>	
6	3	5.	I'LL DANCE AT YOUR WEDDING Buddy Clark-Ray Noble..... Columbia 37967 <i>Those Things Money Can't Buy</i>	
6	7	6.	SERENADE OF THE BELLS Jo Stafford (Paul Weston Ork) ... Capitol 15007 <i>The Gentleman Is a Dope</i>	
10	6	7.	HOW SOON (Will I Be Seeing You?) Vaughn Monroe (Vaughn Monroe-Moon Maids)..... Victor 20-2523 <i>True</i>	
10	7	8.	CIVILIZATION (M) Andrews Sisters-Danny Kaye..... Decca 23940 <i>Bread and Butter Woman</i>	
8	10	9.	HOW SOON (Will I Be Seeing You?) Bing Crosby-Carmen Cavallaro... Decca 24101 <i>You Do</i> (F)	
2	15	10.	BALLERINA Bing Crosby..... Decca 24278 <i>Golden Earrings</i> (F)	
21	9	11.	NEAR YOU Francis Craig..... Bullet 1001 <i>Red Rose</i>	
1	14	12.	BEG YOUR PARDON Francis Craig..... Bullet 1012 <i>I'm Looking for a Sweetheart</i>	
3	13	13.	BALLERINA Buddy Clark..... Columbia 38040 <i>It Had To Be You</i>	
1	—	14.	I'M LOOKING OVER A FOUR LEAF CLOVER Art Mooney..... MGM 10119 <i>The Big Brass Band From Brazil</i>	
12	11	15.	HOW SOON (Will I Be Seeing You?) Jack Owens (Eddie Ballantine Ork) Tower 1258 <i>Begin the Beguine</i>	

BEST-SELLING POPULAR RECORD ALBUMS

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

Weeks to date	POSITION		Album	Label
	Last Week	This Week		
11	3	1.	Dorothy Shay (The Park Avenue Hillbilly) Goes to Town Dorothy Shay..... Columbia C-155	
11	1	2.	Glenn Miller Masterpieces (Volume 2) Glenn Miller Victor P-189	
22	2	3.	Al Jolson Souvenir Album Al Jolson Decca 575	
35	—	4.	Dorothy Shay (The Park Avenue Hillbilly) Sings Album Dorothy Shay Columbia C-119	
41	4	4.	Al Jolson Album Al Jolson Decca 469	
18	—	4.	Carle Comes Calling Frankie Carle..... Columbia C-129	
1	—	4.	King Cole Trio, Volume III King Cole Trio..... Capitol CC-59	

BEST-SELLING RECORDS BY CLASSICAL ARTISTS

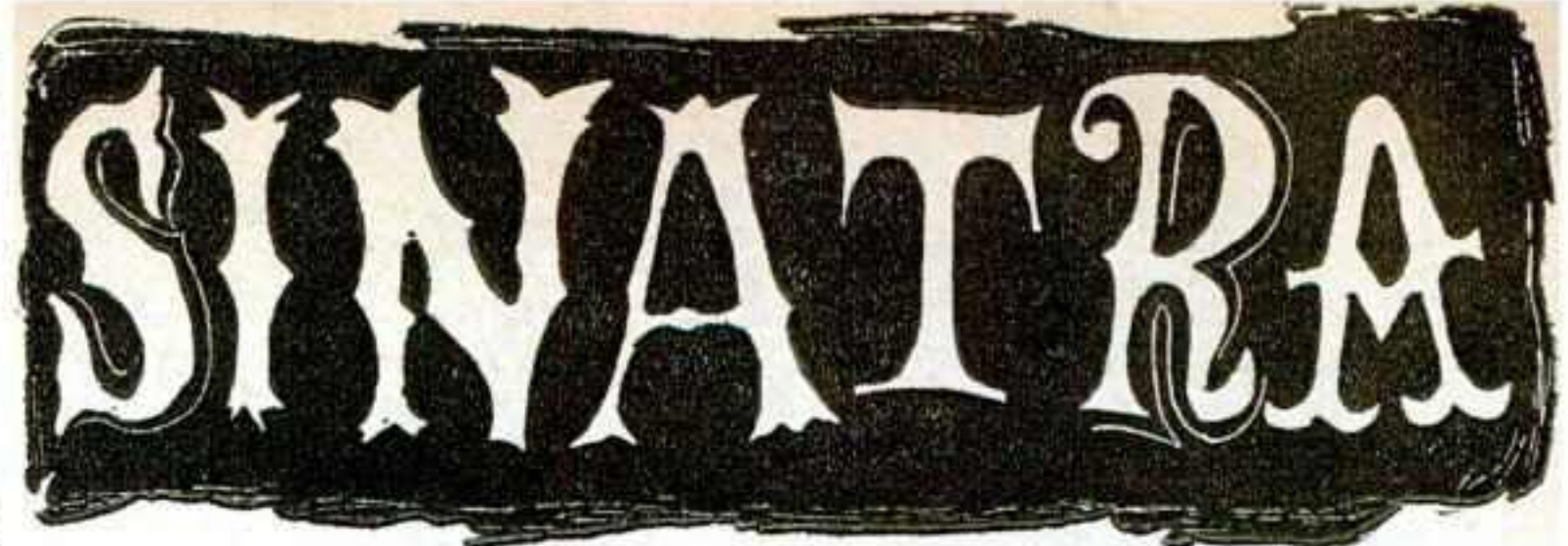
Records listed are those classical and semi-classical records selling best in the nation's retail record stores (dealers), according to The Billboard's weekly record dealer survey. Records are listed according to greatest sales.

Weeks to date	POSITION		Record	Label
	Last Week	This Week		
120	1	1.	Clair De Lune Jose Iturbi..... Victor 11-8851	
134	2	2.	Chopin's Polonaise Jose Iturbi Victor 11-8848	
93	3	3.	Jalousie Boston Pops, Arthur Fiedler, conductor..... Victor 12160	
108	4	4.	Warsaw Concerto Boston Pops, Arthur Fiedler, conductor; Leo Litwin, pianist Victor 11-8863	
8	5	5.	Ave Marie Marian Anderson..... Victor 14210	

BEST-SELLING RECORD ALBUMS BY CLASSICAL ARTISTS

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

Weeks to date	POSITION		Album	Label
	Last Week	This Week		
126	1	1.	Rhapsody in Bule Oscar Levant, Philadelphia Ork; Eugene Ormandy, conductor Columbia X-251	
51	2	2.	Tchaikowsky Nutcracker Suite Eugene Ormandy, conductor, Philadelphia Ork. Victor DM-1020	
71	3	3.	Rachmaninoff Concerto No. 2 in C Minor Artur Rubinstein, pianist; NBC Ork; Vladimir Golschmann, conductor Victor 1075	
7	—	4.	Strauss Waltzes Andre Kostelanetz and His Ork..... Columbia 481	
2	—	5.	Tchaikowsky Nutcracker Suite Andre Kostelanetz and His Ork..... Columbia MM-714	



MOST-PLAYED JUKE BOX RECORDS

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

Weeks to date	POSITION Last Week	POSITION This Week	Record	Artist	Label
12	1	1	BALLERINA	Vaughn Monroe (Vaughn Monroe)	Victor 20-2433
12	2	2	TOO FAT POLKA (I Don't Want Her, You Can Have Her, She's Too Fat for Me)	Arthur Godfrey (Archie Bleyer Ork)	Columbia 37921
9	5	3	HOW SOON (Will I Be Seeing You)?	Vaughn Monroe (Vaughn Monroe-Moon Maids)	Victor 20-2523
5	7	4	I'LL DANCE AT YOUR WEDDING	Buddy Clark-Ray Noble	Columbia 37967
9	4	5	CIVILIZATION (M)	Andrews Sisters-Danny Kaye	Decca 23940
10	9	5	HOW SOON (Will I Be Seeing You)?	Bing Crosby-Carmen Cavallaro	Decca 24101
4	8	7	GOLDEN EAR-RINGS (F)	Peggy Lee (Dave Barbour Ork)	Capitol 15009
12	5	8	HOW SOON (Will I Be Seeing You)?	Jack Owens (Eddie Ballantine Ork)	Tower 1258
2	12	9	BEG YOUR PAR-DON	Francis Craig	Bullet 1012
21	3	10	NEAR YOU	Francis Craig	Bullet 1001
5	9	11	SERENADE OF THE BELLS	Sammy Kaye (Don Cornell-Choir)	Victor 20-2372
2	-	12	SERENADE OF THE BELLS	Jo Stafford (Paul Weston Ork)	Capitol 15007
16	-	13	NEAR YOU	Andrews Sisters (Vic Schoen Ork)	Decca 24171
1	-	14	I'M MY OWN GRANDPAW	Guy Lombardo	Decca 24288
1	-	15	BALLERINA	Bing Crosby	Decca 24278

MOST-PLAYED JUKE BOX FOLK RECORDS

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

Weeks to date	POSITION Last Week	POSITION This Week	Record	Artist	Label
23	1	1	I'LL HOLD YOU IN MY HEART (Till I Can Hold You in My Arms)	Eddy Arnold and His Tennessee Plowboys	Victor 20-2332
7	2	2	NEVER TRUST A WOMAN	Tex Williams and the Western Caravan (Tex Williams)	Capitol Americana 40054
9	4	3	NEVER TRUST A WOMAN	Red Foley (The Cumberland Valley Boys)	Decca 46074
35	3	4	IT'S A SIN	Eddy Arnold and His Tennessee Plowboys	Victor 20-2241
11	5	5	TO MY SORROW	Eddy Arnold and His Tennessee Plowboys	Victor 20-2481

MOST-PLAYED JUKE BOX RACE RECORDS

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

Weeks to date	POSITION Last Week	POSITION This Week	Record	Artist	Label
16	1	1	SNATCH AND GRAB IT	Julia Lee and Her Boy Friends (Julia Lee)	Capitol Americana 40028
6	2	2	I LOVE YOU, YES I DO	Bull Moose Jackson	King 4181
16	3	3	HE'S A REAL GONE GUY	Nellie Lutcher	Capitol Americana 40017
13	-	4	HURRY ON DOWN	Nellie Lutcher and Her Rhythm	Capitol Americana 40002
1	-	5	CALL IT STORMY MONDAY, BUT TUESDAY IS JUST AS BAD	T-Bone Walker	Black & White 122

HITS ON ALL SIX

"You're My Girl"
 "Can't You Just See Yourself"
 (both from "High Button Shoes")
 Columbia 37978

"My Cousin Louella"
 (with Trio Accompaniment)
 "What'll I Do"
 Columbia 38045

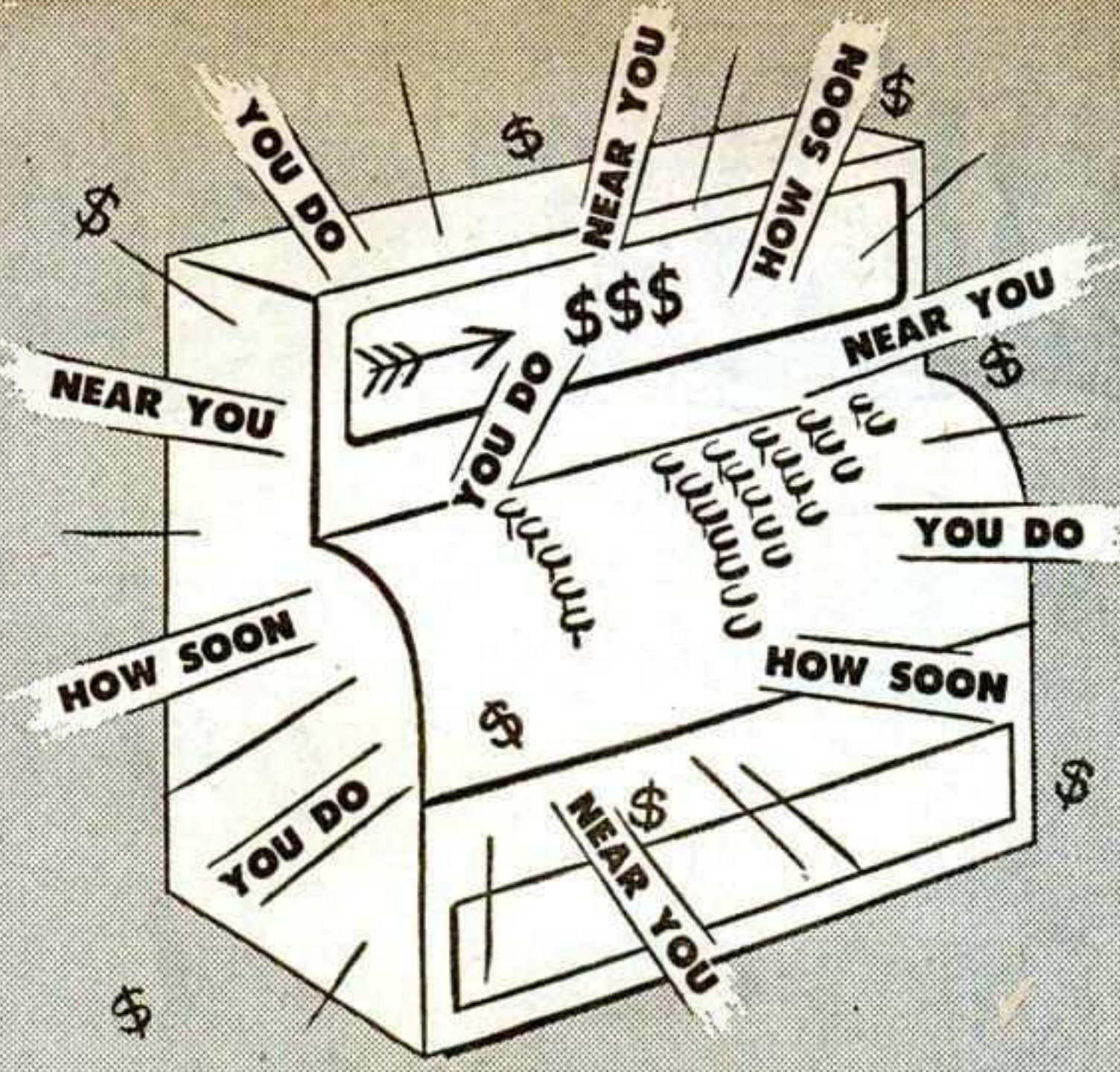
"If I Only Had a Match"
 "But Beautiful"
 (from "Road to Rio")
 Columbia 38053

Orchestra under the direction of AXEL STORDAHL

HEAR THE GREAT ARTISTS AT THEIR BEST ON

Columbia Records

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



Keep the cash register ringing with...

From Triangle Music Corporation
IN A LITTLE BOOK SHOP
 Recordings —
 VAUGHN MONROE (Victor) • DINAH SHORE (Columbia)
 ART KASSEL (Mercury) • GUY LOMBARDO (Decca)
 FRANKIE MASTERS (M-G-M)

From Lombardo Music, Inc.
OH! WHAT I KNOW ABOUT YOU
 Recordings —
 SAMMY KAYE (Victor) • ART KASSEL (Mercury)
 GUY LOMBARDO (Decca) • THE FOUR MUS-ETTES (Musicraft)
 THE SUNSET TRIO (Capitol)

From BVC
MELANCHOLY
 Recordings —
 GUY LOMBARDO (Decca) • DENNIS DAY (Victor)
 THE DINNING SISTERS (Capitol) • JACK OWENS (Tower)

From BVC
I FEEL SO SMOOCHIE
 Recordings —
 LENA HORNE (M-G-M) • KING COLE TRIO (Capitol)
 GEORGIA GIBBS (Majestic) • LOUIS PRIMA (Victor)
 SARAH VAUGHAN (Musicraft) • PHIL MOORE (Black & White)
 PATTI PAGE — GEORGE BARNES TRIO (Mercury)

JACK BREGMAN
 ROCCO VOCCO
 CHESTER CONN

THE BILLBOARD PICKS:

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

- OK'L BABY DOK'L**.....Page Cavanaugh Trio.....Victor 20-2646
 Trio sticks to melodic line vocally and instrumentally on catchy novelty ditty. Disk should be ok'l dok'l for the nickel trade.
- BYE BYE BLACKBIRD**.....Russ Morgan Ork with Milt Herth and Ames Brothers.....Decca 24319
 Old show tune dressed in banjo strumming and group vocal with polka flavor to boot. Could be another "Clover."
- IF I ONLY HAD A MATCH**.....Al Jolson with Morris Stoloff Ork.....Decca 24296
 Jolson ham-styling sparkles on current ballad, with pretty backing by Stoloff ork rating bows.
- HELEN POLKA**.....Walter Dana Ork with Michael Chimes Harmonicas and The Serenaders.....Dana 2002
 Happy polka tune that's been around for awhile, is growing in favor and shows signs of spreading if pushed.
- YOU DON'T HAVE TO KNOW THE LANGUAGE**.....Bing Crosby-Andrews Sisters with Vic Schoen Ork.....Decca 24282
 Tune from Der Bingle's new flick "Road to Rio" with solid label vocal talent selling strong.

THE DISK JOCKEYS PICK:

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

1. NOW IS THE HOURGracie Fields.....London 110
2. NOW IS THE HOUR.....Bing Crosby.....Decca 24279
3. WHAT DID HE SAY?.....The Charioteers.....Columbia 38065
4. TRUEBilly Eckstine.....MGM 10123
5. I TOLD YA I LOVE YA, NOW GET OUTWoody Herman.....Columbia 38047
6. MY COUSIN LOUELLAFrank Sinatra.....Columbia 38045
7. I'M MY OWN GRANDMAW.....Jo Stafford.....Capitol 15023
8. OOH, LOOKA THERE, AIN'T SHE PRETTY?The Charioteers.....Columbia 38065
9. YOU'RE MY GIRLFrank Sinatra.....Columbia 37978
10. BUT BEAUTIFULMargaret Whiting.....Capitol 15024

THE RETAILERS PICK:

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

1. I'M MY OWN GRANDPAW.....Guy Lombardo.....Decca 24288
2. NOW IS THE HOUR.....Gracie Fields.....London 110
3. PIANISSIMOPerry Como.....Victor 20-2593
4. MANANAPeggy Lee.....Capitol 15022
5. I CAN'T GIVE YOU ANYTHING BUT LOVERose Murphy.....Majestic 1204
6. SONG OF NEW ORLEANS.....Larry Green.....Victor 20-2560
7. NOW IS THE HOUR.....Bing Crosby.....Decca 24279
8. I'M MY OWN GRANDMAW.....Jo Stafford.....Capitol 15023

THE OPERATORS PICK:

PICKS that have appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a weekly survey among 3,558 of them, the juke box operators think tomorrow's hits will be:

1. I'M LOOKING OVER A FOUR LEAF CLOVERArt Mooney.....MGM 10119
2. MANANAPeggy Lee.....Capitol 15022
3. OOH, LOOKA THERE, AIN'T SHE PRETTY?Buddy Greco-The Sharps.....Musicraft 515
4. IN A LITTLE BOOK SHOP.....Vaughn Monroe.....Victor 20-2573
5. NOW IS THE HOUR.....Bing Crosby.....Decca 24279
6. THE TREASURE OF SIERRA MADRE.....Freddy Martin.....Victor 20-2590
7. WHY DOES IT HAVE TO RAIN ON SUNDAYFreddy Martin-(The Martin Men).....Victor 20-2557
8. BUT BEAUTIFULArt Lund.....MGM 10126

I'LL GIVE MY WINGS BACK
TO THE ANGELS IF YOU
DON'T MAKE MONEY WITH THESE
NEW **MERCURY** RELEASES



frankie laine

"But Beautiful"
"I've Only Myself To Blame"
Carl Fischer's Orchestra
Celebrity 5096-75c



ted weems

and His Orchestra
"I'm A-Comin' A-Courtin' Corabelle"
"You Don't Have To Know The Language"
Celebrity 5097-75c



albert ammons

and His Rhythm Kings
"You Are My Sunshine"
"The Sheik Of Araby"
Mercury 8070-75c



frances langford

"Passing Fancy"
"Time On My Hands"
Earle Hagen's Orchestra
Celebrity 5095-75c



jerry shelton

and His Trio
"Lone Star Moon"
"I'll Make Up For Everything"
Celebrity 5094-75c



steve gibson

"Wedding Bells Are Breaking Up
That Old Gang Of Mine"
"I'd Love To Live A Lifetime For You"
The Red Caps
Mercury 8069-75c



tiny hill

and His Orchestra
"If You Knew Susie"
"San"
Celebrity 6076-75c

★ **HERE IT IS! HIS FIRST RELEASE ON**
MERCURY RECORDS



ian august

"Oye Negre"
"Intermezzo"

With Rhythm Accompaniment No. 5106

Record Reviews

With Ratings for Disk Jockeys,
Dealers and Juke Box Operators

Week Ending
January 18



How Ratings Are Determined

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

THE CATEGORIES

	Max. Pts.
1. Song Calibre	15
2. Interpretation	15
3. Arrangement	15
4. "Name" Value	15
5. Record Quality (surface, etc.)	5
6. Music Publisher's Air Performance Potential	10
7. Exploitation (Record advtg-promotion; film, legit and other "plug" aids)	10
8. Manufacturer's Distribution Power	10
9. Manufacturer's Production Efficiency	5

THE RATINGS

(100 points—the maximum)

Range	Rating
80-100	tops
80-89	excellent
70-79	good
60-69	satisfactory
0-59	poor

ARTIST TUNES LABEL AND NO. COMMENT	RATINGS				ARTIST TUNES LABEL AND NO. COMMENT	RATINGS				ARTIST TUNES LABEL AND NO. COMMENT	RATINGS								
	OVER-ALL	DISK JOCKEY	DEALER	OPERATOR		OVER-ALL	DISK JOCKEY	DEALER	OPERATOR		OVER-ALL	DISK JOCKEY	DEALER	OPERATOR					
POPULAR																			
ALBERT AMMONS' RHYTHM KINGS (Mercury 8070) <i>You Are My Sunshine</i> Boogied-up version of stock Western Heavy left hand is disturbing.	63	67	58	65	BING CROSBY-KEN DARBY CHOIR (Decca 24279) <i>Now Is the Hour</i> Strong, sweet Crosby crooning sparkles here on current pop. Disk flavored "Sweet Lellani" way.	91	91	91	91	GLENN DAVIS (Skating Rhythms SR-270) <i>Good Old Winter Time</i> Organist a bit heavy on bass beat. Arranging on dullish side.	45	46	48	40	HERB JEFFRIES (Exclusive 26X) <i>My Blue Heaven</i> Baritone tries stepped-up "B. G.-Lund" style on oldie. He's better on ballads. Tromb. choir.	80	85	75	80
<i>Sheik of Araby</i> Piano-guitar combination gives oldie standard boogie treatment. Unexciting.	60	61	58	64	<i>Silver Threads Among the Gold</i> Der Bingle aided by Darby Choir renders nostalgic version of oldie. Should find favor with those who shed a tear in their beer.	83	78	83	87	<i>South</i> Treatment a bit more interesting here on skating rhythm disk.	53	53	59	48	<i>If I Could Be With You (One Hour Tonight)</i> Smooth and sexy vocal. Quintet background okay, but big-band backing is more Jeffries' style.	85	90	80	85
JERRY SHELTON TRIO (Billy Leach) (Mercury 5094) <i>I'll Make Up for Everything</i> Organ-harmonica and guitar with sweet vocal. Surprisingly pleasant on ears.	70	70	63	77	ALVINO REY (Capitol 491) <i>I'm Looking Over a Four Leaf Clover</i> Alvino Rey gets into the act on current craze. A bit more banjo featured here than on other clover disks.	77	81	74	76	GLENN DAVIS (Skating Rhythms SR-289) <i>Take Me Back to the Shack</i> Disk styled for those who enjoy skating in 4/4 time. Ordinary arranging too repetitious.	49	47	51	47	THE COMMANDERS (Modern 20-567) <i>I'd Like to Know You Better Than I Do</i> Slightly off-key. Somewhat amazing take-off on Ink Spots. Bad piano. Fair vocal.	35	40	30	45
<i>Lone Star Moon</i> Same odd (but pleasing) combination of instruments. Refined Western warbling.	72	73	67	77	<i>Spanish Cavalier</i> (Jimmy Joyce-The Blue Reys) Tempo switches to peppy vein after south-of-the-border start on novelty ditty.	76	78	70	80	<i>The Old Rockin' Chair</i> Bright waltz tempo here stacks up as best of organists sides.	59	57	61	60	<i>Lonesome Road</i> Flip-over more original and has better beat but still nothing to shout about.	40	40	30	50
LARRY GREEN (The Trio) (Victor 20-2467) <i>Can It Ever Be the Same?</i> (Don Grady) Pretty tune with sentimental lyric. Shmaltz that sells.	75	78	72	75	LARRY FOTINE ORK (Bob Bruce) (Flint 15002) <i>Don't Give Away Your Dreams</i> Ork styles dreamy ballad in Sammy Kaye fashion with lifeless results.	46	52	43	43	BILL CLEMENT ORK (Bill Clement) (Orpheus 256) <i>Once in a While</i> Slow, dreamy treatment of oldie just so-so.	63	67	60	61	<i>I've Only Myself to Blame</i> Boy does typical-style vocal on good ballad. Good piano.	85	87	83	85
<i>Beg Your Pardon</i> Francis Craig tune. Sounds like "Near You" with different words. Maybe sure-fire formula on jukes.	81	80	79	84	<i>Angel</i> Flipover is better but still lacks punch. Pleasing vocal.	67	67	60	66	<i>I'll Dance at Your Wedding</i> Ork moves current pop happily, the vocal slows in spots.	68	70	66	69	<i>But Beautiful</i> Frankie does all right by Paramount pic's top-plug tune. Tricky version among best out.	85	85	83	88
VAUGHN MONROE (Victor 20-2671) <i>Matinée</i> (Vaughn Monroe-Chorus) Follow-up on "Ballerina" ballad. Monroe's pushy baritone in good form.	83	80	79	88	FRANCES LANGFORD (Earle Hagen Ork) (Mercury 5095) <i>Time on My Hands</i> Angel voices and strong fiddling set scene for big scene for big Langford vocal on oldie.	67	67	60	66	<i>Passing Fancy</i> Current plug well suited for thrush's mellow piping. Pretty orking.	80	83	79	79	FRANKIE LAINE (Carl Fischer Ork) (Mercury 5096) <i>I've Only Myself to Blame</i> Boy does typical-style vocal on good ballad. Good piano.	85	87	83	85
<i>Someone Cares</i> (Vaughn Monroe-The Moon Maids) Commercial rendition in typical Monroe style. Pleasing melody.	85	84	84	86	ALAN DALE (Ray Bloch Ork) (Signature 15177) <i>But Beautiful</i> "Road to Rio" picture dressed up by pretty Bloch ork. Competent vocal.	69	72	66	69	<i>But Beautiful</i> "Road to Rio" picture dressed up by pretty Bloch ork. Competent vocal.	73	75	72	72	<i>Deep Purple</i> Lush instrumental on standard. Barnett's great sax . . . sweet but solid.	85	85	80	90
HELEN CARROLL-THE SATISFIERS (Russ Case Ork) (Victor 20-2673) <i>Shauny O'Shea</i> Group sells Broadway show tune with verve and charm.	72	75	70	70	JIMMY JAMES ORK (Radio Artist 216) <i>Jim's Boogie</i> Boogie on a novelty kick with patter, screams and a bit of vocal. Riffs solid, tho undistinguished.	71	72	67	73	<i>But Beautiful</i> "Road to Rio" picture dressed up by pretty Bloch ork. Competent vocal.	73	75	72	72	<i>Jubilee Jump</i> Jumps nicely. May draw on jukes for dancers and cats. Fine all-around solo work.	85	80	85	90
<i>Little Lulu</i> Comic strip kid novelty tune with popular appeal. Good promotional possibilities.	67	70	62	69	<i>What Can I Say After I Say I'm Sorry</i> (Carol Shane) Sincere Shane gal chirping on oldie, with sweet ork backing.	71	73	69	70	RAY BLOCH ORK (Radio Artist 216) <i>I'm Looking Over a Four Leaf Clover</i> Art Mooney started something and where it's gonna stop nobody knows—community sing and lotsa banjo.	80	78	78	83	CHARLIE BARNET (Apollo 1092) <i>Deep Purple</i> Lush instrumental on standard. Barnett's great sax . . . sweet but solid.	85	85	80	90
BING CROSBY (John Scott Trotter Ork) (Decca 24283) <i>The One I Love</i> Younger Crosby piping on reissue. Still listens good.	79	80	79	76	THE GEM BLAZERS (Gem 1500) <i>Thumbmusic for a Hitchhiker</i> Pseudo-mood study with low-grade figures. Organ-piano hollow.	54	58	54	50	<i>But Beautiful</i> "Road to Rio" picture dressed up by pretty Bloch ork. Competent vocal.	73	75	72	72	<i>Hooray For Hollywood</i> Ork sells on Mercer-Whiting oldie. Good sax work. Exuberant vocal.	60	65	55	60
<i>But Beautiful</i> (Victor Young Ork) Up-to-par Crosby crooning on pretty tune from his new pic.	86	86	86	86	EVELYN PARKER (The Gem Blazers) <i>Gals (Undress Me With Their Eyes)</i> Attempt at a sophisticated sex ditty. Could use subdued guitar, rhythm-breaks backing not this.	70	NS	65	75	JOHNIE "SCAT" DAVIS "SCATETTE" (Universal U-17) <i>How Can You Pretend?</i> Placid but pleasant ballad. Davis sells vocal at leisurely pace. Tasty musical background.	70	75	65	70	INK SPOTS (Decca 24286) <i>I'll Make Up For Everything</i> The old inflexible Ink Spots style. Will attract their fans but few added starters.	77	77	73	81
BING CROSBY-ANDREWS SISTERS (Vic Schoen Ork) (Decca 24282) <i>You Don't Have to Know the Language</i> Strong talent line-up should sell contrived and commercial item.	90	90	87	92	DON PABLO ORK (Vargo 29023) <i>Happy Birthday Song of Old Mexico (Las Mananitas)</i> (Lolita Lopez) Lullaby-type ditty with weak Mexican flavor. Lopez gal chirps English and Mexican lyrics.	62	60	65	52	<i>It's All Over But the Crying</i> Good tear jerker. Up-tempo second chorus gives disk needed lift.	81	83	75	84					
<i>Farewell Song of Old Mexico (La Golondrina)</i> Choppy waltz treatment of well-known tune. Arranging dull and unimaginative.	82	83	79	84															

RECORD REVIEWS

ARTIST
TUNES
LABEL AND NO.
COMMENT

RATINGS			
OVER-ALL	DISK JOCKEY	DEALER	OPERATOR

ARTIST
TUNES
LABEL AND NO.
COMMENT

RATINGS			
OVER-ALL	DISK JOCKEY	DEALER	OPERATOR

POPULAR

FOLK

FRANKIE CARLE (Gregg Lawrence) (Columbia 38050) <i>My Promise To You</i> Good scoring of tune swiped from Chopin; fair vocal; good Carle—Chopin has written better. <i>Tell Me a Story</i> Commercial rhythm ditty—hardly world-shaking; plenty of Carle piano.	70	72	69	69
KAY KYSER (Columbia 38049) <i>The First Time I Kissed You</i> (Harry Babbitt-Gloria Wood) Kyser makes angel music backing for good Babbitt vocal on the old tune. <i>Saturday Date</i> (Harry Babbitt - The Campus Kids) Babbitt and Wood try the Noble-Clark formula of "Linda." Patter arrangement, whistle tricks.	62	62	62	62
AL JOLSON (Morris Stoloff Ork) (Decca 24296) <i>If I Only Had a Match</i> Magic Jolson hambone shines on this current clever ballad; excellent backing by Stoloff ork. <i>Let Me Sing and I'm Happy</i> Burly oldie in famed Jolson vaude styling may still cash in on Jolson pic gravy train.	91	91	91	91
BING CROSBY (Victor Young Ork) (Decca 24295) <i>Galway Bay</i> Irish tune with "Red River Valley" overtones. Bing sings it nostalgic. <i>My Girl's An Irish Girl</i> Good ballad entry in Irish sweepstakes. Right for St. Patrick's Day trade.	79	79	76	82
LARRY CLINTON (Lloyd Strang-The Dipsy Doodlers) (Decca 24301) <i>Och! Look-A There, Ain't She Pretty?</i> Another version of the shuffle rhythm up-comer. Fair but not the best. Ork a little short on drive. <i>The Dickey-Bird Song</i> (Helen Lee-The Dipsy Doodlers) The icky Dickey-Bird Song. Real cute and tentative; melodic line offsets trivial lyric.	79	79	79	79
LANNY AND GINGER GREY (Star SG 418) <i>Jealous</i> The radio jingle team sings it a la air style. Corny but commercial.	55	55	50	55
SUZY AND JED AND THEIR WEST VA. HILL-WILLIAMS (Star SG 417) <i>He Holds the Lantern (While His Mother Chops the Wood)</i> Same team on phony hillbilly attempt. Jukes might stand for a little.	40	40	40	40
TED MARTIN-AIR LANE TRIO (De Luxe 1121) <i>The Best Things in Life Are Free</i> Revived ditty with pic tie-up. Change of tempo from bouncy, to slow, and back effective. <i>Don't Bring Your Blues to Me</i> (The Skyriders) Plaintive piping by Martin with weak choral aid. Ditty clefted by Elton Britt has hillbilly flavor.	74	74	71	76
	65	68	63	64

COWBOY JACK HUNT AND HIS RHYTHM RANCH HANDS (Process 511) <i>That Beaver Valley Sweetheart of Mine</i> Ork bit loud in spots under too nasal vocal. Ditty above average. <i>When You Told Me Good-Bye</i> Sob-type piping good, tho hill tune poor.	53	50	56	53
DOYE O'DELL (Exclusive 27X) <i>Shut Up and Drink Your Beer</i> Raucous lyric with melody similar to the Beer Barrel fave. <i>Who Do You Spend Your Dreams With?</i> Western-style vocal with Hawaiian guitar flavor. Pretty ditty. Entertaining wax.	52	50	54	51
PIE PLANT PETE-BASHFUL HARMONICA JOE (Process 508) <i>My Blue Skies Have Turned to Grey Skies Now</i> Gene Autry with a harmonica. Simple but effective cow chirping. <i>The Rooster Serenade</i> Barnyard imitations scramble up an omelet. Even vocalist can't take it.	72	73	70	73
DICK THOMAS AND HIS NASHVILLE RAMBLERS (Decca 46114) <i>Take It Back and Change It for a Boy</i> True hillbilly meter... fair material with good performance. <i>Rosalinda</i> Rustic flavored vocal delivered in sincere manner. Nice guitar in background.	35	30	30	45
JOHNNY BOND (Columbia 38063) <i>Blind Alley</i> Catchy hill ditty with bright bond piping and tricky guitar maneuvers. <i>What's Been Going On</i> So-so Bond clefted tune rendered in snappy fashion.	77	74	78	79
	69	71	64	73

RACE

STEVE GIBSON (The Red Caps) (Mercury 8069) <i>I've Lived a Lifetime for You</i> In routine rut for this formula ballad. Vocal adequate. <i>Wedding Bells Are Breaking Up That Old Gang of Mine</i> On beat harmonizing behind bass fronting. Veddly entertaining.	55	53	55	57
SMOKEY HOGG (Modern 20-563) <i>Anytime Is the Right Time</i> A twist... folk instrumental behind race-type vocal and ditty. Doesn't come off. <i>Where Did My Boogie Go?</i> Another combined race-hillbilly trick. Hideous sounds mars the idea.	41	41	41	41
VIVIANE GREENE TRIO (Trilon 190) <i>The Unfinished Boogie</i> Pop boogie piano on Schubert's incompleated work. Shuffle worked in okay. <i>Honey, Honey, Honey</i> (Viviane Greene) Gal has promise, so does ditty. But recording balance heavy for chirp.	20	20	20	20
	67	67	67	67
	74	74	74	74

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NEW YORK

Advance Information

Week Ending
January 16



ADVANCE RECORD RELEASES

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

POPULAR

- A Pretty Girl Is Like a Melody
E. Smith (Easter Parade) Decca 34321
- Ain'tcha Ever Coming Back
G. Davis (Civilization) Skating Rhythms SR-262
- All Dressed Up With a Broken Heart
J. Cooper (With All) Diamond 2090
- An Apple Blossom Wedding
G. Davis (On the) Skating Rhythms SR-259
- Angel
L. Fotine Ork (Don't Give) Flint 15002
- At the Candlelight Cafe
A. Dale (Thoughtless) Signature 15176
- Jan August Presents Album
J. August . . . Diamond D-11
- Bim Bam Bum . . . Diamond 2079
- Jan's Boogie . . . Diamond 2078
- Jan's Cucaracha . . . Diamond 2070
- Oye Negra . . . Diamond 2070
- Tango of the Roses . . . Diamond 2078
- The Golden Dream . . . Diamond 2079
- Baby, What Are You Gonna Do
G. Cherney (Those Things) Trilon 196
- Baby's in Bermuda (Fishin' for Barracuda)
B. Bonney (If I) Gem 1502
- Betsy
E. Knight (My O'Darlin') Decca 24322
- Big Brass Band From Brazil
J. Smith (I Wish) Capitol 15029
- Blue Velvet Waltzes Album
A. Warnow Ork . . . Coast C-4
- Blue Velvet . . . Coast 8027
- Danube Waves . . . Coast 8027
- Falling in Love With Love . . . Coast 8028
- Gold and Silver . . . Coast 8029
- The Blue Danube . . . Coast 2028
- The Merry Widow . . . Coast 8029
- But Beautiful
A. Dale (I'm Looking) Signature 15177
- Bye Bye Blackbird
R. Morgan-M. Herth (I'm Looking) Decca 24319
- Campus Cadets
G. Davis (Stout Hearted) Skating Rhythms SR-266
- Chidabee, Chidabee, Chidabee
Rose Marie (Romo, the) Mercury 5102
- Cielito Lindo
Don Pablo Ork (Noche De) Vargo 29024
- Civilization
G. Davis (Ain'tcha Ever) Skating Rhythms SR-262
- Dance of the Hours
S. McMann Trio (Listen) Diamond 2094
- Don't Give Away Your Dreams
L. Fotine Ork (Angel) Flint 15002
- Dream Girl
T. Beneke (Moonlight Whispers) Victor 20-2667
- Easter Parade
E. Smith (A pretty) Decca 24321
- Give My Regards to Broadway
G. Davis (Oh, My) Skating Rhythms SR-260
- Good Old Winter Time
G. Davis (South) Skating Rhythms SR-270
- Guys (Undress Me With Their Eyes)
E. Parker (Thumbmusic For) Gem 1500
- He Holds the Lantern (While His Mother Chops the Wood)
Suzy and Jed and Their West Va. Hill-Williams (Jealous) Star SG 417
- Honeymoon Rhumba
S. McMann Trio (Wedding Rhumba) Diamond 2087
- Eddy Howard Album
E. Howard . . . Columbia C-158
- Exactly Like You . . . Columbia 37992
- Jealous . . . Columbia 37995
- Mean to Me . . . Columbia 37994
- Miss You . . . Columbia 37993
- Sing Me a Song of the Islands . . . Columbia 37993
- Stardust . . . Columbia 37992
- Wrap Your Troubles in Dreams (and Dream Your Troubles Away) . . . Columbia 37994
- Yours . . . Columbia 37995
- I Fell in Love With You
R. Noble (Saturday Night) Columbia 38080
- I Love You
M. Thal's Three Tops (Maria Elena) Modern 20-564
- I Want a Girl
J. James Ork (One Dawn) Radio Artist 217
- I Wish I Didn't Love You So
G. Davis (You Do) Skating Rhythms SR-265
- I Wish I Knew the Name (of the Girl in My Dreams)
J. Smith (Big Brass) Capitol 15029
- I'd Like to Know You Better Than I Do
The Commanders (Lonesome Road) Modern 20-587
- If a Man Answers—Hang Up!
J. Corvo (It's Better) Gem 1501
- If I Could Be With You (One Hour To-Night)
H. Jeffries (My Blue) Exclusive EX-26X
- If I Didn't Love You
J. Corvo (Baby's in) Gem 1502
- I'll Dance at Your Wedding
G. Lombardo (Thoughtless) Decca 24318
- I'll Never Smile Again
The Scamps (Worry) Modern 20-561
- I'm Looking Over a Four Leaf Clover
R. Bloch Ork (But Beautiful) Signature 15177
- I'm Looking Over a Four Leaf Clover
F. Laine (When You're) Mercury 5105
- I'm Looking Over a Four Leaf Clover
R. Morgan-M. Herth (Bye Bye) Decca 24319
- I'm Looking Over a Four Leaf Clover
A. Rey (Spanish Cavalier) Capitol 491
- I'm Looking Over a Four Leaf Clover
Uptown String Band (Little Girl) Mercury 5100
- Intermezzo
J. August (Oye Negre) Mercury 5106
- It's Better That Way!
J. Corvo (If I) Gem 1501
- It's So Nice To Be Nice
G. Davis (When Nango) Skating Rhythms SR-267
- It's the Bluest Kind of Blues
P. Page (You Turned) Mercury 5098
- I've Never Been To School
T. Raymore Trio (Ted's Boogie) Radio Artist 215
- I've Only Myself to Blame
D. Day (Thoughtless) Columbia 38079
- Jealous
Lanny and Ginger Grey (He Holds) Star SG 418
- Jim's Boogie
J. James Ork (What Can) Radio Artist 216
- Just About This Time Last Night
J. Laurens (Serenade On) Mercury 5099
- La Golondrina (Farewell Song of Old Mexico)
Don Pablo Ork (Las Mananitas) Vargo 29023
- La Mari Posa
G. Davis (Wings) Skating Rhythm SR-264
- Las Mananitas (Happy Birthday Song of Old Mexico)
Don Pablo Ork (La Golondrina) Vargo 29023
- Listen
S. McMann Trio (Dance of) Diamond 2094
- Little Girl
Uptown String Band (I'm Looking) Mercury 5100
- Little Shamrocks Album
D. Haymes . . . Decca A-630
- Eileen Allanna . . . Decca 24290
- How Are Things in Giocca Morra . . . G. Jenkins Ork . . . Decca 23830
- Hush-a-Bye (Wee Rose of Killarney) Decca 24292
- My Snowy Breasted Pear' . . . Decca 24291
- The Biarney Roses . . . Decca 24291
- The Ould Plaid Shawl . . . Decca 24292
- There's a Dear Little Plant (The Dear Little Shamrock) . . . Decca 24290
- 'Twas Only an Irishman's Dream . . . G. Jenkins Ork . . . Decca 23830
- Loaded Pistols, Loaded Dice
L. Weik (To My) Decca 24323
- Lolita Lopez
Don Pablo Ork (Santa Catalina) Vargo 29025
- Lonesome Road
The Commanders (I'd Like) Modern 20-567
- Long Time No See
Don Pablo Ork (Sentimental Journey) Vargo 29034
- Love Is So Terrific
V. Damone (Thoughtless) Mercury 5104
- Lucky Gypsy Vagabond
G. Davis (The Merry) Skating Rhythms SR-268
- Manana Rhumba
D. Trayman (Sinbad, the) Gem 1503
- Maria Elena
M. Thal's Three Tops (I Love) Modern 20-564
- Moonlight Whispers
T. Beneke (Dream Girl) Victor 20-2667
- My Blue Heaven
H. Jeffries (If I) Exclusive EX-26X
- My Extraordinary Gal
L. Paul Trio-C. Hayes (Now Is) Mercury 5103
- My Happiness
J. & S. Steele (They All) Damon D-11133
- My O'Darlin', My O'Lovely, My O'Brien
E. Knight (Betsy) Decca 24322
- My Sin
D. Haymes-Andrews Sisters (Teresa) Decca 24320
- Near You
G. Davis (The Lady) Skating Rhythms SR-261
- Nina-Nina
A. Dale (Now Is) Signature 15178
- Noche De Ronda (Nite of Romance)
Don Pablo Ork (Cielito Lindo) Vargo 29024
- Now Is the Hour

(Continued on page 68)

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Trumpet Time (Instrumental)
Passing Fancy (Vocal by Ronnie Deauville)
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Dusky Special
You've Changed
When Summer Comes Rhapsodette
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Breakfast Table
Because I Said I Love You
False Kisses
How Could So Many People Be So Wrong?
Alone With the One I Love
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Music, Maestro, Please Mine
When the Red, Red Robin (Comes Bob, Bob, Bobbin' Along)
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Dream a Little Dream of Me
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• I'm Getting Tired of Dreaming • Time to Go to Bed and Dream

by the caressing voice of **RUSS PINTO**
with Orchestra directed by Irving Zath-Miry
• Time to Dance • There's a Song in My Heart
• I'm Just a Fool for Love • A Dream That Came True

by **JAYE PACE** (the Juke Box Pacemaker)
with Orchestra under the direction of LEO LeFLEUR
• When The Lights Are Low • Look's Like the Jake's on Me

by the caressing voice of **RUSS PINTO**
with Orchestra under the direction of LEO LeFLEUR
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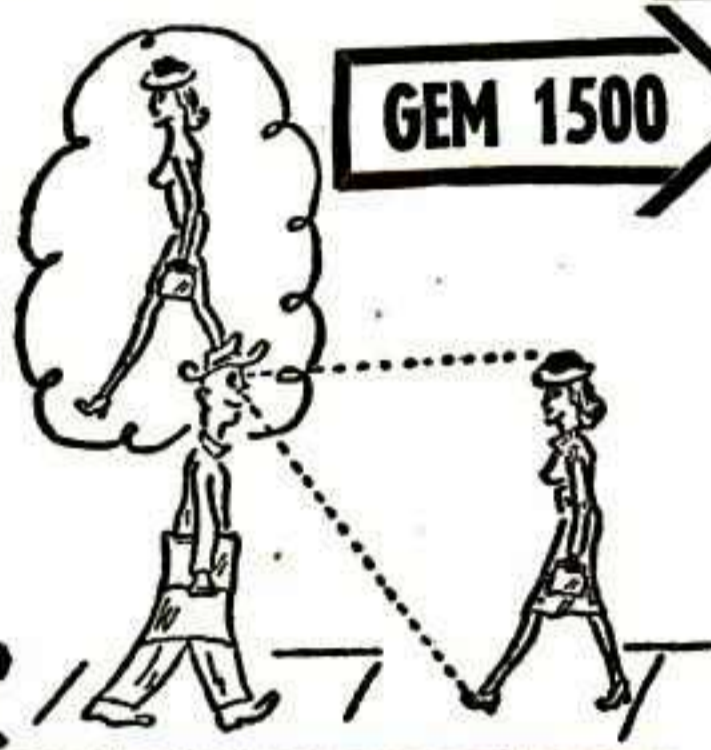
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(Continued from page 66)



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 G. Davis (I Wish) Skating Rhythms SR-265
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 P. Page (It's the) Mercury 5098
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V. Greene Trio (The Unfinished) Trilon 190
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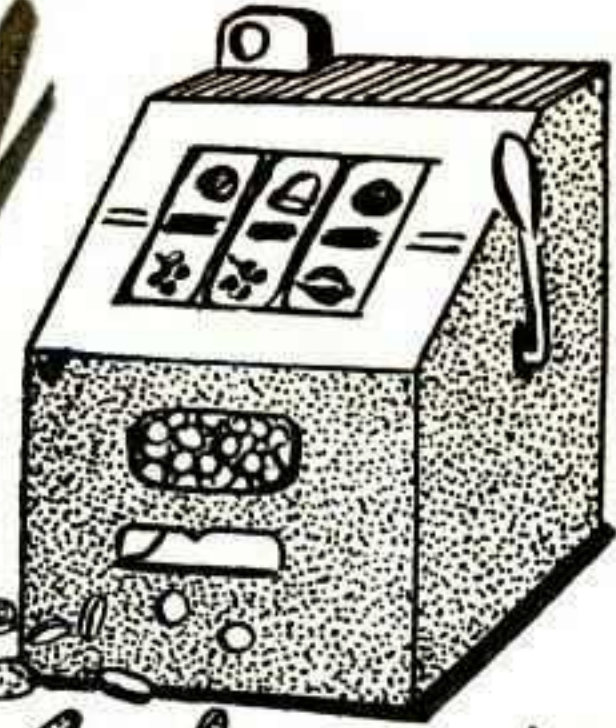
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by ACE HARRIS**

**"ALWAYS"
backed by
"JOOK"
Sterling 3008**

ORDER NOW FROM YOUR DISTRIBUTOR

STERLING RECORDS, INC.
7 WEST 46TH ST. NEW YORK 19, N. Y.

Stockton
West Coast Church Supply (SAR)
732 E. Main St.
Torrance
Trilon Record Dist. of L. A. (MA-TR)
1822 W. 213 St.

COLORADO

Boulder
Judd Book & Record Shop (CRS)
1147 13th St.
Colorado Springs
Colorado Springs Supply Co. (BLW)
15-31 W. Cucharras
Manning Sales (MO)
127 E. Colorado

Denver

Associated Distributing Co. (DE-ENT-FRN-HR-MER-SO-T)
1823 California St.
Davis Sales Co.
ALD-ATT-BT-SE-CLE-COA-COS-DS-E-FS-G-K-MAY-MER-MO-MST-NA-TR-UVI-VX-VC)
1010 17th St.
Decca Distributing Corp. (BR-CD-D-PAR-FFRR)
1534 Wazee St.
Finch Ernest Corp. (COA-COS)
Speer Blvd. at 9th
General Electric Supply Co. (SI)
1429 18th St.
Hall Sales Co. (HK)
716 18th St.
Hendrie & Bolthoff Co. (V)
P. O. Box 5110, Terminal Station
The Parker Co. (MJ)
1520 Wazee St.
Ross & Co. (M-AP-RT)
3933 W. Colfax St.
Savage & Son (MGM)
200 Wazee Market
11th & Wazee
Ross & Co. (SNR)
3933 W. Colfax
Walter Slagle & Co. (TEM)
725 S. Broadway
B. K. Sweeney Electrical Co. (CO-OK)
1601 23d St.

CONNECTICUT

Bridgeport
General Electric Supply Corp. (SI)
291 John St.
East Hartford
Radio & Appliance Distributing, Inc. (BLU-V)
673 Connecticut Blvd.
Hartford
Capitol Records Distributing Co., Inc. (CA)
25 Pleasant St.
General Electric Supply Co. (SI)
346 Ann St.
Decca Distributing Corp. (BR-CD-D-FFRR-PAR)
26 Wethersfield Ave.
Mercury Record Distributors, Inc. (LD-MER)
50 Flower St.
Post & Lester Co. (DE-DS-M-NA-S-VX)
10 Chestnut St.

Stern & Co. (CO-OK)
195 Church St.
New Haven
Dale-Connecticut (MRG)
240 Whalley Ave.
F. J. Corcoran Distributing Co. (EA)
87 Orange St.
General Electric Supply Corp. (SI)
121 Olive St.
Mory Sales Corp. (MJ)
152 Brewery St.
The Plymouth Electric Co. (MGM)
393 Chapel St.
Sol Chain (PIL)
157 Church St.

Waterbury
General Electric Supply Corp. (SI)
127 E. Main St.
West Haven
Franwil Record Co. (FRN)
427 Orange Ave.

DELAWARE

Wilmington
General Electric Supply Co. (SI)
18th & Market Sts.

WASHINGTON, D. C.

Apollo Records, Inc (AP)
730 9th St., N. W.
Capitol Records Distributing Co., Inc. (CA)
1108 Maryland Ave., S.W.
Ebony Music Distributors (MIR)
1839 Seventh St., N. W.
Decca Distributing Corp. (BR-CD-D-FFRR-PAR)
12th and O. Sts., S.E.
General Electric Supply Co. (SI)
1330 New York Ave., N. W.
Radio Sound Corp. (MJ)
1353 New York Ave., N.E.
Schwartz Bros. (ALD-BLW-CLE-COW-DE-E-HK-LF-NA)
3623 12th St., N. E.
Simon Distributing Co. (MGM)
615 Pennsylvania Ave., N. W.
Southern Wholesalers, Inc. (V)
1519 "L" St., N. W.
Washington-Columbia-Wholesalers, Inc. (CO-OK)
2122 24th Pl., N. E.

FLORIDA

Fort Meyers
Arthur H. Lynch (PIL)
P.O. Box 466
Jacksonville
Capitol Records Distributing Co., Inc. (CA)
928 Hogan St.
Cain & Bultman, Inc. (CO-OK)
335 E. Bay St.
P. O. 4429
Cherry Distributing Co. (BU-TRT)
310 Riverside Ave.
Decca Distributing Corp. (BR-CD-D-FFRR-PAR)
2436 Dennis St.

WARNING DO NOT PLAY THIS RECORD IN THE DARK!



JUNGLE FANTASY

By **ESY MORALES**
Rainbow #10050

Sensational hot flute recorded in echo chamber

RAINBOW RECORDS

156 W. 44th Street
NEW YORK, N. Y.

Distributors, Inc. (CO)
 555 Osceola
 General Electric Supply
 Corp. (SI)
 530 E. Forsyth St.
 Graybar Electric Co (MGM)
 12th & Main Sts.
 Major Appliances, Inc. (V)
 586 E. 4th St.
 Southern Hardware &
 Bicycle (MRG)
 2336 Liberty St.
 Taran Distributing Co.
 (ALD-BI-CLE-COA-
 COS-E-ENT-FS-G-
 HK-M-MER-MO-NA-
 UVI)
 90 Riverside Ave.

Miami

Berger Electric Corp. (DS)
 1369 N. E. 1st Ave.
 Dade Distributors, Inc.
 (BLW)
 136 N. E. First St.
 Decca Distributing Corp.
 (BR-CD-D-FFRR-PAR)
 1010-1012 S. W. 8th St.
 Electric Sales & Service Co.
 (TEM)
 2335 N. Miami Ave.
 General Electric Supply Co.
 (SI)
 811 N. W. First St.
 Harry McGinty (FID)
 34 W. Flagler St.
 Seminole Record Distribu-
 tors (VX-ATT-RT-TR-
 BT)
 1360 N.E. First Ave.
 Southern Coin-o-Mat Dist.
 Co. (MA)
 943 N. W. Seventh Ave.
 Stone Distributing Co.
 (DE-DOW-SPE-VX)
 108 N. E. 39th St.
 Taran Distributing Co.
 (ALD-BI-CLE-COS-E-
 ENT-FS-G-M-MER-MO-
 MST-NA-VC)
 170 N. W. 23rd St.
 2820 N. W. 7th Ave.
 Wholesale Appliances, Inc.
 (MJ)
 19 S. W. Sixth St.

Pensacola

Mertone Recording Co.
 (MRT)
 1005 N. 6th Ave.

St. Cloud

Charles S. Stamper (SR)
 St. Cloud Trailer Park

Tampa

Electric Supply Co., Inc.
 (MRG)
 106 S. Franklin St.
 General Electric Supply Co.
 (SI)
 604 Ella Mae Ave.
 L & L Distributors (TEM)
 5th Ave. and 13th St.
 Taran Dist., Inc. (MST)
 Thurow Distributing Co.
 (AP)
 134 S. Tampa St.

GEORGIA

Atlanta

Andrew Jenkins (FID)
 1456 Kennesaw Dr., N. W.
 McCord & Company, Inc.
 (MJ)
 338 W. Peachtree St., N.W.
 Apollo Records, Inc. (AP)
 367 Edgewood Ave., S. E.
 Capitol Records Distribut-
 ing Co. (CA)
 535 Courtland St., N. E.
 Columbia Record Distribu-
 tors, Inc. (CO-OK)
 255 Spring St., S.W.
 Decca Distributing Corp.
 (BR-CD-D-FFRR-PAR)
 72 Central Ave., S. W.
 Edwards-Harris Co. (MRG)
 258 Peachtree St., N. E.
 General Electric Supply Co.
 (SI)
 172 Haynes St., S. W.
 Graybar Electric Co.
 (MGM)
 167 Walton St., N. W.
 Monitor Co. of Georgia
 (BLW)
 976 W. Peachtree St., N. W.
 Record Sales Co.
 (ALD-CLE-COU-DE-E-
 MO-NA-PAC-UVI-MILT-
 FOT-SAR-MIL-MRR-KF-
 STL-VC)
 351 Edgewood Ave.
 Schiffer Distributing Co.
 (TEM)
 316 Ivy St., N.E.
 Southland Distributing
 (ATT-BI-BT-BU-DOW-
 DS-ENT-G-MER-M-PIC-
 SPE-SNR-TR-VX)
 441 Edgewood Ave.

Taran Dist. Corp. (COS-E-
 MO-MST)

Tylers Gramophone Shop,
 Inc. (CRS)
 845 Peachtree St., N. E.
 A. G. Waugh Dist. Co. (MA)
 337 W. Peachtree St., N. E.
 The Yancey Co., Inc. (V)
 340 Peachtree St., N. W.

Avondale Estates

Tempo Southern Co. (TEM)
 11 Avondale Rd.

Elberton

Archie E. Farmer (FID)
 291 Tate St.

Macon

Heath Distributing Co. (EA)
 217 3d St.

Savannah

General Electric Supply Co.
 (SI)
 22 Bay St., W.

IDAHO

Boise

Ted Dicus (RRA)
 819 N. 19th St.
 General Electric Co. (SI)
 8th and Battery

ILLINOIS

Chicago

Advance Distributing Co.
 (COA-PE-IMP-AGU)
 4750 N. Bernard
 Apollo Records, Inc. (AP)
 719 S. State St.
 K. O. Asher (CAT-T-DL-
 NM-HOR)
 1418 Hyde Park Blvd.
 Audio Sales Co. (PL)
 80 E. Jackson Blvd.
 Balkan Record Co. (Z)
 1425 W. 18th St.
 J. F. Bard Co. (G-GS-RON)
 329 S. Wood
 Brason Associates (ADV-
 STAR)
 3508 N. Clark St.
 Capitol Record Distr. Co.
 (CA)
 1449 S. Michigan
 Chicago Majestic Division
 (MJ)
 545 N. LaSalle St.
 Chicago Musical Instru-
 ment Co. (MTE-MSC)
 30 E. Adams St.
 Chicago Roller Skate Co.
 (SR)
 4406 W. Lake St.
 Chord Distributors (BLW-
 MIR-BU-HAV-DUO-FUT-
 HY-MEO-LSS-RT-SNR-
 JA)
 2406 S. LaSalle
 Continental Music Co.
 (MTE-MSC)
 630 S. Wabash Ave.
 Continental Record Dis-
 tributing Co. (CN)
 549 W. Randolph
 Robert T. Coonley (WH)
 2921 N. Cicero
 Decca Distributing Co.
 (BR-CD-D-FFRR-PAR)
 22 W. Hubbard St.
 Decca Distributing Co.
 (BR-CD-D-FFRR-PAR)
 1929 S. Halsted St.
 Frumkin Sales Co. (C)
 (CE-COU-TEM)
 2418 Milwaukee Ave.
 General Electric Supply Co.
 (SI)
 845 Clinton
 Independent Distributing
 Co. (AL-MILT-FOT-SAR-
 MIL-MRR-KF-STL-
 COW)
 1811 S. Wabash
 Ed. Johnson (BL)
 Kane Storage Co.
 2034 Lincoln Ave.
 R. M. Karet, Assoc. (PIL)
 510 N. Dearborn St.
 King Record Distributing
 Co. (KGO)
 2001 S. Halstead St.
 Frederick Lee Co., Inc. (FE-
 HR-NA-SAR-RAN-AVO-
 JE-QUL)
 1002 S. Michigan
 James Martin (AMN-AST-
 ATT-BEH-CHO-DE-DS-
 ENT-HR-INT-K-FL-LF-
 LD-M-MA-PAC-SE-S-VC-
 UVI)
 1407 Diversey Pkwy.
 Mercury Record Distrib-
 uting Co. (MER-VX)
 839 S. Wabash
 Miracle Record Co. (MIR)
 500 E. 63rd St.

Hear HADDA'S Sensational Recording of



SPECIAL TO ALL MUSIC OPERATORS

Morton Thal's

"THREE TOP TRIO"

Combination—ORGAN, GUITAR AND ACCORDION

"RUSSIAN LULLABY"

"SUNRISE SERENADE"

1006

"NEAR YOU"

"PARADISE"

20-549

"MARIA ELENA"

"I LOVE YOU"

20-564

"JEALOUSY"

"MY HEART AT THY SWEET VOICE"

20-551

"GREEN EYES"

"INTO EACH LIFE SOME
RAIN MUST FALL"

1007

"SMOKE GETS IN YOUR EYES"

"ALICE BLUE GOWN"

1008

Modern RECORDS
hollywood

MODERN DISTRIBUTORS

Allen Distributing
Co.
17 W. Main St.
Richmond 20, Va.
Blue Bonnet Music
Co.
3235 Ross Ave.
Dallas 1, Texas
C & C Distributing
Co.
902 4th Ave.
Seattle, Wash.
Commercial Music
Co.
327 East 12th St.
Kansas City, Mo.
Commercial Music
Co.
510 N. Sarah St.
St. Louis, Mo.
Davis Sales
1010 17th St.
Denver 2, Colo.

Macy's Record Dis-
trib. Co.
1913 Leeland Ave.
Houston, Texas
Mangold Distribut-
ing Co.
211 So. Eutaw
Baltimore 23, Md.
Melody Sales Co.
369 Sixth St.
San Francisco, Cal.
M. S. Distributing
Co.
1350 E. 61st St.
Chicago, Ill.
Modern Record Dis-
tributors, Inc.
2978 W. Pico Blvd.
Los Angeles, Calif.
Music Sales
680 Union Ave.
Memphis, Tenn.

Music Sales
303 N. Pater St.
New Orleans, La.
Pan American Rec-
ord Distributing
633 Huron Road
Cleveland, Ohio
Pan American Rec-
ord Distributing Co.
3747 Woodward
Detroit, Mich.
Record Sales Co.
351 Edgewood
Ave., S. E.
Atlanta, Ga.
Record Sales Co.
231 E. Trade St.
Charlotte, N. C.
Record Sales Co.,
Inc.
2117 3rd Ave., N.
Birmingham, Ala.

Record Sales Co.
303 Lancaster St.
Monro, N. C.
David Rosen
855 No. Broad St.
Philadelphia, Pa.
Sunland Supply Co.
120 Durango St.
El Paso, Tex.
Taran Distributing
Co., Inc.
90 Riverside Ave.
Jacksonville, Fla.
Modern Record Dis-
tributors, Inc.
412 W. 42nd St.
New York, N. Y.
Tanner Record Dis-
tributing Co.
233 Fredericksburg
St.
San Antonio, Texas



**Polkas are in
tune with the
Carnival Mood**

... and
**HELEN
POLKA**

Walt Dana Orchestra with Michael Chimes Harmonicas. English lyrics by Albert Gamse, sung beautifully by the Serenaders.

leads the Polka Parade

Backed by
**HAPPY
HARMONICA**

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

Instrumental on **DANA 2002**

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

**WESTERN
UNION** (19)C.

N15 PD WUX PHILADELPHIA PENN 2 1100A
DANA RECORDS
286 FIFTH AVE

PLEASE RUSH AN ADDITIONAL 25000 HELEN POLKA STOP WE INTEND
TO SELL AT LEAST 75000
KAYLER CO ELLIOT WEXLER

TIP *on Coming* **TOP**

TOMORROW'S HITS

The information below is designed to help you secure more advertising space, to be placed in various parts of The Billboard and Chart to be published in your issue. You can place your order ahead of the average reader. You can place your order in any of the following ways: by mail to the address above, by phone to the address above, or by returning your subscription bill with the information below.

TIP—Happy-type bars and grills with energetic, robust partners should like the HELEN polka on their juke boxes. The vitality packed dicking of this polka is by the Walt Dana orchestra (DANA 2002). Flipover is HAPPY HARMONICA.

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

WRITE, WIRE, PHONE YOUR DISTRIBUTOR

James H. Martin, Inc. 1407 Diversey Pkwy. Chicago, Ill. Kayler Co. 131 S. 24th St. Philadelphia 3, Pa. John Zmuda 558 Charles St. Fall River, Mass. Mid-Town Distributing Co. 1674 Broadway New York, N. Y.	Polonia Distributing Co. 2215 W. Chicago Blvd. Detroit, Mich. Dana Distributors of New England 612 E. Main St. Bridgeport, Conn. Music Suppliers of New England, Inc. 17 Chadwick St. Boston, Mass.	Standard Distributing Co. 1729 Fifth Ave. Pittsburgh, Pa. Henry Schunke 1080 Broadway Buffalo, N. Y. Co-Mar Distributing Co. 1738 Eastern Ave. Baltimore, Md. All-State Distributing Co. 30 Warren Place Newark, N. J.
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**DANA MUSIC
COMPANY, INC.**

286 FIFTH AVENUE NEW YORK 1, N. Y.
Wisconsin 7-9093



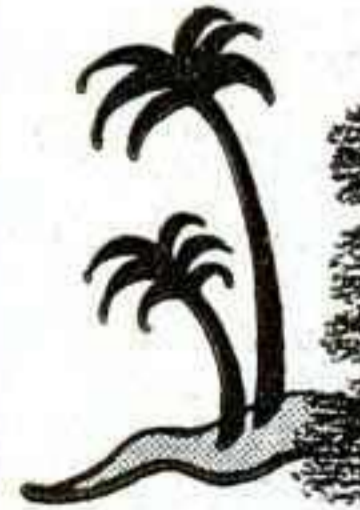
- M. S. Distributing Co.**
ALD-ATT-CLE-DL-DOW-
E-HK-MO-MST-NA-SPE-
VAN-ES)
1350 E. 61st St.
National Distributing Co.
SNN)
3342 W. Roosevelt Rd.
Pan American Publ. (PAM)
116 E. Walton
Phoenix Music Shop (OL)
250 Halsted St.
Porten Distributing Co.
(BI-RAN-SA-BEL-MYE)
831 S. State St.
RCA-Victor Distributing
Co. (V)
445 N. Lake Shore Dr.
The Sampson Co. (CO-OK)
2244 S. Western Ave.
Seymour Schwartz & Co.
(MUS)
2117 S. Loomis
Trilon Distributing Co.
(BT-TR-ATO)
1208 S. Spalding
20th Century Sales Co.
(FUT)
3651 W. 15th St.
Vita Record Distributors
Co. (VC)
1350 E. 61st
Vox Productions (VX)
605 W. Washington
Zenith Radio Distributors
(MGM)
680 N. Michigan
- Cicero**
Cicero Press (SAR)
2229 S. Larami Ave.
- Moline**
Langbehn Music Co. (SR)
1804 16th Ave.
- Peoria**
Klaus Radio & Electric Co.
(V)
707 Main St.
S. & S. Distributors (SO)
800 S. Adams St.
Williams, Inc. (CO-OK)
116 Liberty St.
- Rockford**
General Electric Supply Co.
(SI)
118 S. 1st St.
- Rock Island**
Tri-City Radio Supply Co.
(MJ)
1919 Fourth Ave.
- Springfield**
General Electric Supply
Corp. (SI)
1107 E. Jefferson St.
- INDIANA**
- Anderson**
Tru Tone Productions, Inc.
(TRT)
1121 Jackson St.
- Evansville**
Boettcher & Kellogg (SO)
15 Fulton Ave.
General Electric Supply
Corp. (SI)
423 N. W. 7th St.
- Fort Wayne**
General Electric Supply
Corp. (SI)
1609 S. Calhoun St.
- Indianapolis**
Approved Appliances Co.,
Inc. (VO)
77 N. New Jersey St.
Associated Distributors (V)
210 S. Meridian St.
- Capital Paper Co. (SO)
1201 W. Washington St.
Decca Distributing Corp.
BR-CD-D-FFRR-PAR)
487 S. Illinois St.
General Electric Supply
Corp. (SI)
326 W. Georgia St.
Mercury Record Distribu-
tors (MER)
6 S. New Jersey Ave.
Meridian Distributors, Inc.
(BLW)
1121 N. Meridian St.
Radio Equipment Co., Inc.
(CO-OK)
1010 Central Ave.
Record Sales Co. (DE)
1010 N. Beville St.
Rodefod Co. (MGM)
614 N. Capitol Ave.
Services, Inc. (MJ)
2110 Northwestern
- Muncie**
General Electric Supply Co.
204 E. Willard St.
- South Bend**
FEMCO Distributing Co.
(MJ)
1603 Prairie Ave.
- IOWA**
- Burlington**
Union Supply Co. (MRG)
323 N. 4th St.
- Des Moines**
Decca Distributing Corp.
BR-CD-D-FFRR-PAR)
215 W. Walnut St.
General Electric Supply Co.
(SI)
513 E. Court St.
Imperial Sales Co. (MST)
The Lagoe Co. (SO)
1007 Locust St.
G. W. Onthank Co. (V)
10th and Mulberry Sts.
Roycraft-Iowa Co. (CO-OK)
424 Court Ave.
A. Schneiderhahn Co.
(MGM)
319-323 S. W. 5th St.
Sidles Co. (MJ)
912 Locust St.
H. E. Sorenson Co. (MER)
100 S. W. 1st St.
20th Century Recordings
(SAR)
Norman Wienstroer (D)
215 W. Walnut St.

KANSAS

- Kansas City**
K. C. Music Sales Co.
(COU)
907 N. 18th St.
- Wichita**
General Electric Supply Co.
(SI)
904 E. 1st St.
Home Appliance Co. (MJ)
149 N. Rock Island
S. A. Long, Inc. (MGM)
232 N. Market St.
McGrew Distributing Co.
(EA)
1312 E. Douglas
Record Distributors (MER)
106 N. Ohio
Southwest Merchandise
Mart (MRG)
217 N. Water St.
Record Distributors (MER)
106 N. Ohio

(Continued on page 79)

STAN KENTON "The greatest, hottest jazz flutist
says: I have ever heard!"



**JUNGLE
FANTASY**

By **ESY MORALES**
Rainbow #10050

Sensational hot flute
recorded in echo chamber

RAINBOW RECORDS

156 W. 44th Street
NEW YORK, N. Y.

WATCH THESE

VITA *coustic*

ARTISTS

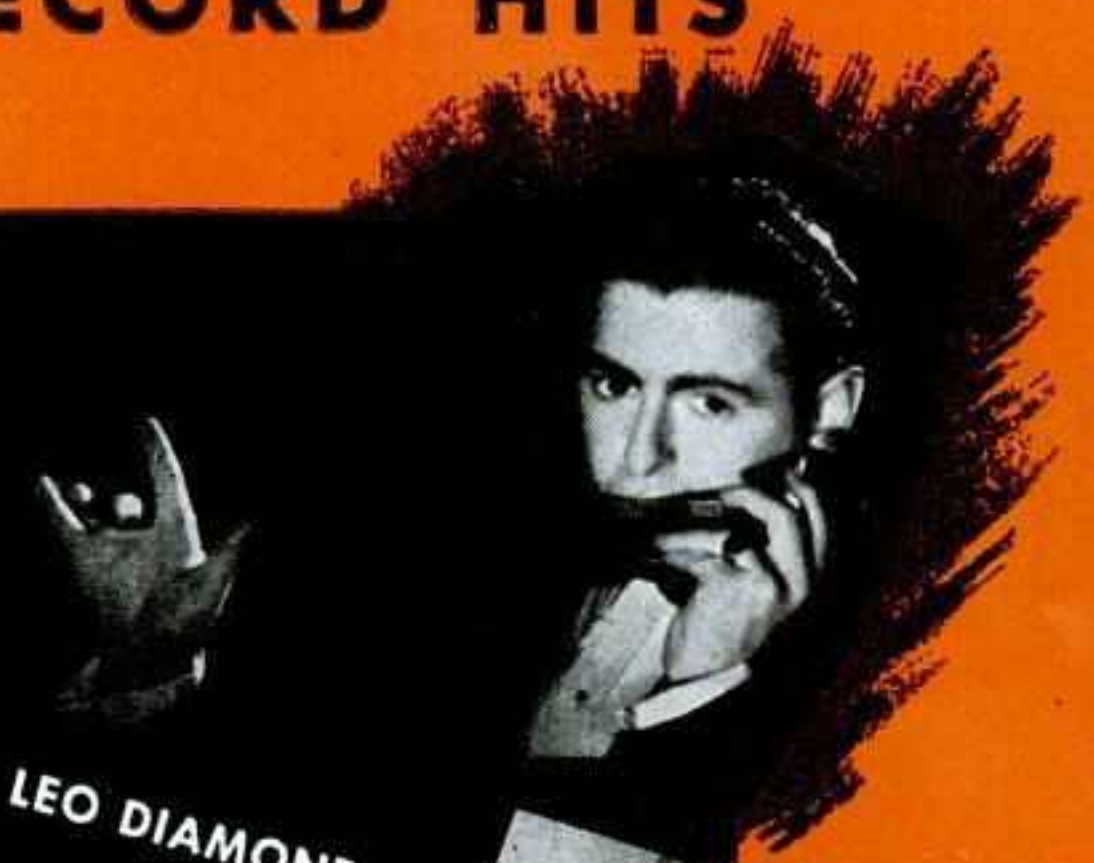
FOR RECORD HITS



HENRY BUSSE



FREDDY NAGEL



LEO DIAMOND



MEL HENKE



SID FISHER



JOHNNY BOTHWELL



NANCY LEE and her Hilltoppers



JOE VERA



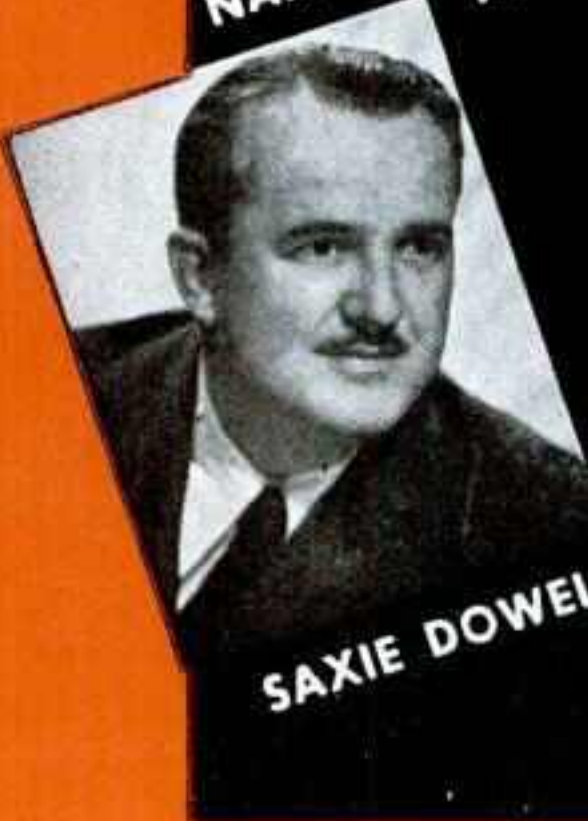
HONEYDREAMERS



RILEY SHEPHARD



DEL COURTNEY



SAXIE DOWELL



KENNY ROBERTS

VITA *coustic*
 "LIVING SOUND"
 OFFICES AND STUDIOS 42nd Floor
 20 N. Wacker Drive,
 Chicago 6, Ill.

CHICAGO • NEW YORK • HOLLYWOOD

VITA *coustic*
TONE
CONTROLLED

Invites You



To meet by hearing

JACK CARROLL

greatest vocal find
on records.

Two brand new numbers with full orchestration background

13A **"ON GREEN DOLPHIN STREET"**

13B **"MY COUSIN, LOUELLA"**

Get lucky with Release #13

ALL CRITICS RAVE AND
AGREE THAT THE VOICE
OF JACK CARROLL
IS ONE IN 100 MILLION

VITA *coustic*
TONE
CONTROLLED
"LIVING SOUND"

Records

OFFICES AND STUDIOS 42nd Floor
20 N. Wacker Drive, Chicago 6, Ill.
CHICAGO - NEW YORK - HOLLYWOOD

Two

INCOMPARABLE VOCALISTS
COMING TO YOU ON THE SAME LABEL

*From the HIT PARADE
to Vitacoustic to You...*

JOAN EDWARDS

Playing the piano and singing
in her original style

"THERE OUGHT TO BE A SOCIETY"
"IT'S EASY WHEN YOU KNOW HOW"
"PIANISSIMO"
"THE FEATHERY FEELIN' "



YVETTE

In her SULTRY WAY
imparts her extraordinary
style of feminine persuasion
that makes you want to
listen and dream

**"BIDIBI-BOT-BOT,
THE SECRETARY SONG"**
"LONG AFTER TO-NIGHT"

From ENTERPRISE STUDIOS Picture
"ARCH OF TRIUMPH"



OFFICES AND STUDIOS 42nd Floor
20 N. Wacker Drive, Chicago 6, Ill.
CHICAGO • NEW YORK • HOLLYWOOD

JAM SESSION SERIES

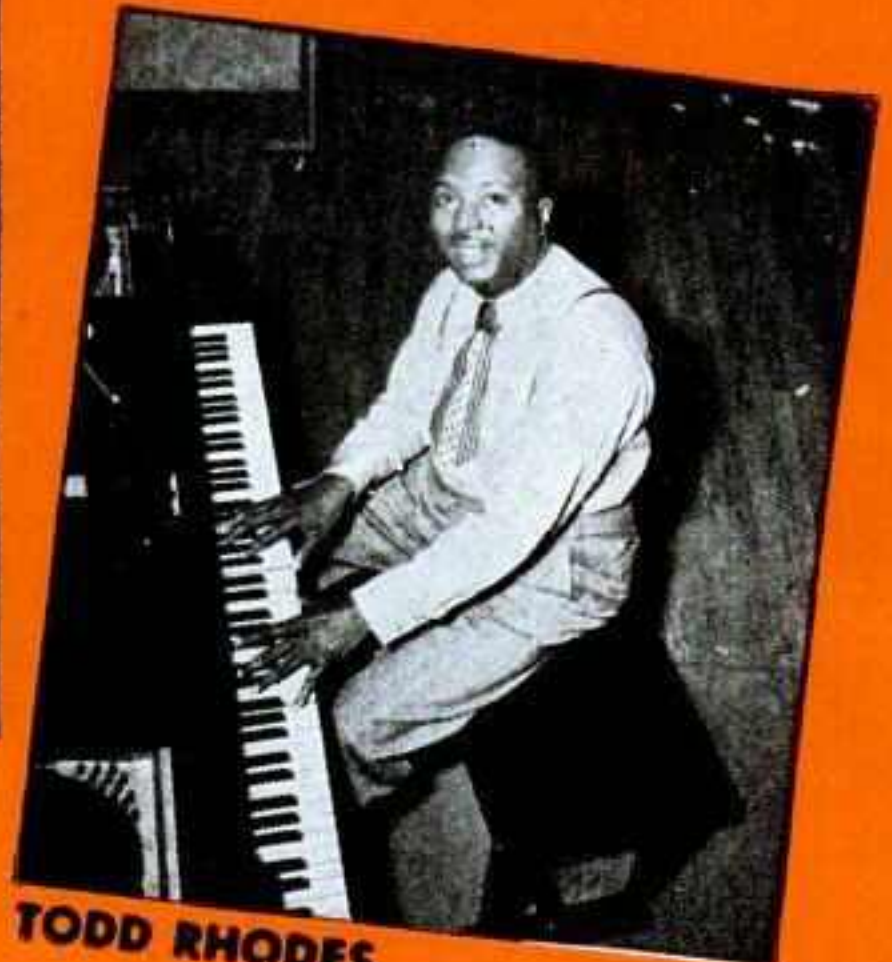
ON VITA *acoustic* RED LABEL



CHRISTINE RANDOL

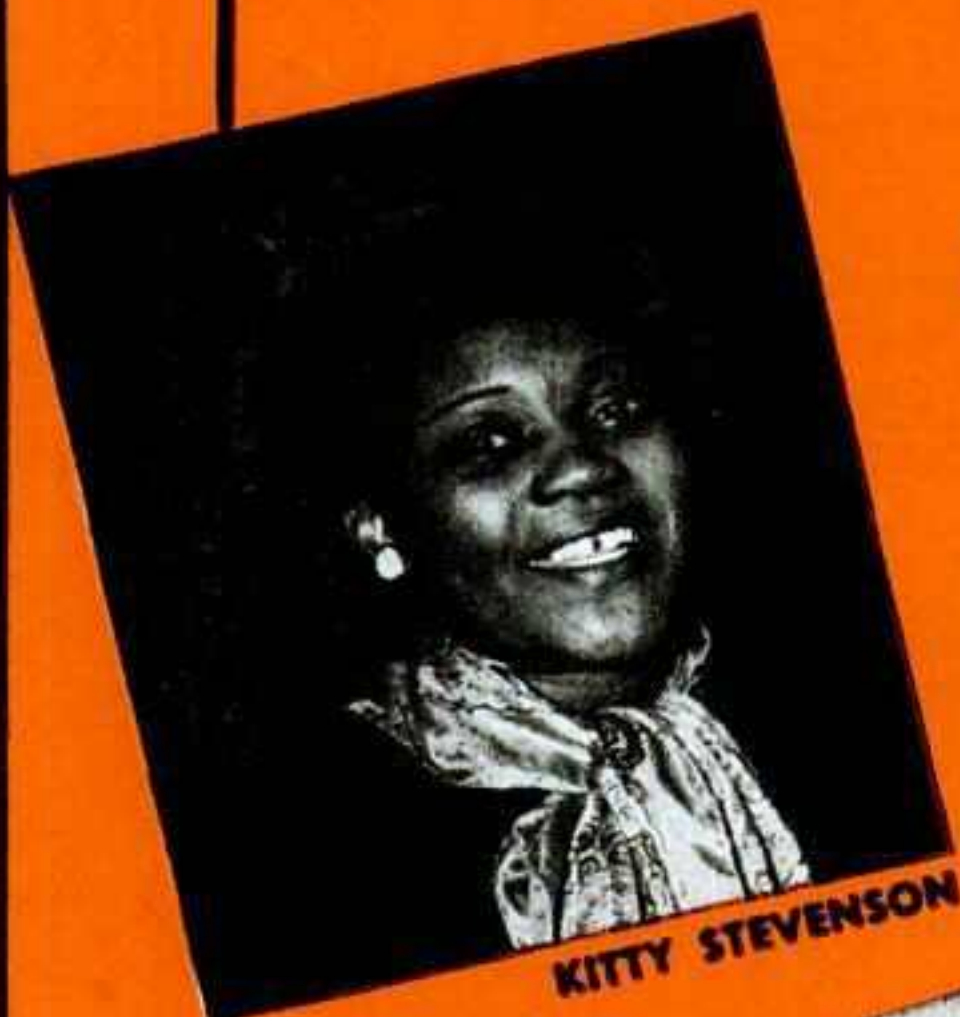


BONES McAFEE FOUR SHADES OF RHYTHM

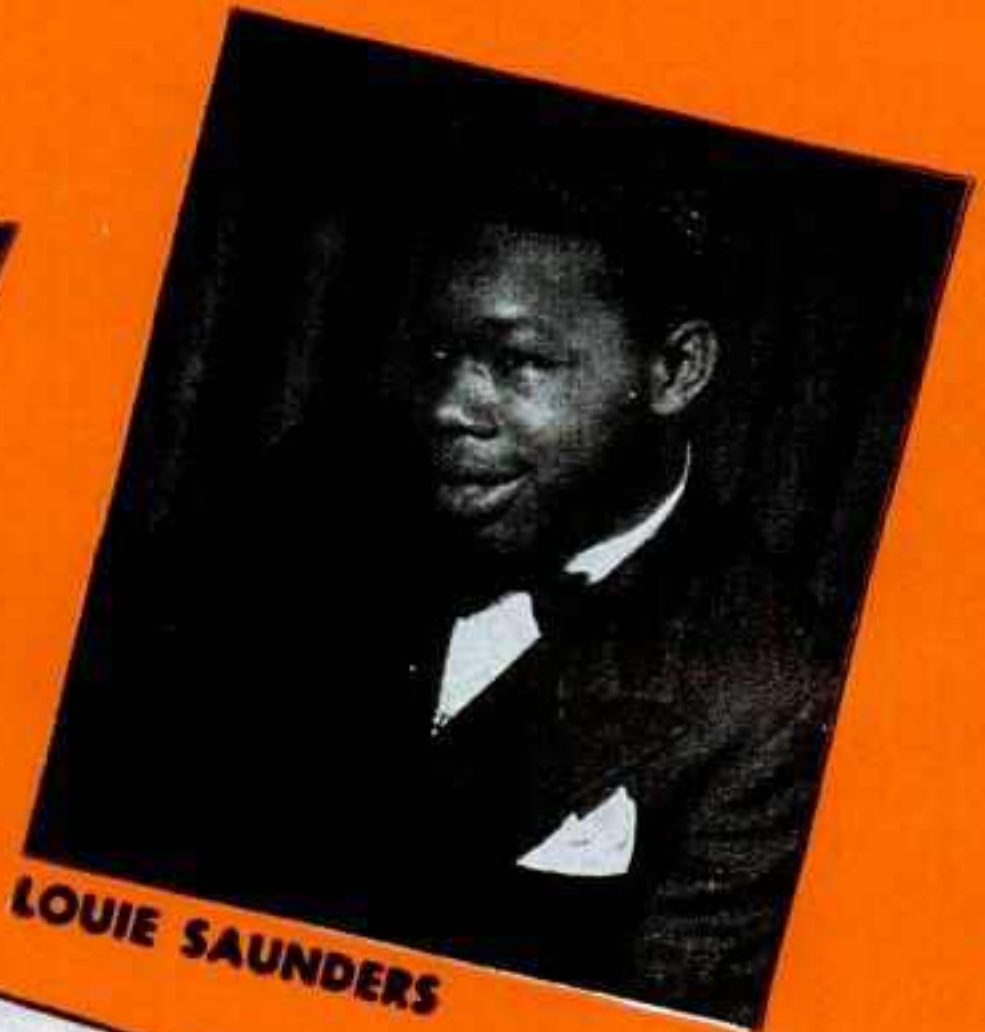


TODD RHODES

**These Stars
will set a new
High in
Race Records**



KITTY STEVENSON



LOUIE SAUNDERS



MATTYE HEDGEMON



JACK SURRELL

VITA *acoustic*
"LIVING SOUND"

OFFICES AND STUDIOS 42nd Floor
20 N. Wacker Drive,
Chicago 6, Ill.

CHICAGO • NEW YORK • HOLLYWOOD

Record Distributors

(Continued from page 74)

KENTUCKY

Ashland

Vogel Birch, Inc. (M)
22d St. and Central Ave.

Harlan

General Electric Supply Co.
(SI)
Hoskins St.

Lexington

General Electric Supply Co.
(SI)
309 N. Ashland Ave.

Louisville

Allied Appliance Distributors of Evansville, Inc.
(MJ)

c/o Bomar Mfg. Co.
107 W. Main St.
Bomar Mfg. Co. (MJ)
107 W. Main St.
Ewald Distributing Co. (V)
1538 S. Brook St.
General Electric Supply Co.
(SI)

207 E. Broadway
Lion Distributing Co. (MO)
726 S. Fourth St.
Straton-Terstegge (MRG)
15th and Main
Sutcliffe Co. (CO-OK-MGM-SO)
609 W. Main St.

General Electric Supply Co.
(SI)
208-208 Market St.
The Electronics Co., Inc.
(SO)
310-7 Market St.

MAINE

Bangor

General Electric Supply Co.
(SI)
329 Main St.
Radio Service Laboratory
(MRG)
45 Haymarket Sq.

Portland

Bargelt Supply Co. (ENT)
1131 S. W. Washington St.
Cressey & Allen (V)
35 Commercial St.
Farrar-Brown Co. (CO-OK)
492-498 Forest Ave.
General Electric Supply Co.
(SI)
94 Commercial St.
Philco Wholesalers, Inc.
(TEM)
919 Congress St.
Radio Service Laboratory
(MRG)
450 Free St.

LOUISIANA

Lake Charles

Eddie's Music House (GB)
Front and Broad St.

New Orleans

William B. Allen Supply Co.
(AP-BLW-CN-CS-MER-MST-WE)

916 N. Claiborne
Apollo Records, Inc. (AP)
418 Gravier St.
Capitol Records Distributing Co., Inc. (CA)
717 Camp St.

Electrical Supply Co. (V)
201 Magazine St.
James E. Gayle & Son
(SAR)

310 S. Saratoga St.
General Electric Supply Co.
(SI)

733 Tchoupitoulas St.
Gloria Distributing Co.
(RRA)

3730 Burgundy St.
Lighting Fixture & Electric Supply Co. (M)
207 Tchoupitoulas St.
Mayray Co. (PIL)
1500 Canal St.

James McCarter
(D-D-PAR-OD)
617 Canal St.

Monroe Hardware Co., Inc.
(SO)

701 Magazine St.
Music Sales Co.

(ALD-AT-ATT-BU-CLE
DOW-E-ENT-FS-LD-
MILT-FOT-SAR-MIL-
MRR-KF-STL-MA-MO-
NA-PAC-SPE-UVI)

803 N. Peter St.
Music Sales Co. (THM)
303 N. Peter St.

W. A. Shuler Supply Co.
(GB)

415 Dryades St.
Nola Record Distributors
(BT-MIR-SA-SNR-TR-
DE)

509 Iverville
Paulson Distributing Co.,
Inc. (NA)

510 Poydras St.
Radio Specialty Corp.
(MGM)

841 Corondelet St.
United Wholesale Co.
(DS-MJ)

510 Paydras St.
Walter Brothers Co.
(CO-OK)

714-20 Howard Ave.

Shreveport

W. M. Amann Distributing
Co. (AL-BT-MLT-FOT-
SAR-MIL-MRR-KE-STL-
COU-DOW-FS-G-SPE-
TR)

115 Olive St.
Ark-La-Tex (TEM)
217 Crockett St.

MARYLAND

Baltimore

ABC Music Sales (AE)
6-8 S. Greene St.
Aetna Music Corp. (AE)
232 N. Eutaw St.
Arista Records, Inc. (ARI)
512 Pennsylvania Ave.
Vic Baddock (SNC)
614 E. Lombard St.

Barnett Distributing Co.
(AST-CHO-AMN-INT-
LD-M-MAY-UVI-VC)
15 E. 21st St.
Vic Braddock (RT)
533 W. Lombard St.
Co-Mar Distributing Co.
(HR)

Box 593
D. & H. Distributing Co. (V)
31-37 E. Lee St.
General Distributing Co.
(AL-BT-C-AP-DE-SA-
TR)

2212 Westwood Ave.
General Electric Supply Co.
(SI)

5 S. Gay St.
Mangold Distributing Co.
(DOW-ENT-MO-SPE)
1020 Hollins St.
Marston Distributing Co.
(AE)

232 N. Eutaw St.
J. B. Mitchell Co. (MJ)
117 Market Place
Musical Sales Co. (EA)
140 W. Mt. Royal Ave.
Nelson & Co., Inc.
(G-SO-STI-STIA)

1000 S. Linwood
The Oriole Corp.
(CN-COS-CS-FNY-K-
MA-MER-NA-WE)

512 Pennsylvania Ave.
Radio Sound Corp. (MJ)
922 Park Ave.
George Rosen Co. (MRG)
40 Hopkins Pl.
Simon Distributing Corp.
(MGM)

North Ave. at Howard St.
Jos. M. Zamoiski Co.
(CO-OK)

110 S. Paca St.

Federalburg

Cozy Records (CZY)
J. L. Towers
The Down Home Corp.
(DOT)

Hagerstown

Bohman-Warne, Inc. (MJ)
35 W. Franklin St.

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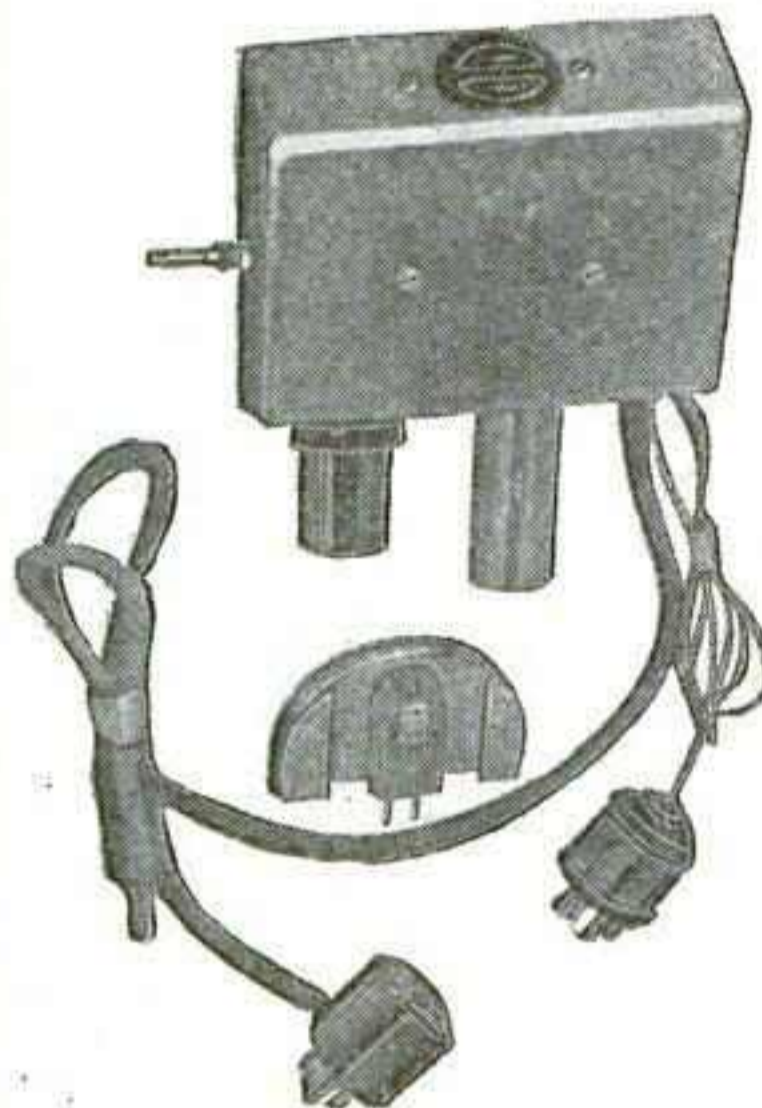
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Columbia Wholesalers, Inc.
of New England (CO-OK)
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Decca Distributing Corp.
(BR-CD-D-FFRR-PAR)
General Electric Supply Co.
(SI)
378 Stuart St.
Major Appliance Corp.
(MJ)
11 Deerfield St.
Mass. Music Distributors,
Inc. (BN-G-LF-M-MRG-UVI-VC)
1269 Tremont St.
Mercury Record Distributors, Inc. (K-LD-MER-NA)
1139 Tremont Ave.
Milhender Distributors, Inc. (SO)
619 Atlantic Ave.
Music Suppliers of New England, Inc. (DE-DI-DS-H-RAN-JJ-INT-CRO-VX-ADV-STAR-AP)
17 Chadwick St.
Northeastern Distributors, Inc. (MGM)
588 Commonwealth Ave.
Northern Distributors (AMN-INT)
170 Summer St.
Vogue Plastic Distributors (VO)
1020 Commonwealth

Cambridge

The Eastern Co. (V)
620 Memorial Dr.
North Eastern Music Service (RT-RV)
447 Massachusetts Ave.
Radex Co. (MRG)
1722 Massachusetts

Dorchester

Arcade Distributing Co. (ENT)
736 Blue Hill Ave.
Robert E. Russo (ES)
13 Tremlett St.

Lynn

The Elex Co. (AT)
205 Ocean St.

Roxbury

Max Ash (STIA)
123 Ruthven St.
Music Suppliers of N. E. (CE-DS-HK-PIO)
561 Warren St.
State Record Distributors (C)
561 Warren St.

Springfield

Becker Novelty Co. (E-MO-NA)
97 Dwight St.
General Electric Supply Corp. (SI)
484 Worthington St.
B. H. Spinney Co. (MJ)
62 Hampden St.

Worcester

General Electric Supply Co. (SI)
290 Franklin St.

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3112 Woodward Ave.
Apollo Records, Inc. (AP)
100-02 E. Atwater
Banco Record Distributors (BCO)
4512 Hastings St.
Brilliant Music Co. (SO-VO)
4606 Cass Ave.
Buhl & Sons Co. (CO)
Foot of Adair St.
Bullet Record Distributing Co. (BU)
834 Penobscot Bldg.
Cadet Record Distributors (JA-T)
12649 Linwood
Capitol Records Distributing Co., Inc. (CA)
4456 Cass St.
Continental Record Distribution Co. (CN-CS-WE)
415 Brainard St.
Decca Distributing Corp. (BR-CD-D-FFRR-PAR)
7100 W. Jefferson Ave.
Fortune Records
11839 12th
General Electric Supply Co. (SI)
680 Antoinette St.

Grand Central Music Co. Inc. (REM)
1504 Broadway
W. E. Harvey (CHO-DE-DS-ENT-LD-SNR-UNI)
12649 Linwood
Harry Kaplan Music Sales (DL)
313 E. Jefferson
Morry Kaplan Music Sales (SA-RT)
313 E. Jefferson
LaSalle Electric & MHI Supply Co. (MJ)
6911 E. Lafayette
Idessa Malone
(STF-GT-SNB-SNR-HY-MIL-MET-CY-MILT-FOT-SAR-MRR-KF-STL)
606 E. Vernor Highway
Jones Whisk (PAC)
3530 Hastings
Pan American Record Distributors (ALD-ATT-CLE-DOW-E-LF-M-MO-NA-PAM-SPE-VC-VX-SS-VA-LF-JB-AT-RAN-DI-CRO)
3747 Woodward Ave.
Philco Distributors, Inc., Detroit Div. (CO-OK)
8815 W. Fort St.
Radio Distributing Co. (MGM)
1910 Alfred
RCA Victor Distributing Corp. (V)
1930 E. Jefferson Ave.
Sultan Distributing Co. (BT-ADV-STAR-G-MRG-MA-STI-ADV-WI-SLL)
12727 Linwood Ave.
Thomas Music Supply Co. (EA-LA)
34 E. Elizabeth St.
Unique Music Publishers, Inc. (SER-SR)
910 Alberta St.
United Record Distributors (BN)
1334 Brush
Vox Productions, Inc. (PYD)

Escanaba

Delta Hardware Co. (MJ)
400 Lundington St.

Grand Rapids

General Electric Supply Co. (SI)
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Grand Rapids Radio Equipment Co., Inc. (CO-OK)
134 Granville St., S. W.
State Distributing Co. (MJ)
30-32 Ionia St., N. W.
Zondervan Publishing House (SAR)
847 Ottawa St., N. W.

Grosse Pointe

R. M. Karet Assoc. (PIL)
17130 E. Jefferson
Irvin W. Smith (PL)
D & M. Appliance Sales
279 Rivard Blvd.

Kalamazoo

General Electric Supply Co. (SI)
112-114 Parkway Ave.

Lansing

General Electric Supply Co. (SI)
404-406 Kalamazoo Plaza

Saginaw

Banner Appliance Sales Co. (SR)
413 Court St.
General Electric Supply Co. (SI)
125 Davenport St.

MINNESOTA

Crookston

Crookston Record Shop (SR)
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Duluth

General Electric Supply Co. (SI)
102 W. Washington Ave.

Minneapolis

Capitol Records Distributing Co., Inc. (CA)
21 Hennepin Ave.
Decca Distributing Corp. (BR-CD-D-FFRR-PAR)
17-19 E. Hennepin Ave.
General Electric Supply Co. (SI)
63 S. 13th St.
General Electric Supply Corp. (SI)
174 E. 6th St.
G & S Distributing Co. (DE)
243 W. Kellogg Blvd.
F. C. Hayer Co. (V)
300 Washington Ave., N.

E. M. Karet Assoc. (PIL)
873 Nicolett Ave.
Murray M. Kirschbaum (S)
207 Lumber Exchange
Frederick Lee, Inc. (BT-FS-
HR-RAN-VO-AVO-JE-
QUL-M-BI-HR-ENT-VA-
TRI-BEL-G)
325 Second Ave., S.
Mercury Record Distribu-
tors (K-VX-MER)
1412 Hennepin Ave.
North Side Appliance Cen-
ter (MUS)
1819 Plymouth Ave.
Northwest Distributing Co.
(MJ)
1012 LaSalle Ave.
Reinhard Brothers Co., Inc.
(MGM)
11-17 S. 9th St.
Roycraft Co. (BL-CO-OK)
1625 Hennepin
Paster Distributors (HK)
2218 University Ave.

St. Paul
Clark Supply Co., Inc. (SO)
2402 University Ave.

MISSISSIPPI

Jackson
Appliance Dist. Co. (COS)
106 S. Gallatin
General Electric Supply
Corp. (SI)
620 E. Pascagoula St.
Griffin Record Co. (BT-
SNR-TR-UVI)
609 W. Capitol
Les Griffin Music Co.
(ATT-VC)
607 W. Capitol
Louisiana-Mississippi Dis-
tributors, Inc. (BLW)
491 Deposit Guaranty
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Mississippi Appliance Co.
(MJ)
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830 S. State St.
Ryan Supply Co. (SO)
216 S. State St.

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Boonville
C. L. Wright (SR)
1008 3d St.

Joplin
General Electric Supply
Corp. (SI)
922 Pennsylvania Ave.
Kennett
George M. Heller (SR)
716 1st St.
St. Joseph
Judkins-Hoad Music Co.
(SR)
113 N. 7th St.
Kansas City
Capitol Records Distribu-
ting Co., Inc. (CA)
1527 McGee St.
Commercial Music Co.
(ALD-BU-DOW-CLE-E-
ENT-MA-MIR-MO-MILT-
FOT-SAR-MIL-MRR-KF-
STL-PAC-SNR-SPE)
827 E. 12th St.
Decca Distributing Corp.
(BR-CD-D-FFRR-PAR)
8614 Main St.
Enterprise Wholesale, Inc.
(MRG)
7th and Broadway
Federal Distributing Co.
(CO-OK)
2556-58 McGee St.
General Electric Supply
Corp. (SI)
2101 Broadway
Frederick Lee, Inc. (BT-FS-
HR-RAN-VO-AVO-JE-
QUL-M-BI-HR-ENT-VA-
TRI)
304 W. 10th
Maco Appliance Distribu-
tors, Inc. (MJ)
1815 Baltimore
Millner Record Sales Co.,
Inc. (AP-BT-DL-DS-
MILT-FOT-SAR-MIL-
MRR-KF-STL-DOW-E-
NA-SA-SPE-TR-UVI-VC)
110-12 N. 18th St.
Motor Radio Co. (MER)
2440 Charlotte
Music Distributors (COA-
VO)
2000 Grand Ave.
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1422-24 Grand Ave.
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● SP 510 "TRUE BLUES"
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"TROUBLES GOODBYE"
● SP 521 "CADILLAC BOOGIE"
"MOVE OUT, BABY"



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and their "Walkin' Rhythm" Spirituals
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"STRETCH OUT"
● SP 305 "I'LL TELL IT"
"I'M STANDING ON THE HIGH-
WAY"

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- NELSON ALEXANDER TRIO
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HIS SYMPHONY FIVE

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SAM BARI ★

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who sings
the old songs"

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AND HIS ORCHESTRA



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"Stumblin'"

Tower Record No. 1254

"Baby Face"

"Sweet Georgia Brown"

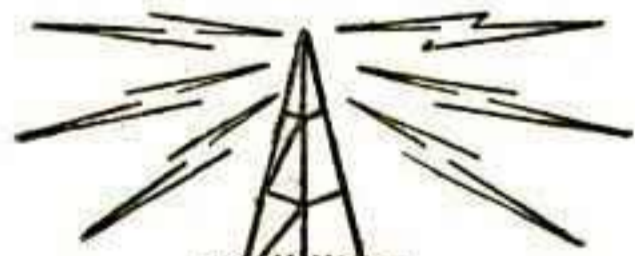
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4200 Forest Park Blvd.
Capitol Records Distributing Co., Inc.
1407 Pine St.

Commercial Music Co.
(ALD-ATT-BU-CLE-COA-COS-COU-DE-DOW-E-ENT-ES-FS-MA-MIR-MO-PAC-RV-SNR-SPE)

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Decca Distributing Corp.
(BR-CD-D-FFRR-PAR)
1700 Delmar Blvd.
General Electric Supply Corp. (SI)

2653 Locust St.
Herald Distributing Co. (M)

4963 Fountain Ave.
Hollander & Co., Inc. (MGM)

3900 W. Pine Blvd.
Interstate Supply Co. (V)
26 S. 10th St.
R. M. Karet Assoc. (PIL)

621 N. First St.
J. Lieberstein (PL)
J. Lieberstein Assoc.
722 Barry St.

Midco Distributing Co. (PIC)

Millner Record Sales Co., Inc. (AP-BT-E-NA-RT-SA-SPE-T-TR-UVI-VO)

110 N. 18th St.
The Recordit Co. (COU-MJ)

3028 Locust St.
V. P. Distributing Co. (EA)
2336 Olive St.

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Billings

General Electric Supply Corp. (SI)
Northwestern Auto Supply Co., Inc. (V)
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Parker Montana Co. (MJ)
P.O. Box 989
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Butte

General Electric Supply Corp. (SI)
900 E. Front St.
Geo. Stelle & Co. (SO)
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R. S. Music Co. (SR)
103 N. Jeffers

Lincoln

Eddie Sosby (FID)
c/o Radio Station KFAB

Omaha

American Upholstery Co. (MRG)
415 S. 12th St.
Bruse & Wise (MER)
1020 N. 19th St.
General Electric Supply Corp. (SI)
914-20 N. 18th St.
Johnson & Johnson
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Midwest Distributing Co. (MER)

1502 Capitol
Mutual Distributing Co. (G)

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2226 Harney St.
Omaha Appliance Co. (CO-OK)

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Electron Bell-Rangercord (ELB)
Riggs & Jefferies, Inc.
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Beller Electric Co.
310-3 Plane St.
Capitol Records Distributing Co., Inc. (CA)
61 Lock St.
Decca Distributing Corp. (BR-CD-D-FFRR-PAR)
2 School St.
Famous Records, Inc. (FAM)
RKO Theater Bldg.
Room 303, 116 Market St.
Garden State Distributing Co., Inc. (ES-MAY-ADV-STAR-MILT-FOT-SAR-MIL-MRR-KF-SIL-NA)
97 Lock St.
201 Warren St.
General Electric Supply Corp. (SI)
211 Frelinghuysen Ave.
Igoe Brothers, Inc. (MJ)
35 Halsey St.

Krich-Radisco, Inc. (V)
422-432 Elizabeth St.

F. B. Latham & Co., Inc. (CO-OK)
1010 Broad St.
Savoy Records Co., Inc. (SA)
58 Market St.

Pitman

Poinsettia, Inc. (S)
112 Cedar Ave.

West Orange

Phillip H. Harrison & Co. (BLW)
85 Main St.

NEW MEXICO

Albuquerque

General Electric Supply Corp. (SI)
620 N. 1st St.
Heaston-McCallister Co. (MJ)
325 N. Third St.
Stuart Sales Co. (BLW)
414 S. Amherst

Clovis

Scott's Music (SR)

Santa Fe

Radio Electric & Supply Co. (AP)

NEW YORK

Albany

Decca Distributing Corp. (BR-CD-D-FFRR-PAR)
8 Hudson Ave.
Ft. Orange Radio Distributing Co. (G)
642 Broadway
Henzel-Powers, Inc. (MGM)
294 Broadway
Arthur Hermann Co. (EA)
282 Central Ave.
Hudson Valley Asbestos Corp. (DE)
170 Central Ave.
Rapid Sales Co. (SO)
63 Hudson Ave.



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B "OLD TIME BLUES"



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8019A "HULA HULA BOOGIE"
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"THAT'S WHAT I LIKE ABOUT THE WEST"

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*Sharp music by a
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and HIS NEW YORKERS
With those romantic heart
thrilling guitar licks that
quicken the pulse on



VITA^{acoustic} RECORDS

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8A "I UNDERSTAND"
8B "HOW STRANGE"**

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(By Nick Kenny)

"I'M DANCING WITH TEARS
IN MY EYES"

"WHEN YOUR HAIR HAS
TURNED TO SILVER"

"JUST A GIRL THAT MEN
FORGET"

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(CO-OK)
1827 Broadway
R. T. A. Distributors, Inc.
(V)
36 Broadway-Menands

Brooklyn

**Alert Records Distributing
Corp. (AL)**
4412 14th Ave.
**Capitol Records Distribut-
ing Co., Inc. (CA)**
156 Prospect Ave.
Ca-Song Record Co. (CAS)
66 Court St.
Decca Distributing Corp.
(BR-CD-D-FFRR-PAR)
662 Pacific St.
**General Electric Supply
Corp. (SI)**
776 Bergen St.
Joseph J. Jones (BL)
2842 Church Ave.
Major Distributing Co.
(ALD-CLE)
106 Dekalb Ave.
**Vita Record Distributing
Co. (VO)**
Suite 7523 Empire State
Bldg.

Buffalo

Bickford Bros. Co. (V)
1209 Broadway
Glenn E. Burdick (PL)
26 Summit Ave.
A. Connors Dist. Co. (COS)
265 E. North St.
Chester E. Daly (BL)
1948 Seneca St.
Decca Distributing Corp.
(BR-CD-D-FFRR-PAR)
1233 Main St.
**General Electric Supply
Corp. (SI)**
860 Bustl Ave.
Globe Amusement Co.
(MER-MST)
19 E. Utica St.
Linden Sales Co. (FNY)
215 Linden Ave.
Monitor Appliance Co., Inc.
(BLW)
1432-36 Main St.
Mutual Appliance Dist.
(MJ-MRG)
122 Clinton St.
**Niagara Midland (AP-BT-
DE-DS-ENT-K-M-LD-
MER-NA-TR-UVI-VX)**
881 Main St.
Rising Sun Singers (OL)
625 Jefferson Ave.
Murray Siedman (CA)
**Capitol Records Distribut-
ing Co.**
1066 Main St.
Jos. Strauss Co., Inc.
(MGM)
25 High St.
**Western Merchandise Dis-
tributors, Inc. (CO)**
130 S. Elmwood Ave.

Elmhurst

**The Charles E. King Record
Co. (KGN)**
8201 Britton Ave.

Elmira

Pal's Sporting Goods (FNY)
115 Lake St.

Flushing, L. I.

**Char-Dar Sales (BT-ENT-
TR)**
P. O. Box 241

Forest Hills

Funnyface Records, Inc.
(FNY)
107-109 Continental Ave.

Lackawanna

Margan Electric (OL)
215 Ridge Rd.

Long Island

Pilot Radio Corp. (PIL)
87-06 36th St.

Malvern

Skatin' Toons (ST)
Box 264

Merrick, L. I.

National Novelty Co. (NA)
179 E. Merrick Rd.

New York

Alpha Distributing Co. (S)
168 W. 23d St.
Apollo Records, Inc. (AP)
615 10th Ave.
**Associated Distributors,
Inc. (AAR-DIX)**
Suite 306-309 45 Astor Pl.

**Associated Card & Station-
ery Co. (FNY)**
154 W. 18th St.
Avalon Record Co. (AV)
117 W. 48th St.
**Broadway Record Distribu-
tors, Inc. (FL-SAR)**
813 W. 57th St.
Bruna-New York, Inc. (V)
460 W. 34th St.
**Capitol Records Distribut-
ing Co., Inc. (CA)**
225 W. 57th St.
Certified Distributing Co.
(PQ)
123 William St.
Cincy Records, Inc. (KGO)
762 10th Ave.
Circle Sound (CI)
38 E. Fourth St.
Continental Music Co.
(SAR)
251 4th Ave.
Cosmo Records, Inc. (COS)
745 Fifth Ave.
Cosnat Distributing Co.
(AST)
760 10th Ave.
Cozy Records (CZY)
2047 Westchester Ave.
Dale Distributing Co., Inc.
40 E. 32d St.
Decca Distributing Corp.
(BR-CD-D-FFRR-PAR)
3280 Broadway
Ebony Music Distributors
(MIR-SNR)
307 Lennox Ave.
Empire Record Corp.
(EM-LY)
2060 1st St.
**Exclusive Record Distribu-
tors (E)**
541 Avenue of the Americas
Favorite Manufacturing Co.
(KI-SNN-STIA)
105 E. 12th St.
**Barth Feinberg, Inc. (PIC-
SO)**
17-19 Union Sq., W.
Franwil Records (FRN)
1650 Broadway, Suite 701
John Frederick (AT)
255 W. 98th St.
**General Electric Supply
Corp. (SI)**
585 Hudson St.
Gramophone (ARC-QRS)
18 E. 48th St.
Hargall Records (HRG)
130 W. 56th St.
Harmonica Records Corp.
(H)
1328 Broadway
Impresario Records (IMF)
c/o Washington Music Ba-
zaar
Suite 1102-210 5th Ave.
**Interstate Music Suppliers,
Inc. (BLW)**
236 W. 55th St.
Juke Box Record Co., Inc.
(JK)
7 W. 46th St.
Charles E. King Record Co.
(KGN)
Suite 701
1650 Broadway
King Jazz (SD)
140 W. 42d St.
**John Lemar Distributing
Co. (BG-MS-BF-TR)**
41 W. 66th St.
Landau Record Sales
1618 W. 22d St.
**Liberty Music Shop (ARC-
BOR)**
450 Madison Ave.
Mamor Distributing Co.
(BU)
106 De Kalb
Majestic Brands, Inc. (MJ)
801 W. 26th St.
Major Distributors (RT)
563 W. 42nd St.
Malverne Distributors
(BEN-DE-DS-K-MER)
424 W. 4th St.
Manor Records (MA)
813 W. 57th St.
Mello-Strain Records, Lt.
(MS)
1658 Broadway
Melody Record Supply, Inc.
(BI-BOR-G-JA)
814 W. 52d St.
Melody Record Supply, Inc.
(G-TDE-MOR)
314 W. 52d St.
Midtown Distributing Co.
(DC-STAR-ADV)
1675 Broadway
Paul H. Millemore, Inc.
(ATT-DC-UVI-CHO-
SWA)
767 10th Ave.
Modern Music Sales Co.
(MUS)
455 W. 45th St.

Modern Music Sales Corp.
(VO)
10th Ave. at 45th St.
Musette Publishers, Inc.
(MTE)
113 W. 57th St.
Musicraft Distributors, Inc.
(M)
245 E. 23rd St.
New York Band Instrument
Co. (CRS)
1166 Ave. of the Americas
Fortem Distributing Co.,
Inc. (BI-DL-RAN-SA)
83 W. 46th St.
Rainbow Records (RAN)
156 W. 44th St.
Record Collectors' Ex-
change (CRS)
76 W. 48th St.
The Record Hunter (CRS)
1194 Lexington Ave.
Rola Distributing Co. (DE)
201 W. End Ave.
Ross Russell (DL)
Dial Records
647 W. 172d St.
Runyon Sales Co. (ATT-
BLW-CE-COS-DOW-E-
ED-FS-HK-LSS-MO-
MST-PAC-SPE-20P-T-
VC-MILT-FOT-SAR-MIL-
MRR-KF-STL-HR)
593 10th Ave.
43d St. and 10th Ave.
Russell Record Distributing
Corp. (MAY)
1650 Broadway
Murray Singer (ENT)
1674 Broadway
Suite 501
Sorority Fraternity Record
Co. (SF)
Box 46
Sterling Record Dist. Co.
(COA-COS-STE)
7 W. 46th St.
B. H. Spinney Co. (MJ)
1115 W. Fayette St.
Superior Radio Sales (SNN)
60 E. Mt. Eden Ave.
Target Arms Co. (EA)
803 5th St.
Three Minute (THM)
66 St. Nicholas Pl.
Times Columbia Dists.,
Inc. (CO-OK)
853 4th Ave.

Vanguard Records (VG)
787 Washington St.
Verne Recording Corp.
(VE)
1724 Madison Ave.
Vox Productions, Inc. (PYD-
VX)
236 W. 55th St.
Albert S. Weinstock (PAC)
324 W. 83d St.
Bob Weinstock (DL)
324 W. 83rd St.
Zenith Radio Corp. (MGM)
527 W. 34th St.
Zephyr Products Co. (M)
160 E. 116th St.

Niagara Falls
General Electric Supply
Corp. (SI)
11th St. and Whitney Ave.

Pelham
Bornand Music Box Record
Co. (BOR)
333 Fifth Ave.

Richmond Hill, L. I.
Shepher Sales Co. (MRG)
108 Jamaica Ave.

Rochester
Bickford Bros. Co. (V)
208 Mill St.
Bourbon Film Libraries
(CRS)
2038 Lake Ave.
Eastern Sales Co. (EA)
1824-26 Main St., E.
General Electric Supply
Corp. (SI)
67 Mortimore St.
Halifax Distributing (DS)
428 S. Salina St.
Zeus Distributors, Inc. (MJ)
43 Dewey Ave.

Syracuse
L. Gordon Distributing Co.
(TEM)
431 E. Jefferson St.
Arthur Hermann Co., Inc.
(EA)
Paul Jeffrey, Inc.
(CN-CS-WE)
935 Erie Bldg. E.



WALLY FOWLER
AND THE
OAK RIDGE QUARTET

**"Everybody's Gonna Have a
Wonderful Time Up There"**
(GOSPEL BOOGIE)

The most unusual song ever recorded!

Backed by

"Don't You Want To Go To Heaven"

Order the original NOW! IT'S TERRIFIC!

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**Hear it on "Grand Ole Opry" Saturday,
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Supreme's New Hit Song!

**MY NEXT
ROMANCE**

By RALPH FREED and RUTH LOWE

and our Tip is...

TONY MARTIN'S

GREAT DECCA RECORD

DOROTHY SHAY'S

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JACK BREGMAN
ROCCO VOCCO
CHESTER CONN

NEW *Hillbilly*

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WALTZ

of the

WIND

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ROME JOHNSON

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CLYDE MOODY

KING 693

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220 CAPITOL BOULEVARD NASHVILLE 3, TENN.

Morris Distributing Co., Inc.

412 S. Clinton St.
Onondaga Supply Co.
(CO-OK)

344 W. Genesee St.
B. H. Spinney Co. (MJ)
1115 W. Fayette St.

Utica

Ted Matheson (FID)
109 Clinton Pl.

Yonkers

Commodore Record Co., Inc.
(CA-CD-GEN-JZ-TML-UN)
289 Nepperhan Ave.

NORTH CAROLINA

Asheville

Associated Distributors,
Inc. (TEM)
Drawer 2149 Distributors
Row
Sweeten Creek Rd.

Charlotte

Allison-Erwin Co. (MGM)
209 E. 5th St.
Associated Distributors,
Inc. (TEM)
310 E. Palmer St.
Box 174 (Mail)
Capitol Records Distribut-
ing Co., Inc. (CA)
604 W. Morehead St.
Decca Distributing Corp.
(BR-CD-D-FFRR-PAR)
1928 Camden Rd.
General Electric Supply
Corp. (SI)
421 Penman St.
King Record Distributing
Co. (KGO)
819 W. Morehead St.
Mills Distributing Co.
(MRG)
423 S. Tryon St.
The Oriole Corp. (E-MA-
MER-NA)
232 N. College St.
Southern Appliances, Inc.
(MJ)
517 E. Trade St.
P. O. Box 2096
Southern Bearings & Parts
Co. (CO-OK)
315 N. College St.
Southern Radio Corp. (V)
1201 W. Morehead St.
Williams & Shelton
(DE-FS-M-SO)
420 S. Tryon St.

Fayetteville

F & F Enterprises (PIC-
UVI-AP)
Box 129
The Vending Machine Co.
(EA)
207 Franklin St.

Hendersonville

Dalton Amusements (RRA)
Skyline Hotel Bldg.
Douglas Dalton Amuse-
ments (TRT)
Skyland Hotel

Kinston

George G. Boney Co. (RRA)
1104 N. Queen St.

Monroe

Bullet Record Sales (BU)
303 Lancaster St.
Record Sales (TR-BT)
303 Lancaster Ave.

Raleigh

Nash-Steele-Warren, Inc.
(MRG)
615 W. Hargett St.
Pioneer Record Co. (ALD-
CLE)
422 S. McDowell St.

NORTH DAKOTA

Fargo

Larson Co. (CO-OK)
806-810 N. P. Ave.

OHIO

Akron

General Electric Supply
Corp. (SI)
215 W. Bowery St.
Master Distributors, Inc.
(VO)
258 Kenmore Blvd.

Ashtabula

Marty Licklider (FID)
c/o Radio Station WIOA

Canton

General Electric Supply
Corp. (SI)
123-5 8th St.

Cincinnati

The Bimel Co. (MGM)
2600 Colerain Ave.
Capitol Records Distribut-
ing Co. (CA)
815 Sycamore St.
Chambers Radio Supply Co.
(MRG)
1169 Central Pkwy.
Commercial Music, Inc.
(E-MO)
425 Plum St.
Decca Distributing Corp.
(BR-CD-D-PAR-FFRR)
415 Plum St.
F & N Distributing Co.
(BU)
132 W. 5th St.
General Electric Supply
Corp. (SI)
215 W. 3rd St.
Halper's (COW-KGO-RR-
MOM)
132 W. 5th St.
Handy Music Shop (VI-CO-
D-MJ-CA-AP-MER-
MGM-KGO-Q-BAN-STE-
BEN)
3506 Reading Rd.
Kelley-Souther, Inc. (MJ)
49 Central Ave.
King Record Distributing
Co. (KGO)
1540 Brewster Ave.
Klayman's Distributing Co.
(ATT-DOW-GT-HU-MIL-
NA-PL-RR-STE-MILT-
FOT-SAR-MRR-KF-STL-
UVI-VC)
521 W. 6th St.
Ohio Appliances, Inc. (V)
659 E. 6th St.
Radio Artist Records
(RRA)
811 Race St.
Sanders & Co. (AAR-DIX)
Temple Bar Bldg.
Tri-State Distributing
Corp. (CO)
8th and Broadway

Cleveland

Allied Music Sales Co.
(BI-COS-ENT-K-MAY-
MER-NA-STI-STIA-SE)
2610 E. 9th St.
The Arnold Wholesale Corp.
(MGM)
5209 Detroit Ave.
J. C. Boylan Co. (ALD)
Capitol Records Distribut-
ing Co., Inc.
104 St. Clair Ave., N.W.
Carlisle Strong & Ham-
mond Co. (CO-OK)
1392 W. 3rd St.
Cleveland Distributing Co.
(CO)
2323 E. 87th St.
Cleveland Radioelectric,
Inc. (V)
2905 Chester Ave.
Continental Record Dis-
tributing Co.
(CN-CS-WE)
626 Huron Rd.
Carl W. Ertman (CA)
Decca Distributing Corp.
(BR-CD-D-FFRR-PAR)
746 W. Superior St.
Elliott & Evans, Inc. (MJ)
4800 Prospect Ave.
F. & M. Record Dist. (AP)
7026 Lexington Ave.
General Electric Supply
Corp. (SI)
4958 Woodland Ave.
Grossman Music Co. (SO)
210 Prospect Ave.
W. E. Harvey Co., Inc.
(BLW-CHO-DE-DS-ENT-
HK-M-LD-MIR-SA-SNR-
TO-UVI-VX)
1312 Ontario St.
Kindred Arts, Inc.
(AMN-INT-T)
2119 Prospect Ave.
The M & H Co. (MRG)
5200 Prospect Ave.
Pan American Record Dis-
tributors (ALD-ATT-LF-
DOW-E-MO-NA-PAM-
SPE-VC-VX)
633 Huron Rd.
Standard Paper Co. (SO)
464 N. Park St.

Columbus

Callander-Lane Co.
(CO-OK)
82 N. Grand St.

General Electric Supply
Corp. (SI)
146 N. 3d St.

Ohio Appliances, Inc. (V)
243 N. 4th St.

The Sackett Electric Corp.
(MJ)
97-101 N. Fourth St.

Dayton

General Electric Supply
Corp. (SI)
601 E. 3d St.

Moore Equipment Co.
(MRG)
226 W. 3d St.

Ohio Appliance (V)
430 Lea St.

The Otterbein Press (SAR)
230 W. 5th St.

Findlay

Modern Melody Center
(ED)

Marietta

Associated Distributors,
Inc. (AAR-DIX)
213 1/2 2d St.

Associated Distributors
(OE)
522 1/2 3d St.

Associated Distributing,
Inc. (FS)

New First National Bank
Bldg.

R & S Sales (BU)
3rd and Butler Sts.

Marion

Allen D. McGehee (PL)
c/o Dan Hentze
308 Willow St.

Patriot

Chester Rice (FID)

Springfield

Becker Novelty Co.
97 Dwight St.

Toledo

Allied Music Sales Co., Inc.
(BI-COS-ENT-K-MAY-
MER-NA-SE-STI-STIA)

314 Monroe Ave.
Buhl & Sons Co. (CO)
1001 Monroe St.

Decca Dist. Corp. (E-PA-
OD-FFRR-XD-CD-BR)
1945 N. 12th St.

General Electric Supply
Corp. (SI)
28 N. St. Clair St.

Philco Distributors, Inc.,
Toledo Div. (CO-OK)
1034 Grand Ave.

Shank Cobley, Inc. (TEM)
1017 Madison Ave.

Toledo Merchandise Co.
(MJ)
31-35 S. Superior St.

Vienna

Trumbull Record Sales
(CMC)

Worthington

Allen D. McGehee (PIL)
5671 Indianola Ave.

Youngstown

General Electric Supply
Corp. (SI)
265 W. Rayen Ave.

OKLAHOMA

Oklahoma City

Blue Bonnet Music Co.
(E-NA)

1317 N. Broadway

Capitol Records Distribut-
ing Co., Inc. (CA)

14 W. California St.

Decca Distributing Corp.
(BR-CD-D-FFRR-PAR)
710 N. W. 2d St.

Dulaney's (BLU-V)
825 N. W. 2d St.

General Electric Supply
Corp. (SI)
127 E. California St.

Hales-Mullaly Co.
(G-HK-MO-MJ)

3110 N. Walker
1-7 N. E. Sixth St.

Hit Records, Inc. (AP-E)
21 W. Maine

King Record Distributing
Co. (KGO)
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will be at the
CMJ CONVENTION
to greet you

ALADDIN RECORDS

BULLET RECORDS

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labels . . .

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January 24, 1948



Greetings to all C.M.I. members
and a cordial invitation to mingle
and juggle or sip and listen at
the CONGRESS.. Suite 542
during convention.
Dick Bradley

TOWER RECORDS

OPS...

You'll Ride High in '48 with the Big Juke Box Money-Makers on DeLuxe Records

Know-how makes the difference! Some artists are "naturals" for the juke box trade . . . some tunes have that certain something that clicks via the nation's music machines. De Luxe, one of the oldest independent record labels, has the experience and know-how to combine these basic factors for top juke box profits. You can count on De Luxe for a steady flow of the records that will keep the nickels rolling down the coin chutes.

Get acquainted with DeLuxe and watch your juke box take zoom to new highs in '48!

These are your **DE LUXE** Artists—

AIRLANE TRIO
 BETTY REILLY
 EMIL COLEMAN
 ROY BROWN
 SOUTHERN JUBILEE QUARTET
 PAUL CAYTEN & TRIO
 ANNIE LAURIE
 TED MARTIN
 RUTH WALLIS
 SYLVIA SYMS
 TEX GRANDE
 JOE HOWARD
 CHAIM TOWBER
 ANNIE LUBIN
 JENNIE GOLDSTEIN
 ENZO DI MOLA
 CE CE KAY
 BORRAH MINEVITCH & HIS
 HARMONICA RASCALS

... and this is the line—complete for every type of location—

POPS
 JAZZ
 RHUMBAS
 STANDARDS
 WESTERNS
 SPIRITUALS
 JUVENILES
 EDUCATIONALS
 BLUES
 JUMPS
 SWINGBILLIES
 FOREIGN NOVELTIES
 (Jewish)
 (Italian)
 POLKAS

Remember these De Luxe Juke Box Hits of '47

1092 Red Head Va-Zap-Pa
 1068 Heartaches If I Had My Life To Live Over
 1082 Since I Fell for You Love That Man of Mine
 1121 The Best Things in Life Are Free
 Don't Bring Your Blues To Me
 1093 Good Rockin's Tonight
 Lolly-Pop Mama

1070 The Freckle Song
 I Wonder, I Wonder,
 I Wonder
 1089 Johnny Had a Yo Yo
 Your Daddy Was a Soldier
 1021 Shame on You
 Some Day

These are the current De Luxe winners... coining BIG CASH in Music Machines right now!

1128 Mighty-Mighty Man
 Miss Fanny Brown

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 LINDEN, N. J.

Leo Maxwell Co. (MGM)
 810 N. W. 4th St.
 Miller-Jackson Co.
 (CO-OK)
 111-115 E. California Ave.
 Oklahoma Music Co. (UVI)
 1 S. Western
 Volunteer Music Sales (BU)
 119 S. Walker St.
 Volunteer Sales Co. (MER)
 1 S. Western

Tulsa
 General Electric Supply
 Corp. (SI)
 14-18 N. Guthrie St.
 Tom P. McDermott, Inc.
 (BLW)
 1400 South Boston

OREGON

Portland
 Appliance Wholesalers
 (CO-OK)
 700 N. W. 14th Ave.
 Bader & Fox Distributing
 Co. (PIL)
 625 N.W. Couch St.
 Bargelt Supply Co. (BT-ENT-TR-UVI)
 1131 S. W. Washington St.
 Capitol Records Distribut-
 ing Co., Inc. (CA)
 2661 N. W. Upehur St.
 Dallas Turner (FID)
 c/o Radio Station KALE
 Decca Distributing Corp.
 (BR-CD-D-FFRR-PAR)
 926 N. E. 1st St.
 General Electric Supply
 Corp.
 300 N. W. 14th St.
 Harper-Megge, Inc. (V)
 N. W. 15th & Irving Sts.
 Household Distributing
 (DS-SO-VX)
 1233 N. W. 12th Ave.
 Huletz Electric Co. (M)
 1132 N. W. Gilsan St.
 Lou Johnson Co. (TEM)
 422 N. W. 8th Ave.
 North Pacific Supply Co.,
 Inc. (MJ)
 1218 N. W. Gilsau
 M. S. Wolf Dist. Co. (COS)
 427 S. W. 13th Ave.

PENNSYLVANIA

Allentown
 Allentown Record Co., Inc.
 (ALL)
 10th and Walnut Sts.
 Bell-Clark & Co. (MRG)
 14th and Gordon Sts.
 General Electric Supply
 Corp. (SI)
 1249 Liberty St.

Altoona
 Radio & Motor Service Co.
 (MRG)
 800-802 Chestnut Ave.

Easton
 Robert Henson Distributors
 155 Northampton St.

Erie
 General Electric Supply
 Corp. (SI)
 2005 State St.

Frackville
 Francis La Potta (FID)
 328 S. Middle St.
 Process Record Co. (PR)
 19 Pennell St.

Franklin
 Process Record Co. (PR)
 19 Pennell St.
 Box 569

Harrisburg
 D & H Distributing Co.
 (V)
 311 S. Cameron St.
 J & G Distributing Co.
 (COW)
 120 S. 2d St.
 C. A. Markley Elec. Co.
 (BLW)
 314 Chestnut St.
 Motor Parts Co. (CO-OK)
 145-157 S. Cameron St.

Johnstown
 General Electric Supply
 Corp. (SI)
 80 Hickory St.

Kingston
 Motor Parts Co. (CO-OK)
 245-49 Market St.

Lancaster
 Eshelman Supply Co.
 (TEM)
 110-114 N. Water St.

Philadelphia
 Apollo Records, Inc. (AP)
 1639-41 Vine St.
 Capitol Records Distribut-
 ing Co., Inc. (CA)
 825 Walnut St.
 Ballen Record Co. (FL-LF)
 1515 W. Jefferson
 Decca Records Distributing
 Co.
 (BR-CD-D-PAR-FFRR)
 1427 Vine St.
 Ebony Music Distributor
 (MIR)
 203 N. 54th St.
 Everybody's Supply Corp
 (MRG)
 810 Arch St.
 Franklin Electric Co. (SO)
 529-31 Arch St.
 General Electric Supply
 Corp. (SI)
 429 N. 7th St.
 The Harrington Co. (TI)
 4903 Girard Ave.
 Kayler Co. (AST-LD-M-
 S-VX-BAN-LO-SEC)
 131 S. 24th
 Krantzy Record & Radio
 (SNN)
 2109-11 7th St.
 Lesco Distributors (ATO-
 PLD)
 2601 Medary Ave.
 Marvel (ADV-STAR-ATT)
 1622 Fairmount Ave.
 Motor Parts Co. (CO-OK)
 1229 N. Broad St.
 Penn. Record Supply Co.
 (BI-DS-PIC-SAR)
 1224 Arch St.
 J. J. Pocock, Inc. (MJ)
 1920 Chestnut St.
 James H. Podolny (PIL)
 5844 Beacon St.
 Radio Broadcasting Co.
 (SR)
 Inquirer Bldg.
 David Rosen Co. (ALD-
 AMNATT-BU-CE-AP-
 OHO-CLE-DE-DOW-E-
 FS-HK-INT-JA-KMA-
 MER-MO-MRG-NA-
 RT-RV-SPE-SNR-
 T20P-UVI-VC)
 855 N. Broad St.
 Raymond Rosen & Co. (V)
 2121 Market St.
 Scott-Crosse Co. (AL-BEN-
 CAS-DV-ENT-MAY-
 NA-SA-TEM)
 1423 Spring Garden St.
 H. Royer Smith Co. (BOR-
 OON-CRS-G)
 10th and Walnut Sts.
 Stano Bros. (CRS)
 2201 S. 15th St.
 Tara Irish Records, Inc.
 (TI)
 4903 Girard Ave.
 Tempo Atlantic, Inc.
 (TEM)
 18 W. Chelton Ave.
 Trilling & Montague
 (MGM)
 Walnut St. at 24th

Pittsburgh
 American Coin-A-Matic
 Machine Co. (COS-EA-
 ENT-ES-MO-MST)
 1435-37 5th Ave.
 Capitol Records Distribut-
 ing Co. (CA)
 1007 Forbes St.
 Decca Distributing Corp.
 (BR-CD-D-FFRR-PAR)
 925 Liberty Ave.
 General Electric Supply
 Corp. (SI)
 420 Duquesne Way
 Gusky Bros. (PL)
 401 Penn Ave.
 Hamburg Bros. (V)
 305 Penn Ave.
 Ludwig Hommel & Co.
 (CO-OK)
 600-602 2d Ave.
 J. E. Miller Co. (MJ)
 80 28th St.
 Nationality Records Co. (Z)
 244 Blvd. of Allies
 Penn Midland Supplies
 (VX-E-AP-TEM-M)
 2211 Fifth Ave.
 Lou Sowa Record Co. (ATT)
 209 Barbeau St.
 L. H. Smith, Inc. (SO)
 8 Eighth St.
 Standard Distributing Co.
 (DE-DS-K-S-SE-TR)
 1729 5th Ave.
 Star Title Strip Co., Inc.
 (BLW)
 P. O. Box 6125
 Sterling Record Co. (MA-
 20P)
 209 Barbeau St.
 Superior Distributing Co.
 (MRG)
 6124 Liberty Ave.

January 24, 1948

Triangle Record Distributors
(ALD-CHO-CLE-GRE-RAN-MER-PIG-UVI-VO)
1901 5th Ave.
Merle H. Weiss Distributing Co. (ENT-AMB-TEM-SUD)
51-53 Chatham St.
J. A. Williams Co. (MGM)
401 Amberson Ave.

Reading

George D. Barbey Co. (SO)
432 Walnut St.
General Electric Supply Corp. (SI)
145 S. 8th St.

Scranton

Capitol Records Distributing Co., Inc.
411 Mulberry St.
Decca Distributing Corp. (BR-CD-D-PAR-FFRR)
1129 Wyoming Ave.
General Electric Supply Corp. (SI)
204 Monroe Ave.

Wilkes-Barre

General Electric Supply Corp. (SI)
85-97 E. Union St.

RHODE ISLAND

Greenwich

Greenwich Electric Co. (MJ)
247-249 Main St.

Newport

John E. C. Merker (BL)
Axelrod-Music, Inc.
121 Bellevue Ave.

Providence

Axelrod Music (CRS)
45 Snow St.
Decca Distributing Corp. (BR-CD-D-FFRR-PAR)
23 Broad St.
Eagle Sales Corp. (MJ)
743-745 N. Main St.
Eddy & Company, Inc. (V)
43 Hospital St.
General Electric Supply Corp. (SI)
267 Harris St.

R. U. Lynch, Inc. (CO-OK)
9 Federal St.
Milhender Distributing Co. (SO)
887 Charles St.
Monitor Distributing Co. (BLW)
152 Warren Ave.
Neville Winkler Co. (EA)
361 Elmgrove Ave.

SOUTH CAROLINA

Charleston

Butt's Electrical Supply Co. (TEM)
480 E. Bay St.
Gas Engine & Electric Co. (NA)
280 Meeting St.

Columbia

Electrical Appliance & Supply Co. (TEM-TT)
2033 Gervais St.
Monitor Home Appliances of South Carolina (BLW)
1323 Lady St.
J. W. Tompkins (AT)
237 S. Edisto Ave.

Greenville

Arthur Rixon & Son (EA-DS-PIL)
209 W. Washington

Spartanburg

James Davis (CAS)
200 Main St.

SOUTH DAKOTA

Mitchell

Automotive Supply Co. (MJ)

Rapid City

The Wallahan Co. (MJ)
1815 W. St. Joe St.

TENNESSEE

Bristol

James C. Wilson (PIL)
604 Georgia Ave.
Wilson Bros. (PIL)
P.O. Box 202

ART LUND

CURRENT RELEASE:

"Love Is So Terrific"
AND
"But Beautiful"

#10126

M-G-M RECORDS

Personal Management: **FREDDY GOODMAN**

WM. MORRIS AGENCY

**For TOP JUKE BOX TAKE ...
For BIGGER RETAIL PROFITS**

HOT JAZZ, SWING and BE BOP RECORDS

by

**JAMES P. JOHNSON SARAH VAUGHAN
REX STEWART EARL HINES
BARNEY BIGARD JOHNNY HODGES
PEE WEE RUSSELL**

and others on the great

HRS LABEL

10" ... 35c TRADE PRICE PLUS TAX
RETAIL PRICE, 75c PLUS TAX
... FULL RETURN PRIVILEGE

**The HRS label is manufactured and
distributed exclusively by**

**EMPIRE RECORD
CORPORATION**

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Order Now for Prompt Delivery—Tel. SACRAMENTO 2-9171



★ **U-82 "PETRILLO BLUES"**

An Original by Bob Carter

"Don't Believe Nobody But Me"

MANY OTHER RELEASES TO FOLLOW

Management

ASSOCIATED BOOKING CORP.

Thank You OPERATORS!

...for your wonderful cooperation and understanding support.

Visit Us AT BOOTH # 174
**HOTEL SHERMAN
Chicago**

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EXECUTIVE OFFICES: 342 MADISON AVE., NEW YORK CITY

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THE Starlighters

Featured on ★



**CHESTERFIELD
SUPPER CLUB**
NBC Tues.-Thurs.

**JACK CARSON
Sealtest Show**
NBC—Thursday

Capitol RECORDS.

Current Release #480
"TOO FAT POLKA"
"YOUR RED WAGON"

Personal
Management
HERB MONTEI

Direction
GAC GENERAL ARTISTS
CORPORATION

Chattanooga

Allied Appliance Distributors of Chattanooga, Inc. (MJ)
600 Cherokee Blvd.
General Electric Supply Corp. (SI)
112-114-116 W. 13th St.
Radio Sales Corp. (TEM)
401 Broad St.

Johnson City

Rich-R-Tone Record Co. (RRT)
415 W. Pine St.

Knoxville

Allied Appliance Distributors of Knoxville, Inc. (MJ)
2451 N. Broadway
Bomar Appliance Co. (MRG-TEM)
520 Western Ave.
Bondurant Bros. Co. (CO-OK)
400 W. Main Ave.
General Electric Supply Corp. (SI)
708 N. Broadway
G. M. McClung & Co., Inc. (BI-V)
501-9 W. Jackson Ave.
Valley Appliances, Inc. (SO)
118 W. Jackson Ave.

Memphis

Adair Appliance Co. (MER)
664 Union Ave.
Allied Appliance Dist. of Memphis (G-MJ)
713 Linden Ave.
Norman Brown (MRG)
160 Union St.
Capitol Records Distributing Co., Inc. (CA)
1088 Union Ave.
Decca Distributing Corp. (BR-CD-D-FFRR-PAR)
632 Madison Ave.
General Electric Supply Corp. (SI)
500 S. Front St.
McGregor's, Inc. (V)
1071 Union Ave.
Music Sales Co. (ALD-ATT-BU-CLE-COA-COS-DE-DOW-E-ENT-FS-LD-MA-MIR-MO-NA-PAC-SPE-UVI-VC-THM)
680 Union Ave.
Shobe, Inc. (MGM-SO)
1117 Union Ave.
Stratton Warren Hardware Co. (M)
Carolina Ave. and Florida St.
Tanner Radio & Electronic Supply (BLW)
1012 Union
Woodson & Bozeman, Inc. (CO-OK)
482 Union Ave.

Nashville

Allied Appliance Distributors of Nashville, Inc. (MJ)
216 10th Ave., S.
General Electric Supply Corp. (SI)
128 6th St., S.
Nashville Record Sales (RRA)
331 Union St.
Radio & Appliance Corp. (MRG-TEM)
4 Cummins Station
Frank Swartz Sales Co. (EA)
117 3d Avenue
Tenn. Music Sales (BI-BU-JA-MER)
220 Woodland
Volunteer Music Sales Co. (BU)
2320 12th Ave., S.

TEXAS

Abilene

General Electric Supply Corp. (SI)
190 Locust St.

Amarillo

Amarillo Hardware Co. (MJ)
600 Grant St.
General Electric Supply Corp. (SI)
701-711 5th Ave.
Time Records (TMA)
1304 W. 8th St.

Austin

Alexander J. Lassberg (PIL)
The Texport Co.
304 E. 5th St.

Beaumont

General Electric Supply Corp. (SI)

Dalhart

Allender's Record Distr. (TMD)
Box 1231
Midwest Recording Co. (TMD)

Dallas

Acme Distributing Co. (BLW)
2535 Elm St.
Adelta Co. (V)
1900 Cedar Spring
Black & White Record Distributing (BLW)
2713 Elm St.
Blue Bonnet Music Co. (ALD-AP-ATT-CLE-COS-DOW-E-ENT-ES-MA-MO-NA-MST-SPE)
3235 Ross Ave.
Capitol Records Distributing Co., Inc. (CA)
1505 Young St.
Dansby-Baker, Inc. (CN-CS-WE)
1209 S. Akarb
Decca Distributing Corp. (BR-CD-D-FFRR-PAR)
508 Park Ave.
Dobbs-Skinner (BI-BL-BT-DOW-EA-HK-MER-MRG-PAC-PTY-SO-SPE-STI-STIA-TR-UVI-VC)
2624 Elm St.
General Electric Supply Corp. (SI)
1811 N. Lamar St.
K & M (BU-RAN)
2821 McKinney Ave.
King Record Distributing Co. (KGO)
911 Camp St.
Lone Star Publishing & Recording Co. (LS)
2210 Pacific Ave.
Louise Record Shop (AT)
3111 Oakland St.
Radio City Distributing Co. (MGM)
720 S. Austin St.
Rogers Leche & Merchant, Inc. (MJ)
301 N. Market St.
Southwestern Co., Inc. (CO-OK)
1719 N. Harwood St.
Standard Music of Dallas (DE-E-MO)
2034 Commercial St.
Howard Sutton (M)
610 Rockwood St.
The Texport Co. (PIL)
716 Havendon Circle
Tanner Distributing Co. (COA-COS)
2630 Harwood

El Paso

Diehl & Lehman Appliance Distributing Co. (M-SO)
1409 Texas St.
General Electric Supply Corp. (SI)
817 Texas St.
M. B. Krupp (ALD-BLW-CLE-DOW-E-FS-MO-NA-SPE)
506 N. Kansas St.
Albert Mathias & Co. (CO-OK)
113 S. Mesa
Midland Specialty Co. (V)
427 W. San Antonio
Sunland Supply Co. (ATT-BI-BT-COA-DE-DS-E-ENT-G-K-MA-VX-MER-NA-SNN-TR)
120 Durango St.

Frackville

Francis LaPotta (FID)
329 South Middle St.

Fort Worth

General Electric Supply Corp. (SI)
409 Jones St.

Houston

Atlas Radio & Record Co. (AT-BT-TR)
2650 Lyons St.
Automatic Distributing Corp. (MGM)
100 Jackson St.

Covington Distributing Co.
(CO)
Hamilton and Canal St.
Crowe-Martin Distributing
Co. (ALD-BI-CLE-DOW-
ENT-MA-MER-MIR-SPE-
STI-STIA-UVI-VX)
1619 LaBranch
Crumpacker-Covington Co.
(CO-OK-TEM)
1200 National St.
Decca Distributing Corp.
(BR-CD-D-FFRR-PAR)
1212 Franklin Ave.
Electrical Equipment, Inc.
(MJ)
1680 Ingeborg St.
Eddie's Record Distribut-
ing Co. (AL-AP-ATT-
BT-AP-MILT-FOT-SAR-
MIL-BLW-MRR-KF-STL-
TR)
2818 Dowling St.
General Electric Supply
Corp. (SI)
1312 Live Oak St.
801 Main Ave.
Macy Distributing Co.
(E-M)
1913 Leeland Ave.
Moore Bros. Co., Inc.
(MRG)
3401 Milam St.
F. A. Presley (ED)
816 Grey Ave.
Roberts Nicholson Co.
(COS-DS-MST)
1201 Commerce Ave.
Royal Distributing Co. (M)
2211 Commerce St.
South Coast Amusement
Co. (COU-DI-EA-FS-G-
HK)
314 E. 1st St.
Standard Music Distribut-
ing (DE-E-MO-NA-PAC)
1913 Leeland Ave.
Stephensen Film Co. (COS)
814 Gray Ave.
Straus-Frank Co. (V)
4000 Leeland
Texas Farm Supply Co.
(SO)
316 Louisiana St.
Vogue Texas Corp. (VO)
4607 Montrose Blvd.

Lubbock

Durward Stephenson (AE)
1806 15th St.

San Antonio

Crowe-Martin Distributing
Co. (ALD-BI-CLE-DOW-
ENT-MA-MER-MIR-SPE-
STI-STIA)
1228 E. Commerce
Decca Distributing Corp.
(BR-CD-D-FFRR-PAR)
512 5th Ave.

Gala Distributing Co.
(DE-T)
121 Navarro St.
General Electric Supply
Corp. (SI)
1801 Broadway
Henry R. Gilsdorf (BLW)
2027 W. Woodlawn
Krisch-Delavan Co. (MRG)
Monarch Radio & Appli-
ance Co. (MJ)
211 W. Market St.
Southern Equipment Co.
(CO-OK)
210 W. Commerce St.
Southern Music Co.
(CN-CS-SO-WE)
830 E. Houston St.
Standard Music Distribu-
tors (EA-MO)
510 7th St.
Straus-Frank Co. (V)
301 S. Flores St.
R. Warncke & Co. (ATT-BT-
FS-TR)
121 Navarro St.

Waco

General Electric Supply
Corp. (SI)
207-209 S. 4th St.

UTAH

Salt Lake City

Arnsperger & Ostler, Inc.
(MJ)
276 W. First St.
Flint Distributing Co.
(CO-OK)
316 W. 2d St.
Glenn Earl, Inc. (V)
157 W. 2d St.
General Electric Supply
Corp. (SI)
310 W. 2d S. St.
Mountain States Dist. (BI)
622 S. State St.
Mountain States Distrib-
utors (MER)
622 S. State St.
Radio Supply Co. (ENT)
45 E. 4th S.
S. R. Ross (M-SO)
Salt Lake Hardware Co.
(MGM)
Standard Supply Co.
(COA-COS)
531 S. Gate St.
Steward Distributing Co.
(BLW)
34 Richards St.

VERMONT

Burlington

Vermont Hardware Co.
(CO-OK)

Proven Money Maker!



**SPADE
GOOLEY**

*King of Western Swing
and his Great String Orchestra*

RCA VICTOR RECORDS

Watch For:

"Oklahoma Waltz"

"Fickle Woman"

"Big Chief Boogie"

"Down at the Coo-Coo House"

Exclusive Management: CONTINENTAL ARTISTS CORP.

OPERATORS: I'll Be Seeing You at the CMI Show

Have a few new records that will make the nickels flow.

I'LL HAVE THIS NATURAL:

**"THOSE WEDDING BELLS ARE BREAKING
UP THAT OLD GANG OF MINE"**

AS WELL AS

"I'M MY OWN GRANDPA"

BACKED BY

"SAME OLD LOVELIGHT IN YOUR EYES"

-LARRY VINCENT

We Have Distributors From Coast to Coast!
Write for Catalog of Our Specialty Numbers

**PEARL
RECORDS**

ROUTE 1, BOX 229

COVINGTON, KY.

DEL COURTNEY

and his orchestra

on

VITA acoustic RECORDS

a sharp hit
to be currently released

"DREAM PEDDLER"

"Do You Believe in
Lovin', Honey"



AN AMPLE SUPPLY OF STANDARDS AND ORIGINALS
TO FOLLOW

CURRENTLY
PALACE HOTEL, San Francisco
OPENING FEBRUARY 24TH
ARAGON BALLROOM, Chicago
WGN-MUTUAL Network

WILLIAM MORRIS AGENCY

"THEY ALL RECORDED TO BEAT THE BAN"

(All About Little Caesar)

ON DAMON RECORDS

By the Famous Team
JON and SANDRA STEELE

The ONE and ONLY Authorized Recording
THE HOTTEST MONEY GETTER IN AMERICA

Backed by Another Top ASCAP Tune

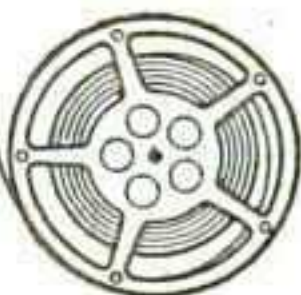
"MY HAPPINESS"

THE RUSH IS ON! ORDER NOW!



Damon
Recording
Studios

Inc.



VICTOR 2585
1221 BALTIMORE AVENUE
KANSAS CITY 6, MISSOURI

St. Albans
Cliff Japhet (FID)
Care Radio Station WWSE

VIRGINIA

Norfolk
General Electric Supply
Corp. (SI)
267 Bank St.
Nor-Rich Distributors, Inc.
(MJ)
218 W. Bute St.

Richmond
Allen Distributing Co.
(AL-BT-MILT-FOT-SAR-
MIL-MRR-KF-STI-BU-
DOW-HAV-MO-RO-PL-
SA-SPE-SNR-TR-UVI)
17 W. Main
Commonwealth Sales Corp.
(TEM)
1601 Summit Ave.
Benjamin T. Crump Co.,
Inc. (CO-OK)
1310-34 E. Franklin St.
Decca Distributing Corp.
(BR-CD-D-FFRR-PAR)
5th and Cary Sts.
Dixie Record Suppliers,
Inc. (BI-DS-LD-VX-AP-
M-MAY-STI-STIA-VC)
781 W. Cary St.
Radio Supply Co. (MGM)
8302 W. Broad St.
Wertz Music Supply Co.
(ENT)
319 W. Broad St.
Wyatt-Cornick, Inc. (V)
Grace at 14th St.

Roanoke
General Electric Supply
Norfolk Ave., S. W.
General Electric Supply
401 E. Canal St.
Goldberg Co., Inc. (SO)
425 3d St., S. E.
5 N. 13th St.

WASHINGTON

Seattle
C & C Distributing Co.
(DOW-E-FS-LD-AP-
MER-MO-MST-NA-SPE)
902 Fourth Ave.

Capitol Records (CA)
2234 1st St.
Decca Distributing Corp.
(BR-CD-D-FFRR-PAR)
3131 Western Ave.
Distributors, Inc. (ENT)
2118 4th Ave.
Juanita Femling (TEM)
110 N. 50th St.
General Electric Supply
1212 1st Ave., S.
Harper-Meggee, Inc. (V)
960 Republican St.
Ernie Lewis (TR-BT)
1027 King St.
Erni Lewis Enterprise (PAC)
1027 King St.
Love Electric Co.
(BEH-BLW-CN-CS-HK)
North Pacific Supply Co.
(MJ)
201 Westlake, N.
Northwest Record (ALD)
715 E. Pike
Radio Specialties Co. (KI)
408 Broadway, N.
Radio Television & Appli-
ance, Inc., of Wash.
(CO-M-OK)
510 Westlake Ave., N.
Seattle Hardware Co.
(MGM)
501 1st Ave., S.
Starwich Co. (ALD)
Totem Freelancers Asso-
ciated (VO-SE-HR)
504 Fisher Studio Bldg.
M. S. Wolf Dist. Co.
Herb E. Zobrist
AST-AT-BI-JA-M-SO-
STIA)
2125 Westlake Ave.
Vogue Pacific Distributing
(UVI)
504 Fisher Studio Bldg.
South Bend
Heath & Cearns (V-CO-D)
1016 W. Water St.
Spokane
Columbia Elec. & Mfg. Co.
(CO-OK)
123 S. Wall St.
General Electric Supply
122 Monroe St., S.
Love Electric Co. (BLW)
South 121 Monroe

FIRST 2 BIG HITS IN '48

Both on one record

SABRE
DANCE
and
TURNPIKE
(SUNDAY PICNIC)
POLKA

By the
Don Henry Harmonica Trio
On
REGENT RECORD NO. 111



A million thanks to op-
erators, dealers and disk
jockeys for your wonder-
ful response!

Order now from your nearest distributor.

REGENT RECORDS

1184 Elizabeth Ave.

Elizabeth, N. J.

Prudential Distributors
(MJ)
8. 151 Stevens St.

Tacoma
General Electric Supply
2316 S. "A" St.
Mason Sales Co. (EA)
2712 N. Cedar St.

WEST VIRGINIA

Charleston
Charleston Electrical Supply Co. (CO-OK)
914 Kanawha St.
International Record Service (TR-BT)
828 Greendale Dr.
R. H. Kyle (BI-MER)
1354 Hansford St.
Moore & Layne Appliance (SAR)
305 Summers St.

Clarksburg
White & Frederick Co. (VO)
S. Chestnut & Frederick

Davis
Cozy Records (CZY)
112 Henry Ave.

Huntington
Modern Distributors, Inc. (MJ)
1540 Fourth Ave.
Van Zandt Supply Co. (V)
1123 4th Ave.

Logan
Mutual Distributing Co. (COA)

South Charleston
Wm. C. Bockway (AT)
1005 E. Village Dr.
Chemcity Radio & Electric Co. (SO)
1225 E. Washington St.

Wheeling
General Electric Supply
1422 Main St.

WISCONSIN

Appleton
General Electric Supply
116 W. Harris St.

Green Bay
M. & M. Distributing Co. (AP)
529 S. Mohroe

La Crosse
General Electric Supply Corp. (SI)
22 Pearl St.

Marshfield
Irving Siegel (SR)
201 N. Central Ave.

Milwaukee
Capitol Records Distributing Co., Inc. (CA)
1434 N. Farwell Ave.
Clark Supply Co. (SO)
8707 N. Richards St.
Cudahy Recording Co. (CHO)
2450 N. Terrace Ave.
Decca Distributing Corp. (BR-CD-D-FFRR-PAR)
511 E. Clybourne St.
General Electric Supply
190 N. Broadway
Mercury Record Distributing, Inc. (MER)
534 N. 9th St.
Moe Brothers Milwaukee Co. (MJ)
1119 N. Water St.
Radio Specialty Co. (CO-OK)
829 N. Broadway
Rhapsody Distributing Co. (ATT-HR)
1705 W. Clybourne
Taylor Electric Co. (V)
112 N. Broadway
Wisconsin Vogue Distributing Co. (VO)
521 N. 16th St.

Wisconsin Rapids
Melody Nook (SR)
170 1st St., N.

WYOMING

Cheyenne
Chief Appliance Corp. (TEM)
1215 W. Lincoln Way

**AMERICA'S NEW and DIFFERENT
TORRID SINGING STYLIST**

For '48.



Her unusual style and clever lyrics have been praised in "Billboard" . . . hailed in "Cash Box." All agree she'll hatch profits galore for coin operators and retailers alike.

DISTRIBUTORS NOTE:

Leading distributors in many territories are finding the Super Discs line a sure source of extra volume. But some choice territories are still available. Write, wire or phone to Super Discs, Irvin Feld, Sales Manager, 3623 Twelfth Street, N. E., Washington, D. C. Phone: DuPont 0213.

STOCK UP NOW ON THESE
NEW SUPER DISC RELEASES BY

**VIOLA
WATKINS**

Super Disc No. 1052
**"TONIGHT YOU BELONG
TO ME"**

backed by **"HEY, STOP KISSIN'
MY SISTER"**

SUPER DISC NO. 1047

**"YOU'RE IN LOVE WITH
EVERYONE"** backed by
**"IT'S RIGHT HERE FOR
YOU"**



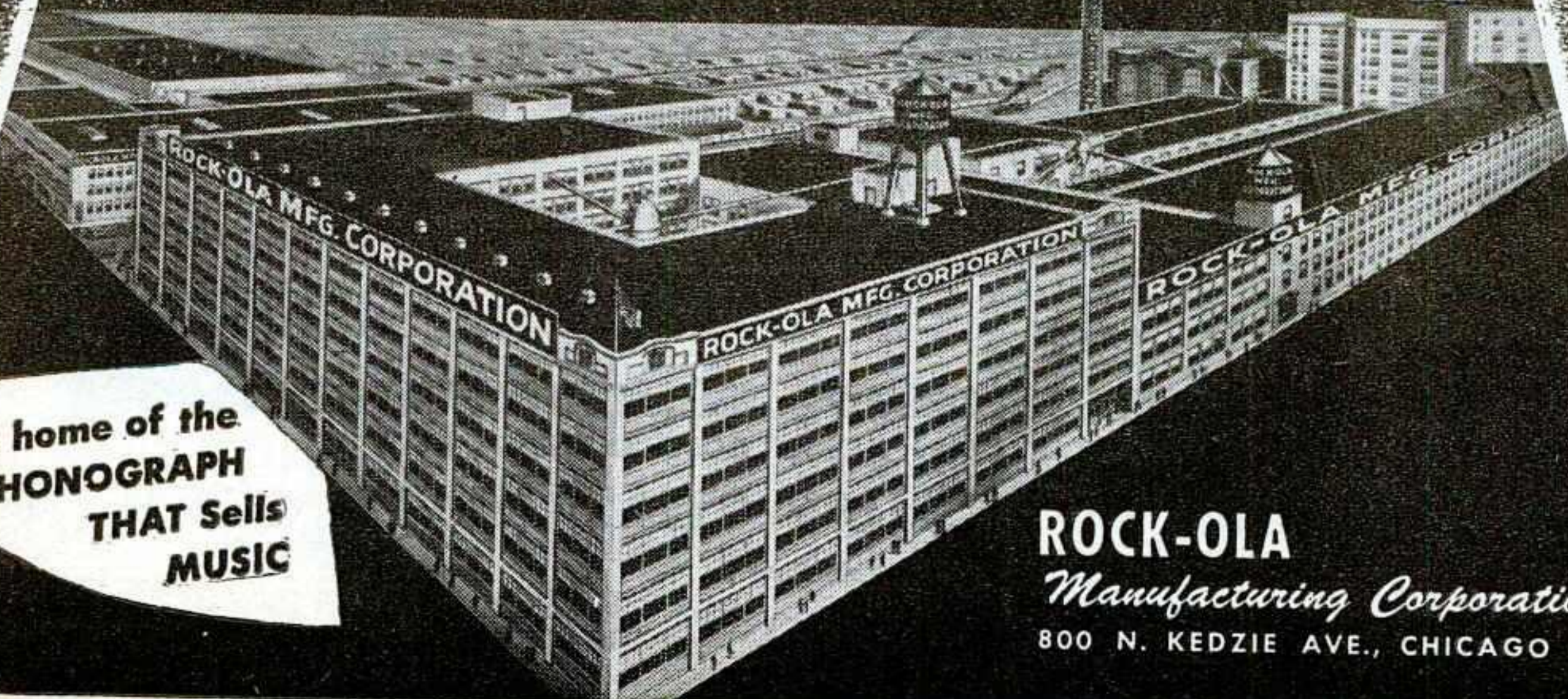
3623
12th St.,
N. E.,
WASHINGTON, D. C.

*All Coin Machine Operators
Welcome*

OPEN HOUSE AT

ROCK-OLA

**JAN.
19-
20-
21-
22**



The home of the
**PHONOGRAPH
THAT Sells
MUSIC**

ROCK-OLA
Manufacturing Corporation
800 N. KEDZIE AVE., CHICAGO 51

RECORD LABELS and MANUFACTURERS

A TRADE SERVICE FEATURE OF THE BILLBOARD, 2160 PATTERSON STREET, CINCINNATI 22, OHIO

A list of phonograph record labels and manufacturers, corrected to January 1, 1948

- A-1**
A-1 Records of America
16 East 43d St., Rm. 604
New York 17, N. Y.
- A Natural Hit**
A Natural Hit Record Co.
508-10 Gladys Ave.
Los Angeles 13, Calif.
- Acetone**
Acetone Records
Jacksonville, Tex.
- Adelphi**
Adelphi Records
1650 Broadway
New York 19, N. Y.
- Advance**
Advance Records
2546 Westwood Blvd.
Los Angeles 34, Calif.
- Adventure**
Adventure Record Co.
1600 Broadway
New York 19, N. Y.
- Aetna**
Aetna Music Corporation
232 North Eutaw St.
Baltimore 1, Md.
- Aguila Records**
Aguila Records
475 North Bernard
Chicago 25, Ill.
- Aladdin**
Aladdin Records
4918 Santa Monica Blvd.
Hollywood 27, Calif.
- Alco**
Alco Recording Co.
8913 Sunset Blvd.
Los Angeles 46, Calif.
- Alert**
Alert Records, Inc.
1303 Fulton St.
Brooklyn 18, N. Y.
- Allied Records**
Allied Record Mfg. Co., Inc.
1041 N. Las Palmas
Hollywood 38, 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-Enterprise**
Enterprise Records, Inc.
8111 Santa Monica Blvd.
Los Angeles 46, Calif.
- American**
International Record Co.
32-53 62d St.
Woodside, L. I., N. Y.
- Amuke**
Olekson Bros.
159 E. 10th St.
New York 3, N. Y.
- An Autograph Records**
Associated Distributors, Inc.
213 1/2 Second St.,
Marietta O.
- Apollo**
Apollo Records, Inc.
342 Madison Ave.
New York 17, 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.
- Arden Records**
Arden Recording Co.
1711 Hazelwood
Detroit 6, Mich.
- Arista**
Arista Records, Inc.
512 Pennsylvania Ave.
Baltimore 1, Md.
- Aristocrat**
Aristocrat Record Corp.
7508 Phillips Ave.
Chicago 49, Ill.
- Arkay**
Al Rose
c/o Frank Trevor Kessler
Adv. Agency
Colonial Building
Philadelphia, Pa.
- Arrow**
Arrow Records, Inc.
49 1/2 8th Ave.
New York 14, N. Y.
- Ari Records**
American Recording & Tran-
scription Service
Cadillac Hotel
Miami Beach, Fla.
- Artist**
Artist Records, Inc.
927 N. Sycamore
Los Angeles 38, Calif.
- Artistic Records**
Toni Beaulieu
3316 San Marino
Los Angeles 6, Calif.
- Arvid**
Arvid Records
200 East Third St.
Mount Vernon, N. Y.
- Atlas**
Atlas Record Co.
6253 Hollywood Blvd.
Room 401
Hollywood 28, 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.
- Auto-Photo**
Auto-Photo Record Co.
1451 Broadway
New York 18, N. Y.
- Avalon**
Avalon Record Co.
117 West 48th St.
New York 19, N. Y.
- Avon**
Avon Records
6805 Hollywood Blvd.
Hollywood 28, Calif.
- Balcora**
Harmony Radio Store
6030 West Fort
Detroit 9, Mich.
- Bamco**
Bamco Record Co.
4512 Hastings St.
Detroit 9, Mich.
- Bang**
Bang Records
1650 Broadway
New York 19, N. Y.
- Banner**
Banner Records, Inc.
1674 Broadway
New York 19, N. Y.
- Beacon**
Davis Record Corp.
331 W. 51st St.
New York 19, N. Y.
- Bee Bee Bee**
Bee Bee Bee Records
1538 Cahuenga Blvd.
Hollywood, Calif.
- Bell**
Bell Record Co., Ltd.
315 Royal Hawaiian Ave.
Honolulu 20, Hawaii
- Bell Records**
2382 Pitkin Ave.
Brooklyn 7, N. Y.
- Besa**
Besa Records
1849 Third Ave.
New York 29, N. Y.
- Bibletone**
Bibletone
354 Fourth Ave.
New York 19, 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.
- Bliss**
Bliss Records
1518 North Ave. 45
Los Angeles 41, Calif.
- Blue Bonnet**
Blue Bonnet Music Co.
3235 Ross Ave.
Dallas 1, Tex.
- Bluebird**
RCA Victor Division of RCA
Mfg. Co., Inc.
Camden, N. J.
- Blue Label Records**
Blue Label Records
6253 Hollywood Blvd.
Hollywood, Calif.
- Blue Note**
Blue Note Records,
767 Lexington Ave.
New York 21, N. Y.
- Blue Ribbon Records**
Blue Ribbon Records
Staunton, Ill.
- Blue Star**
Blue Star Records
2211 Cottage Grove
Des Moines 11, Iowa
- Bornand Music Box Record Company**
Bornand Music Box Record
Co.
333 Fifth Ave.
Pelham 65, N. Y.
- Ray Bourbon**
Syd Heller
158 Taylor St.
San Francisco 2, Calif.
- Broadway**
Broadway Record Distribu-
tors Corporation
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- Bronze**
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Box 629
Hollywood 28, Calif.
- Capitol**
Capitol Records, Inc.
1507 N. Vine
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- Cardinal**
Cardinal Records, Inc.
1501 Broadway
New York 10, N. Y.
- Carnival**
Banner Records, Inc.
1674 Broadway
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Cartoon Records
346 N. Vermont
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Ca-Song Record Co.
56 Court St.
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Carl Soble
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- 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, New York
- Challenge**
Challenge Records
3 W. 29th St.
New York 1, N. Y.
- Charm**
Charm Records, Inc.
P. O. Box 40
Radio City Station
New York 19, N. Y.
- Chicago**
Southern Record Corp.
307 Lenox Ave.
New York 27, N. Y.
- Chief**
Chief Record Co.
74 Riverside Drive
New York 24, N. Y.
- Chord**
Cudshy Recording Co.
2450 N. Terrace Ave.
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- Circle**
Circle Sound, Inc.
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New York 3, N. Y.
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Classic Records, Inc.
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Click Records
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- Climax**
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- Clover**
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1403 South Fairfax Ave.
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- 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.
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Coda Record Co.
1291 Sixth Ave.
New York 19, N. Y.
- Co-Ed**
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12 W. 117th St., Suite M
New York 26, N. Y.
- Columbia**
Columbia Records, Inc.
1473 Barnum Ave.
Bridgeport 8, Conn.
- Commodore**
Commodore Record Co., Inc.
289 Nepperhan Ave.
Yonkers, N. Y.
- Compass**
Compass Record Co., Inc.
1270 Avenue of the Americas, Radio City
New York 19, N. Y.
- Concert Hall**
Concert Hall Society, Inc.
250 West 57th St.
New York 19, N. Y.
- Constellation**
Constellation Records
11561 Ventura Blvd.
North Hollywood, Calif.
- Continental**
Continental Record Co., Inc.
265 West 54th St.
New York 19, N. Y.
- 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.
- Country Music Company**
Country Music Company of Chicago
20 East Jackson Blvd.
Chicago, Ill.
- Courtney**
Courtney Records
1424 East 78th St.
Los Angeles, Calif.
- Cowboy**
Cowboy Record Co.
138 N. 12th St.
Philadelphia 7, Pa.
- Cozy Records**
1112 Henry Ave.
Davis, W. Va.
- CRS**
Collectors' Record Shop
2060 1st Ave.
New York 19, N. Y.
- Crescent**
Crescent Records
6420 Santa Monica Blvd.
Hollywood 38, Calif.
- Criterion**
Capitol Records, Inc.
1507 North Vine St.
Hollywood 28, Calif.
- Crown**
Crown Records
8 E. 41st St.
New York 17, N. Y.
- Crystal**
Crystal Record Studio
2356 Dorris Place
Los Angeles 34, Calif.
- Crystal-Tone Records**
Crystal-Tone Record Co.
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Boston 16, Mass.
- Csardas**
Continental Record Co.
265 West 54th St.
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- Cyclone**
Antillian Music Features, Inc.
1560 Broadway
New York 19, N. Y.
- Vic Damon Records**
Damon Recording Studios, Inc.
1221 Baltimore Ave.
Kansas City 6, Mo.
- Dana**
Dana Music Co.
286 Fifth Ave.
New York 18, N. Y.
- Dance-Tone**
Dance-Tone Records
Box 85
Medford 55, Mass.
- Davis**
Davis Record Corp.
331 West 51st St.
New York 19, N. Y.
- DC**
DC Records
1425 Van Buren St., N. W.
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- Decca**
Decca Records, Inc.
50 West 57th St.
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Dal E. Haun Co.
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Pittsburgh 12, Pa.

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Empey Records, Inc.
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New York 19, N. Y.

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Enterprise
Enterprise Records, Inc.
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Esquire
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Oakland 8, Calif.

Excelsior
Excelsior Records Co.
1065 N. Fairfax
Los Angeles 46, Calif.

Exclusive
Exclusive Records
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Hollywood 28, Calif.

FM
FM Records
1012 1/2 North Palm
Hollywood, Calif.

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Famous Records, Inc.
Room 303, 116 Market St.
Newark 2, N. J.

Fantasy Records
Commercial Record Co.
489 Fifth Ave.
New York 17, N. Y.

Feature
Feature Records
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New York 18, N. Y.

Fenix
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Midget Music Productions
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Flint
Flint Record Co.
1780 Broadway
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Florida Records
Florida Records
2370 7th Ave.
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Fortune Records
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Day Distributing Co.
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Four Star
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P. O. Box 9096, Station 8
Los Angeles 4, Calif.

Franwil
Franwil Records
427 Orange Ave.
West Haven 16, Conn.

Funnyface
Funnyface Records, Inc.
107-09 Continental Ave.
Forest Hills, L. I., N. Y.

Future Music Records
383 N. Michigan Ave.
Chicago 1, Ill.

Gala
Gala Records
2160 Broadway
New York 23, N. Y.

Gamut
Commodore Record Co., Inc.
289 Nepperhan Ave.,
Yonkers, N. Y.

General
Commodore Record Co., Inc.
289 Nepperhan Ave.
Yonkers, 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.

Goldband
Goldband Record Co.
830 Broad St.
Lake Charles, La.

Gold Seal
Gold Seal Records
333 North Michigan Ave.
Chicago, Ill.

Golden Gate Records
Golden Gate Record Co.
Record Room, Fairmont
Hotel
San Francisco, Calif.

Gotham
Gotham Record Corp.
853 Ninth Ave.
New York 19, N. Y.

Graphic Phono-Books
Graphic Educational Phono-
graph Record Co.
1108 Lillian Way
Hollywood 38, Calif.

GraySonic
GraySonic Record Co.
709 E. Walnut St.
Freeland, Pa.

Gulf
Gulf Record Co., Inc.
3104 Telephone Road
Houston, Tex.

Hargall
Hargall Records
130 West 56th St.
New York 19, N. Y.

Harlem
Southern Record Corp.
307 Lenox Ave.
New York 27, N. Y.

Harmonia
Harmonia Records Corp.
1328 Broadway
New York 1, N. Y.

Haven
Haven Records, Inc.
716 Rockaway Ave.
Brooklyn 12, N. Y.

Herald
Herald Non-Breakable Record
Co.
1118 Walnut St.
Philadelphia, Pa.

H. N. Society
H. N. Society Records
130 West 56th St.
New York 19, N. Y.

Hollywood International
Hollywood International Rec-
ords
985 Menlo Ave.
Los Angeles 6, Calif.

Hollywood Rhythms
Hollywood Rhythms Record-
ing Co.
P. O. Box 162
Culver City, Calif.

Mary Howard
Mary Howard Recordings
37 East 49th St.
New York 17, N. Y.

HRS
Empire Record Corp.
2060 First Ave.
New York 29, N. Y.

Hub
Hub Records, Inc.
565 Fifth Ave.
New York 17, N. Y.

Hucksters
Hucksters Recording Co., Inc.
5424 Franklin Ave.
Hollywood 46, Calif.

Humor
Humor Record Corp.
2060 First Ave.
New York 29, N. Y.

Hy-Tone
Hy-Tone Manufacturing &
Distributing Co.
1521 W. Walton
Chicago 20, Ill.

Impresario
Washington Music Bazaar
210 Fifth Ave.
New York 10, N. Y.

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.
289 Nepperhan Ave.
Yonkers, N. Y.

Jazz Man
Jazz Man Records
6420 Santa Monica
Hollywood 38, Calif.

Jazz Record
American Jazz, Inc.
236 West 10th St.
New York 14, N. Y.

Jewel
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- Juke Box**
Juke Box Record Co., Inc.
7 West 46th St.
New York 19, N. Y.
- Jump**
The Turntable
1009 N. Wilton Pl.
Hollywood 38, Calif.
- Jupiter**
Jupiter Records
425 S. Western Ave.
Los Angeles 5, Calif.
- Keepsake**
Keepsake Recording Co.
141 W. Roosevelt Blvd.
Philadelphia 20, Pa.
- Keynote**
Keynote Recordings, Inc.
522 5th Ave.
New York 18, N. Y.
- Kiddie Fun**
Day Distributing Co.
709 E. 29th St.
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- Kiddie Tunes**
Murray Singer Records
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New York 19, N. Y.
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The Charles E. King Record Co.
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- King**
King Record Co.
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- King Jazz**
King Jazz Co.
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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.
- Krantz Records**
Mercury Record Corp.
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- Laff**
Songcraft, Inc.
1650 Broadway
New York 19, N. Y.
- Lamplighter**
Lamplighter Record Co.
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- Lark**
Lark Record Co.
310 E. Thompson St.
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- Latin-American**
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15414 Wyoming
Detroit 21, Mich.
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Laugh Records
1650 Broadway
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- Laurent**
Laurent Records
750 Post St.
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- Lei**
Lei Record Co.
1219 South Beretania St.
Honolulu 46, T. H.
- Liberty**
Liberty Music Shops
450 Madison Ave.
New York 22, N. Y.
- Lissen**
Lissen Records, Inc.
255 W. 43d St.
New York 18, N. Y.
- Listen Look Picture Book**
Music You Enjoy, Inc.
420 Lexington Ave.
New York 17, N. Y.
- London**
London Gramophone Corp.
16-18 W. 22d St.
New York 10, N. Y.
- Lone Star**
Lone Star Records
2210 Pacific Ave.
Dallas 1, Tex.
- Lyric**
Empire Record Corp.
2060 1st Ave.
New York 19, N. Y.
- Maestro**
Maestro Record Co.,
2511 Mayberry St.
Los Angeles 26, Calif.
- Majestic**
Majestic Records, Inc.
16-18 E. 40th St.
New York 19, N. Y.
- Major**
Taran Distributing, Inc.
170 N. 23d St.
Miami, Fla.
- Manor**
Manor Record Co.
313 West 57th St.
New York 19, N. Y.
- Maratone Records**
Melmore, Inc.,
2059 19th St.
Detroit 16, Mich.
- Mar-Kee Records**
49 W. 55th St.
New York 19, N. Y.
- Mars**
Master Artist Recording Studios
719 N. Atlantic Blvd.
Compton, Calif.
- 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.
- Mecca**
Batt Masian
545 Gorge Rd.
Cliffside Park, N. J.
- Melford**
Melford Record Co.
760 10th Ave.
New York, N. Y.
- Mello-Strain**
Mello-Strain Records, Ltd.,
1658 Broadway, Room 468,
New York 19, N. Y.
- Mellow**
Mellow Record Co.
13217 East Jefferson
Detroit 15, Mich.
- Melodee**
Melodee Records, Inc.
314 W. 52d St.
New York 19, N. Y.
- Melodisc**
Melodisc Recording Co.,
7119 Santa Monica Blvd.
Hollywood 28, Calif.
- Melrose**
Melrose Record Co.,
601 East 19th South,
Brooklyn 26, N. Y.
- Memo**
Melody Moderne, Inc.
6233 Hollywood Blvd.
Hollywood 28, Calif.
- Mercury**
Mercury Record Corp.
839 South Wabash Ave.
Chicago 1, Ill.
- Merry-Go-Sound**
Tone Products Corp. of America,
851 4th Ave.
New York 10, N. Y.
- Mertone**
Mertone Recording Co.
1005 N. Sixth Ave.
Pensacola, Fla.
- Metro**
Metro Records
1697 Broadway
Suite 907
New York 19, N. Y.
- Metropolitan**
Shopa Publications
1466 Whipple Walk
Camden, N. J.
- Metrotone Record**
Metrotone Record
635 Fulton St.
Brooklyn, N. Y.
- MGM**
MGM Records
701 Seventh Ave.
New York 19, N. Y.
- Midwest Recorded Specialties**
Midwest Record Specialties
111 Larch
Elmhurst, Ill.
- Midwest Records**
Box 1231
Dalhart, Tex.
- Roy Milton Records**
Day Distributing Co.
709 E. 29th St.
Los Angeles, Calif.
- Miltone**
Day Distributing Co.
709 E. 29th St.
Los Angeles 11, Calif.
- Miracle**
Miracle Record Co.
500 E. 63d St.
Chicago 37, Ill.
- Mirror**
Mirror Recordings
810 Rollin St.
South Pasadena, Calif.
- Mirror Tone**
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Santa Monica, Calif. | O'Connor Records
O'Connor Record Co.
333 N. Michigan Ave.
Chicago, Ill. | Paragon
Paragon Records, Inc.,
8000 Connecticut Ave.
Chevy Chase 15, Md. | Pleasant Records
Pleasant Records
1619 Broadway, Rm. 805
New York 19, N. Y. | Raven
Raven Recording Co.
413 E. Wyoming Ave.
Philadelphia 20, Pa. |
| Modern Records
Modern Records
686 North Robertson Blvd.
Hollywood 46, Calif. | Odeon
Decca Records, Inc.,
50 West 57th St.,
New York 19, N. Y. | Paramount
Paramount Record Manu-
facturing and Recording Co.
4434 Overbrook Ave.
Philadelphia 31, Pa. | Polydor
30 Broad St., New York, N. Y. | Record-o-Fun
Record-o-Fun, Inc.
333 North Michigan
Chicago 1, Ill. |
| Monarch
Monarch Records, Inc.
44 Court St.
Brooklyn 2, N. Y. | Okeh
Columbia Recording Corp.
1473 Barnum Ave.,
Bridgeport 8, Conn. | Parlophone
Decca Records, Inc.
50 West 57th St.
New York 19, N. Y. | Pop-U-Lar
Artists Music Corp.
1695 Broadway
New York 19, N. Y. | Regal
Willow Walk Industries
5339 Burlingame
Detroit 4, Mich. |
| Motorboat Race Record
Gala Record Corp.
2160 Broadway
New York 23, N. Y. | Oliver
Oliver Record Co.
5538 Foothill Blvd.
Oakland 5, Calif. | Party
Dobbs-Skinner, Inc.
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Dallas, Tex. | President
President Records
712 Louisiana St.
Little Rock, Ark. | Regent
Regent Records
1184 Elizabeth Ave.
Elizabeth, N. J. |
| Murray Singer
Murray Singer Records
1674 Broadway
New York 19, N. Y. | Olympia
Olympia Record Co.
147 Ridge Road
Lackawanna, N. Y. | Pearl
Pearl Records
Route 1, Box 105
Covington, Ky. | Process
Process Record Co.
19 Pennell St.
Franklin, Pa. | Regis
Regis Record Co.
313 W. 57th St.
New York 19, N. Y. |
| Musette
Musette Publishers, Inc.
113 West 57th St.
New York 19, N. Y. | Once Upon a Time
Mayfair Record & Recording
Corp.
1650 Broadway
New York 19, N. Y. | Peerless
Fabrico De Disco Peerless
S. de R. L.
Calzado Mariano Escobedo
225,
Mexico, DF. | Quaker
Quaker Music Co.
Room 922, Center City Bldg.
121 North Broad St.
Philadelphia 7, Pa. | Rego
Rego Records
1504 Broadway, Room 802
Detroit 26, Mich. |
| Music Art
Music Art Records
RKO Proctor's Bldg.
Newark, N. J. | Orpheus
Orpheus Record & Transcrip-
tion Co.
1585 Broadway
New York 19, N. Y. | Penguin
Penguin Recording Corp.
123 William St.
New York 7, N. Y. | Qualitone
Bowling Qualitone
712 E. Colorado Ave.
Pasadena, Calif. | Religious Recordings
3800 W. Warren
Detroit 8, Mich. |
| Music for Society
Music for Society Record Co.
1585 Broadway
New York 19, N. Y. | Pacific
Pacific Record Co.
2213 San Pablo Ave.
Berkeley 2, Calif. | Phototone
Phototone Records
9417 Farmalee Ave.
Los Angeles 2, Calif. | R-Tist
R-Tist Record Co.
3903 North Franklin St.
Philadelphia 40, Pa. | Revere
Revere Record Exchange
214 Malden St.
Revere 51, Mass. |
| Musicana
Musicana Record Co.
492 Hill St.
London, Ont., Canada | Palda
Palda Record Co.
8406 Lyons Ave.
Philadelphia, Pa. | Picturitone
Picturitone Records, Inc.
38-40 Tiffany Place
Brooklyn 2, N. Y. | Radio Artist Records
Radio Artist Records
811 Race St.
Cincinnati 2, O. | Rhapsody Records
Rhapsody Records
204 Santa Monica Blvd.
Santa Monica, Calif. |
| Musicomics
Musette Publishers, Inc.
113 West 57th St.
New York 19, N. Y. | Pan-American
Pan-American Publications
116 E. Walton Place
Chicago, Ill. | Pied Piper
Musio You Enjoy, Inc.,
420 Lexington Ave.
New York | Radio Records
Ekko Recording Corp.
Renfro Valley, Ky. | Rhythm
Rhythm Records Co.
4842 Placidia Ave.
North Hollywood, Calif. |
| Muscraft
Muscraft Corp.
245 E. 23d St.
New York 10, N. Y. | Paradise
Delray Recording Co.
2640 St. Antoine
Detroit 1, Mich. | Pilotone
Pilot Radio Co.
37-06 36th St.
Long Island City 1, N. Y. | Rainbow
Rainbow Records
156 W. 44th St.
New York 18, N. Y. | Rhythm
Rhythm Recordings Inc.
316 Sixth St.
San Francisco, Calif. |
| National
National Record Co., Inc.
1841 Broadway
New York 23, N. Y. | | | Rancho Records
Rancho Records
Box 100
Studio City, Calif. | Rich
Rich-Art Records, Inc.
2638 South Gladys Ave.
Garvey, Calif. |

3 "AVA" SONGS THAT YOU CAN KEEP THEM PLAYING

★ "I'LL HOLD YOU IN MY HEART"

The *Eddy Arnold* RCA VICTOR RECORD NO. 20-2332 is holding the **No. 1 SPOT ACROSS THE COUNTRY**

Other Great Recordings by . . .

Monica Lewis Decca Record No. 24259
Dewey Groom Mercury Record No. 6066
Alan Dale Signature Record No. 15166

★ "TO MY SORROW"

A Close Second in Popularity to "I'LL HOLD YOU IN MY HEART"
Eddy Arnold Scores Again With This on
 RCA VICTOR RECORD NO. 20-2481

★ "HAWAIIAN COWBOY"

Recorded for RCA VICTOR by *Roy Rogers* and Just Released
 RCA VICTOR RECORD NO. 20-2064

PREDICTIONS ARE THAT THIS WILL CRASH THE HIT COLUMN IN A HURRY.
 IT'S TERRIFIC!
 GRAB YOURSELF PLENTY OF RECORDS ON IT RIGHT OFF THE BAT.

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ADAMS, VEE & ABBOTT, INC. 216 S. WABASH AVENUE, CHICAGO 4, ILLINOIS

Rich-Art
Rich-Art Records, Inc.
2638 South Gladys Ave.
Garvey, Calif.

Rich-R'-Tone
Rich-R'-Tone Record Co.
415 West Pine St.
Johnson City, Tenn.

Richtone
Rich-Art Records, Inc.
2638 South Gladys Ave.
Garvey, Calif.

Rite a Lyric
Murray Singer Records
1674 Broadway
New York 19, N. Y.

Rondo
c/o J. F. Bard
829 S. Wood St.
Chicago, Ill.

Roy
Roy Records
1619 Broadway
New York 19, N. Y.

Royal
Royal Record Co.
8407 Santa Monica Blvd.
Los Angeles 46, Calif.

S. & D.
S. & D. Records
8 S. Dearborn St.
Chicago, Ill.

S. & G. Records
S. & G. Records
1401 Mateo St.
Los Angeles 21, Calif.

Sacred Records
Sacred Records, Inc.
207 Pica Blvd.
Los Angeles 14, Calif.

Sapphire
Sapphire Music Co.
1655 S. Taney St.
Philadelphia 45, Pa.

Sarco
Sarco Record Co.
6107 Sunset Blvd.
Hollywood 29, Calif.

Sauvenair Records
Sauvenair Records Co.
6331 Hollywood Blvd.
Hollywood 28, Calif.

Savoy
Savoy Record Co.
58 Market St.
Newark 1, N. J.

Scandinavia
Scandinavian Music House
625 Lexington Ave.
New York 22, N. Y.

Schirmer
G. Schirmer, Inc.
3 East 43d St.
New York 17, N. Y.

Scoop
Scoop Record Co.
1204 Walnut St.
Philadelphia, Pa.

Security
Security Records
120 N. Newberry
York, Penna.

Seeco
Seeco Records, Inc.
1395 Fifth Ave.
New York 29, N. Y.

Sensation Records
Sensation Records
3747 Woodward
Detroit 1, Mich.

Serenade
Serenade Records
Box 537
Toledo, Ohio

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.

Skating Rhythms
Skating Rhythms Recording
Co.
P. O. Box 1838
Santa Ana, Calif.

Skatin' Toons
Skatin' Toons
Box 264
Malvern, N. Y.

Slate
Slate Enterprises, Inc.
209 Clinton Ave.
Newark 2, N. J.

Solar
Solar Recording Co.
120 South Pritchard St.
Fullerton, Calif.

Sonart
Sonart Record Corp.
251 West 42d St.
New York 18, N. Y.

Song Bird
Davis Record Corp.
331 W. 51st St.
New York 19, N. Y.

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 Dr.
New York 24, N. Y.

Spiritual
Day Distributing Co.
709 E. 29th St.
Los Angeles, Calif.

Spotlight Records
Spotlight Record Co.
1 Light St.
Baltimore 3, Md.

Staff
Idessa Malone
606 E. Vernor Hwy.
Detroit 1, Mich.

Standard
Standard Phono Corp.
163 West 23d St.
New York 11, N. Y.

Star Records
Star Records
1600 Broadway
New York 19, N. Y.

Starr
Starr Record Co.
P. O. Box 1073
San Antonio 6, Tex.

Stellar
Trans-Radio Productions
178-179 Tremont St.
Boston, Mass.

Sterling
Sterling Records, Inc.
7 West 46th St.
New York 19, N. Y.

Stinson
Stinson Trading Co.
27 Union Square
New York 3, N. Y.

Stork
Stork Records
756 7th Ave.
New York 19, N. Y.

Sullivan
Sullivan Records
54 W. Randolph St.
Chicago 1, Ill.

Sultan
Sultan Recording Co.
Union Guardian Bldg.
Detroit 26, Mich.

Sun
SBW Recording Co.
17719 Pierson
Detroit 19, Mich.

Sunbeam
Sunbeam Recording Co.
6128 South Michigan Ave.
Chicago, Ill.

Sunrise
Sunrise Records
307 Lenox Ave.
New York 27, N. Y.

Sunshine
Sunshine Recording Co.
1480 W. Jefferson
Los Angeles 7, Calif.

Super Discs
Super Discs
610 Fifth Ave.
New York 20, N. Y.

Superior
Superior Recording Co.
1712 Glendale Blvd.
Los Angeles 26, Calif.

Swan
Swan Recording Co.
1600 Broadway, Room 1003
New York 19, N. Y.

Swank
Murray Singer Records
1674 Broadway
New York 19, N. Y.

Symphony Records
Symphony Records
220 W. Fifth St., Room 702
Los Angeles 13, Calif.

Tara Irish
Tara Irish Records, Inc.
4903 Girard Ave.
Philadelphia 31, Pa.

Teagarden Presents
Richard Bradley & Associates
188 West Randolph St.
Chicago 1, Ill.

Tech-Art
Tech-Art Recordings,
6120 S. Van Ness
Los Angeles 44, Calif.

Technichord Records
Technichord Records
83-A Washington St.
Brookline 46, Mass.

Teentimer Original
Apollo Records, Inc.
610 10th Ave.
New York 19, N. Y.

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30c ea., plus	← 1000 or more →	35c ea., plus
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..... Aeropoint Original (Curved Shank)

NAME

- Teleways**
Teleways Records
8949 Sunset
Hollywood 46, Calif.
- Tempo**
Tempo Record Co.
8534 Sunset Blvd.
Hollywood 46, Calif.
- The Master**
The Master Record Co.
1619 Broadway, Suite 404
New York 19, N. Y.
- 3 Minute**
3 Minute Record Co.
66 St. Nicholas Pl.
Rm. 37A
New York 32, N. Y.
- Tiffany**
Tiffany Productions, Inc.
200 West 57th St.
New York, N. Y.
- Time**
Time Records
1304 W. 8th St.
Amarillo, Tex.
- Timely**
Commodore Record Co., Inc.
289 Nepperhan Ave.
Yonkers, N. Y.
- Tin Pan Alley**
Tin Pan Alley Records Co.
1011 Chestnut St.
Philadelphia 7, Pa.
- Top**
Top Records, Inc.
1674 Broadway
New York 19, N. Y.
- Top-Ten**
Audience Records, Inc.
230 Park Ave.
New York 17, N. Y.
- Topical Tempo**
Commodore Record Co., Inc.
415 Lexington Ave.
New York 17, N. Y.
- Tower Records**
Richard Bradley Associates
188 West Randolph St.
Chicago 1, Ill.
- Town & Country**
Town and Country Record
Co., Inc.
4068 Easton Ave.
St. Louis 13, Mo.
- Trilon**
Trilon Record Mfg. Co.
3123 San Pablo Ave.
Oakland 8, Calif.
- Trophy**
Trophy Record Co.
3062 Penobscot Bldg.
Detroit 26, Mich.
- Tru-Tone**
Tru-Tone Records
1121 Jackson
Anderson, Ind.
- Tuch-Rite**
Electronic Corp. of America
170 53rd St.
Brooklyn, N. Y.
- Tune-Disk Records**
Tune-Disk Records
63 E. Third Ave.
Collegeville, Pa.
- Turf Derby**
Gala Record Corp.
2160 Broadway
New York 23, N. Y.
- 20th Century**
Ballen Record Co.
1515 W. Jefferson St.
Philadelphia 21, Pa.
- 20th Century Records**
20th Century Records
1032 N. Sycamore Ave.
Hollywood 38, Calif.
- Ultra**
Ultra Record Co.
255 West 98th St.
New York 25, N. Y.
- Unique**
United Masters, Inc.
205 Amsterdam Ave.
New York 23, N. Y.
- United**
United Sound System
5840 Second Blvd.
Detroit 2, Mich.
- United Artists Records**
6605 Hollywood Blvd.
Hollywood 28, Calif.
- United Hot Clubs of America (UHCA)**
Commodore Record Co., Inc.
289 Nepperhan Ave.
Yonkers, N. Y.
- United Record**
United Record Co.
3114 Trinity St.,
Los Angeles 11, Calif.
- Universal**
Universal Recording Corp.
20 N. Wacker Dr.
Chicago 6, Ill.
- Universal**
Universal Records
3522 San Pablo Ave.
Oakland, Calif.
- University**
University Recording Co.
Halfax Apts.
Hollywood 28, Calif.
- Urab Records**
Byers Music Publishing
Lincoln Highway, E.
Fort Wayne, Ind.
- Urban**
Urban Record Co.
1801 North Curson
Los Angeles 46, Calif.
- Vanguard**
Vanguard Records
787 Washington St.
New York 14, N. Y.
- Vargo**
Diccha Industries
Owosso, Mich.
- Variety**
Variety Records, Inc.
746 N. La Cienega Blvd.
Hollywood 46, Calif.
- Vel-Tone**
c/o Sequoia Record Co.
1746 Las Palmas
Hollywood 28, Calif.
- Verithin**
Verithin Record Co.
420 Lexington Ave.
New York, N. Y.
- Verne**
Verne Recording Corp.
1724 Madison Ave.
New York 29, N. Y.
- Victor**
RCA Victor Division of RCA
Mfg. Co.
Camden, N. J.
- Victory**
Victory Records
P. O. Box 684,
Beverly Hills, Calif.
- Vinatone**
M. & M. Rink Supply
4623 Woodward
Detroit 1, Mich.
- Vitacoustic**
Vitacoustic, Inc.
20 North Wacker
Chicago 6, Ill.
- Vocalion**
Columbia Records, Inc.
1473 Barnum Ave.
Bridgeport 8, Conn.
- Vogue the Picture Record**
Vogue Recordings, Inc.
4875 East Eight Mile Rd.
Detroit 13, Mich.
- Voices From History**
Commodore Record Co., Inc.
415 Lexington Ave.
New York 17, N. Y.
- Vox**
Vox Productions, Inc.
236 West 55th St.
New York 19, N. Y.
- West Coast**
West Coast Recordings
1613 151st Ave.
San Leandro, Calif.
- Westernair Records**
Westernair Records
1600 90th Ave.
Oakland, Calif.
- Whimsy, Ltd.**
Whimsy, Ltd.
6118 Selma Ave.
Hollywood 28, Calif.
- White Church Records**
White Church Recording Co.
318 W. 10th St.
Kansas City, Mo.
- White Eagle**
Continental Record Co., Inc.
265 West 54th St.
New York 19, N. Y.
- Willida**
Willida Records,
1595 Broadway, Suite 308
New York 19, N. Y.
- Winant Productions**
Winant Productions
300 West 43d St.
New York 18, N. Y.
- Wolverine Records**
Wolverine Recording Corp.
207 Otsego Ave.
Jackson, Mich.
- Wrightman**
Neal Wrightman, Publishers
San Bernardino, Calif.
- Yale**
Yale Record Co.
87 High St.
Montclair, N. J.
- Yank Discs**
Universal Record Co.
1780 Broadway
New York 19, N. Y.
- Your Records**
Carrie Hoffman Music
Publishers
910 Alberta St.
Detroit 20, Mich.
- Zora**
Zora Record Co.
1600 E. Outer Drive
Detroit 12, Mich.

BOB ATCHER

COLUMBIA RECORD

ARTIST

RADIO
WBBM-CBS

YOU'LL HIT PAY DIRT WITH HIS
ALL-TIME FAVORITES

★ NEVER TRUST A WOMAN
DON'T GIVE YOUR HEART
Columbia 37958

★ SIGNED, SEALED AND DELIVERED
MOUNTAIN MAW
Columbia 37991

★ WASTED TEARS
ON ACCOUNT OF YOU
Columbia 37878

★ I DON'T WANT NOBODY
I'LL NEVER GROW TOO OLD TO LOVE YOU
Columbia 37944



Ten Years of Publisher Song Hits

Since the Petrillo ban on records has centered considerable interest on old songs, *The Billboard* reprints below a feature designed to review the hits of yesteryear. This list was first published in the December 13, 1947, issue.

Listed below are the "publisher hit songs" of the period from 1935 to 1944, with song titles arranged alphabetically with the publisher's name adjacent to the title. These songs represent the No. 1 sheet music sellers and most-performed tunes as indicated in *The Billboard's* Music Popularity Charts for the 10-year period cited.

1935		1938		1941		1942	
TITLE	PUBLISHER	TITLE	PUBLISHER	TITLE	PUBLISHER	TITLE	PUBLISHER
A Little Bit Independent.....	Bregman-Vocco-Conn	A Tisket, a Tasket.....	Robbins	Blueberry Hill.....	Chappell	All I Need Is You.....	Miller
About a Quarter To Nine.....	Witmark	Alexander's Ragtime Band.....	ABC	Careless.....	Berlin	Always in My Heart.....	Remick
Blue Moon.....	Robbins	At Long Last Love.....	Chappell	Do I Love You?.....	Chappell	At Last.....	Feist
Chasing Shadows.....	Crawford	Bei Mir Bist Du Schoen.....	Harms	Down Argentina Way.....	Miller	Be Careful, It's My Heart.....	Berlin
Cheek to Cheek.....	Berlin	Cathedral in the Pines.....	Berlin	Dream Valley.....	Feist	Blues in the Night.....	Remick
East of the Sun.....	Santaly-Joy	Change Partners.....	Berlin	Faithful Forever.....	Famous	Chattanooga Choo Choo.....	Feist
I Couldn't Believe My Eyes.....	Shapiro-Bernstein	Cry, Baby, Cry.....	Shapiro-Bernstein	Ferryboat Serenade.....	Robbins	Dearly Beloved.....	Chappell
I'll Never Say Never.....	Bregman-Vocco-Conn	Disay Doodle.....	Lincoln	Fools Rush In.....	Bregman-Vocco-Conn	Deep in the Heart of Texas.....	Melody Lane
I'm in the Mood for Love.....	Robbins	Don't Be That Way.....	Robbins	Freney.....	Southern	Do You Miss Your Sweetheart.....	Paramount
In a Little Gypsy Tea Room.....	E. H. Morris	Goodnight, Angel.....	Berlin	I Can't Love You Any More.....	Olman	Don't Sit Under the Apple Tree.....	Robbins
Isle of Capri.....	Peter Maurice	Have You Forgotten?.....	Berlin	I'll Never Smile Again.....	Sun	Elmer's Tune.....	Robbins
I've Got a Feelin' You're Foolin'.....	Robbins	Heart and Soul.....	Famous	I'm Nobody's Baby.....	Feist	Full Moon.....	Southern
June in January.....	Famous	I Double Dare You.....	Shapiro-Bernstein	I'm Stepping Out With a Memory.....	Robbins	Happy in Love.....	Feist
Life Is a Song.....	Robbins	I Let a Song Go Out of My Heart.....	Mills	Imagination.....	ABC	He Wears a Pair of Silver Wings.....	Shapiro-Bernstein
Lovely To Look At.....	T. B. Harms	I Won't Tell a Soul.....	Crawford	In An Old Dutch Garden.....	Harms, Inc.	How About You.....	Robbins
Lullaby of Broadway.....	Witmark	I've Got a Pocketful of Dreams.....	Santaly-Joy	In the Mood.....	Shapiro-Bernstein	How Do I Know It's Real.....	Chappell
On Treasure Island.....	E. H. Morris	Let Me Whisper.....	Chappell	Indian Summer.....	Witmark	I Don't Want To Walk Without You.....	Paramount
Paris in the Spring.....	Crawford	Love Walked In.....	Chappell	It's a Blue World.....	ABC	I Left My Heart at the Stage Door Canteen.....	Berlin
Red Sails in the Sunset.....	Shapiro-Bernstein and Peter Maurice	Lovelight in the Starlight.....	Paramount	It's a Wonderful World.....	Robbins	I Remember You.....	Paramount
Soon.....	Famous	Music, Maestro, Please.....	Berlin	Leanin' on the Ole Top Rail.....	Feist	I'll Keep the Lovelight Burning.....	Remick
The Good Ship Lollipop.....	Morietone	My Reverie.....	Robbins	Let There Be Love.....	Shapiro-Bernstein	Idaho.....	Mills
Way Back Home.....	Bregman-Vocco-Conn	Now It Can Be Told.....	Berlin	Little Curly Hair in a High Chair.....	Feist	Jersey Bounce.....	Lewis
What's the Reason I'm Not Pleasin' You.....	Berlin	Once in a While.....	Miller	Looking for Yesterday.....	Berlin	Jingle, Jangle, Jingle.....	Paramount
When I Grow Too Old to Dream.....	Robbins	Rosalie.....	Chappell	Make Believe Island.....	Miller	Johnny Doughboy Found a Rose in Ireland.....	Chappell
Winter Wonderland.....	Bregman-Vocco-Conn	Says My Heart.....	Paramount	Maybe.....	Robbins	Kalamazoo.....	Bregman-Vocco-Conn
You Are My Lucky Star.....	Robbins	Stop Beatin' Round the Mulberry Bush.....	Bregman-Vocco-Conn	Oh, Johnny, Oh.....	Forster	Manhattan Serenade.....	Robbins
You're All I Need.....	Robbins	Sweet as a Song.....	Robbins	On the Isle of May.....	Famous	Mr. Five by Five.....	Leeds
		Thanks for the Memory.....	Paramount	Only Forever.....	Santaly-Joy	Moonlight Cocktail.....	Jewel
		The Night Before Christmas.....	Chappell	Our Love Affair.....	Feist	My Devotion.....	Santaly-Joy
		There's a Gold Mine in the Sky.....	Bourne	Playmates.....	Santaly-Joy	One Dozen Roses.....	Famous
		There's Honey on the Moon Tonight.....	Miller	Practice Makes Perfect.....	BMI	Praise the Lord and Pass the Ammunition.....	Famous
		This Can't Be Love.....	Chappell	Say It.....	Famous	Rose O' Day.....	Tobias-Lewis
		This Time It's Real.....	Spier	Scatterbrain.....	Bregman-Vocco-Conn	Skylark.....	Mayfair
		Tipitin.....	Feist	Sierra Sue.....	Shapiro-Bernstein	Sleepy Lagoon.....	Chappell
		True Confession.....	Famous	So You're the One.....	BMI	Somebody Else Is Taking My Place.....	Shapiro-Bernstein
		Two Sleepy People.....	Famous	South of the Border.....	Shapiro-Bernstein	Strip Polka.....	E. H. Morris
		While a Cigarette Was Burning.....	Berlin	Stop, It's Wonderful.....	Spier	Tangerine.....	Famous
		Whistle While You Work.....	Berlin	The Breeze and I.....	E. H. Marks	The Shrine of St. Cecilia.....	Braun
		You Go To My Head.....	Remick	The Gaucho Serenade.....	Remick	Sometimes.....	Berlin
		You Took the Words Right Out of My Heart.....	Paramount	The Singing Hills.....	Santaly-Joy	The White Cliffs of Dover.....	Shapiro-Bernstein
		You're a Sweetheart.....	Robbins	The Woodpecker Song.....	Robbins	There Are Such Things.....	Yankee
		You're An Education.....	Remick	There I Go.....	BMI	This Is No Laughing Matter.....	Block
				This Changing World.....	Robbins	When the Lights Go On Again.....	Campbell-Porgie
				Too Romantic.....	Paramount	Who Wouldn't Love You?.....	Maestro
				Trade Winds.....	Harms, Inc.		
				Tuxedo Junction.....	Lewis		
				Two Dreams Met.....	Miller		
				We Three.....	Mercer		
				When the Swallows Come Back to Capistrano.....	Witmark		
				When You Wish Upon a Star.....	Berlin		
				Where Was I?.....	Remick		
				Wind and Rain in Your Hair.....	Paramount		
				You're Lonely and I'm Lonely.....	Berlin		

The Billboard's Cavalcade of Juke Box Hits (1938 TO 1946)

1938 POPULAR

BAILEY, MILDRED—D
So Help Me

BASIE, COUNT—D
Stop Beatin' 'Round the Mulberry Bush

BOSWELL SISTERS—D
Alexander's Ragtime Band

CALLOWAY, CAB—Co.
Angels With Dirty Faces

CARMICHAEL, HOAGY—D
Two Sleepy People

CLINTON, LARRY—V
Heart and Soul
My Reverie
Old Folks
Summer Souvenirs
You Must Have Been a Beautiful Baby

CROSBY, BING—D
Small Fry
Alexander's Ragtime Band
I've Got a Pocketful of Dreams
My Reverie
Old Folks
You Must Have Been a Beautiful Baby

CROSBY, BOB—D
Deep in a Dream

DONAHUE, AL—Co.
I Must See Annie Tonight
Jeepers Creepers

DORSEY, JIMMY—D
Change Partners

DORSEY, TOMMY—V
Stop Beatin' 'Round the Mulberry Bush
I Won't Tell a Soul

ELLINGTON, DUKE—Co.
Lambeth Walk

ENNIS, SKINNAY—V
Garden of the Moon

GOODMAN, BENNY—V
I Must See Annie Tonight

HIMBER, RICHARD—V
Day After Day

KAYE, SAMMY—V
While a Cigarette Was Burning
All Ashore

In view of the Petrillo recording ban, this list of all-time juke box disk hits has been drawn up by The Billboard to give operators and recording companies an important reference guide as well as to render an exhaustive informational survey for the entire music industry.

Following is a list of all the records which appeared within the top five positions (for one week or longer) on BB's Most-Played-On-Juke-Boxes charts for its 1938-1946 period. From 1942 on, when individual charts were initiated, separate listings are shown for "Folk" and "Race" records.

This list is chronologically arranged but within each year's roster, records are listed alphabetically, by artist. Next to each artist's name, a symbol indicates the affiliated record label. Only parent firms are indicated: e.g. Victor, Decca, etc. . . . no attempt is made to specify subsidiary labels such as Bluebird, Brunswick, Okeh, etc.

KEY TO THE SYMBOLS:

Victor—V	King—K	Majestic—M	Beacon—B.
Decca—D	Apollo—Ap.	ARA—ARA	Gilt Edge—G. E.
Columbia—Co.	Hit—HIT	Savoy—SAV.	Coast—Coa.
Capitol—Ca.	Musicraft—M	De Luxe—D. L.	Philo-Ph.
National—Nat.	Exclusive—Ex	Four Star—F. S.	Juke Box—J. B.

KIRK, ANDY—D
I Won't Tell a Soul

KYSER, KAY—Co.
Two Sleepy People
I Must See Annie Tonight

LOMBARDO, GUY—D
I Must See Annie Tonight

MORGAN, RUSS—D
I've Got a Pocketful of Dreams
Lambeth Walk

NELSON, OZZIE—V
Change Partners
At Long Last Love

NORVO, RED—
Garden of the Moon
Small Fry

ROGERS, BUDDY—
While a Cigarette Was Burning

SHAW, ARTIE—V
Deep in a Dream

WALLER, FATS—V
Two Sleepy People

WELK, LAWRENCE—D
Two Sleepy People

1939 POPULAR

AMBROSE—D
South of the Border

ANDREWS SISTERS—D
Hold Tight
Sunrise Serenade
Beer Barrel Polka
Well, All Right

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An Apple for the Teacher
Lilacs in the Rain

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BULLOCK, CHICK—V
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My Heart Belongs to Daddy
The Masquerade Is Over
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CROSBY, BING—D
They Say
Sweet Little Headache
Deep Purple

Sunrise Serenade
Little Sir Echo
And the Angels Sing
An Apple for the Teacher
What's New
Yodelin' Jive

CROSBY, BOB—D
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Over the Rainbow
Blue Orchids
Day In—Day Out
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Deep Purple*
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You and I
Shepherd Serenade

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The Wise Old Owl

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My Sister and I
Maria Elena
Green Eyes
Yours
Blue Champagne
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I'll Guess I'll Have to Dream the Rest
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It All Comes Back to Me Now
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SHORE, DINAH—V
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I Don't Want To Walk Without You
Sleepy Lagoon
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KIRK, ANDY—D
Take It and Git

MILLINDER, LUCKY—D
When the Lights Go On Again

1943 POPULAR

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The Dreamer

BARNET, CHARLIE—D
That Old Black Magic

BOSWELL, CONNIE—D
Why Don't You Fall in Love With Me

BRITT, ELTON—V
There's a Star-Spangled Banner Waving Somewhere

CROSBY, BING—D
White Christmas
Moonlight Becomes You
It's Always You
Sunday, Monday or Always
People Will Say We're in Love
If You Please
Pistol Packin' Mama
Oh, What a Beautiful Morning
Victory Polka
I'll Be Home for Christmas

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Pistol Packin' Mama

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Let's Get Lost
Murder He Says
All or Nothing at All

DORSEY, TOMMY—V
In the Blue of the Evening
It's Always You

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Don't Get Around Much Anymore

FIELDS, SHEP—V
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JONES, JOHNNY—Hit
Johnny Zero
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JURGENS, DICK—Co.
Why Don't You Fall in Love With Me
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Taking a Chance on Love
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Why Don't You Fall in Love With Me
LYMAN, ABE—V
For Me and My Gal
MCMICHEN, CLAYTON—D
Put Your Arms Around Me, Honey
MADRIGUERA, ENRIC—V
Brazil
MARTIN, FREDDY—V
Can't Get Out of This Mood
All or Nothing at All
MILLER, ALLEN—Hit
It Can't Be Wrong
MILLER, GLENN—V
Dearly Beloved
Moonlight Becomes You
That Old Black Magic
MILLS BROTHERS—D
Paper Doll
MONROE, VAUGHN—V
Let's Get Lost
PIPER, PETER—Hit
The Dreamer

POWELL, TEDDY—V
Murder! He Says
RENARD, JACQUES—D
As Time Goes By
REY, ALVINO—V
Dearly Beloved
SHORE, DINAH—V
Why Don't You Fall in Love With Me
You'd Be So Nice To Come Home To
Murder! He Says
SINATRA, FRANK—Co.
You'll Never Know
Sunday, Monday or Always
People Will Say We're in Love
If You Please
Oh, What a Beautiful Morning
SLACK, FREDDIE—Ca.
That Old Black Magic
SONG SPINNERS—D
Comin' In on a Wing and a Prayer
Johnny Zero
VALLEE, RUDY—V
As Time Goes By
WARING, FRED—D
Brazil

1943 RACE

BASIE, COUNT—C
Rusty Dusty Blues
BOONE JUMPIN' JACKS—D
Please Be Careful
BUDDY BANKS TRIO—Savoy
Don't Stop Now
ELLINGTON, DUKE—V
Don't Get Around Much Anymore
A Slip of the Lip
Sentimental Lady
HAMPTON, LIONEL—D
Flyin' Home
HAWKINS, ERSKINE—V
Don't Cry, Baby
INK SPOTS—D
I Can't Stand Losing You
JOHNSON, BUDDY—D
Let's Beat Out Some Love
Baby, Don't You Cry
JORDAN, LOUIS—D
Five Guys Named Moe
Ration Blues
KING COLE TRIO
That Ain't Right—D
All for You—Ca.
KIRK, ANDY—D
Hey, Laddy, Mama
MILLINDER, LUCKY—D
Apollo Jump
Sweet Slumber
MILLS BROTHERS—D
Paper Doll
RED, TAMPA—V
Let Me Play With Your Poodle

1944 POPULAR

ANDREWS SISTERS—D
Shoo Shoo
BAXTER, DON—M
Pistol Packin' Mama
CROSBY, BING—D
Poinciana
San Fernando Valley
I Love You
I'll Be Seeing You
Swinging on a Star
Amor
There'll Be a Hot Time in the Town of Berlin
Too Ra Loo Ra Loo Ra
Don't Fence Me In
DONAHUE, AL—D
They're Either Too Young or Too Old
Paper Doll
Besame Mucho
Star Eyes
My Ideal
FORREST, HELEN-DICK HAYMES—D
Long Ago (and Far Away)
GARBER, JAN—Hit
Shoo Shoo Baby
No Love, No Nothin'
They're Either Too Young or Too Old
GARLAND, JUDY—D
No Love; No Nothin'
HAWKINS, ERSKINE—V
Cherry
HILDEGARDE—D
They're Either Too Young or Too Old
INK SPOTS—D
Into Each Life Some Rain Must Fall
I'm Making Believe
JAMES, HARRY—Co.
Cherry
I'll Get By
JORDAN, LOUIS—D
G.I. Jive
Is You Is or Is You Ain't
LOMBARDO, GUY—D
Speak Low
It's Love, Love, Love
LONG, JOHNNY—D
No Love, No Nothin'

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MORGAN, RUSS—D
Dance With a Dolly
MORSE, ELLA MAE—Ca.
Shoo Shoo Baby
No Love, No Nothing
PELTYN, SID—Hit
Pistol Packin' Mama
PIED PIPERS—Ca.
The Trolley Song
SHORE, DINAH—V
I'll Walk Alone
SINATRA, FRANK—Co.
I Couldn't Sleep a Wink Last Night
TILTON, MARTHA—Ca.
I'll Walk Alone
WELK, LAWRENCE—D
Don't Sweetheart Me

1944 RACE

CARTER, BENNY—Ca.
Hurry, Hurry
I'm Lost
ECKSTINE, BILLY—D. L.
I Stayed in the Mood for You
ELLINGTON, DUKE—V
Do Nothing, Till You Hear From Me
Main Stem
FIVE RED CAPS—B
I've Learned a Lesson I'll Never Forget
GANT, PVT. CECIL—G. E.
I Wonder
HAMPTON, LIONEL—D
Hamp's Boogie Woogie
INK SPOTS—D
Cow Cow Boogie
Into Each Life Some Rain Much Fall
I'm Makin' Believe
JOHNSON, BUDDY—D
When My Man Comes Home
JORDAN, LOUIS—D
G.I. Jive
Is You Is or Is You Ain't
KING COLE TRIO—Ca.
Straighten Up and Fly Right
I Can't See for Lookin'
Gee, Baby, Ain't I Good To You
MILLS BROTHERS—D
Till Then
WILLIAMS, COOTIE—Hit
Cherry Red Blues

1944 FOLK

ACUFF, ROY—Co.
The Prodigal Son
I'll Forgive You But I Can't Forget
AUTRY, GENE—Co.
I'm Thinking Tonight of My Blue Eyes
I Hang My Head and Cry
BAXTER, DON—M
Pistol Packin' Mama
DAFFAN, TEX—Co.
No Letter Today
Pistol Packin' Mama
Look Who's Talkin'
Born to Lose
DAVIS, JIMMIE—D
There's a Chill on the Hill Tonight
Is It Too Late Now
DEXTER, AL—Co.
Rosalita
Pistol Packin' Mama
Too Late to Worry
So Long, Pal
FISHER, FREDDIE "SCHNICKELFRITZ"
—D
Pistol Packin' Mama
FOLEY, RED—D
Smoke on the Water
There's a Blue Star Shining Bright
HOOSIER HOT SHOTS—D
She Broke My Heart in Three Places
LEWIS, TEXAS JIM—D
Too Late to Worry, Too Blue to Cry
MITCHELL, CHARLES—V
If It's Wrong to Love You
PELTYN, SID—Hit
Pistol Packin' Mama
RITTER, TEX—Ca.
There's a New Moon Over My Shoulder
I'm Wastin' My Tears On You
Jealous Heart
TILLMAN, FLOYD—D
They Took the Stars Out of Heaven
Each Night at Nine
TUBB, ERNEST—D
Try Me One More Time
Soldier's Last Letter
Yesterday's Tears
WAKELY, JIMMY—D
I'm Sending You Red Roses
WILLING, FOY—Ca.
Texas Blues
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You're From Texas
We Might as Well Forget It

1945 POPULAR

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My Dreams Are Getting Better All the Time
Sentimental Journey

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COMO, PERRY—V
Till the End of Time
I'm Gonna Love That Gal
If I Loved You
CROSBY, BING—D
Ac-Cent-Tchu-Ate the Positive
You Belong to My Heart
On the Atchison, Topeka and Santa Fe
It's Been a Long, Long Time
Along the Navajo Trail
I Can't Begin to Tell You
GOODMAN, BENNY—Co.
Gotta Be This or That
HAYMES, DICK—D
I'll Buy That Dream
INK SPOTS—D
I'm Beginning to See the Light
JAMES, HARRY—Co.
I'm Beginning to See the Light
I'll Buy That Dream
It's Been a Long, Long Time
KAYE, SAMMY—V
Chickery Chick
KENTON, STAN—Ca.
Tampico
LEE, PEGGY—Ca.
Waitin' for the Train to Come In
LOMBARDO, GUY—D
A Little on the Lonely Side
Bell Bottom Trousers
LONG, JOHNNY—D
My Dreams Are Getting Better All the Time
McINTYRE, HAL—V
Sentimental Journey
MERCER, JOHNNY—Ca.
Ac-Cent-Tchu-Ate the Positive
Candy
On the Atchison, Topeka and Santa Fe
MERRY MACS—D
Sentimental Journey

1945 FOLK

ARNOLD, EDDIE—V
Each Minute Seems a Million Years
AUTRY, GENE—Co.
Gonna Build a Big Fence Around Texas
At Mail Call Today
Don't Hang Around Me Anymore
Don't Live a Lie
BOYD, BILL—V
Shame On You
COOLEY, SPADE—Co.
Shame On You
I've Taken All I'm Gonna Take From You
DAFFAN, TED—Co.
You're Breaking My Heart
Headin' Down the Wrong Highway
Shadow on My Heart
DAVIS, JIMMIE—D
There's a New Moon Over My Shoulder
DEXTER, AL—Co.
I'm Losing My Mind Over You
I'll Wait for You, Dear
Triflin' Gal
I'm Lost Without You
FOLEY, RED—D
I'll Never Let You Worry My Mind
Hang Your Head in Shame
Shame On You
At Mail Call Today
GUTHRIE, JACK—Ca.
Oklahoma Hills
I'm a Brandin' My Darlin' With My Heart
RAMBLING ROGUE, THE—Co.
Tender Hearted Sue
RITTER, TEX—Ca.
You Two-Timed Me One Time Too Often
You Will Have to Pay
Christmas Carols by the Old Corral
ROBINSON, CARSON—V
Hitler's Last Letter to Hirohito
SHRUM, WALT—Coast
Triflin' Gal
SONS OF THE PIONEERS—V
Stars and Stripes on Iwo Jima Isle
THOMAS, DICK—Nat.
Honestly
TUBB, ERNEST—D
Tomorrow Never Comes
Careless Darlin'
It's Been So Long, Darling
TUTTLE, WESLEY—Ca.
With Tears in My Eyes
WILLS, BOB—Co.
Smoke on the Water
Hang Your Head in Shame
Stars and Stripes on Iwo Jima
You Don't Care What Happens to Me
Silver Dew on the Blue Grass Tonight
Texas Playboy Rag
White Cross on Okinawa
MONROE, VAUGHN—V
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My Dreams Are Getting Better All the Time
MORGAN, RUSS—D
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 JOHNSON, PETE, ALL-STAR ORK-JOE
 TURNER—Nat.
 S. K. Blues
 JORDAN, LOUIS—D
 Mop! Mop!
 You Can't Get That No More
 Caldonia Boogie
 Somebody Done Changed the Lock on
 My Door
 KING COLE TRIO—Ca.
 I'm a Shy Guy
 LIGGINS, JOE—Ex.
 The Honeydripper
 Left a Good Deal in Mobile
 LUNCEFORD, JIMMIE-DELTA RHYTHM
 BOYS—D
 The Honeydripper
 MILLINDER, LUCKY—D
 Who Threw the Whiskey in the Well
 SYKES, ROOSEVELT—V
 I Wonder
 The Honeydripper
 THARPE, SISTER ROSETTA—D
 Strange Things Happening Every Day
 WILLIAMS, COOTIE—Hit
 Somebody's Gotta Go

1946 POPULAR

ANDREWS SISTERS—D
 Rumors Are Flying
 BENEKE, TEX-MILLER ORK—V
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 BROWN, LES—Co.
 You Won't Be Satisfied
 CARLE, FRANKIE—Co.
 Oh! What It Seemed To Be
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 Ole Buttermilk Sky—ARA
 Huggin' and Chalkin—D
 COMO, PERRY—V
 Dig You Later (A Hubba-Hubba-
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 To Each His Own
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 INK SPOTS—D
 The Gypsy
 To Each His Own
 KAYE, SAMMY—V
 It Might as Well Be Spring
 I'm a Big Girl Now
 The Gypsy
 Laughing on the Outside (Crying on
 the Inside)
 The Old Lamplighter
 KYSER, KAY—Co.
 The Old Lamplighter
 Ole Buttermilk Sky
 MARTIN, FREDDY—V
 Symphony
 One-zy, Two-zy (I Love You-zy)
 Doin' What Comes Naturally
 To Each His Own
 MONROE, VAUGHN—V
 Let It Snow! Let It Snow! Let It Snow!
 SHORE, DINAH—Co.
 Laughing on the Outside (Crying on
 the Inside)
 The Gypsy
 Doin' What Comes Naturally
 SINATRA, FRANK—Co.
 Oh! What It Seemed To Be
 Fives Minutes More

1946 RACE

HAMPTON, LIONEL—D
 Hey! Ba-Ba-Re-Bop
 HARRIS, WYNONIE "Blues"—Ap.
 Playful Baby
 HAWKINS, ERSKINE—V
 I've Got a Right To Cry
 HUNTER, "IVORY" JOE—Ex.
 Blues at Sunrise
 INK SPOTS—D
 The Gypsy
 JORDAN, LOUIS—D
 Buzz Me
 Don't Worry 'Bout That Mule
 Reconversion Blues
 Salt Pork, W. Va.
 Beware
 Stone Cold Dead in the Market
 Don't Let the Sun Catch You Cryin'
 Choo Choo Ch'Boogie
 That Chick's Too Young To Fry
 Ain't That Just Like a Woman
 Ain't Nobody Here But Us Chickens
 JUBILAIRE, THE-ANDY KIRK—D
 I Know
 KING COLE TRIO—Ca.
 (Get Your Kicks On) Route 66
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1946 FOLK

ALLEN, ROSALIE—V
 I Want To Be a Cowboy's Sweetheart
 Guitar Polka
 ARNOLD, EDDIE—V
 Chined to a Memory
 That's How Much I Love You
 AUTRY, GENE—Co.
 Silver Spurs
 I Wish I Had Never Met Sunshine
 Wave to Me, My Lady
 Have I Told You Lately That I Love
 You
 Someday
 BOYD, BILL—V
 New Steel Guitar Rag
 BRITT, ELTON—V
 Someday
 Wave to Me, My Lady
 Blueberry Lane
 Detour
 Gotta Get Together With My Gal
 CARLISLE, BILL—K
 Rainbow at Midnight
 COOLEY, SPADE—Co.
 Detour
 You Can't Break My Heart
 COWBOY COPAS—K
 Filipino Baby
 DAFFAN, TED—D
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 DEXTER, AL—Co.
 Guitar Polka
 Honey, Do You Think It's Wrong?
 Wine, Women and Song
 It's Up to You
 FOLEY, RED—D
 Harriet
 Have I Told You Lately That I Love
 You
 HOOSIER HOT SHOTS—D
 Someday (You'll Want Me To Want
 You)
 MANNER, ZEKE—V
 Inflation
 MONROE, BILL—Co.
 Kentucky Waltz
 Foot Print in the Snow
 PENNY, HANK—K
 Steel Guitar Stomp
 Get Yourself a Redhead
 RITTER, TEX—Ca.
 When You Leave, Don't Slam the Door
 Long Time Gone
 Have I Told You Lately That I Love
 You
 ROBERTSON, TEXAS JIM—V
 Filipino Baby
 TILLMAN, FLOYD—Co.
 Drivin' Nails in My Coffin
 TRAVIS, MERLE—Ca.
 Cincinnati Lou
 No Vacancy
 Divorce Me C. O. D.
 TUBB, ERNEST—D
 Filipino Baby
 Rainbow at Midnight
 Drivin' Nails in My Coffin
 TUTTLE, WESLEY—Ca.
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 I Wish I Had Never Met Sunshine
 Tho' I Tried (I Can't Forget You)
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Mrs. Anna E. Dudley, Ocean View Cashier, Gets Prison Sentence

NORFOLK, Jan. 17.—Mrs. Anna E. Dudley, former head cashier and bookkeeper at Ocean View Park here, was found guilty of taking \$13,001 in funds of Ocean View Enterprises and sentenced to two years in prison (See Mrs. Dudley Sentenced, page 68)

FOR SALE OCEAN WAVE

Perfect condition, new Top. First good offer takes it.

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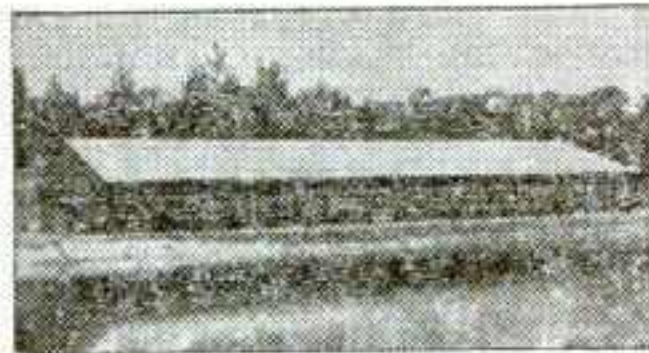
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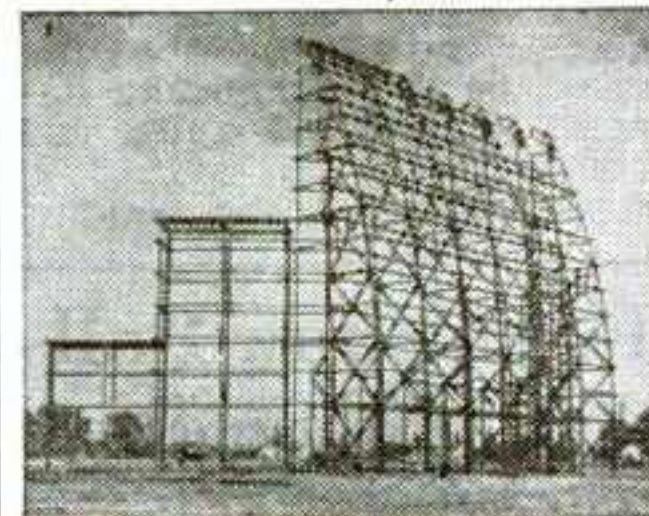


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MANAGEMENT SCHOOL FOR OHIO

State Assn. Approves Plan

Convention votes to hold to \$25 dues, continue study for more effective org

By Herb Dotten

COLUMBUS, O., Jan. 17.—A school on fair management will be sponsored by the Ohio Fair Managers' Association as a result of a resolution adopted at the org's annual convention here Wednesday and Thursday (14-15) at the Hotel Deshler-Wallick.

The resolution paves the way for the fifth such course in various States since the revival of the fair school idea three years ago by the Western Fairs Association. Besides the College of Fairs sponsored by WFA in California, other short courses on fair management have been sponsored by the State associations in Michigan, Minnesota and Indiana.

Eye Aid From Mutuels

The Ohio Fair Managers' Association, at its annual convention, also authorized the appointment of a committee to investigate the method in Michigan and in other States whereby part of the State's income from pari-mutuel harness horse racing is made available for the payment of harness horse purses at fairs.

A move described by its sponsors "to make the association more effective" was defeated when the report of a committee appointed last year to make recommendations was turned down. The committee urged that dues of member fairs be raised from the present \$25 annually in order to provide the funds needed to implement such a program, which would, among other things, provide for a secretary on either a full-time or near full-time basis.

The committee's proposal was that the 90-odd fairs in Ohio be divided into two classes to determine the amount of dues, such division to be made on the basis of the income of the member fairs. Under the proposal, those fairs with income in the top half of the association's membership would have annual dues of \$75, while those in the bottom bracket would pay \$50 annually.

Push for Improvement

Altho turning down the committee's proposal and continuing the \$25 membership dues for another year, the convention renewed its efforts to (See *Buckeyes To Get on page 40*)

N. Y. Fairs Form New Racing Assn.

UNADILLA, N. Y., Jan. 17.—County fair representatives meeting here Wednesday (7) formed the Southern Tier Fair Racing Circuit. With scheduled two-heat instead of three-heat races, similar entry classes for all members and bigger purses, the circuit is expected to bring about better programs for member fairs.

Members are the Norwich, Owego, Whitney Point, Afton, Homer, Morris and Walton, N. Y., fairs and the Honesdale, Pa., Fair. The Brookfield Fair is expected to join.

Dave Chambers, Unadilla, was elected president and Leigh Evans, Afton, secretary-treasurer. The superintendent of races at each member fair is a director.

Maine Fairs Seek Bigger Cut in Pari-Mutuel Take

PORTLAND, Me., Jan. 17.—A bigger slice of pari-mutuel racing profits will be sought at the next session of the State Legislature, it was decided at the 36th annual meeting of the Maine Agricultural Association of Fairs at the Falmouth Hotel, Wednesday (14). The fight for more dough, led by Gordon Drew, Augusta, will be based on the argument that the 3½ per cent, which each fair now derives from its meets, is inadequate in the face of spiraling costs. The take last year was lessened when the total handle took a tumble. The State takes 6½ per cent of all money wagered as its share.

Because of a stated pressing need for a reduction in operating costs, all fairs agreed to enforce economies along similar lines. Savings will be sought thru a reduction of some salaries dependent upon racing and a cut in the fees paid for the use of the starting gate. The charge for the use of head numbers will be cut. A reduction in purses probably will come last, since horsemen pointed out that this would result in fewer entries.

Brewer Follows Weston

State Representative Albert C. Brewer, Presque Isle, was chosen president, succeeding John Weston, Fryeburg.

James S. Butler, Lewiston, secretary for 20 years, resigned because of ill health. Butler is nationally known in racing circles as the inventor of the head numbers used at most light harness tracks.

Other officers chosen were Roy Finley, Skowhegan, first vice-president; Emery Booker, Brunswick, second vice-president, and Earl Hayes, Windsor, treasurer.

The association will meet in Presque Isle in 1949.

Robert M. Henry, Cape Elizabeth, told a forum of race secretaries that Maine's fairs were operating in the red because the racing commission had forced additional expenses on them. These included the selection of timers at a high pay scale, forced hiring of a mechanical starting gate and the necessity of building a paddock.

Albert E. Biggons, head of the racing commission, gave a statistical report on racing.

Other speakers at the morning session were Prof. L. V. Tierrell, University of New Hampshire; Roger Duncan, executive secretary of the United States Trotting Association, and Earl R. Hayes, Windsor. A forum was held on livestock and agriculture.

Addresses were given at the afternoon meeting by Dr. R. W. Smith, secretary of the New Hampshire Association of Agricultural Fairs, and Jake Broffee.

About 400 attended the banquet

Pa. Farm Show Pulls 525,000 in Five Days

HARRISBURG, Pa., Jan. 17.—Pennsylvania's five-day 1948 Farm Show drew 525,000 this year, officials said as the huge agricultural exhibition closed yesterday. Show's attendance (admission is free) dropped this year as compared to 550,000 in 1947 when the event was resumed for its first post-war program.

held in the ballroom. Jack Moran was toastmaster. Principal speakers were A. K. Gardiner, commissioner of agriculture, and Bill Cunningham, columnist for *The Boston Herald*.

Entertainment was furnished by the Al Martin, Frank Wirth and George A. Hamid agencies and Mrs. Elanor Leonard. The Interstate Fireworks Manufacturing & Display Company furnished favors. Sound was provided by the Royal Amusement Company. The E. G. Staals Company furnished badges. Chet Nelson and his ork played.

J. Howard Woodward, president of the sponsoring Fryeburg Fair, greeted those attending.

Tennessee Assn. Urges Tax Repeal

NASHVILLE, Jan. 17.—Association of Tennessee Fairs, meeting in the Noel Hotel here Tuesday and Wednesday (6-7), adopted a resolution urging repeal of the 20 per cent federal tax on gate receipts at fairs.

W. A. Van Cleave, Tennessee Agriculture Commissioner, told the convention that no fair in the State would receive State aid unless it first issued a sworn statement that the event was operated by a non-profit organization.

P. G. Crooks, Jamestown, Tenn., was elected association president to succeed G. E. McAdams, Petersburg. Henry Beaudoin, Memphis, was re-elected secretary-treasurer. Vice-presidents named included W. J. Huddleston, Cookeville; Cecil Yates, Trenton, and Pat Kerr, Knoxville. McAdams was named legislative committee chairman.

Knoxville's 42G Yield Believed Best In Annual's History

KNOXVILLE, Jan. 17.—Believed to be the largest in history, receipts for the 1947 Tennessee Valley Fair Association totaled \$128,922.91, leaving a profit of \$42,706.96 after disbursements.

Treasurer J. H. Anderson announced the figures at the annual association meeting, when all officers were re-elected.

Most of the 1947 balance will be placed in U. S. bonds as a reserve against lean years. Total expenses for 1947 were \$82,215.95.

Officers re-elected were: Harry T. Poore, president; Charles J. Brown, Sam Wilson and A. Carter Myers, vice-presidents; Anderson, treasurer, and John L. Wilson, assistant treasurer.

Many affiliates of associations are interested in a proposal by which the next State Legislature would pass a bill setting up an integrated State fairs program and make a direct appropriation for the program. Pat W. Kerr, State association's East Tennessee vice-president, said Memphis, Jackson and Nashville fair groups are among those interested.

Appointment of a full-time secretary, a post now held by Kerr, will be acted upon later by the TVA&I Fair officers.

Ore. Annual Seeks Later Opening Date

Attendance Spread Aim

PORTLAND, Ore., Jan. 17.—A move to obtain a later opening date for the Oregon State Fair at Salem gained momentum at the opening sessions of the 20th annual meeting of the Oregon Fairs Association, as more than 150 delegates registered the first day, Thursday (15).

In sessions at the Imperial Hotel, speakers and delegates stressed that the Labor Day opening for the Salem fair did not allow up-State fairs sufficient time in which to prepare exhibits. The season nature of farm work does not allow county fairs to advance their own dates, it was pointed out, and many cannot complete their annual events in time to send winners to Salem. Four-H leaders and FFA spokesmen declared many counties had insufficient time in which to transfer livestock and other entries to Salem for the State championships.

Even Spread Needed

Spokesmen for the proposal to start State fairs around the middle of September argued that, while Labor Day crowds have been big money makers at Salem, attendance has been so overwhelming the fairground facilities could not accommodate them all. They contended that attendance spread more evenly over State fair week would win greater public acceptance.

While stressing that he was not taking a stand on the issue personally, Col. Alfred P. Kelly, attorney for the State Racing Commission, noted that the commission had been urged to favor a later opening for the State fair. This postponement, he said, would allow a longer racing season in Portland with more racing revenue for the State and consequently more to be allocated among fairs throuthout the State, which for revenue depend upon a percentage of wagers at racing meets.

Chindgren Presides

Sessions were presided over by Herman H. Chindgren, Molalla, association president since its organization. In his annual report he urged establishment of an Oregon or Northwestern college of fairs, devoted to education of managers and personnel. He asked that fair leaders place greater emphasis on judging standards, qualifications of judges, health and sanitary conditions and education of the public as to the part played by fairs in promoting agricultural advancement.

Expect Decision on N. Y. State Fair Revival Soon

ALBANY, N. Y., Jan. 17.—Chester Dumond, commissioner of agriculture, is expected to decide before February 18 whether there will be a State fair this year. Last fair was held in 1941 at Syracuse.

State Fair Commission will recommend that facilities be provided for harness and auto racing on the new grounds and that some parts of the plant be designed for year-around use.

Kansas Assn. Okays 3-Day Confab in '49

Woodell Named Prez

By Frank Joerling

TOPEKA, Kan., Jan. 17.—Starting in 1949, the annual meeting of the Kansas Fairs Association will be a three-day affair, instead of two as has been the case in the past. This was decided at the 25th annual gathering of the group in the Hotel Jayhawk and Municipal Auditorium here Tuesday and Wednesday (13-14).

Starting next year the meetings will open at noon on a Monday and end Wednesday afternoon. Plans are to have registration start Monday noon, with a short business session also scheduled. This will give fair men plenty of time opening day to decide on dates and contact carnival owners, attractions and supply men.

Spirited Buying

This year's meeting was highlighted by spirited buying. The program was so arranged by Secretary Raymond M. Sawhill that fair men were given ample opportunity to conclude all their business regarding the signing of carnival midway attractions, grandstand acts, supplies, etc. Every fair in the association was asked repeatedly during the year to come to the Topeka meeting prepared to sign contracts. The association has a membership of 70 fairs, 64 of which were represented and each of the 64 fairs contracted for their 1948 needs.

Thru the efforts of Sawhill, a printed list of Kansas fairs was distributed this year for the first time. The list was arranged by sections, i.e., Northeast, East, Southeast, Central, Southwest and Northwest. The list contained the name of the county fair, city in which held, the secretary's name, 1947 dates and the probable 1948 dates. The list drew plaudits from carnival and attractions people.

Meet in Auditorium

Meetings this year were held in the Municipal Auditorium, two blocks from the Jayhawk Hotel, because the hotel's convention hall was in use. Principal speakers at the various sessions, and their subjects, were: Sam M. Mitchell, Kansas State Fair, Hutchinson, *Our Independent Midway*; Sen. Riley W. MacGregor, Medicine Lodge, *A Long-Range Program for Kansas Highways*; Sen. Paul R. Wunsch, Kingman, *Fair Legislation*; Maurice E. Fager, director of Station KIDC, *Kansas Is Stepping*; Mary Ellen Border, assistant 4-H Club leader, *Better Home Economics Displays*; Owen M. Richards, Chicago, general manager of the American Dairy Association, *On With the Show*.

In addition, there were round-table discussions and open forums on carnivals, merchant displays, rentals, tickets, etc.

No State Aid Asked

John Redmond, Burlington, chairman of the legislative committee, reported his committee decided it was inadvisable to ask for State aid for fairs, at this time, but asked that fair men send him suggestions and requested that the committee be continued thru 1948, with a view toward settling on a plan to submit to the (See *Kansas Association on page 40*)

ATTENTION, ACTS

We are now contracting for high-class Acts for our 1948 Indoor Circuses and Fairs. State full details. Mail photos, state price first letter.

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464 Holly Ave. ST. PAUL, MINN.

Around the Grounds:

Iowa State Rates Bids for New Dormitory Too High, Rejects 'Em

Iowa State Fair Board has rejected all bids for the construction of a new 4-H girls' dormitory, claiming that figures submitted were too high. Secretary Lloyd Cunningham said it had been hoped to build the structure for around \$325,000 to \$350,000 but that bids received called for approximately \$450,000. The board had hoped to let the contracts so that the structure would be ready for the 1948 Des Moines event. Plans now call for waiting until the board's March meeting before asking for new bids. Proposed structure would be of concrete and house approximately 500 girls.

Handy Sound Service, Norwich, N. Y., announces the contracting of fairs at Owego, Whitney Point, Af-ton, Walton, Norwich, Brookfield and Morris, N. Y., and Honesdale, Pa.

Morris County Fair Association, Morristown, N. J., reappointed Alexis L. Clark as manager of its 1948 event, which will be held August 17-21. President John J. Kennedy announced last week.

Proposal to use a dozen or more cottages on Minnesota State Fairgrounds, St. Paul, as homes for veterans was made to city council Thursday (15). E. T. Wardell, in a letter to Mayor McDonough, said the cottages, mostly owned by fraternal or-

ganizations, are on State-owned land. These, he said, could be improved to provide quarters and several vets have agreed to repair them in return for the opportunity of living in them. They agreed to move out during the two weeks of the fairs. Council members, approving the suggestion, referred it to the Minnesota State Fair board with the request that the cottages be made available.

Bill Shomette, WOAI, Rochester, N. Y., farm and ranch director, has been named a director of the San Antonio Stock Show Association. Plans are to hold the first livestock exposition in February, 1949.

Dr. J. S. Dorton, president-manager of Southern States Fair, Charlotte, N. C., and North Carolina State Fair, Raleigh, is working with a group of Charlotte theater men, writers and business men to produce a history of Mecklenburg County, North Carolina, where the first Declaration of Independence was signed 14 months before the Declaration of Independence was signed in Philadelphia in 1766. Dorton has promised that the Charlotte and Raleigh fairgrounds will be made available for the production. Paul Green, Pulitzer prize winner, and LeGette Blythe, *The Charlotte Observer* literary critic, will write the drama.

Chatham Re-Elects Officers, Sets Dates for 1948 Annual

CHATHAM, N. Y., Jan. 17.—Columbia County Agricultural Society re-elected President Charles E. Harder, Chatham, for a one-year term at the annual meeting held January 5 and set September 4-6 as dates for the 1948 fair, reported Secretary William A. Dardess, who was also re-elected.

Others re-elected for one-year terms were Aaron C. Garner, vice-president, and Ralph O. Hoffman, treasurer, both of Chatham. Elected to the board were Walter S. Crandell, Chatham; Franklin B. Goad, Ghent, and Stanley N. Chittenden, New Lebanon, for three-year terms, and Clifford M. Hodge and Albert S. Callan Jr., Chatham, for two-year terms.

Weyburn, Sask., Renames Saunders for Third Year

WEYBURN, Sask., Jan. 17.—Reg Saunders was re-elected president of Weyburn Agricultural Society for the third consecutive year at the recent annual meeting. Vice-presidents are Les Holdstock, J. H. Warren and William Keef, with F. C. Zabel manager and Roy Schultz secretary-treasurer.

Zabel had been secretary-treasurer-manager for the past 24 years but now retains only the position of manager.

The secretary reported a 1947 surplus of \$1,000 but that this amount had been spent on plant improvements. In 1947 \$3,172 was spent on improvements.

Mayor Names New Members Of Board at Anderson, Ind.

ANDERSON, Ind., Jan. 17.—Mayor G. Lester McDonald has named new members of the Anderson Free Fair board for 1948 including Walter Hughes, president; F. C. Staley, H. D. Kirk, Paul Caldwell, Beck Taylor, Councilman George Laman and Charles Durgan.

NEW
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Want Shows, Concessions, High Acts, Platform Acts.
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Plan Centennial Pageant For Chico, Calif., Annual

CHICO, Calif., Jan. 17.—Plans are underway here for a centennial pageant at the Butte District Fair which will be the principal feature of the local celebration of the California Centennial.

Fair will be presented in May for the first time since 1942. The local Chamber of Commerce plans to call a special meeting here in February to discuss plans for other phases of the centennial fete, Chamber officials said.

Pageant under discussion would be similar to a highly successful one staged May 19, 1941, which commemorated the 100th anniversary of the date on which Gen. John Bidwell, founder of Chico, left Kansas on his way to found the California city.

Wapakoneta, O., Annual Shifts Dates to Aug. 8-13

WAPAKONETA, O., Jan. 17.—To avoid conflicting dates with the Ohio State Fair, Columbus, the Auglaize County Fair here has advanced its 1948 dates to August 8-13.

Harry Kahn, secretary of the local event, points out that for the past 16 years the fair here always ran during the same period, the last week in August.

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I AFE To Renew Tax Repeal Drive, Ohio Confab Told

COLUMBUS, O., Jan. 17.—The Ohio Fair Managers' Association was told at its annual convention here Wednesday and Thursday (14-15) in the Hotel Deshler-Wallick, that the campaign of the International Association of Fairs and Expositions to bring about the repeal of the 20 per cent front gate tax will be renewed and stepped up soon, and members were urged to lend their support, when called upon, to bring about the repeal. Bligh A. Dodds, director of the division of fairs of New York State, director of the New York State Fair and vice-president of the International Association of Fairs, told of past efforts of the IAFE in behalf of the repeal. He gave a detailed report of the hearing last year before the House Ways and Means Committee on a bill which the House subsequently passed by a voice vote but which did not get out of the Senate Finance Committee.

Urges Support

He urged individual fair executives, as well as the Ohio Fair Managers' Association, to give solid support to the repeal drive, emphasizing that the campaign was concentrated solely upon removing the tax from the front gate admissions.

Other convention speakers included Myers Y. Cooper, former Ohio governor, who spoke on the purpose and progress of the State Fair Relocation Commission, and R. J. Pearse, fairgrounds designer of Raleigh, N. C., who discussed master plans for modern fairs.

The convention was marked by an extremely heavy attendance. The banquet, held Thursday night, was a sell out, with all 1,028 tickets having been sold several months in advance. Gov. Thomas J. Herbert was among the banquet speakers.

The vast majority of the fairs completed their booking during the convention. As in previous years, fairs bought heavily of one-day attractions.

Among carnival reps, attraction bookers and suppliers represented were:

Mr. and Mrs. F. Gooding, Mr. and Mrs. O. Buck Saunders, John W. Enright, Rudolph Address, Mrs. John Chapman, Mr. and Mrs. Gerald Frantz and W. J. Goutermout, all of Gooding Amusements; William B. Jacobs, WBJ Shows; Mr. and Mrs. W. S. Curl, Curl Rides; Mr. and Mrs. Happy Powelson, V. S. Scott and Homer Snedeker, Happy Attractions; Ray Howard, Howard Bros.' Attractions, and Mr. and Mrs. Currey Little, Joe Hampel and Wilber Vandergrift, Queen City Shows.

Gus Sun Jr., Bob Shaw, Glenn Jacobs and Art Longbreke, Gus Sun Agency; Mr. and Mrs. C. A. Klein, Peggy Klein, Jack Klein and Jerry Ricketts, Klein's Attractions; Billy Senior, Barnes-Carruthers Theatrical Enterprises; Sonny Bernet, Bernet & Keough Agency, and Gene Johnson and Russell O'Leary, Gene Johnson Agency.

Bill McCluskey and Bob Williams, WLW Attractions; Mr. and Mrs. Dick Kurtz, WLS Attractions; Alma Balke, Ace Entertainment Service; Lou Posey and Johnny Moore, Posey & Moore Attractions; Mr. and Mrs. Ward (Flash) Williams, American Theatrical Agency; H. P. (Tex) Rose, Cooke & Rose Theatrical Enterprises; Henry and Corinne Lueders, United Booking Association; Charles Zemater Theatrical Agency, Charles Zemater Jr.; Dave Malcolm, Dave Malcolm Agency; Leon Harvey and Jimmie Hetzer, Hetzer & Harvey Theatrical Agency; Mr. and Mrs. E. D. McCullough and John B. Van Why, Public Enterprises, Inc., and C. T. Retroff and Guy S. Fleck, Retroff Attractions.

Earl Newberry and Jimmie Van Clise, Jimmie Lynch's Death Dodgers; B. Ward Beam, International Congress of Dare Devils; Lee Lott, Lucky Lott's Hell Drivers; Al Jones, Al Jones Rodeo and Circus; Carl H. Bradford, Bradford's Sheep Dogs; Mr. and Mrs. Lloyd Schmerhorn, Lloyd Schmerhorn's Rodeo; Mr. and Mrs. Jack Raum and Ralph Beckoldt; Buck and Rose Steele and Ike Russell, Steele's Cavalcade of Stars; Vaughn Kreig, Flying F. Rodeo, and Amos Selby, Diamond Horseshoe Rodeo.

B. W. Stephenson, Safe-Way Scaffolds; Mr. and Mrs. Earl J. Coburn and Ken Lee, Fair Publishing House; John Anderson, Enquirer Printing Co.; Harry Wigton, E. T. Eichelsdoerfer and K. Kuehn, Regalla Manufacturing Co.; Tom Kirtley, Kirtley's Sound System; Milton Gaines, Gaines Tent & Awning Co.; Mr. and Mrs. Harry Hagler, Hagler's Sound Equipment & Photo Finish; Paul Young, Young's Starting Gate; George O. Decker, Decker Program Service; Jacob Robbins and David Rosenberg, Triangle Poster Printing Co., Pittsburgh; Mr. and Mrs. V. Scott and Van Scott Jr., V. S. Scott & Sons; John H. Foster, John H. Foster Trophies; A. F. Powers and Mr. and Mrs. A. Hart Sutton, R. B. Powers Co., and Ben S. Allen, Ben S. Allen Posters, Inc.

Walter L. Beachler, United Fireworks Manufacturing Co.; Frank Conway, Duffield United Fireworks; Mr. and Mrs. Joseph Caccavello, Columbus Fireworks Display Co.; Lloyd Holt, Howard Holt and Leonard Roach, Interstate Fireworks Co.; A. Babylon, Tri-State Manufacturing Co., and A. D. Michele, Hudson Fireworks Co.

Buckeyes To Get Management School

(Continued from page 38)

step up the effectiveness of the association by authorizing the appointment of another committee to study the association's constitution and by-laws. It was emphasized that a proposal to increase dues and set a dues schedule would require a revision of the constitution.

The convention took cognizance of the woman's role in fair management by adopting a resolution urging that each member fair have at least one woman member on its respective board. It also urged that the name of the women's department be changed to home arts department at all fairs.

Re-Elect All Officers

Other action taken by the convention included the authorization for naming a committee to confer on plans to relocate the Ohio State Fair and recommendations to the U. S. Trotting Association that harness horse race judges' fees be lowered from \$25 to \$5 per day and that where there are too many horses entered in any one race that a fair be entitled to divide the horses, race them in two heats, and then have the highest finishing horses in those heats race in a third heat and the lowest finishing horses in the first two heats compete in a fourth heat.

E. W. Lampson, president; Lawrence P. Lake, first vice-president, and Clair L. Hill, second vice-president; Mrs. Don A. Detrick, executive secretary, and B. U. Bell, treasurer, were re-elected for another year.

Al Miller Seriously Ill

CHICAGO, Jan. 17. — Al Miller, band leader, musician and long identified with the Cleora Miller musical act, is seriously ill at the home of his daughter, Cleora Helmer, 5642 Wayne Avenue, this city. Miller suffered a stroke shortly after a recent automobile accident.

Kansas Association Okays Three-Day Confab in 1949

(Continued from page 39)

fair body with a view to approaching the State Legislature with a bill for aid when the Legislature convenes in 1949.

Secretary Sawhill's report showed that the org's treasury is in the best condition in history and that paid-up memberships are at an all-time high.

On Wednesday (14) the fair group heard an address by Clinton P. Anderson, U. S. Secretary of Agriculture.

Woodell Elected

Officers elected were G. B. Woodell, Winfield, president; Dr. V. L. Partridge, Coffeyville, vice-president; Raymond M. Sawhill, Glasco, re-elected secretary-treasurer. Directors elected were: First district (N. E.), M. W. Jencks, Topeka, and D. Linn Livers, Barnes; second district (E.), George Dietrich, Richmond, and G. H. Carbon, Mound City; third district, Dr. V. L. Partridge, Coffeyville, and G. B. Woodell, Winfield; fourth



Meetings of Fairs Assns.

Rocky Mountain Association of Fairs, Rainbow Hotel, Great Falls, Mont., January 25-27. J. M. Suckstorff, Sidney, Mont., secretary.

Virginia Association of Fairs, Hotel John Marshall, Richmond, January 26-27. C. B. Ralston, Staunton, secretary.

Nebraska Association of Fair Managers, Hotel Cornhusker, Lincoln, January 26-28.

Pennsylvania State Association of County Fairs, Abraham Lincoln Hotel, Reading, January 28-30. Charles W. Swoyer, Reading, secretary.

Texas Association of Fairs, Expositions and Rodeos, Baker Hotel, Dallas, January 29-31. Oscar B. Jones, secretary, Marshall.

Idaho State Fair and Rodeo Association, Preston, January 30-31. F. W. Cleveland, secretary. For hotel reservations contact Preston Chamber of Commerce.

Arkansas Fair Association, Marion Hotel, Little Rock, February 2-3. L. H. Autrey, Blytheville, president.

Western New York Fair Managers' Association, Hotel Lafayette, Buffalo, February 4. G. W. Grinnell, Batavia, secretary.

New York State Association of Agricultural Fair Societies, Ten Eyck Hotel, Albany, February 9-10. James A. Carey, Albany, secretary.

Mississippi Association of Fairs and Livestock Shows, Robert E. Lee Hotel, Jackson, February 12. J. M. Dean, Jackson, secretary.

INQUIRIES are being made and secretaries of associations of fairs should send in the dates of their annual meetings to *The Billboard*, 155 North Clark Street, Chicago 1, Ill.

Reba Perry Resigns At Yuba City, Calif.

YUBA CITY, Calif., Jan. 17.—Reba Perry, secretary-manager of the 13th Agricultural District Fair the past two years, has resigned. She may accept an overseas assignment with the army civilian service, it is reported.

President Chauncey Harter, of the district directors, said no replacement has been named.

district (C.), Carl Henning, Burlington, and Ernest McKenzie, Cottonwood Falls; fifth district (S. W.), Everett Erhart, Stafford, and Louis Baker, Hardtner; sixth district, Evert Williams, Beloit, and L. H. Galloway, Wakeeney.

270 at Banquet

The annual banquet was held Tuesday night in the roof garden of the Hotel Jayhawk, with 270 guests attending. Banquet was featured by a "no speeches" rule. Following the banquet, a film showing 4-H Club members attending the John Morrell & Company picnic at the Kansas Free Fair, were shown by R. M. Othwaite, manager of the firm in Topeka. The Truex-Drake Enterprises of Wichita and Kansas City, owned by Ben Truex and Tom Drake, again furnished the stagershow. Hazel Randall, of the Truex-Drake office, was emcee. The Troys did a comedy slack wire and a double trapeze number.

Birmingham Nets 48G First Year As City Project

BIRMINGHAM, Jan. 17.—Operating for the first time under municipal ownership, the 1947 Alabama State Fair returned a profit of \$48,000 and was financed without use of public funds.

Bedford Seale, chairman of Alabama State Fair Authority, said here that the profits will be used to expand the 1948 exposition, improve the grounds and start an amusement park.

Gross income from the fair, Seale revealed, was \$140,640.24. Admission to outside gates brought \$59,344, while the Barnes-Carruthers grandstand show added \$29,346.69.

Other income included carnival concessions, \$4,017; independent midway, \$25,448.31; commercial exhibits, \$9,578; shows and rides, \$28,862.94, and miscellaneous income, \$2,327.20. Hennies Bros.' Shows had the midway.

Advertising in newspaper, radio, billboards and other media cost \$10,435.35. Agricultural exhibit by 4-H Clubs and FFA cost \$6,203.79 in premiums and expenses, while \$846 was spent on premiums for an art exhibit and \$4,173.28 for school exhibits.

Total admissions thru outside gates, not counting school children who were admitted free for one day, were 157,478.

Fair returned a profit of \$48,000 and

Other acts were recruited from personnel of the WIBW Round-Up. Those featured included the Ozark Ramblers, headed by Ambrose Haley; the Michalis Sisters and Bill Kirk; Bobby Dick; Sheppard and his Cobb Valley Boys; Chuck Wayne, Ole Lipton, Clifford Wayne, Kenny Harridge and Dude Hank.

Attractions, carnival and supply people on hand included:

Ben Truex, Tom Drake, Hazel Randall, Truex-Drake Enterprises; Frank Sharp, Regalla Manufacturing Company; Mr. and Mrs. Larry Nolan and Mr. and Mrs. Scott Lamb, Larry Nolan Shows; G. W. Adkins, Brownie Amusements; Frank Winkley, All-American Thrill Drivers & Auto Racing, Inc.; R. L. Collins, Collins United Shows; James Morrissey, All-States Tent & Awning Company; Harold Braucht, Colorcraft Poster Corporation; Mr. and Mrs. E. S. (Ted) Webb, Webb's Concessions; Mr. and Mrs. Tobe McFarland, Stewart-Stevenson Company; Mr. and Mrs. Cecil Goree and Frank Gaskins, Sunflower State Shows.

W. R. Wilkerson, Haas & Wilkerson; George Hawk, Hawk Concessions; I. L. Mikelson, Ray Enoch and Tex Beeson, Tex Beeson Shows; William G. Catlett, Catlett Greater Shows; Richard Lang and George W. Flanagan, Peers-Perles Fireworks Company; Jerry Marlott, Marlott Motorcycle Races; Mr. and Mrs. M. A. Strader, Patsy Strader and Howard (Jockey) Jones, M. A. Strader Shows.

Duane Simon, Barnes-Carruthers Office, Des Moines; Ralph Rhoads, Rhoads Fireworks; J. C. Michaels Sr. and Jr., J. C. Michaels Attractions; Mr. and Mrs. J. R. Leeright, Ralph Bowers, J. R. Leeright Shows; Paul Long and Les Winget, Paul Long Rodeo.

E. D. McCrary, Albert Martin, H. W. Anderson and Carl Harlan, 20th Century Shows; Russell Green, E. G. Staats & Company, Inc.; Mrs. Ben Brodbeck, Melvern Brodbeck, Brodbeck Shows; Fred Schrader, Brodbeck-Schrader Amusement Company; W. W. Moser, Central States Shows; Mr. and Mrs. J. W. Mahaffey, Cherokee Amusement Company; Mr. and Mrs. Roy Frear, Mr. and Mrs. Bud Shoff and Eddie Davis, Frear's United Shows.

F. W. and Ted Kyle, Jayhawk Amusement Company; Mr. and Mrs. H. C. Swisher, Parada Shows; V. H. (Mike) Rockwell and O. W. Maddox, Rockwell Shows; Leo Pittman, Wheeler-Pittman Theatrical Agency; Bernie Green, KPFF Ark Valley Boys.

N. L. Neighbor, Hutchinson Tent & Awning Company; Ira Burdick and Neil Burdick, Burdick's Greater Shows; Duane Simon, Jimmie Lynch's Death Dodgers; Harold (Whitey) Elliott, Feld Chevrolet Company; Hymie Schreiber, Schreiber Merchandise Company; Sammy Ancher, George Carpenter and Marvin Evans, individual showmen.

GREENWOOD (S. C.) FIVE COUNTY FAIR has changed to Prell's Broadway Shows for 1948

London, Ont., Inks Conklins For Five Years

CHICAGO, Jan. 17.—Conklin Shows have closed a five-year contract to provide the midway at the Western Fair, London, Ont., Patty and Frank Conklin announced here this week while on a business trip. Contract, they said, includes an option for them to operate the midway for an additional five years.

Suspended since 1939, the London annual is pushing plans for a wide-spread plant improvement program. Heading this work is Walter Jackson, veteran secretary-manager of the event.

The signing of the London contract gives the Conklin organization a total of nine large Canadian annuals under long-term contracts. Longest of the contracts is that for the Exposition Provinciale at Quebec, where the Conklins have 12 years to go before their 15-year contract expires.

Other annuals held under long-term contracts are the Canadian National Exhibition, Toronto, 5 years, and the fairs at Three Rivers (10), Sherbrooke (10), Lindsey (10), Belleville (5), Leamington (10) and Kingston (10).

Sedlmayr Installed As Miami Showmen's Association Prexy

MIAMI, Jan. 17.—Carl Sedlmayr Sr. was installed as the newly elected president of the Miami Showmen's Association here Tuesday (6). Other officers installed were George Golding, first vice-president; Leo Bistany, second vice-president; William Cowan, third vice-president, and Ralph Endy, treasurer.

Carl Hanson was installed as acting secretary. This required his resignation from the board of directors, and Carl Sedlmayr Jr. was picked to fill the vacancy.

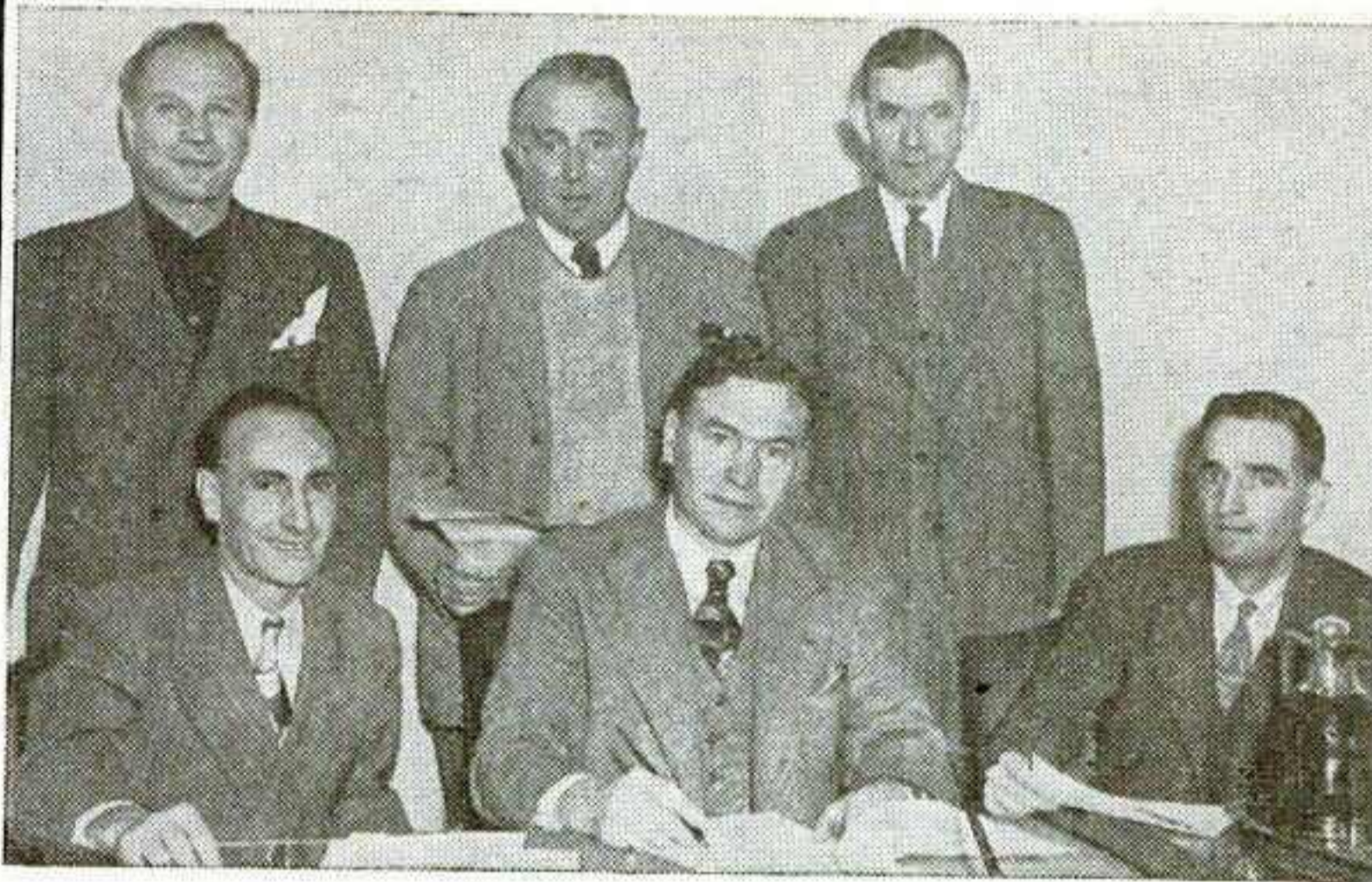
Other members of the board of directors are:

Mike Roman, Jack Perry, Tommie Carson, Harry Modele, Irving Bisco, M. Lorow, Max Kimerer, Jack Gilbert, Buddy Paddock, Al Beck, Val Cleary, Frank Bergen, Mel Dodson, Eddie Edwards, Dave Fineman, Pat Finnerty, George Goodman, Sam Gordon, Don Lanning, Art Lewis, Morris Lipsky, Cortex Lorow, J. C. McCaffery, Andy Markham, Sid Markham, Alton Pierson, Sam Prell, Harry Ross, Al Rossman, Harry Schreiber, W. D. Singer, Sam Solomon, William Tara, J. G. Thomas, Rip Weinkle, Harry Weiss, Benny Weiss, Jack Wilson, John Young, Phil Cook, Art Frazer, Tommy Allen, Harry Hennies, Louis Rice, Sam Goldstein, Cliff Wilson, Whitey Weiss and Paul Lane.

George Irvin, 42, Hennies Employee, Dies of Burns

BIRMINGHAM, Jan. 17.—George Irvin, 42, Ferris Wheel operator for Hennies Bros., Shows, died in a local hospital of burns received October 2 in a fire during Alabama State Fair. His home was in Olney, Ill. Irvin suffered burns when fuel oil caught fire as it was being transferred from a supply truck to the Ferris Wheel power unit.

B. T. Smith, 34, another Hennies employee, also was burned in the blaze, which destroyed the supply truck and damaged several automobiles.



SO HAPPY WAS FRANK CARAVELLA, owner of the Caravella Amusement Company, at signing for the midway attractions for the Optimist Club's annual Spring Festival at Columbia, S. C., that he had a photographer on hand at the official signing. Seated, left to right: Caravella; R. L. (Buck) Gamble, head of the State Bureau of Compensation, and W. A. Shields, president of the Optimists' Club and director of parks and recreation. Standing, left to right: Don Greco, C. M. Dinwiddie, vice-president of the club, and W. J. Gregory, chairman of the festival.

JJJ Expo Awarded Salem, Ill., Reunion

SALEM, Ill., Jan. 17. — Earl W. Merritt, in charge of amusements for the annual Marion County Soldiers and Sailors' Reunion, announces that the Johnny J. Jones Exposition has been contracted to furnish the midway and concessions for this year's event, to be held July 26-August 1 in Bryan Memorial Park here.

Usually held six days, the reunion will run an extra day this year. The national commander of the American Legion is scheduled to make an address the final day.

The reunion was suspended during war years. The Jones show last played the event in 1941. Morris Lipsky, Jones general manager, and Ralph Lockett, general agent, were here to confer with Merritt.

Mighty Hoosier Org Lines Up 1948 Staff

GREENSBURG, Ind., Jan. 17.—W. R. Geren, owner-manager of Mighty Hoosier State Shows quartered here, this week announced that the org's staff for 1948 has been lined up and includes M. G. Stokes, general representative; Mrs. W. R. Geren, secretary-treasurer; Betty Mead, assistant secretary; H. L. James, lot superintendent; Kenneth Ritchie, ride superintendent; Tex Fetta, electrician; Mrs. M. G. Stokes and Mrs. Tex Fetta, front gate; Hayden Richards, bingo No. 1 manager; Gene Mead, bingo No. 2 manager, and Tell Eckman, cookhouse.

A Zacchini cannon act will be the free attraction. Shows recently added two new Downey light towers, making a total of eight. Geren also purchased two rides and two new searchlights at the recent meetings in Chicago. Ride motors and trucks are being overhauled here, and Bingo Randolph is building six new concessions as well as shaping up the twin Ferris Wheels.

Geren said that dates already booked include the Germantown, Ky., Fair; Greater Miami County Fair, Converse, Ind.; Marion, Ind., Business Men's Summer Exposition; July 4th Celebration, Linton, Ind., and 40th annual Business Men's Summer Street Fair, Camden, O.

Geren and Stokes attended the Indiana and Ohio fair meets and also will make the Illinois confabs.

Stahl To Head Mich. Showmen

DETROIT, Jan. 17.—The Michigan Showmen's Association picked 1948 as the year for the Stahl family by unanimously electing Harry Stahl, superintendent of Eastwood Park, as president Monday night (12). Mrs. Stahl was named president of the association auxiliary a week earlier.

The new team replaces the Al Wagners, who headed the association and auxiliary in 1947.

A special Oscar was presented to Jack Dickstein, retiring as first vice-president, who was the active head of the organization during most of the past year because of the absence of President Wagner.

Other officers elected were Ben Morrison, first vice-president; Roscoe T. Wade, second vice-president; Nate Golden, third vice-president; Louis Rosenthal, treasurer, and Bernhard Robbins, secretary.

Directors named were Ora (Pop) Baker, Eddie Bennett, John Cargan, Izzy Cetlin, Ralph Decker, Dr. L. H. Firestone, Jack Gallagher, Sam (Pork Chops) Ginsburg, George Harris, Edward Horwitz, Sam Levy, Sam Wilson Maltin, Ben Moss, Cameron Murray, R. A. (Fats Norton) Nathansen, Herb Pence, John Quinn, Isadore (Paddles) Reisner, James P. Sullivan, Ned Torti, W. G. Wade, Lloyd Charles Westerman, John Jack Wilson, E. P. Womack and William Zakoor.

La Cross Shows Bow In Conn. April 10

ST. ALBANS, Vt., Jan. 17.—Paul R. La Cross, manager at the La Cross Amusement Enterprises, announces that his organization will open the 1948 season in Connecticut April 10. Thirty-one week tour will include dates thru New England States, New Jersey and Pennsylvania. Fireworks will be a weekly feature and four rides, three shows and 20 concessions will make up the org.

The Peterborough, N. H., American Legion and city officials, in a recent letter of commendation on the high standards of the shows, made La Cross an "honorary citizen" of the town and the shows were asked to make Peterborough an annual stand.

Strates Inks Miss Sothern For 30 Weeks

Comic, Line Back Stripper

NEW YORK, Jan. 17.—James E. Strates, owner of the shows bearing his name, announced Thursday (15) the signing of Georgia Sothern, top bracket burlesque performer, to a 30-week contract starting in April. The deal was handled by Miles Ingalls, local booker.

Miss Sothern is the third name exponent of the body beautiful to turn to the lush dough offered by carnivals during the usually dull period for indoor bookings lasting from late spring thru early fall. The first, Sally Rand, gathered a bundle of moola under canvas last season with Hennies Bros.' Shows. Faith Bacon, platinum blonde purveyor of pulchritude, announced at the Chicago meetings that she had contracted with the John R. Ward Shows.

Altho the cost was not revealed, the nut is believed to be hefty, since another Eastern show is known to have dickered recently for Miss Sothern's services with initial palaver including figures as high as \$2,000 per week for a complete show featuring the stripper.

Included in the contract is a 10-girl line and a comic. Strates will complete the show with a band and possibly an emcee. The planned 45-minute performances probably will be straight burlesque with chorus numbers and blackouts. Al Mercy, girl show operator with Strates for several seasons, will handle the front.

The *Charm Hour Revue* will be renovated to house the new attraction. Strates said he will order a new 1,000-seat tent and refurbish the stage and lighting system. The front will be made over.

Other attractions set with Strates include Nate Eagle's *Hollywood Midget Revue*, Nat Rodgers' War Show and Doc Hartwick's Wild Life and Snake shows. The Minstrel Show is being enlarged.

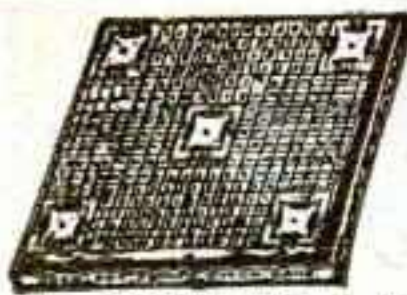
Strates, who was in town primarily to be installed as president of the National Showmen's Association Wednesday night (14), said that activity at his Jacksonville, Fla., winter quarters was at its peak. One of the major projects calls for the equipping of 15 additional wagons with pneumatic tires.

Waltons Quartered At Mercedes, Tex.

MERCEDES, Tex., Jan. 17.—Mr. and Mrs. Raymond A. Walton have established winter quarters here for their Wild Animal Exhibit and Jungle Oddities Exhibit. They recently took delivery on a new 10-kw. light plant and another new truck and semi-trailer have been ordered for spring delivery.

Among the spring events they have contracted are the Charro Days Fiesta, Brownsville; George Washington Birthday Celebration, Laredo, and the Battle of Flowers, San Antonio, all in Texas.

Recent visitors here included Mr. and Mrs. Ralph Miller; Mr. and Mrs. Warren, Snapp Greater Shows; Don Brashear, American Midway Shows; Jack Vinson, Bell-Vinson Shows; Mr. and Mrs. Roy Bible, Sello Bros.' Circus, and Mr. and Mrs. Corky Zimmerman and Manuel King, of the Snake King Reptile and American Company, Brownsville.



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Size 46x46", Price \$37.50.
Size 48x48", With 1 Jack Pot, \$45.00.
Size 48x48", with 5 Jack Pots, \$50.00.

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100-Player Complete 8.00

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Any Quantity, Each 1 1/2¢

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Shipments Made to Your Customers Under Your Label. No checks accepted. C. O. D. 25% Deposit. Our name or ads to do not appear in any merchandise. Samples postpaid prices. Orders are P.P. Extra.

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SHRUNKEN HEADS

As the natives of the jungle prepare them. Whitenative and others. Female heads with long hair, prepaid \$5.00. Male heads prepaid \$6.00. Many other manufactured attractions: Wolf Boy, Fish Girl, Ape Boy, Cannibal Heads and Bodies, Shrunk Bodies, life-size Mummies and Bodies. Attractions made to order. Write for Prices and Photos.



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State salary and all particulars in first letter.

MIDWAY CONFAB

Those who worry about bacterial warfare shouldn't eat in fairground cook-houses.

Mrs. Ida Sineley is wintering at Miami in her trailer.

Walter B. Fox, Mobile, Ala., is still ill from the flu attack which laid him low the day after Christmas.

Al Wagner, retiring president of the Michigan Showmen's Association, left Detroit for Florida.

Rev. Carl Nagel, father of Walter O. Nagel, of Wisconsin, visited his son recently while the latter was at Jennings, La.

Abe Levine cards from Macon, Ga., that he visited Harvey (Georgia Boy) Drew, who has opened a new automobile agency there.

Renee Rochelle has been wintering in Peoria, Ill., since completing the season with William Siro's *Front Page People* on H. B. Rosen Amusements.

Ed Sweeney is in Auburndale, Fla., with Nina Scott handling the program for the Legion Fair to be held there January 26-February 2.

Interim aid is nothing new on midway. It's what the working boys apply for daily so they can eat.

Friends and relatives of E. J. Barry, of Joliet, Ill., helped him celebrate his 92d birthday recently at a pot-luck dinner.



INSTALLATION DINNER of the Ladies' Auxiliary of the Michigan Showmen's Association at the Belcrest Hotel, Detroit, January 6.

John Greeley, show press agent and former Washington reporter, has taken over publicity duties for the Michigan Showmen's Association.

Mr. and Mrs. C. F. Gifford, owners of Gifford's Rides & Amusements, have returned to Noble, Okla., quarters after a holiday visit with relatives in the western part of the State.

Mrs. Esther Weiner, wife of Jack Weiner, of James E. Strates Shows, is at 1006 Virginia Street, Sioux City, Ia., recuperating from an operation she underwent last week. She would like to read letters from friends.

Following a successful season with the Girl Show on L. J. Heth Shows, Bill Gary is wintering in Cullman, Ala., where he has purchased a new home. Members of the attraction also are wintering there, Gary says.

Pat and Millie Sutherland, known professionally as Dakota Pat and Millie Rae, have been presenting their impalement act in Denver clubs. They will return to the road in 1948, opening at the Houston Fat Stock Show.

Jack Norman, *Charm Hour* producer with Cavalcade of Amusements

the last two seasons, is appearing in clubs as a comedy single and is working out of Chicago. He recently closed an engagement at Greywolf Tavern, Sharon, Pa.

"Just what," a towner asks, "does a freak show talker mean when he mentions 'Accumulated wonders of the world?'"

Lena Schlossberg, formerly with Beckmann & Gerety Shows and Cole Bros.' Circus, where she presented a mentalist act with her late husband, is living in retirement at the Arlington Hotel, Hot Springs.

Sam R. Childers cards from Tampa: "After visiting high-powered agents here, I am now convinced the trouble with being a carny is that after one gets used to smoking cigars it's time to change back to Bull Durham again."

Mrs. Dorothy Morris, of the Chet Morris Shows, who underwent a stomach tumor operation January 5 in Middle Georgia Hospital, Macon, is on the recovery road, reports Chet Morris, who said the show will remain closed in Allentown, Ga., until Mrs. Morris is able to travel.

Ray C. Herbers, who has his Educational Hygiene Exhibit on display in the Greyhound Bus Terminal, Cleveland, has contracted with H. V. Peterson, of Tivoli Exposition Shows, to frame the exhibit in a 30-foot semi for the 1948 tour. Herbers will ship the exhibit to Tivoli's quarters

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- IMPROVED BEE HIVE
- EVANS' AUTO BUMP GAME
- EVANS' CHUCK CAGES
- EVANS' SHOOTING GALLERY SUPPLIES
- EVANS' WALKING CHARLEY
- EVANS' MONKEY SPEEDWAY
- ADD-A-BALL GAME
- PADDLE WHEELS
- RAFFLE WHEELS
- EVANS' BALTIMORE WHEELS (Any Combination)
- PONY TRACKS

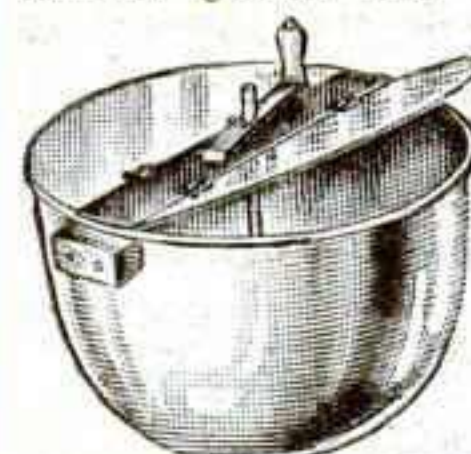
Write for Complete Catalog

CARNIVAL SUPPLIES, EQUIPMENT, GAMES, ETC.

H. C. EVANS & CO.

1528 W. Adams St., Chicago 7, Illinois

NEW SUPER KETTLE



Ideal popper for large volume business! 35-qt. capacity kettle, 19 1/2" diameter by 15" deep of 3/32" aluminum. Gearless agitator. Sturdy. Makes money for you! \$37.50. Also 12-quart Saratoga, \$20; 8-quart kettle, \$10.

Write for details. Terms: 25% with order, balance on delivery.

CONCESSION SUPPLY CO.
3916 Secor Road, Toledo 6, Ohio

F. E. GOODING SAYS:

"Our eight No. 12 BIG ELI Wheels grossed \$143,818.63 in 1947. This is an average of \$17,989.21 for each wheel. "I think this is remarkable considering that the first three months of the season we encountered very bad weather." BIG ELI Wheels continue to earn profits for their owners. Sorry we cannot handle any more orders for 1948. Consider a BIG ELI for 1949. Ask for Price List A-59."



ELI BRIDGE COMPANY
800-820 Case Avenue Jacksonville, Ill.

OHIO SUPER YELLOW and DWARF WHITE HULLESS POPCORN

In 50 and 100-lb. moisture-proof bags. Also Cartons and Supplies. Write for catalog.
BETTY ZANE CORN PRODUCTS, INC.
886 Bellefontaine Ave. MARION, OHIO



NEW FORTUNE
Buddha Papers on
NEW WHITE
Paper
MASTER OUTFITS
NOW AVAILABLE.
S. BOWER
Belle Mead, N. J.

WANTED

All kinds of Stock Concessions except Bingo and Ride Help on all Rides. (Bob Grubs and "French" can use you.) Will place Mechanical or any Ride Show. Address:

JACK WALLACE
Lonsdale, Ark.

DUCK POND

Centrifugal water action. These tanks are set in cabinet with the backboard on hinges. 4 holes in backboard. We are now using a beautiful 3-color plastic duck that must float right, as we have these weighted on the inside at the factory. We will send samples of this duck about the 15th of February. Send \$1.00 bill if you wish a sample. None sent free. Price of Duck Pond complete with centrifugal pump, motor, 100 ducks with all fittings, ready to go.

Priced at \$300.00

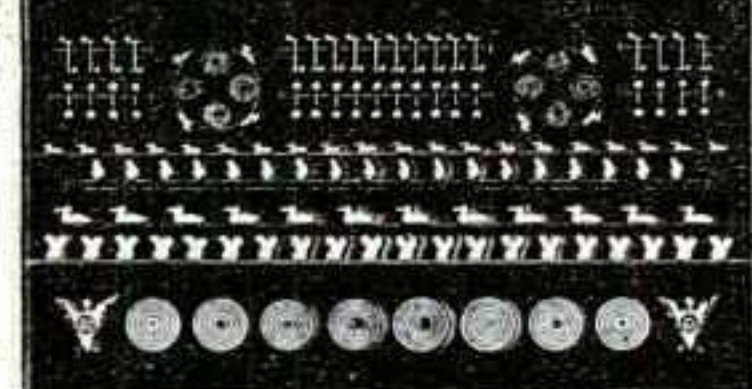
OUR NEW PUNKS FOR CAT RACKS will be ready for delivery soon. All of our other games are ready for delivery now.

Orders pouring in for our New LAMP HOOP-LA. A real winner.

RAY OAKES & SONS
BOX 108 BROOKFIELD, ILLINOIS

*America's Pioneer
Manufacturer of
Corn-Popping
Machines*
CRETORS
Since 1885

SHOOTING GALLERIES



Complete line of Shooting Galleries, Rifles, Loading Tubes and Supplies for immediate delivery. Write for catalog.

KING AMUSEMENT CO.
82 Orchard St. MT. CLEMENS, MICH.

SPITFIRE

FOR SALE
Late 1946 Model, almost new; operated one season in permanent location. \$3,000.00 cash, balance on easy terms, with contract if desired—all-year-round action in active park.

LOISEL & SCHMIDT
P. O. Box 453
Sunland, So. California

FOR SALE

A WALK THRU FUNHOUSE
Built on Semi-Trailer with GMC Tractor. Erect and dismantle in one hour's time. 45-foot front with a full line of tricks. Tractor and Trailer in A-1 condition. \$1,500.00.

Coleman Bros.' Shows
P. O. Box 886 Middletown, Conn.

FOR SALE

NEW MODEL W25 POWER UNITS
By authorized Allis-Chalmers dealer.
BOX 10-203
c/o The Billboard Cincinnati 22, O.

AMERICA'S BEST BANNERS

SNAP WYATT STUDIOS
1608 Franklin St. TAMPA 2, FLA.
(Phone: NGS562)

FOR SALE

Lunch Wagon on special built truck, complete and ready to operate. Everything in good condition, including motor and tires. Cheap for cash.
Contact
J. H. WIGGS
Selma, N. C.



COL. BILL E. GREEN, who this year celebrates his 55th year in showbiz and who, despite his threescore and 10, is still active, alert and on the ball. Colonel Bill served showbiz as both a performer and press agent, his starter being as a boy soprano with the Primrose & West Minstrels. His outdoor connection began at the Chicago World's Fair in 1893. He has been with Barkoot's, Harry Billick's Gold Medal, Royal American, Reynolds & Wells and numerous other carnival orgs.

Mr. and Mrs. Bennie Hyman and Mr. and Mrs. Bennie Gross.

Mrs. Fred Beckmann is visiting at the home of Mr. and Mrs. E. S. (Ted) Webb in Topeka, Kan. Mr. and Mrs. Webb left Thursday (15) for the Winnipeg fair meeting. Following their return they will take Mrs. Beckmann to Dallas for the Texas fair meeting and then on to San Antonio, Mrs. Beckmann's home.

Lydia Snook has returned to her home in Reading, Pa., having been released from a local hospital after recovering from a five-month illness. She recently lost her mother, Mrs. Catherine Snook, who died December 9. A veteran of 33 years in outdoor show business, she plans to return to the road in 1948.

We always enjoy ads for concessions on a mile-square fairground that reads: "Space is limited. First come — first served."

Christmas party guests at the home of Mr. and Mrs. Jack Goodwin in Texarkana, Tex., were C. F. Reese and daughter, Bubbles; Prof. Star; Curley and Virgie Brown and son, Jimmie; Gordon Nead, of California; Van Pate; Silver Dollar Jack Mitchell, his wife, Nona, and son, Richard; Ann Yelton, High Pockets Lindsay and Albert Harris.

Recent visitors at World of Mirth Shows' Richmond, Va., quarters were Charlie Holliday and Mr. and Mrs. Eddie Edwards. Holliday was checking over his Funhouse equipment, while Edwards, who is chief electrician, checked his department. The Edwards are wintering at their North Carolina farm.

Corkie Zimmerman and crew are rebuilding and painting his cook-house in Weslaco, Tex., quarters. Zimmerman will open his season at the Charro Days Celebration in Brownsville, Tex., the last week in January. Crew includes William Robbins, Happy Miner, Chuck Langdon, Jimmy Gilmore and Eddie Vaughn.

George Conrad, who formerly presented an aerial free act with Dick's Paramount Shows, Bantly's All-American Shows and Gorman Bros.' Circus, writes that he expects to be (See MIDWAY CONFAB on page 44)

WANTED WANTED WANTED
FOR THE LARGEST CELEBRATION IN ILLINOIS
Olney Fairgrounds
JULY 3-4-5
AUSPICES AMERICAN LEGION POST NO. 30
GRANDSTAND ATTRACTIONS EACH AFTERNOON AND NIGHT ENDING MONDAY, JULY 5th. WITH HORSERACING IN AFTERNOON AND GRANDSTAND SHOW AND FIREWORKS DISPLAY AT NIGHT.
WILL BE ADVERTISED IN A RADIUS OF 100 MILES BY RADIO, NEWSPAPERS, BILLBOARDS AND TELEPHONES. **FREE GATES. FREE PARKING.**

CARNIVAL
Not less than 10 Major Rides, 8 or 10 Shows, 60 Concessions. Percentage will work, but no grift.
Want to hear from CIRCUS OR RODEO
FOR SATURDAY, JULY 3RD.
Like to hear from Wallenda Circus, James M. Cole, Sunny Bernet and his White Horse Revue, Buck Steele and others.
THRILL SHOW
FOR SUNDAY, JULY 4TH.
Would like to hear from Jimmie Lynch, B. Ward Beam, Lee Crosby and others.
Want to hear from Acts of all kinds
INDEPENDENT CONCESSIONS
Write, wire or call William Brummitt, Manager Midwest Dairy Products Co., Olney, Illinois. Telephone: 35.
All others write, wire or call
PHIL H. HEYDE, General Chairman Celebration Committee
P. O. BOX 229 Telephone: 277 OLNEY, ILLINOIS

CONCESSIONAIRES!
CANDY PULLING MACHINE
*** for 5 pound batch!**

For more sanitary, customer appealing candy, start your 1948 season with the new Concession #5 Candy Pulling Machine. Stand it on a table or hang it on the wall where your customers can see your candy in the making, and watch your profits grow. Machine is rigidly built with enclosed worm gear drive . . . runs all day for an electrical cost of only 10¢ . . . Rugged . . . Clean . . . Compact (22x15x24") . . . Durable . . . Very quiet and smooth running . . . Built for 5 pound batch . . . Just plug it into any 110 volt, 60 cycle AC receptacle. **ORDER NOW** to assure first quarter delivery. Complete with motor, \$150.00. 25% with order, balance on delivery. Hurry! They're going fast!

CONCESSION SUPPLY CO.
3916 SECOR ROAD TOLEDO 6, OHIO

B & B Wire Rope
FOR YOUR RIDES

Prompt Shipment for:
FERRIS WHEEL
CATERPILLAR • WHIP
TILT-A-WHIRL
HEY DEY • LINDY LOOP
RIDEE-O-RIDE

Midway Mike Says:
*Let's play it safe
in 'Forty-eight;
Replace worn ropes
before too late.*

Broderick & Bascom Rope Co.
4203 N. Union Blvd. 32-30 43rd Avenue Airport Way at Edmunds' St.
St. Louis 15, Mo. Long Island City 1, N. Y. Seattle 8, Wash.
Or Order B & B Wire Rope from Your Ride Manufacturer

POPCORN BOXES **LOWEST PRICED QUALITY BOX AVAILABLE TODAY**

Personalized with YOUR printed name on two sides .018 White Lined Cardboard. \$6.00 1 1/2 oz. size. Sure Lok Ends, perforated side panel, decorated four sides. In \$6.00 50,000 lots, packed 1,000 to case. F. O. B. Factory. Buy your long-term M requirements and save.

TERMS: Printed with your name, cash with order or 1/2 deposit, balance C. O. D. No Special Copy, 1/3 deposit, balance C. O. D.

THEATRE CANDY CO., INC. **SAMPLE ON REQUEST**
215 STUART ST., BOSTON, MASS. **WIRE — WRITE — PHONE NOW**

STRONGLY MADE
ESKIMO, YUKON AND WOOLY KIDS
Taking orders for complete Ball Games, Cat Racks and Plaster Novelties. Successor to Mr. George W. LaMance. Write for prices.

MRS. EMILY WARSHAW 482 Washington St. Atlanta, Georgia

CLIP AND MAIL TODAY!

Blevins Popcorn Co.
P. O. Box 278
Nashville, Tenn.

With every catalog is included a new
"Snow-Man" cup, the hottest thing in
the ice ball business!

Sirs:
Please send me a copy of your new 32-page catalog listing and describing your concession equipment. I am primarily interested in:
 Popcorn Equipment Ice Ball Equipment Candy Floss Equipment
 Portable or Stationary Trailer Popcorn Supplies Ice Ball Supplies
 I would like to see the Treatum Trailer. Please let me know when it will be on exhibit in my town.

Name:
Address:
City: State:

BLEVINS POPCORN CO.

NOW IN AMERICA'S MOST MODERN POPCORN PLANT!
31ST AND CHARLOTTE NASHVILLE, TENN.

POPCORN HEADQUARTERS

TOP-POP Hybrid Popcorn is backed by a Money back guarantee if you are not completely satisfied in every respect. Send your order in today. Finest quality roasted peanuts—attractive circus bags. 5 sizes boxes—cones—bags—snow cones—floss papers—colors—napkins—spoons—ready-to-use flavors—apple sticks. Immediate Delivery Star Poppers. Midway Marvel Candy Floss Machines—All-rubber shock-mounted. Stay ahead with Sno-King Ice Shavers—capacity 500 lbs. per hour. Used Popcorn and Peanut Machines bought and sold. Guaranteed trouble free. Big money makers.

CHUNK-E-NUT PRODUCTS CO.

Serving You From Coast to Coast
MATTY MILLER **HANK THEODORE** **JOE MOSS**
231 N. Second St. 2908-14 Smallman St. 1261 E. Sixth St.
Philadelphia 6, Pa. Pittsburgh 1, Pa. Los Angeles 21, Cal.

FLYING SCOOTERS

QUEEN OF THE FLYING RIDES
With 1948 Streamlined Cars
EIGHT CAR **STATIONARY &** **NEW JET**
PORTABLE RIDE **ELEVATED** **KIDDIE RIDE**
PARK RIDE
BISCH-ROCCO AMUSEMENT COMPANY
5441 S. COTTAGE GROVE CHICAGO 15, ILL.

AMERICAN UNITED SHOWS

GET WITH THE BEST IN THE WEST
24 WEEKS—STARTING EARLY APRIL
WANT few more Grind Shows, with or without own equipment. Few more Hanky-Pank Concessions open. Ride Help for 12 office-owned Rides, Artist and Sign Painter, good Acts for Hillbilly and Musical Revue. WANT Billposter. Our winterquarters at 182nd and Fremont now open. Write
O. H. Allin, Mgr. American United Shows
P. O. BOX 315, SEATTLE 11, WASH.

OCTOPUS ROLLOPLANE FLY-O-PLANE

World's Most Popular Rides
EVERLY AIRCRAFT CO., Inc., Manufacturers, Salem, Ore.

MODERN IMPROVED

CHAIRPLANE AND KIDDIE AIRPLANE RIDE
WRITE FOR CATALOGUE.
Immediate delivery on Chairplanes. Also on Gears and Clutch Parts.
SMITH & SMITH, SPRINGVILLE, N. Y.

WANTED

Tent Animal Show for 4-Night Stand. No charge for space.
WANTED
Ferris Wheel, Kiddie Ride, Aerial Ride and Merry-Go-Round.
Also Special Night Acts. Write
F. E. JUDKINS
466 W. Lafayette Rd., Medina, O.

Midway Confab

(Continued from page 43)
performing again this year following an enforced three-year layoff as the result of an accident received while working. He expects a forthcoming operation to put him in good shape.

Years ago when passing a hat to raise the railroad move was the vogue, a donor admitted, "I only dropped in enough to get the manager to the depot."

Following a trip to Wooster, Mass., to visit his sick mother, now recovered, Mr. and Mrs. Benny Wolfe, of Wolfe Amusement Company, left for a week's fishing trip in Florida. In Titusville, Fla., the Wolfes visited Mr. and Mrs. Halsted; Ernie Sylvester, show secretary; Mr. and Mrs. Tom Scott, Mr. and Mrs. Lefty Levine and Mr. and Mrs. Frank Nash, concessionaires.

Earl Purtle infers that he is getting his new Motordrome in shape at the Cetlin & Wilson Shows' Petersburg, Va., quarters. Bert Miller, show builder, is putting on the finishing touches. Since he will be operating dromes at Palisades (N. J.) Amusement Park and on the road, Purtle will sell his Flying Scooter and Rolloplane.

Managers and their general agents have an annoying habit of holding their booking arguments in secret, thus depriving the cookhouse general agent from tendering his advice.

Mr. and Mrs. A. H. McClanahan, Baton Rouge, La., and Mr. and Mrs. W. H. (Buck) McClanahan, of Rogers Greater Shows, after spending New Year's Day at the ranch home of Mr. and Mrs. H. L. Adams, Lewisville, Tex., flew to Los Angeles to visit relatives and the Tom Brenaman *Breakfast in Hollywood* radio show. Mrs. Adams is a sister of the McClanahan brothers.

Mr. and Mrs. Floyd Kile, well-known concessionaires on various Midwestern and East Coast shows for the last 20 years, are wintering at Baton Rouge, La. They plan to take a small show on the road this season, to be known as the Floyd O. Kile Shows, and will play Louisiana exclusively. Work will start in quarters February 15 and the opening is set for April 1.

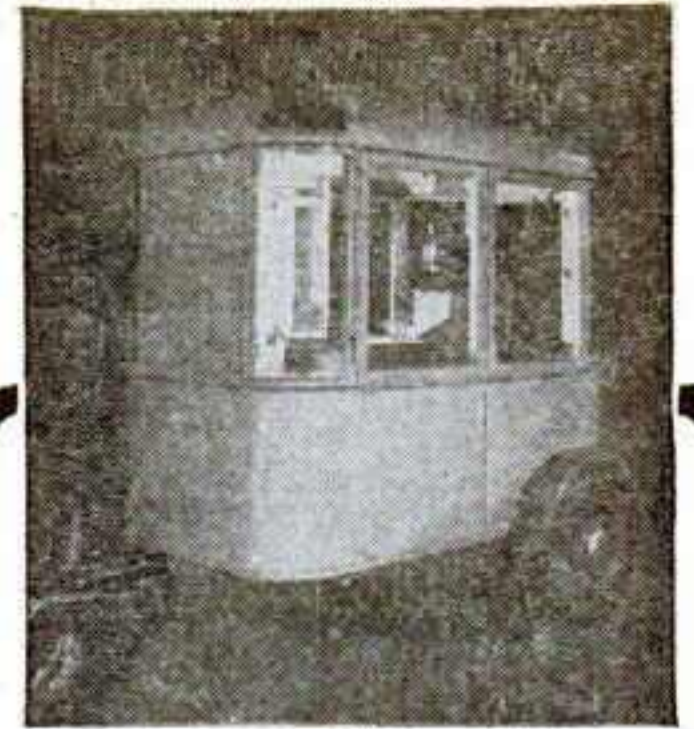
Gerald Barker, concessionaire and show and ride operator, is managing the Palm Trailer Park at Hallandale, Fla., where recent visitors included Harry Agne, bingo and ride owner with King Reed Shows, and family; Speed and Lucy Sprague, Frank and Dee Vogt; George and Etta Carr and son, Midway Park, N. J.; Mr. and Mrs. Ted Chubbick and family, bingo operators of Buffalo, and Andrew Bornekesiel, Rochester, N. Y., park owner.

Managers shouldn't question their agents' expense accounts. It takes a lot of money to keep them barbered, pressed, cleaned, insured, doctored, taxied, telephoned, telegraphed, clothed, wined, dined, amused and rested.

George (Amber) West and Ted Kits were recent visitors with Mr. and Mrs. A. M. Podsobinski, of the A.M.P. Shows, in Phoenixville, Pa., winter quarters. The Podsobinskis motored to Birmingham, where their daughter (See MIDWAY CONFAB on page 57)

FOR SALE

Mills Frosted Malted Milk Machine, can also make Frozen Custard. 5 gallon super automatic controlled, same as new, used 6 weeks. New 10 Gallon Electric Freezer to dip from. 3 Horsepower Compressor; new 2-Wheel Trailer, fluorescent lights, new tires; Dodge Truck, 1 1/2 ton, dual tires in good shape. Enough stock on hand to bring in \$1,500.00. Sell for almost half price. No reasonable offer refused. Must sell account of sickness. Money maker. Spend \$5.00, take in \$80.00. **HAZEL CROUCH**, Fisher's Tourist Camp, 2810 Clark St., Tampa, Florida.



The Crystal Coach Jr.

1948 MODEL
Fully equipped for popcorn. Includes exhaust fan, dispensing corn bin . . . infra-red heater optional.
Immediately Available Through Our Distributors or Write
The Calumet Coach Co.
11575 S. Wabash Ave., Chicago 28

"LOOK" AT LIBERTY MONKEY CIRCUS and GLASS HOUSE

Complete with props, stage, new banners, bally and monkey wardrobe. Monks work loose. Glass House, complete in detail, fifty-five foot neon front, new banners, full set of glass. I am not a first of May, have just finished nineteen seasons on two carnivals. If you have a good route, let me hear from you with your best offer.

B.O. (Buttons) Grantham
P. O. Box 47, Hot Springs, Ark., or care Western Union

IS YOUR VOLTAGE LOW?

I have a voltage booster operating on 115 volt AC circuit with a 10% or 20% boost. Will handle 1500-watt load. Will work on candy machines, popcorn machines, movie projectors, juke organs, ice cream machines, etc. \$15.00 each. \$5.00 deposit on C. O. D.'s.
W. R. DORSETT
ROUTE 6 MACON, GEORGIA

RIDES FOR SALE

1946 Flying Scooter, stored near Richmond, Va., perfect condition, good as new, \$7,500; make me an offer. Also Super Roll-o-Plane, new lift motor, new seats, backs, top motor, cars repainted, new pins in arms, ready to go, stored in Palisades Amusement Park, N. J., \$3,500; best offer takes it as I am getting out of the ride business. Contact:
EARL PURTLE
7612 Sweet Briar Road Richmond, Va.

FOR SALE

Grab Outfit, 10x10 Blue Top, 4 awnings, pin hinged frame, griddle, coffee urn, burners, tank, all you need to open in stock, come and get it for \$200.00; 10 ft. covered Pick-up Trailer with good tires, \$75.00; Webster Amplifier with turn table on top, 6 or 110 volts, good condition, first \$50.00 gets it; 14x14 Penny Pitch frame, fly and board, \$50.00; about 850 ft. #4 stranded wire, half of it new, other half used twice, \$75.00; 200 Amp Switch Box with fuses, \$25.00; Camera Box and Lens with 8x10 top and frame, \$75.00; 1936 Ford Panel Truck, 3/4 ton, very good tires and motor recently overhauled.
HOWARD SNYDER, Bainbridge, Ohio

CARNIVAL WANTED

Rides, Shows, Concessions for July 1, 2, 3, 4, 1948. Must know at once. Veterans of Foreign Wars.
PERL WILLIAMS
Buffalo, Mo.



★ For every conceivable purpose . . . each designed to meet the exacting needs of the industry served.

Phone, wire or write for additional information.

**Electric Power Units
Portable or Stationary
Made to Order**

60 Kw. General Motors Diesel Powered generator set designed especially for R. G. Wolff Studios, Hollywood, California, by STEWART & STEVENSON SERVICES. Unit furnishes electric power for "on location" sets in the production of motion pictures.



Anywhere SERVICE • PARTS Anytime
G. M. Diesel Engines
Continental Rod Seal Engines
4516 Harrisburg Blvd. Houston 11, Texas

STEAM TRAIN



BURNS COAL

Hauls a big load of kids or adults on every trip.

Attracts **CROWDS** in any amusement park or recreation center

You can't beat steam for appeal and repeat rides; it will outdraw any other type of train. Walter Foster, Concession Operator, says: "Crossed from \$75.00 to \$300.00 per day with M. A. Sraeder Shows."

OTTAWAY AMUSEMENT COMPANY
Mrs. Steam Trains and Kiddie Auto Rides
224 W. Douglas Wichita 2, Kansas

1948 IMPROVED SUNSHINE CHOO CHOO TRAIN

Biggest money maker on any Midway for labor required, space needed and money invested. Prices—Three Cars, 18 passenger, \$1800.00; Four Cars, 24 passenger, \$1955.00; Five Cars, 30 passenger, \$2100.00; all F. O. B. Tampa, Fla. Fast truck delivery and set up for 15 cents mile one way. Send dollar for large photo and complete description.

MEMBER **ACA** **SUNSHINE MFG. CO.**
2105 E. CHELSEA ST. TAMPA, FLA.
Member Tampa Chamber of Commerce

J. E. MARTIN SHOWS

NOW BOOKING FOR 1948 SEASON
Rides, Shows, Legitimate Concessions.
Opening in April, vicinity Washington, D. C.
Want Ride Foremen for Merry-Go-Round, Ferris Wheel, Chairplane and Roll-o-Plane. Also Electrician.

J. F. MARTIN
3170 S. W. 8th St., Miami, Fla.

**Estimated 500
In Attendance
At HASC Ball**

KANSAS CITY, Mo., Jan. 17.—An estimated 500 members, guests and friends attended the annual Heart of America Showmen's Club banquet and ball in the Hotel Continental here.

Sam Benjiman, committee chairman, led the march of those to be seated at the speakers' table. The line-up included Al C. Wilson, club chaplain; Past President Dave Lachman, Rube Leibman, representing the Showmen's League of America; Past President Harry Hennies, representing the Miami Showmen's Association; Toastmaster Noble C. Fairly; Blanche Francis, retiring president of the HASC Auxiliary; Rosalee Elliott, new auxiliary president; Harold Elliott, president of HASC; L. K. Carter, second vice-president; Bill Wilcox, third vice-president, and Homer Pennington, secretary.

Hillbilly Act

Following the banquet, Zeb and Mandy, hillbilly act appearing at the Folly Theater and furnished thru the courtesy of Chester I. Levin and K. H. Garman, performed. Lorelli Hugo presented President-Elect Rosalee Elliott with a gift from the auxiliary and telegrams were read from Clay and Nellie Weber, Mr. and Mrs. Paul, Tommy Cook, Regular Associated Troupers, Showmen's League of America, Doc and Clara Zeiger, Denny and Margaret Pugh, Virginia Kline, Patty and Edith Conklin and Keith and Peggy Chapman.

Introduced and making short talks were Dave Lachman, Rube Leibman, F. M. Shortridge, Bill Pike, Kenneth Clapp, Eddie and Jaunita Strassberg, Mr. and Mrs. K. H. Garman, Sam Benjiman; Mrs. Louise Quinn, daughter of Sam Benjiman, from Clay Centre, Kan.; E. W. Reynolds, Charles Elder, Mrs. Fern Hale, Mr. and Mrs. McQuerre, Toney and Ruth Martone, Mrs. Fred Beckman, Mr. and Mrs. Jack Weiner, Artie Brainerd, Harriet Kerchoff, Mr. and Mrs. Edward (Slim) Johnson, Chester and Ruth Ann Levin, Art Signor, Mr. and Mrs. Ross Sinderman, Mr. and Mrs. Bob Hill, Mr. and Mrs. Pfeiffer and Mrs. C. W. Parker.

The grand march was led by Harold and Rosalee Elliott. Dancing continued until 2 a.m.

Mrs. Parker Wins

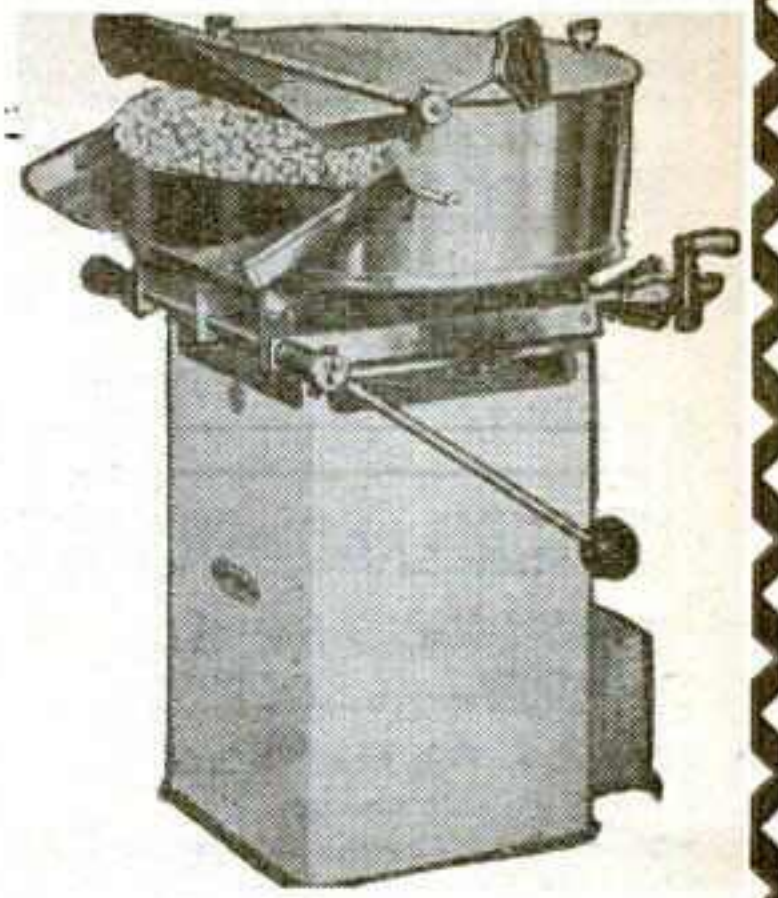
Mrs. C. W. Parker was announced as winner of the Chevrolet sedan, and K. H. Garman won the Hamilton watch donated by Jack Weiner.

Those present included Mr. and Mrs. Ray Martin, Mr. and Mrs. Orin Jones, Mr. and Mrs. Dave Reese, Mr. and Mrs. C. L. Arendell, Mr. and Mrs. Al C. Wilson, James M. White, Sunny Frye, Mr. and Mrs. Robert Van De Mark, Mr. and Mrs. Carl Harlan, Mr. and Mrs. E. D. McCrary, Betty Lou McCraw, Virgil M. Craig, Mr. and Mrs. J. A. Clayton, Nell Sully Logue, Mrs. Nellie Ricketts, Mrs. Gertrude Craig, Mr. and Mrs. L. K. Carter, L. P. Hale, Weldon T. Hale, Mrs. Fern Hale, Mr. and Mrs. Ted Bruington, Mr. and Mrs. Homer Pennington.

Ivan Mikaelson, Mr. and Mrs. Gale Richardson, Mr. and Mrs. Jack Cooley, Mr. and Mrs. J. W. Marshall, Mr. and Mrs. C. A. Van Hooser, Mr. and Mrs. Raymond A. Clayton, Captain E. Hugo, Dorothy and Lorelli Hugo, Betty Hessenflow, Peggy Nelson, Russell Harding, Ruby Combs, Jimmy Morrissey, Golda Mastin, Delphia Alquist, Chester and Betty Oberg, Ray Alquist, M. Quinn, Lois Benjiman Quinn, Donald Ray, Johnnie Rogers, Mrs. Babe Rogers, Esta Pearl Miller, Esther Ray, Penny Lue Ray, Charles R. Coleman, Buck Ray, Earl J. Shelton, Edward J. Elliott, La Verne J. Foote, Norman Beaman and sons, Mrs. Pearl Strong, Mrs. Edward S. (See 500 TAKE IN on page 54)

**Popcorn Profits Doubled
with CRETORS auxiliary
GIANT MODEL 41**

A fast, trouble-free popper that pops corn direct in the seasoning and salt. Pops two pounds of raw corn each popping, giving about 13 bushels of popped corn per hour. Patented popper pan construction keeps heat where needed . . . patented cover construction relieves the popping corn of pressure, insuring maximum popping volume. Enclosed transmission.



HEADQUARTERS FOR PURDUE HYBRID S. A. CORN | **Immediate delivery on Coconut Oil, Peanut Oil, Salt, Boxes**

POPPERS BOY PRODUCTS CO. 60 E. 13TH ST. CHICAGO 5

CAN PLACE FOR CAN PLACE

JOHNNY J. DENTON #2 SHOW

Have opening for A-1 Lot Man, Electrician and Billposter.

RIDES: Want Foreman and Second Men for the following seven rides: 7-Tub Tilt-a-Whirl, Rolloplane, Octopus, #5 Eli Wheel, Merry-Go-Round, Chairplane and Kiddie Auto Ride.

SHOWS: Can place Girl Show, Jig Show, Monkey Show and Side Show. Good opening for Motordrome.

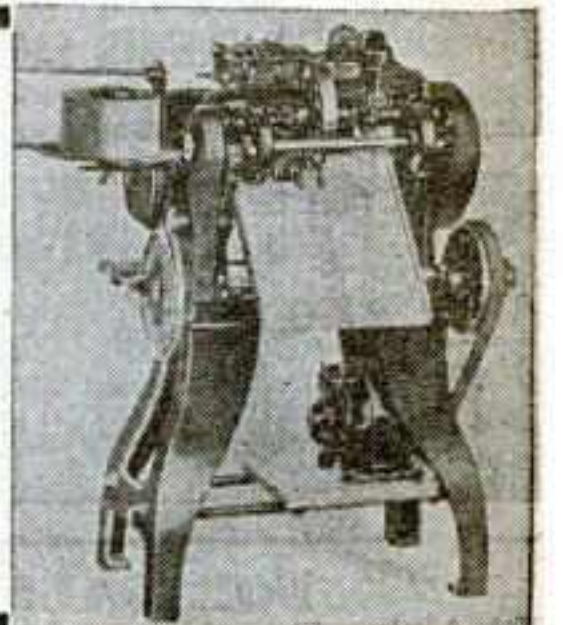
CONCESSIONS: All Merchandise Concessions open. Popcorn, Diggers and Pan Game sold. Write, wire or phone.

ROBERT R. ROBERTSON
2335 Linden Avenue Phone 2-1666, Knoxville, Tenn.

WE WANT

Model K-Kiss Wrapping Machines and Pulling Machines.

VERY ATTRACTIVE CASH PRICES PAID
UNION CONFECTIONERY MACHINERY COMPANY
318-322 LAFAYETTE STREET NEW YORK 12, N. Y.



TENTS

All Sizes—NEW AND USED—All Styles.
BRIGHT FLAME-PROOF FABRICS—Khaki, Blue, Forest Green, Olive Green, Tangerine.

E. G. CAMPBELL TENT & AWNING CO.
100 CENTRAL AVE. (Phone 38885) ALTON, ILLINOIS

TENTS

TENTS—Concession, Gypsy, Camping, Flashy trimmings. Tents of all sizes. Merry-Go-Round and Caterpillar Tops, Big Tops.

ANYTHING IN CANVAS
WIRE, WRITE OR PHONE

Now is the time to order tents! Any color. Flame-proof or regular.

TENTCO CANVAS, INC.
130 GREENE STREET Phone: Walker 5-1299 NEW YORK 12, N. Y.

TENT AWNING CO.

JIMMY MORRISSEY
300 E. 9th St. Phone: Harrison 6867 Kansas City, Mo.

POPCORN SUPPLIES

Complete line of Popcorn Supplies. Everything you need for your Popcorn Machine at money-saving prices. Get your name on our mailing list for monthly Popcorn Price Bulletins.

GOLD MEDAL PRODUCTS CO.
318 E. THIRD STREET CINCINNATI 2, OHIO

National Showmen's Association
1564 Broadway, New York

NEW YORK, Jan. 17.—Despite the fact that most of the officers elected for 1948 were unable to attend the installation ceremonies Wednesday (14), this meeting was one of the most largely attended and most impressive meetings during the 10 years the club has existed.

As most of the NSA officers are carnival owners, and their presence is necessary at the various fair meetings now under way, there were but two officers-elect in attendance. President-elect James E. Strates came up from show quarters in Jacksonville, Fla., and Secretary Ralph Decker drove down from his home in Poughkeepsie, N. Y., with Curtis Bockus, general agent of the Endy Shows as his guest.

Dr. Jacob Cohen, the club's physician, installed the absentees by proxy after eulogizing the departing officers. Those installed were Fred Murray, chaplain; Benny Weiss, assistant treasurer; D. D. Simmons, treasurer; Decker, secretary; Ross Manning, third vice-president; Jack Perry, second vice-president; Frank Bergen, first vice-president, and Strates, president. Decker made a neat speech of acceptance and was loudly cheered. Strates was greeted by a five-minute round of applause as he stepped to the rostrum and made a brief but fitting speech of acceptance.

Strates Takes Gavel

Dr. Cohen presented President Strates with the gavel to take over the meeting. Very little business was transacted, in fact, most of the time was devoted to praising departing and incoming officers. Max Kassow's tribute to retiring Vice-President Joe McKee drew the biggest applause, at the conclusion of which Joe responded with assurances of his continued interest in the club. A few of the prominent members in attendance were called upon for remarks. Telegrams were read from Fred Murray, D. D. Simmons, Dave Endy, Ben Weiss, Art Lewis, Morris L. Lipsky and Bucky Allen—and a letter from George A. Hamid.

The newly elected board of governors met following the regular meeting. This was followed by a special meeting of an emergency eligibility committee appointed by President Strates, due to the fact that all members of the regular committee, with the exception of Chairman Jack Lichter, were out of town. The following applicants were accepted for membership: James H. Lamb, Frank Guidara, Howard Kashman, William A. Garvey, Joseph Struhl, William Sheinhaus, Arthur Livingston, and Dr. Emil Eichel.

A tentative date was set for the annual banquet, November 23, possibly at the Waldorf-Astoria. There is a strong possibility that the annual election and installation of officers will hereafter take place during November. Installation week was saddened by the death of Isador (Mike) Friedman December 13 at his home in Brooklyn.

Nearly 500 letters were sent out in the last few days and owing to the extreme difficulty in keeping track of members' addresses many are being returned. Letters in the office for the following: Jack Owens, Sim Kerner, Sam Berger, Pete Gasca, Sam Lone, William H. Redmond Jr., Paul Patric, James O'Brien, Louis Weinstein, John Lee, Henry Silvers, John Ryan, Wallace H. Conley, Edward Feldman, Michael and Al Dorso, George D. Hensley, W. J. Hallenbeck, E. J. Adams, Louis Keller, William Stroud, W. E. Pringle, William Johnstone, Barney Dember, Ben Rosenberg, Albert A. Boneberg, Charles Lawrence, John E. Reynolds, Edward Nacht, Benjamin Levine, Louis Gueth, Abe Eisenberg, Coley Deese, Joseph Buckner, Sam Bibring, William F. Bayless, Adolph Ehrman, Jack Goldie, Perry Cowan, Wilbur Scudereri, Harold Lu-

pien, F. E. Robinson, Louis Licata and Frank A. Norton.

Among the visitors in recent weeks were Carl Barlow, Curtis Bockus, Norman Marshall, Dr. Dudley Cooper, Mort Mosias, Ralph Goldstone, Morris Levi, Morris Spitzkove, Sam Alfred, Al Hamilton, Edward Rockefeller, Al Horowitz, Jack Short, Artie Steinhardt, Ben Herman, Sam Levy, Ralph Decker, Sam Pinkus, George Johnson, Max Koasoff, Ross Manning, Morris Sommers, Daniel Donnini, Sam Solomon, Sam and Irving Berk and Morris Batalsky.

Many cartons of fruit have been received for members from Arthur Campfield, who is vacationing in Florida. A bunch of beautiful calendars were sent from Harry LaBrique for various members. Fred Murray is off for a trip to Upper New York State.

The new home committee is going like a house afire on instructions from President Strates. Three places, now under consideration, are all in the Times Square area. The next meeting is Wednesday night (28).

Ladies' Auxiliary

Nearly 200 members and friends of the Ladies' Auxiliary of the National Showmen's Association (NSA) attended the 10th anniversary installation dinner at the Piccadilly Hotel Monday (5). The turnout was impressive in view of the fact that nearly all had to make their way from outlying districts thru the remnants of a record snowfall.

The dinner, honoring Queenie Van Vliet, the new president, and her fellow officers, was held in the Georgian Room of the hotel. Because of the anniversary, men were invited for the first time.

Other Officers

Also installed were Anita Goldie, first vice-president; Mary Sibley, second vice-president; Annalee Wilkins, corresponding secretary for a second term; Lillian Elkins, recording secretary; Mildred Peterson, treasurer; Lillian Wallenstein, assistant treasurer; Sidone Silvers, chaplain for a second term; Veronica Zucchi, hostess; Anna Halpin, chairlady, and Dolly McCormick, vice-chairlady of the board of governors.

Bess Hamid was presiding officer and Ida Harris installing officer. Pearl Meyers and Dolly Udowitz were marshals and Ethel Shapiro and Magnolia Hamid, pages.

The program opened with the singing of *The Star-Spangled Banner* by Dorothy Packman Goldberg. Midge Cohen gave the invocation and Anna Halpin the address of welcome. Group singing included the Auxiliary theme song, authored by member Fredi Coleman. Pete Kapelson, pianist, and Joe Share, accordionist, played.

Prizes Awarded

Membership awards were made by Dolly McCormick. Hilda Bergen won the special award. The Dorothy Packman Goldberg award, donated by Bess Hamid, was won by Dolly McCormick. Second prize, donated by Anna Halpin, was won by Gladys Manning. Third award, donated by Ida Harris, was won by Queenie Van Vliet.

Past Presidents Dorothy Packman Goldberg, Midge Cohen, Blanche Henderson, Edna Lasures and Anna Halpin were introduced.

Life members are Bess Hamid, Dorothy Packman Goldberg, Rose Rosen, Patricia Williamson, Fannie Linderman, Midge Cohen, Edna Lasures, Miriam Sussman, Margaret McKee, Mildred Lasures, Jane Tubis, Anna Halpin, Blanche Henderson, Kate Benet, Dolly Udowitz, Margaret Lux, Gladys Manning, Rose Lang, Madge Block, Loretta Raab, Julia O'Donnell, Evelyn Buck, Imogene Caldwell, Hilda Bergen and Dolly McCormick.

Arrangements were handled by club organizers Bess Hamid, Midge Cohen, Dorothy Packman Goldberg, Ida Harris, Pearl Meyers and Dolly Udowitz.

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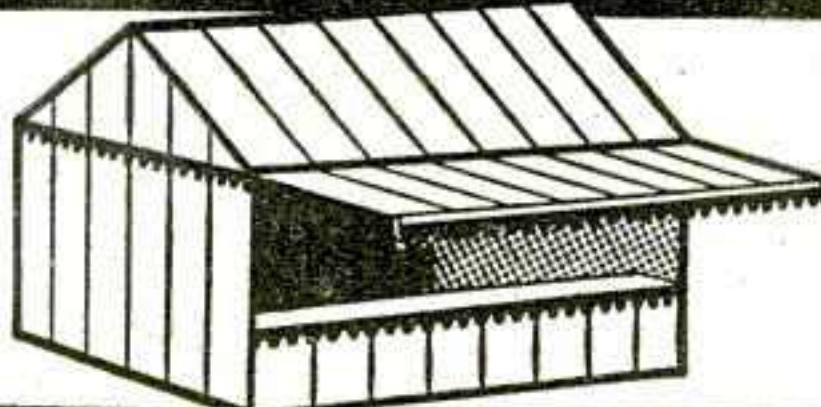
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 WANT SHOWS—Manager and Talker for completely framed Jungle Land. Side Show People. Will frame Grind Shows for capable people. Good proposition to people with own equipment.
 WANT CONCESSIONS that work for Stock. Have Bingo, Popcorn, Cookhouse, Photos, Palmistry, Fish Pond with Exclusive sold; others open. (Hanky Pank Agents, can get you placed.)

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One or two major Rides with transportation. Have a good route of still spots and Fairs. Will consider reliable partner to augment present set-up. Had successful season of 38 weeks last year. Must enlarge to fulfill commitments. Show stored Greenville, Miss. Opens about March 1st. Now own three Rides, large Bingo, Cookhouse, Jewelry, Popcorn, Percentage Games, five Hanky Panks, 48-ft. Front Arch, five Trucks. Write or wire, no phone calls.

CRANDELL'S MIDWAY DELUXE
 318 Stillman Cts., Toledo, Ohio, until Jan. 31st.; then Greenville, Miss.

CLUB ACTIVITIES

Heart of America Showmen's Club

931A Broadway, Kansas City, Mo.

KANSAS CITY, Mo., Jan. 17.—President Harold Elliott was in the chair at the regular weekly meeting, with Secretary G. C. McGinnis and Treasurer George Carpenter also on the rostrum. Frank H. Bowen's petition was accepted.

Officers, in addition to Elliott and Carpenter, who were installed for 1948, are Jim Hart, first vice-president; L. K. Carter, second vice-president; Bill Wilcox, third vice-president; Homer Pennington, treasurer; George Elser, warder; George Sargent, conductor, and Sam Benjiman, Buck Ray and Captain E. Hugo, members of the board of directors. Don Grant also was elected to fill a vacancy on the board of directors. Harry Duncan was the installing officer.

The petition of Frank H. Bowen was accepted. A letter of thanks from the Ladies' Auxiliary for flowers sent to their Christmas dinner was read. Sam Benjiman, chairman of the banquet and ball committee, reported that he had contracted the Georgian Room at the Hotel Continental for the 1948 banquet and ball.

George Sargent is walking with a cane as a result of a hip injury. L. K. Carter and Raymond Clayton, accompanied by their wives, are on a four-weeks' vacation trip to Mexico City. Leola Campbell has returned from a trip to El Paso, where she visited with friends and relatives.

Roger C. Haney is in the city, having come in from Lansing, Mich., where he has interests in an amusement park. Gilbert Mayman was the club's representative at the Miami Showmen's banquet.

Ladies' Auxiliary

Meeting drew 41 members. President Rosalee Elliott presided, assisted by Secretary Loretta Ryan and Treasurer Hattie Howk.

Communications were read from Ida Thornton, I. J. Eagle, Doc and Clara Zeiger and ladies' auxiliaries in other parts of the country.

Past President Viola Fairly donated \$10 to start a money plant for President Elliott's year. Another \$40 was collected before the evening ended. President Elliott announced she would donate \$15 as first prize for the member securing the most new members, \$10 for second prize and \$5 for third prize. The \$3 prize donated by the auxiliary was won by Juanita Strassberg, who donated it back to the club.

The president announced the following committees: Ruth Martone, entertainment chairman, with Edna Marie Pray, co-chairman; Blanche Francis, finance chairman, with Mrs. C. W. (Mother) Parker, co-chairman; Jess Nathan, music chairman, with Charlotte Clayton, co-chairman; Billie Grimes, sick and relief chairman, with Grace McBain, co-chairman; May Wilson, chaplain, and Esta Miller, house committee chairman.

At the annual Christmas party in the Aztec Room of Hotel President, Viola Fairly was toastmistress. Charlotte Clayton was chairman of the entertainment committee, substituting for Nellie Weber, recently discharged from St. John's Hospital.

Harriet Kerchoff, past grand matron of the Grand Lodge, Order of Eastern Star of Maryland, was a guest. Telegrams were received from Clara Zeiger, past president; Virginia Kline and Nellie Weber.

The tacky party drew 250 persons. George Carpenter was on tickets and Hattie Howk and Ellis White were in charge of the door. Betty Lewis had charge of the check room. Music was furnished by station KMBC.

At the kangaroo court Buck Ray was presiding judge, with Tony Martone, attorney for the defense; Raymond Clayton and L. K. Carter, arresting officers, and Loretta Ryan, clerk of court.

Pacific Coast

Showmen's Association

1106 S. Broadway, Los Angeles 15

LOS ANGELES, Jan. 17.—President E. W. Coe conducted the Monday (12) session with Vice-Presidents Joe Krug and Candy Moore; Chaplain Jack Hughes; Secretary Ed Mann and Treasurer Al Weber also on the rostrum.

C. H. Alton presented the club with a hand-carved presidential chair on behalf of the Regular Associated Troupers. President Coe accepted the gift and made with a short talk.

Letters were read from Ellis Zemannsky, visiting in Dallas, and Earl Douglas and family, at present in Kent, Wash.

A total of \$275 was donated to the building fund during the evening. Harold Long presented the club with \$175 and Frank Forrest donated \$100.

Members present after absences and visitors included Paul H. Huedepohl, executive secretary of the National Association of Amusement Parks, Pools and Beaches; Frank Forrest, Harold Long, Jack Kenyon, Stanley Kuhns, Sammy Dollman, Hunter Farmer, Mike Bockenhaver, J. Markham, Don Quinn, Sam Blake, Arthur Ottwell, Fred Mortenson, G. Haskell, Sam Adelston, Moe Eisenman, Harry Wallace and Ben Ackerman.

Irving Polack and John Delaporte were elected to membership. Drawing was won by Joe Blash Sr.

Ladies' Auxiliary

President Madge Buckley called the meeting to order. Minutes of the installation dinner were read by Secretary Edith Hargrave. Letters were read from Edith Walpert and Hazel Worth, who reported they would arrive soon from Honolulu. Patti Cook and Kay Morrison, guests, were called on for talks.

On the sick list are Margaret Farmer, Marie Tait, Sally Flynn, Minerva Boyd and Vivian Gorman. May Allman reported receiving a letter from Bertha Cohn advising that her husband was sick.

Virginia Kline presented a chair to the Auxiliary on behalf of Regular Associated Troupers. Other donations were made by Lil Schue, Nellie Baker, Marie Forrest, Martha Kenyon and Margaret Etkinson.

Nina Rodgers reported the new home would be ready for occupancy about the middle of February.

Lucille King, past president of Regular Associated Troupers, was present, as were Pat Long, Marie Forrest, Maybelle Bennett, Marie Ricks, Marie Brown, Emma and Alice Blask and Martha Reilly.

Midge Holding was elected a life member.

Bank award was won by Elsie Suker, with Gladys Mackey, Florence Lusby and Martha Kenyon winning door prizes donated by Madge Buckley, Sis Dyer and Jetta Clancy.

Installation dinner was held in the Gold Room of the Case Hotel Monday (5), with Virginia Kline as mistress of ceremonies. Miss Kline represented the Showmen's League of America Auxiliary, and Past President Clara Zeiger represented the Heart of America Showmen's Auxiliary.

President Madge Buckley presented Past President Jessie Loomis with her gold card and the club presented her with a pair of pearl earrings. Past President Loomis presented all her officers with a gift.

Called on for short talks were Past Presidents Nel Ziv, Clara Zeiger, Ethel Krug, Peggy Forstall, Nina Rogers, Alerita Foster, Edith Hargrave and Betty G. Coe.

mond Clayton and L. K. Carter, arresting officers, and Loretta Ryan, clerk of court.

Michigan's Showmen's Association
3153 Cass Avenue, Detroit

Ladies' Auxiliary

New officers were installed at the second annual inaugural banquet Tuesday (6) in the Belcrest Hotel. Mrs. Bernice Stahl succeeds Mrs. Hattie Wagner as president. Mrs. Wagner has held the post since the founding of the auxiliary two years ago. Other new officers are Dot Miller, Peggy Cohen and Rose Lewiston, first, second, and third vice-presidents, respectively; Dot Gold, treasurer, and Belle Powers, secretary. New directors are Ann Borcker, Bessie

Gallagher, Jo Quinn, Marion Dickstein, Helen Baker, Mayme Wade, Pat Crognale, Grace Zeigler, Maude Pence and Hilda De Corrado. Pat Crognale, formerly known professionally as Sunny Romayne, was toastmistress, and Mr. Gallagher, installing officer. Committee for the occasion was headed by Ann Borcker, assisted by Peggy Cohen and Dorothy Gold.

Floral tributes were received from the Miami, New York, Chicago, Michigan, and Kansas City, Mo., showmens' clubs and/or auxiliaries, and from Harry Stahl, incoming president of the MSA.

An Oscar, with three gold figures, was presented to Mrs. Wagner for her services to the auxiliary, as well as a gold membership card. Presentation was made by Wade M. Booth, president of the Showfolks of America, who brought greetings from his own organization. Each of the new officers was presented with a gold pen and pencil set, while Mrs. Wagner presented individual gifts to each of her officers. Mrs. Mayme Wade was presented with a fitted traveling case for her work on the membership drive.

Guests, each of whom spoke briefly, included Harry Stahl, Jack Dickstein, and H. F. Reves, of *The Billboard*. Entertainers included Harry Harris, Margie Manzell, Bea Maxwell, Charlotte Rothstein, Winnie Shaw, Wanda Rio and Ethel Howe.

A special presentation ceremony, normally a part of the annual installation banquet, preceded it this time by two weeks, because of the forthcoming absence of the recipient from the city. This was the presentation of the second annual Oscar, personally donated by Mrs. Al Wagner rather than by the auxiliary itself, to Mrs. Josephine Quinn, wife of the owner of the World of Pleasure Shows. This was given for service as the member who did most for the club during 1947. The first presentation was made a year ago to Mrs. Bessie Gallagher.

Caravans, Inc.

P. O. Box 1902, Chicago

CHICAGO, Jan. 17. — The first meeting of 1948 was held Tuesday (6). On the rostrum were Lucille Hirsch, president; Edith Streibich, first vice-president; Billie Lou Foreman, second vice-president; Mae Oakes, third vice-president; Clara Polich, treasurer, and Mariana Pope, financial secretary. Irene Coffey acted as corresponding secretary for Josephine Glickman, who is on the sick list.

The sick list includes Ann Sylvester, Josephine Glickman, Nellie Abbott and Bessie LaMonde. Joycie Williams Gray has been discharged from the hospital and is at her home.

The swap social will be held in the clubrooms at 400 South State Street Tuesday (13). Edith Streibich is in charge of arrangements.

Estelle Tauber was elected to membership. Pearl McGlynn left for a three-month vacation in California and plans to visit Ann Doolan and Emily Baily.

The annual Christmas party attracted a big attendance. Party was preceded by a short business meeting. Isabelle Brantman, chairman of the house committee, introduced her committee, which included Agnes Barnes, Violet Watson, Josephine Glickman and Gussie Breger. Irene Coffey was named welfare chairman, replacing Ann Sylvester, who resigned because of ill health.

Members who assisted at the SLA kiddies' Christmas party were Lucille Hirsch, Edna Stenson, Mariana Pope, Isabelle Brantman, Agnes Barnes, Pearl McGlynn, Betty Broderick, Josephine Glickman and Lillian Lawrence.

Mail has been returned for want of a better address for Jean McNamara, 200 Lake Avenue; Martha M. Moss, 2322 Knight Street, and Rose Mary Ruback.

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For Lumber City, Georgia, Chamber of Commerce Welfare Carnival, week January 19. Few more Hanky Panks, one Mitt Camp, No Flats. Agents for Penny Pitch Short Range Gallery, Grinder for Animal Show. Will book Kiddie Rides or one Major Ride, 20% and tax. Ray Brumble, Ernie Sylvester, Peller, answer this ad. Join on wire. Show out all winter.

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Have opening for Diggers and Arcade; will sell "EX" on same. Will book Legitimate Concessions of all kinds. Have Tops and Fronts for four Shows, from 20x30 to 20x90. What have you to put in them? Will buy or book Tilt-a-Whirl. Will book Whip, Stream Line Cat, Pony Ride or any Ride not conflicting with the ten we own. Can use Ride Help in all departments. Want Merry-Go-Round Foreman, Second Man on Wheel. (Rocco, get in touch with me not later than Feb. 15.) (Johnnie, am holding Flying Scooter for you.) Have Foreman Job open on Mix-Up. Have beautiful 80-ft. Wagon Front and Top for Hillbilly Show or Minstrel. You must transport your own people. Will book Motordrome, Fun House and Pretzel. Have opening for High Aerial Act. Price must be in keeping with the times as the war is over. Have opening for Billposter that has car. Also Twenty-Four Man who can sell Banners.

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J. J. PAGE SHOWS, P. O. Box 705, Johnson City, Tenn.

P.S.: Clementine Coffey, get in touch with us at once.

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Midway Shows

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INTERNATIONAL FIESTA AND WASHINGTON BIRTHDAY CELEBRATION

PRESENTED BY JUNIOR CHAMBER OF COMMERCE, EAGLE PASS, TEXAS, FEBRUARY 14 TO 22—TWO BIG SATURDAYS AND SUNDAYS.

SHOWS NOT CONFLICTING WITH THE ONES WE HAVE.

WILL BOOK TILT-A-WHIRL, SPITFIRE, RIDE-O, OR ANY BIG RIDE FOR THIS DATE AND THREE TO FOLLOW.

CONCESSIONS WANTED: ANY STOCK CONCESSION (NO EXCLUSIVES AT CELEBRATIONS), GOOD OPENING FOR BINGO. (POPCORN AND PERCENTAGE SOLD).

WE HAVE THE BEST ROUTE OF CELEBRATIONS THROUGH TEXAS, OKLAHOMA, KANSAS, IOWA AND ONE IN MISSOURI.

All Address: DON M. BRASHEAR, Mgr.

Three Rivers, Tex., this week; North Pleasanton, Tex., week Jan. 26-31.

W.G. WADE

Shows



NOW BOOKING CONCESSION PRIVILEGES

For 1948 Tour for All Units

(Cookhouse, Corn Game and Percentage Games Sold)

Excellent Opportunity for Grind Shows

Can Place 2 MAJOR RIDES AND 3 KIDDIE RIDES for the Season.

WANTED TO BUY

PORTABLE 2 OR 3 ABREAST MERRY-GO-ROUND

Must be in Good Condition Now.

LITHOGRAPHER WANTED

Must be able to handle job thoroughly. Reference preferred.

OPENING DATE:

NO. 1 UNIT: PONTIAC, MICH., APRIL 27

Our usual Good Route of Michigan, Ohio and Indiana Still Dates plus our 12 weeks of Michigan and Indiana Fairs and Celebrations.

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PENN PREMIER SHOWS

worlds • cleanest • midway

18 RIDES—LIGHT TOWERS—GIANT SEARCHLIGHTS—FOURTEEN SHOWS

**NOW CONTRACTING 1948—NOW CONTRACTING
OPENING EARLY IN MARCH**

CONCESSIONS WANTED—Age and Scales, Ball Games, Fish Pond, Striker, Hoop-La, Custard, or any other Legitimate Concessions only.
SHOWS—Can place high class Arcade, Monkey Show or Animal Show. Want Manager to handle 100-foot new Panel Front Girl Revue. Must be sober and reliable with four or more Girls (not a Bass Drum production).

WANT IMMEDIATELY—FIRST CLASS SCENIC ARTIST THAT CAN CUT IT.

WANT—Sensational Free Attraction, prefer High Act; Speedy Phoenix, contact me. Want Working Men in all departments, Semi Drivers given preference.

This show will open the early part of March, playing 14 Fairs starting August 1st. Fair Secretaries interested in America's largest and most beautiful Motorized Show, contact us for dates at your Fair Meetings. Contact

MR. J. C. JACK WRIGHT JR., General Agent

All other mail and wires, address

LLOYD D. SERFASS, General Manager

PENN PREMIER SHOWS, Sanford, N. C.

WANT—ROGERS GREATER SHOWS—WANT

Opening Union City, Tennessee, April 12, 1948

WANT Concessions—Sell Exclusive—Scales, Candy Floss, Gypsy Palmistry, Jewelry, Cookhouse, Novelties, Frozen Custard, Country Store and others. Balloon Darts, Fishpond, Auto Bumper, Ball Games, Pitch-Till-Win, Basket Ball, Hoop-La, Huckly Buck, not exclusive. Ride Help and Truck Drivers on all Rides. Capable Shows and Showmen. Any Show of merit.

H. V. ROGERS, Owner, P. O. Box 647, Jackson, Tenn.

Silver Slipper Shows

**RIDES
SHOWS
CONCESSIONS
FREE
ACTS**

NOW BOOKING FOR 1948 SEASON

Carrying

6 RIDES 4 SHOWS 30 CONCESSIONS LIGHT TOWERS DIESEL POWER

Opening middle of April and operating for 30 weeks, touring Georgia, Tennessee, Kentucky and Virginia.
RIDES—Will book Octopus, Tilt-a-Whirl, Spit-Fire and Kiddie Auto. SHOWS—Will book any Show of merit with own outfit not conflicting with our own 4 Side Shows. CONCESSIONS—Will book Stock Concessions of all kinds. Will give X on Photos, Novelties, Frozen Custard and Lead Gallery, Palmistry, Popcorn, Penny Pitch and all P.C. have been sold. Privilege on Stock Concessions, \$20.00 each. HELL—Foremen and experienced Ride Help on Wheel, Merry-Go-Round, Chairplane and Kiddie Aeroplane. Want Managers, Lecturers, Barkers on 4 office-owned Shows namely, Wild Animal (Trous, Snake, 5-in-1, Girl Revue. Want Bill Poster and Sourd Truck Men. Want Agents for office owned Concessions. All wires and replies to

WILLIAM O. HAMMONTREE, General Manager

1313 E. 30th Street

Chattanooga, Tenn.

Prices Effective March 1, 1947

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Keystone Ticket Co. DEPT. B SHAMOKIN, PA.

Send Cash with Order. Stock Tickets, \$20.00 per 100,000.

**100,000
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**10,000 \$ 8.50
20,000 10.25
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Frozen Custard Machines

CONCESSION TRAILERS

Order now for sure spring delivery. Write for latest free catalogue.

Frank Thomas
GENERAL EQUIPMENT SALES, INC.
 814-824 South West Street
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Join the
MARCH OF DIMES

JANUARY 15-30

Attention, Mr. Showman

We build and ship to any point in the world. Concession Frames or Show Equipment built to your specifications. Ex Showman and understand your needs.

W. H. "BILL" SARGENT
 CARNIVAL BUILDER
 18A West St., Newport, N. H. Phone: 177-W

NEW IMPROVED CHAIR PLANE SWINGS

V Belt Drives. Steel Cut Pinions. Disk Clutches. Le Roi Power Units. Steel Tubing Fences. Split Towers.

RIDE-HI MFG. CO.
 Pinckneyville, Ill.

SPECIAL GALLERY CARTRIDGES & PERCENTAGE RAT GAME

1 12x12 Pin Hinge Frame with Blue Top and Awning, with three-way counters, center octagon revolving table with 40 holes with glass sections all around table, portable with section trunk. Price, \$300.00 complete. Also 10, 20 or 30 case Special Gallery Krumball Cartridges. Price \$60.00 per case, 1/3 with order, balance C. O. D. All replies to

WILLIAM L. TAYLOR
 Grocery Store, N. Queen St., Martinsburg, W. Va.

WANTED

RIDES—ACTS

For Wisconsin Celebrations and Fairs. Open about June 15th. Address: P. O. BOX 1, Waukesha, Wis.

FOR SALE

1947 24-Seat Adult Chairplane; this ride is as good as new, A-1 and ready to operate. Ticket booth, fence, motor, etc. Ride is in Victory Amusement Park, Dallas. Will sacrifice for quick sale, \$1,200.00. New 10x10 Grab, new canvas, fully equipped, \$800.00. H. W. MULLIGAN, General Delivery, Laurens, S. C.

WANTED TO BUY

Used Merry-Go-Round Horses for 40 ft. Spillman Machine; must be Jumpers and in good condition.

GRIFFEN AMUSEMENT COMPANY
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FOR SALE

Practically new A.B.T. Air-O-Matic Rifle Sport. Used less than six months. Complete outfit with seven rifles for \$2,200.00. Reason for selling, space needed. Initial cost, \$3,350.00.

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 Edisto Beach, S. C.

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CASH WITH ORDER PRICES --- 10M, \$10.00 --- ADDITIONAL 10M's AT SAME ORDER, \$2.00

Above price: for any wording desired. For each change of wording and color add \$3.75. For change of color only add 75c. No order for less than 10,000 tickets of a kind or color.

STOCK TICKETS	ROLL TICKETS
1 ROLL.....\$1.00	5 ROLLS.....@.....75c
5 ROLLS.....@.....75c	10 ROLLS.....@.....60c

WELDON, WILLIAMS & LICK
 FORT SMITH, ARKANSAS

Tickets Subject to Fed. Tax Must Show Name of Place, Established price, Tax and Total. Must be Consecutively Numbered from 1 up or from your Last Number

BROWNIE AMUSEMENTS

WANT—FOR SPRING ROUTE—WANT

Foremen for Merry-Go-Round, Ferris Wheel, Mix-Up, Tilt, Kid Ride; also Mechanic and Electrician. CONCESSIONS—Ball Games, Fish Pond, Photos, Candy Apples, Bowling Alley, Novelties, Candy Floss, Snow Cones, Shooting Gallery, High Striker, String Game, Coke Bottles. Want Agents for office-owned Concessions. Want 2 Grind Shows with own transportation. Show opens March 27. Winterquarters now open. Can always use capable Show People.

ADDRESS: BOX 158, MOUNDS, OKLA.

WINTER QUARTERS

Pioneer

WAVERLY, N. Y., Jan. 17.—At present it looks as tho shows will have more rides than concessions. Added recently were a Fly-o-Plane, Rolloplane, Tilt-a-Whirl, Ferris Wheel and Whip. Shows will open in New Jersey and then tour Pennsylvania and Western New York.

Plenty of lumber, paint and hardware is being used in refurbishing all units. Jimmy Larson is rebuilding the office trailer. Paul Merrick is framing four new concessions, all stock wheels. He claims to have invented a new device for raising Merry-Go-Round center poles. Lew Farrel is building several new concessions and the interior of the office trailer. Pop Eye Andrews says the rolling stock will be in excellent shape long before opening.

Stanley Andizejak is recuperating following a bad fall while shoveling snow in front of quarters. Mrs. Mickey Percell is still on the sick list but is anxious to get her bingo and other concessions in shape.

William Shadle has booked three concessions. Harry Atwood booked his Diamond R. Rodeo show.—A. R. WORTHINGTON.

Royal Crown

LARGO, Fla., Jan. 17.—Local quarters are the scene of much activity as only two weeks remain before shows open at Pinellas County Fair here. Shows will have 16 rides and 12 shows. All concession space for the fair has been sold.

Manager Eddie Young has been attending fair meetings in Indiana, Alabama and Georgia, where he inked a number of contracts. Early fairs signed include those in Logansport, Marion and Princeton, Ind.

Shows' personnel is at quarters. Recent visitors included Mr. and Mrs. Sam Beatty, World of Mirth Shows; Bob Parker, Charley Abbott and Tommy Thomas. Mr. and Mrs. Irish Guagh returned to quarters recently after spending the holidays in St. Louis.—DOLLY YOUNG.

American United

SEATTLE, Jan. 17. — Considerable rebuilding and painting in preparation for the 1948 tour is in progress under the supervision of Wayne Endicott, who expects to have a full crew in action soon. General Agent Charles R. Mason, beginning his ninth season with the show, is currently on the road.

Manager O. H. Allin and Mason plan on attending all Northwestern fair meetings. In the belief that the 1948 tour will be as good as last year's, officials are making expenditures on that premise. They are currently negotiating for a name attraction.—CATHERINE M. MASON.

Barney Tassell Unit

TAMPA, Jan. 17.—Shows are quartered in the Zacchini warehouse on Fountain Boulevard. Crew has about completed painting of rides, shows, trucks and concessions. Barney Tassell, owner-manager, recently took delivery on three new trailers and tractors.

Bob Blackburn returned from a visit to his mother's home in North Carolina. Show will open in Mulberry, Fla., January 9 at the Phosphate Fair. Mr. and Mrs. Hiram Beal returned from a visit in Indiana. Mark Williams booked his side show. Mr. and Mrs. Jack Perry and family are wintering in Tampa, having recently purchased a trailer from Dick Harris.

Mr. and Mrs. Sam Serling also took delivery on a new trailer. Mr. and Mrs. Tassell are vacationing with their family in Miami, as are Mr. and Mrs. Rudy Geiger. The writer purchased a new home here, where she resides with her daughter and son-in-law, Mr. and Mrs. Ripley Steele.—NINA SCOTT.

Silk City

PATERSON, N. J., Jan. 17. — A Longo, owner, has things humming, with everything being put in new condition.

New office and concession trailers have been delivered. The light plants are back from the factory and ready for the long season which the shows have booked.

Several new features are to be added, including a new Funhouse and Comet. Shows now have a Ferris Wheel, Comet, Merry-Go-Round, Chairplane, Venetian Swings, Kiddie Auto, new Kiddie Whip and Flying Scooter. Five shows and a battery of floodlights will be added. There will be about '30 concessions carried this year.

Three new tractor trailers will be delivered in March. The other six have been repainted and a portable machine shop is being built into one of the trailers.—ED FITZPATRICK.

Page Bros.

SPRINGFIELD, Tenn., Jan. 17.—Only preliminary work is being done here, with full-scale operations slated for early in February. A. P. Hill booked his popcorn stand recently, and Lubie Wayett has been signed to operate the office-owned cookhouse. A Caterpillar is expected to be added to the ride line-up before the season opens.

Recent visitors included Buff Hottie, Tommy Humphrey, Horace Drennon and C. C. Leasure. A new colored show top has been ordered for March delivery. Eddie Leamon again will manage the unit. Two new tractors are expected soon.

L. J. Heth

BIRMINGHAM, Jan. 17.—Owner L. J. Heth held open house in his new apartment, built inside the winter quarters building, during the holidays and also was host to employees at a big New Year's dinner.

A new Tilt-a-Whirl has been purchased and work on construction of a new Funhouse is under way.

Recent visitors included Harry Lottridge, Lottridge Shows; Billy Williams, Rogers Greater Shows; Alton Sparks and Henry Wilson, Johnny J. Denton Shows; Mr. and Mrs. Joe C. Sparks and Mr. and Mrs. Sam Salidino.

Mr. and Mrs. Floyd R. and L. E. Heth write from Biloxi, Miss., that they are enjoying plenty of luck with their fishing. Henry H. Heth and Claude R. Dutton have moved into the apartment with L. J. Heth.—ANNIS R. HETH.

Bright Lights

LYNCHBURG, Va., Jan. 17. — A skeleton crew is busy at quarters here. Full scale activity will start about the middle of February when a large crew begins reconditioning equipment and building show fronts. Manager John Gecoma is in Pittsburgh. Co-owner Lou Heck is wintering at Punta Gorda, Fla. He entertained a number of show folks at a Christmas dinner. Guests included Mr. and Mrs. Paul Martin, Mr. and Mrs. Nick Nazar, Mr. and Mrs. Herb Bear, Laverne Daniels and Splinter Royal.

S. C. Constable has booked his Rolloplane; H. L. Ward, Miniature Train; Vernon Michaels, pony ride and Mr. and Mrs. John Stergo, two concessions.

Show personnel was grieved to learn of the deaths of Frank Morengo, sound truck operator, and James McNamara, who had the cookhouse one season.

Mr. and Mrs. Danny Donnini are wintering in Shamokin, Pa. Mrs. Donnini is on the sick list. Tommy Scott is wintering in Florida. Secretary Frank Hyde is in Buchanan, Va.

Postmaster Clark Queer, of Mount Pleasant, Pa., who is also owner of the Funhouse, visited Gecoma.

Visitors at the shows' offices included Betty, Carl and Glen Langfitt, Jackie Wilson, Lois Donn, Mildred Segall, Saul Saperton, Shorty Carr, Grits and Gravey, Jackie Morgan, Mr. and Mrs. Joe Rea, The Great Knoll and Al Aldrich.—F. A. NOR-TON.

Heart of Texas

BROWNWOOD, Tex., Jan. 17.—Crew is on hand here getting things in shape for the org's opening in March. Sam Epple is supervising the rebuilding of concessions. Bill and Jay Gooch visited and reported they will be with the shows at opening.

Red and Dorothy Johnson gave a Christmas dinner at their home here. Guests included Mr. and Mrs. Harry Fisher; June Campbell and son, Mickey; Joe Kirk, Footz and Sammy Epple, Harry and Bea Craig and son, Bucky, and Anna Burger.

Harry Craig and family spent some time in Corpus Christi on a fishing trip. Mr. King, the org's watchman, is recovering in Odessa, Tex., from injuries received when struck by a train. Trusty McCulley and Dick Bayes motored from Hot Springs to visit Mr. and Mrs. Barney Rambo in Odessa.—L. L. RAMBO.

20th Century

GIRARD, Kan., Jan. 17.—Albert Martin and E. D. McCrary are busy attending fair meetings. At the Kansas meeting Martin reported signing for the midway attractions at the North Platte, Neb., Rodeo and Celebration.

Five new tractors and trailers recently purchased have arrived in quarters. A new Caterpillar, to be delivered in March, has been purchased by H. W. Anderson, manager and agent, bringing the total number of rides for '48 to 13.

A skeleton crew, under direction of Harry Bowers, is doing remodeling and repair work here in quarters.

Golden West

SAN FRANCISCO, Jan. 17.—Manager Harry (Polish) Fisher announces the org will be enlarged and renovated for the coming season. Among innovations will be a greatly increased number of lights on the midway, Fisher said.

Among fairs set are the Napa County Fair, Calistoga, Calif., July 1-6. It will be the third year Fisher's org has provided the midway at this event.

Georgia Amusement

AYERSVILLE, Ga., Jan. 17. — Work in local quarters is progressing toward an early spring opening and plans are being mapped for the addition of two or more rides and a tentative route has been laid out.

Stebler's Greater

BAMBERG, S. C., Jan. 17. — Mr. and Mrs. J. G. Steblar have returned here after spending the holidays with their daughter and son-in-law, Mr. and Mrs. Donald Schiavone, of Brooklyn, and Manager Steblar's parents in Stamford, Conn.

B & H

SUMTER, S. C., Jan. 17. — Work speed-up has started and more men are expected to be added soon.

Wolfe Amusement

ROYSTON, Ga., Jan. 17.—Rebuilding and painting work began here Thursday (15) under the direction of E. Sylvester.

Gillette Bros.

PITTSFIELD, Mass., Jan. 17.—Six rides will be carried this season, a Merry-Go-Round, Ferris Wheel, Chairplane, Whip, Rolloplane and Kiddie Airplane, plus 23 company-owned concessions and six others.

W. B. J.

SWANTON, O., Jan. 17. — Repair work began January 5 under the direction of James McBride, who will be ride superintendent and The Billboard agent in 1948.

Art B. Thomas

LENNOX, S. D., Jan. 17. — One large midway with new rides will be operated this year in place of two units formerly used.

Equipment is now being built and overhauled in quarters here. New Diesel generators, searchlights and trucks and semis have been purchased.

Bernard Thomas and Kuck are now arranging the 1948 itinerary, but will take time out to attend fair meetings in Grand Forks, N. D.; Lincoln, Neb., and Minneapolis.—DON KUCK.

Virginia Greater

SUFFOLK, Va., Jan. 17.—So far this section has escaped severe snowstorms and the crew here has been able to work outdoors.

Recent visitors included Dr. Karland Firschhorn, Norfolk, owner of Karland's Circus; Harry P. Taylor; Dr. L. C. Holland, local dentist and clown, who presented the midget troupe, Mike, Ike and Leo, with a duck to use in their act, and J. Wallace Goodrich.

Manager Rocco Masucci dug himself out of the snow at Orange, N. J., and came to quarters for a few days. While here he conferred with William C. Murray and then went South on business.

Leo Matina, of the midget troupe, is busy designing clown costumes for the troupe.—BOB MILLIGAN.

Brewer's United

HOUSTON, Jan. 17.—Overhauling of the Merry-Go-Round, Ferris Wheel, Chairplane and kiddie ride has been completed and the Spitfire is ready to go.

Small unit will play local lots until March 1, when the complete shows open with 7 rides, 4 shows and 35 concessions.

Coleman Bros.

MIDDLETOWN, Conn., Jan. 17.—Quarters' work is progressing under direction of John Pesecki, show builder. Woodworking shop has been equipped with power saws and other electrically operated power machinery.

A new Diesel power plant and miniature train have been purchased, and another building has been constructed at quarters.

FOLK CELEBRATION SHOWS

WANT

For opening, Pima County Fair, Tucson, Arizona, February 10-15 and a long season of about 44 weeks: A-1 Neon Man at once, sober and capable Sign and Scenery Painter, A-1 Boss Canvas Man for big top.

WRIGHTMAN AMUSEMENT CO.

WANTS

Foreman and Second Man all rides. Allan Herschell 3-abreast Merry-Go-Round, seven-car Tilt, No. 5 Eli Wheel. Super Roll-o-Plane.

934 S. Grant St., San Mateo, Calif. Phone San Mateo 36195.

LEE BECHT SHOWS

A Midway of Moral and Refined Attractions

WANT

Opening early in April Working 28 Weeks

WANT

CONCESSIONS: Fish Pond, Duck Pond, Scales, Photo, High Striker, Hoop-La, etc. Only one of a kind. Get in early. No P.C., gypsies or racket wanted.

LEE BECHT SHOWS, P. O. Box 92, Mt. Healthy, Ohio

GASOLINE

MOTOR BOATS

New and Used

CONEY ISLAND AMUSEMENT SYNDICATE

541 SURF AVENUE ESplanade 2-7274 CONEY ISLAND, BROOKLYN 24, N. Y.

FOR SALE

1947 No. 5 Eli Wheel, used four months, same as new; transportation for Wheel, International Tractor and special-built Semi-Trailer; both in excellent condition.

JACK KLAUSEN

118 RICHMOND Phone No.: DR. 0830 KANSAS CITY, KANSAS

CROWN EXPOSITION SHOWS

WANT FOR 1948

Opening Central Texas March 1st, playing Texas, Oklahoma, Missouri and Iowa. CONCESSIONS that work for stock. No P.C., Flaties or Gypsies.

J. B. ANDERSON

General Delivery, Marlin, Texas, until March 1st.

A.M.P. SHOWS

NOW BOOKING FOR THE 1948 SEASON

WANT—Concession Ball Games, Dart Games, String Game, Mug Outfit, Hoop-La, Penny Pitch, Age, Scales, Diggers, any others not conflicting. What have you to offer?

O. C. BUCK SHOWS

Playing proven still dates, celebrations and fairs in the East and motorized in its entirety.

WANT

DROME OPERATOR—Have complete outfit, including cycles.
MONKEY SHOW—Have complete outfit or will build to suite operator if you have money-getting show to offer.
ORGANIZED MIDGET TROUPE—Have complete new front and top—office paid.
 Open for Girl Revue. Will place any new, novel and entertaining Show with capabilities. Whitey Sutton wants Feature Attractions for Side Show. Address him in care of Eddie's Hut, Gibsonton, Fla.

RIDE HELP

Want a few Foremen and General Help for 12 major rides, including Foreman for new Hi Ball. All rides are office owned.
 Want Canvasmen and Ticket Sellers, Show Painter, also man to handle searchlights and towers.

CONCESSIONS

Photos and any others not conflicting with those booked.

Address

O. C. BUCK

1662 S. W. 19th Ave., Miami, Fla.

After February 5 address all communications to winter quarters, Troy, N. Y.

500 Take In HASC Banquet

(Continued from page 45)

Webb, Mrs. Marie Beckman, E. S. Webb, Margaret Shortino, Bill and Jackie Wilcox, W. P. Holston, Harold and Rosalee Elliott, Mr. and Mrs. Noble C. Fairly, Blanche Francis, Rube Leibman, Dave Lachman, Mr. and Mrs. Harry Hennies, Mr. and Mrs. Edward (Slim) Johnson, Mr. and Mrs. Chester I. Levin, Leo L. Levin, Lucy Morse, Mr. and Mrs. K. H. Garman, Patsy Coy, Bobbie Coy, Mr. and Mrs. V. R. Flora, Mr. and Mrs. Bob Hill, Mr. and Mrs. R. L. Anderson, Art and Bird Brainerd.

George and Hattie Howk, James and Grace McBain, George Elser, Ellis White William H. Wasson, Charles Gallogly, Mr. and Mrs. Russell Jewitt, Mr. and Mrs. E. F. Snider, Sam Winningham, Lettie Corbert, F. M. Shortridge and daughter, Florine May; Mr. and Mrs. Fred J. Meeker, Jack and Verna Brauman, Mr. and Mrs. Joseph T. Bowen, Harriett Kerchoff, Mrs. Ralph Wilkerson, Alfred Pfeiffer, Boxie Warfield, G. C. Loar, Mr. and Mrs. Ed Strassberg, Virginia O'futt.

Mr. and Mrs. Charles Elder, Art and Bill Signor, Mr. and Mrs. W. Hull, Mr. and Mrs. Sam Ansher, Mr. and Mrs. M. Lee, Mr. and Mrs. Ralph Moore, Phyllis Smith, W. H. Payton, Joseph and Helen Miceli, Toney and Ruth Martone, Mrs. C. W. Parker, Paul and Gererude Parker, George W. Carpenter, Mr. and Mrs. Morris Ventling, Jim Campbell, Wayne Pike, Mrs. W. H. Pike, Mr. and Mrs. Jack Weiner and Sam Weiner.

Two Wis. Annuals Ink Pageants; Big Turnout at Mil'kee

(Continued from page 32)

Kressmann and Rube Liebman; Ernie Young Agency, Chicago, Ernie Young and Jack Collins; Gus Sun Agency, Des Moines, Gus Sun Jr. and Irving Grossman; Voorhees-Fleches Fair Booking Association, Chicago, L. N. Fleckles; Boyle Woolfolk Agency, Chicago, Boyle Woolfolk, Mr. and Mrs. George Flint and Raynor Lehr, and WLS Attractions, Chicago, George Ferguson.

Ez Keough Agency, Chicago, Sunny Bernet; Hunter's Artists' Bureau, Milwaukee, Mr. and Mrs. W. B. Hunter; Williams and Lee Agency, St. Paul, Gladys and Billy Williams; Associated Entertainment, Inc., Milwaukee, Raymond Auler, Austin Trull, Glenn Lyte and Frank Crosby; Burmek Theatrical Productions, Milwaukee, Fred and Cliff Burmek; Michaels Attractions, Chicago, J. C. Michaels Sr. and J. C. Michaels Jr.; Charles Zemater Agency, Chicago, Charles Zemater Sr. and Charles Zemater Jr.; American Theatrical Agency, Chicago, Flash Williams and Edgar Schooley; Petey's Entertainment Enterprises, Minneapolis, Earl C. Peterson; Northwestern Amusement Company, St. Paul, Ty Tyson and Don Deamer.

Special events representatives noted included Jimmy Van Cise and Leo Overland, Jimmie Lynch's Death Dodgers; Frank Winkley, thrill show and big car auto race promoter; Al Sweeney, National Speedways; John Sloan, Racing Corporation of America; Theodore Fish, John B. Rogers Producing Company, Fostoria, O.; Louis Frank, Harry Danforth and Hilbert Ermer, Badger State Midget Racing Association; Jay Gould, Jay Gould's Circus, and Oscar Holseide, Bar O Rodeo.

Suppliers noted were Ned Torti, Wisconsin De Luxe Company; Bernie Mendelson, O'Henry Tent and Awning Company; T. P. Eichelsdoerfer, E. T. Eichelsdoerfer and William A. Lindemann, Regalia Manufacturing; Pete Leslie, Sure-Way Electric Co.

Carnival Routes

Send to 2160 Patterson St., Cincinnati 22, O.

(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

American Midway: Three Rivers, Tex.; North Pleasanton 26-31.
 Bell & Vinson: Weslaco, Tex.
 Big State Am. Co.: Harlingen, Tex.
 Brewer's United: (McKinley & Dowling Sts.) Houston, Tex.
 Crystal Expo.: (Fair) Inverness, Fla.
 Dixieland: Lumber City, Ga.
 Florida Am. Co.: Bowling Green, Fla.; Sarasota 26-31.
 Frierson & Garrison: Boone, N. C.
 Royal Crown: (Fair) Largo, Fla., 26-31.
 Tassell, Barney: Dade City, Fla.; Auburndale 26-31.
 Tri-State: Vacherie, La., 19-25.

Circus Routes

Send to 2160 Patterson St., Cincinnati 22, O.

Davenport, Orrin: Grand Rapids, Mich., 19-24; Detroit 26-Feb. 8.
 Gran Circo Americano: Managua, Nicaragua, Jan. 23-Feb. 1.
 Martin Bros.: Hopkinsville, Ky., 20; Mayfield 21; Cadiz 22; Paducah 23; Benton 24; Russellville 25; Franklin 27; Scottsville 28; Litchfield 29; Bowling Green 30; Glasgow 31.
 Polack Bros. (Eastern): (Shrine Mosque) Richmond, Va., 19-25; (Armory) Wilmington, Del., 27-31.
 Polack Bros. (Western): (IMA Auditorium) Flint, Mich., 19-24; (Civic Aud.) Hammond, Ind., 26-Feb. 1.

Misc. Routes

Send to 2160 Patterson St., Cincinnati 22, O.

Bradley & Benson Hillbilly Jamboree: Linton, N. D., 22; Bowman 23; Hettinger 24.
 Holiday on Ice (Auditorium) Milwaukee, Wis., 19-25; (Auditorium) Memphis, Tenn., 27-Feb. 4.
 Ice Capades: Providence, R. I., 19-25; New Haven, Conn., 29-Feb. 8.
 Miller's, Irvin C., Brown-Skin Models (Lincoln) Houston, Tex., 21; (Lincoln) Port Arthur 22; (Melba) Corpus Christi 25-26; (Temple) Baton Rouge, La., 29; (McKinley) Baton Rouge 30; (Ritz) New Orleans 31.
 Skating Vanities (Auditorium) San Francisco, Calif., 19-25; (Auditorium) Oakland 26-Feb. 1.



10 RIDES EIGHT SHOWS

OPENING ON OR ABOUT APRIL 15TH

Now Contracting for Season of 1948

FAIR SECRETARIES

Will Be at the Reading, Pa., and Albany, N. Y., Meetings

CONCESSIONS

COOKHOUSE, FRENCH FRIES, POP CORN, CUSTARD and BINGO SOLD. Can place any others, especially Grind Stores. Have A-1 territory for Drome and Arcade.

SHOWS

HAVE OUTFITS for Side Show, Girl Revue, Want Man to Handle Revue. Want Monkey Show, Minstrel, good Grind Shows with or without own outfits.

RIDES

Can place Tilt, Roll-o-Plane, Rocket, Fly-o-Plane, also #5 Wheel to make dual wheels, Kiddie Rides all open except Autos. Can place Foremen and Second Men on all Rides. Following contact me: Ed Ferreri, Bob White, Singer, also Dick O'Brien.

J. VAN VLIET, Mgr., 404 Garibaldi Ave., Lodi, N. J.
 Phone: Passaic 3-5934



Opening Saturday, March 13, Angleton, Texas

8 OFFICE RIDES FOR OPENING. WILL CARRY TEN RIDES THIS SEASON.

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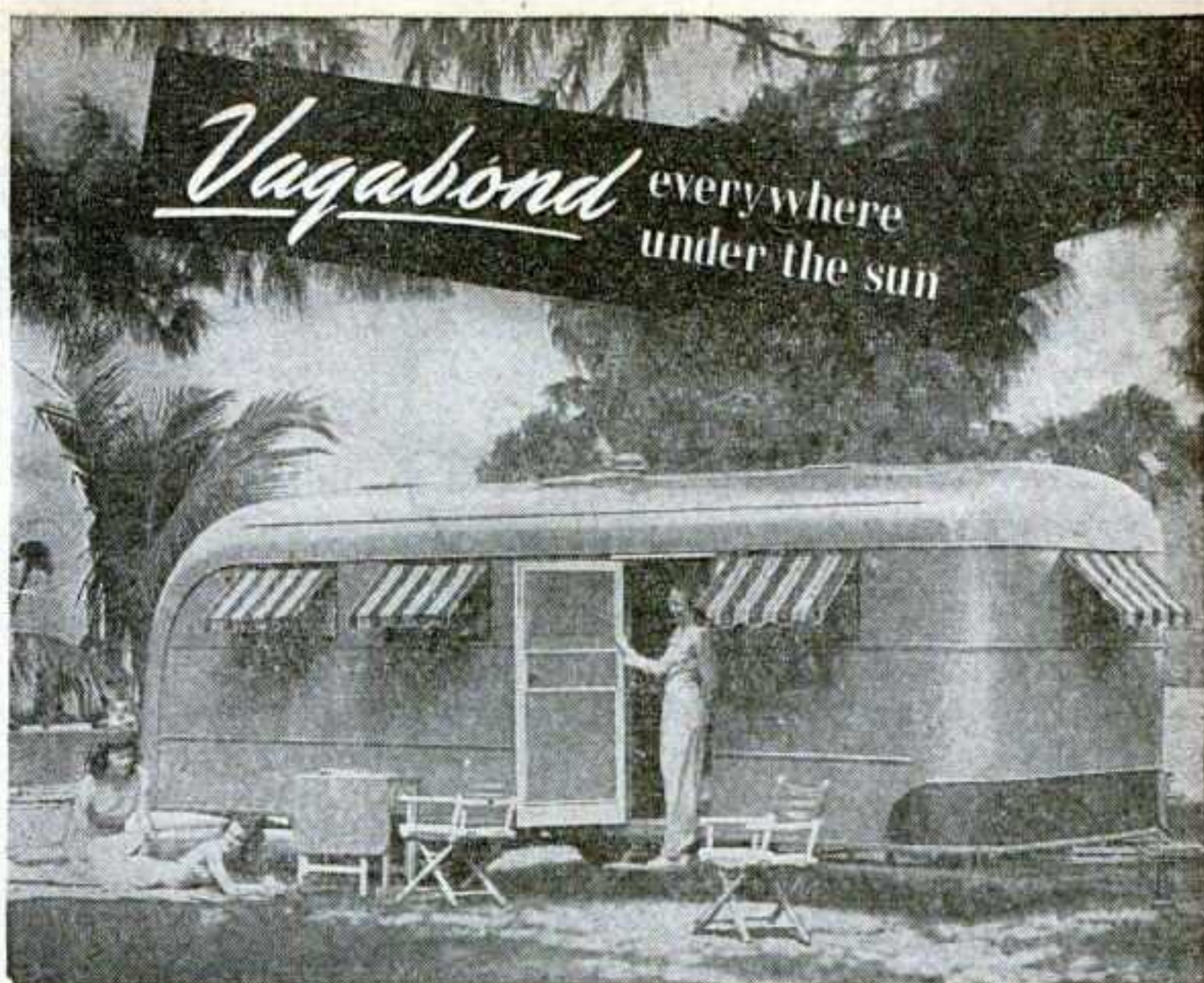
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We play Texas, Oklahoma and New Mexico. Opening in Waco in early Spring. Would like to hear from Show People that have new ideas, and will finance anything worth while. Pinky Edgar and wife, get in touch with me, if not already connected. All Useful Show People get in touch with me. Show to be known as POP HALE'S PORTABLE PARK. Pay own wires or calls.

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RSROA Committees Get Overhauling At Cleveland Meet

CLEVELAND, Jan. 17.—Among matters studied at the semi-annual Board of Control meeting of the Roller Skating Rink Operators' Association of the United States at Hotel Cleveland here, December 9-11, were activities of the Amateur Affairs Committee.

The committee's board of governors is now composed of Edwin Hodder, Boston, chairman; S. Charles Peffers, Oakland, Calif.; Gladys Salsinger, Detroit, and Otto J. Albrecht and W. P. Hodous, Cleveland.

Various subcommittees now include the amateur status group, composed of Peter J. Poland, Cincinnati; Leonard Barber, Portland, Ore., and Paul Poettgen, St. Louis. Judges and competitions: Frank Bartik, Newark, N. J.; Frank Faber, Detroit, and Ed Bennenati, Elmont, L. I., N. Y. Dance: Bob Irwin, Chicago; Ann Lawrence, Newark, and Charles O'Connell, Medford, Mass. Figure skating: Charles Peffers, Oakland, Calif.; Don Fredericks, Portland, Ore., and Russell Aredondo, Medford, Mass. Speed skating: Otto J. Albrecht, Cleveland; Kay Cendak, San Francisco, and Robert Martz, Washington.

Cleveland Academy Experiments With Skating Class Idea

CLEVELAND, Jan. 17.—Lourdes Academy here is experimenting with the idea of substituting roller skating classes for regular gymnasium work, having arranged with Jack Dalton and Clarence and D. I. Reynolds, operators of the Rollerade, for regular classes at the rink.

Doris Gluvna, academy physical director, is in charge of the group and checks attendance for school credits. Attendance at each class runs from 90 to 120, and a regular program of skating instruction has been arranged by the Rollerade staff.

If the program proves successful, Rollerade officials plan to extend the program to other schools and organizations.

Great Leopard Contest Big

CHESTER, Pa., Jan. 17.—Recently inaugurated dance-of-the-month contests at Jack W. Coopersmith's Great Leopard Roller Rink here got off to a good start, with 20 couples competing in the first contest, according to Emma Ellis, Great Leopard pro. Among recent activities of the rink's skating club was a trip to Playland Roller Rink, York, Pa., to try the new plastic floor.



BOARD OF CONTROL MEMBERS of the Roller Skating Rink Operators' Association of the United States who met December 9-11 in the Hotel Cleveland, Cleveland, for their semi-annual meeting. Left to right, seated: Phil J. Hays, Chicago; J. W. Norcross, Greeley, Colo.; Weston J. Bettes, Redondo, Wash., and Victor J. Brown, Newark, N. J. Standing: Hyatt D. Ruhlman, Pittsburgh; Alfred W. Kish, Toledo and Lima, O.; Fred H. Freeman, Medford, Mass.; William T. Brown, Portland, Ore., and Seattle; Joseph L. Seifert, Brooklyn, and Fred A. Martin, Detroit.

—Photo by Tony Mayo.

Spokane "Fantasy" a Sock Draw at Cook's Box Office

SPOKANE, Jan. 17.—With State, regional and national champions of the Roller Skating Rink Operators' Association of the United States and titleholders of the World Roller Skating Congress taking part, *Roller Fantasy of 1947*, presented recently in the Silas W. Cook Roller Rink here, was called the most outstanding roller skating show ever presented west of the Rockies.

Attendance was on the light side opening night, but word-of-mouth advertising brought out bumper crowds for the remaining performances to sell out the house, with many turned away at the box office.

Headlining the world championship pair of Norman Latin and Margaret Wallace, of Brooklyn, the cast included Phyllis Bulleigh and Cecil Davis, RSROA intermediate pair skating champions, who with Barbara Laney and Kenneth Johnson, skating as the Greeley Fours, executed the routine which made them 1947 Rocky Mountain regional cham-

pions. Others in the cast were Betty Lee Jennings and Clifford Schattenger, Seattle, senior skate dance champions and Pacific Coast regional pair champions (intermediate), with Miss Jennings also skating routines that brought her the Coast regional championship and third place in the nationals; Donna Benedict and Wayne MacDonald, Centralia, Wash., novice national skate dance champs; Patricia Upton, Seattle, Pacific Coast junior girl figure champion; Carole Pattison, Redondo, Wash., Pacific Coast juvenile girl figure champion, and Skipper Oakes, Seattle, State intermediate men's figure champion.

The two-part show ran two hours and 40 minutes. It was directed by Julia and Jim Medcalf, local pros, who contributed a *Bolero* number to the program, with the latter also doing a slapstick number with Harry Leonard.

Bal-A-Roue RSROA Show Set

MEDFORD, Mass., Jan. 17.—Club members of Fred H. Freeman's Bal-a-Roue Rollerway here are preparing for the rink's annual revue to be presented January 28 and 29 for the benefit of the Roller Skating Rink Operators' Association of the United States. Officials say costuming will be elaborate. Advance sale tickets, selling for 60 cents, were distributed to club members January 11. Arrangements have been made to provide extra unreserved seats.

Eli Class Schedule Heavy

NEW HAVEN, Conn., Jan. 17.—Eli Skating Club here, operated by Benjamin F. Marey and Jack Adams, started the season with a heavy schedule of classes, having set one for each weekday night with three on Saturdays and two on Sundays. George Miller is in charge of classes, with Ann Gorman as assistant. Irene Roeder, former club professional, has recuperated from a recent appendicitis operation.

Baker's Skateland Bucks Post-Holiday Slump in Business

BATTLE CREEK, Mich., Jan. 17.—Altho business has made no spectacular gains in recent months, it has been better than expected during the post-holiday period that is usually marked by a slump, reported Bob Baker, of Skateland here.

A number of prize awards and a generous supply of souvenirs are believed by Baker to be responsible for the biggest New Year's Eve party ever held at Skateland. Top attendance prize was a pair of precision shoe skates, with respective second and third-place awards being free skating for periods of three months and one month. In balloon contests for men and women sets of wood wheels were awarded. The couple winning a three-legged race was awarded four dance lessons.

Skateland Dance and Figure Club was organized early in January with the following officers: Margaret Sowles, president; Harry Craig, vice-president, and Beverly Patton, secretary-treasurer. The board includes Elmer Marvin, Fred Lewis, Nancy Haight, Pat Marvin. Classes are held each Tuesday evening under the direction of Vera Elisen and Lou Dauluca, pros of Arena Gardens Roller Rink, Detroit. Leo Morgan is the new skate mechanic.

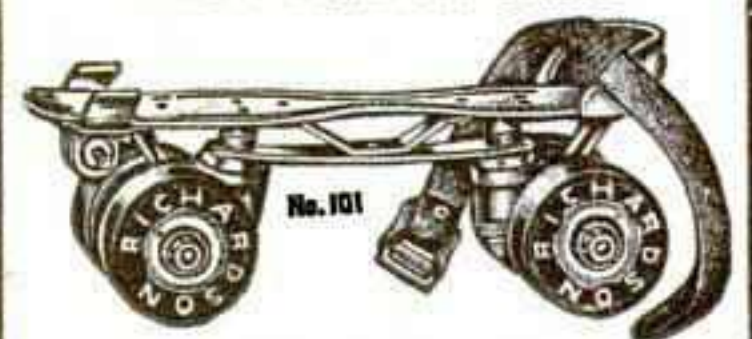
Erickson Rollery Off to Good Start

CHICO, Calif., Jan. 17.—Delayed for months because of construction difficulties, the new Spinning Wheels Roller Rink here, owned and operated by Mr. and Mrs. R. E. Erickson, opened several months ago and has been reporting excellent business.

The 60 by 160-foot rink is of concrete block and glass brick construction. The floor is of maple and the interior is finished in modern style. Its service facilities include a soda bar.

The rink follows a six-day program with matinees for children and evening sessions for adults only, closing on Sundays. The Ericksons reported a number of party bookings since the rink opened.

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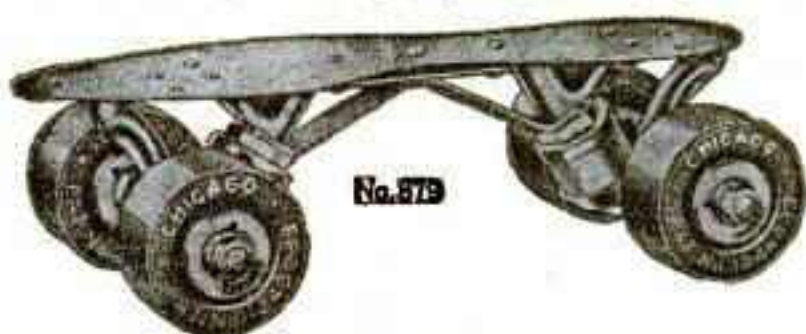
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Club, Class Work On Rise at Ideal; Benefit Show Big

ST. LOUIS, Jan. 17.—Club membership and class attendance have shown consistent increases since the fall opening of Carl Trippe's Ideal Roller Rink here, reports Manager Bert Canoll, who attributes the increased enthusiasm of skaters to the work of Arlis M. Snyder, professional, of the Society of Roller Skating Teachers of America, who joined the rink staff at the season's opening. Under Snyder's direction, club members staged *Christmas Festival of 1947*, a presentation sanctioned by the Roller Skating Rink Operators' Association of the United States, with proceeds going to the rink's club for use of skaters in forthcoming competitions. Canoll called the 90-minute show one of the best ever presented at the rink. Several former State and regional champions, along with amateurs who are expected to be strong contenders in this year's competitions, were featured. Produced in two acts, the show followed a story outline, with specialty routines balanced by well-drilled chorus numbers.

New One for Harrisburg

HARRISBURG, Pa., Jan. 17.—John J. Adams, real estate broker, has announced that an unnamed Philadelphia group will construct a sports arena and four other buildings in a group project here during 1948. Site has not yet been determined. Project will include a roller rink, 24 bowling alleys, and an auditorium, Adams said.

Sefferino's Rollerdom, Cincinnati, received a swell publicity break in the Sunday (11) pictorial magazine section of *The Cincinnati Enquirer* with three pictures of scenes at the drome. One picture occupied nearly a page.

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PORTABLE ROLLER RINK
Now open. 1 yr. old, size 42x100, first grade maple, 15 oz. blue and red and silver top, chains, telescope push poles, everything like new. 150 pr. Chicago skates, 30 pr. Chicago shoe skates, Masco music, lot \$25.00 per mo. Business good. \$6,500.00. Write, wire or see this before you buy.
E. G. CHRISTENSON
Blue Top Roller Rink Weslaco, Texas

FOR SALE
PORTABLE HARD MAPLE SKATE FLOOR
4'x10' sections, good condition, used 5 months. Reason for selling, built new building and permanent floor. Price \$2,000.00.
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1 Portable Sectional Maple Floor, 38 1/2 x 104', complete with 50 pairs used Skates, complete P.A. System, 40 Records. For quick sale, \$1200.00. These give-away prices F. O. B. factory.
BILT-RITE FLOORS AND RINKS
TYLER, TEXAS

Arcadia Wildcats Hit Air Via Tele; Seen as Booster

DETROIT, Jan. 17.—A televised hockey game played last week by the Arcadia Wildcats at Arcadia Roller Rink here was the first of a series of such contests which are to be aired by Station WWJ-TV each Wednesday night at 9 p.m. Arcadia's manager, Orville Godfrey, predicted that regular airing of the games via tele will widen popularity of the sport in this area. Last week's telecast was given variety by picking up a brief roller-skating show, presented by the Arcadia Figure and Dance Club, between halves. It featured Dolores Molla, regional champion, who did a free-style program, and Barbara Hern. Such shows are to be regular features of the telecasts. They will be directed by Vivian Heard, Arcadia pro and president of the Detroit School for Roller Skating Teachers, assisted by Warren Knopsnider.

Looney a "Dimes" Chairman

MONTGOMERY, Ala., Jan. 17.—Pleas Looney, owner of Looney's Skating Rink, will serve as co-chairman for the Montgomery County March of Dimes Drive this year. Looney was chairman of the drive last year. This year's campaign started January 15 and continues thru January 30.

Roller Rumbings

Old Riverview Roller Rink, Chicago, had a track 32 feet wide and four laps to the mile.

The Froebel High School band, Gary, Ind., has added acrobatic girls on roller skates to its corps of drum majorettes.

Arcadia Roller Rink, Chicago, has organized a social club. Rink operators have also installed new showers in the men's locker room.

In commenting on the tight skate versus loose skate discussion, George Oliver, of Celoron, N. Y., recommends that manufacturers strike a happy medium.

Midway Confab

(Continued from page 45)
where their daughter re-enters college, and then left for a stay at Hot Springs until February 1.

Fire destroyed a portion of Vernon Hoff's wardrobe recently and Cleo Gordon Stafford is designing new costumes for him. Both Hoff and Stafford are appearing at Club Circus, Houston, with Jimmie Travis and recently were visited by Jackie Woods and Gene LaMarr, performers at Club My-O-My, New Orleans.

A double birthday party was held recently for Don Dorsey and Gene Eugene, costume designer, in the latter's New York apartment, reports Le Ola, who acted as hostess. Among showfolk attending were Stanley Raeburn, Larry Sittenberg, Albert Alberta, Bobby Lee, Valarie and Charles Strianese, Carl Bartells, Don Marshall, James Lindburgh, Howard Barrows, Francis Renault, Johnny Donazita and Felix DeMasi.

Visitors to Mr. and Mrs. Walter B. Fox's Mobile (Ala.) apartment during the holidays included Jack Lucas and wife, Bennie Johnson; Mr. and Mrs. Bob Heth, Earl A. (Hoppy) Chapman, Emory Kelly and

George Kaiser. Fox, who has become a collector of old-time circus and carnival pictures, recently unearthed several views of the Copping Shows train wreck at Kenova, W. Va., in 1924.

Tex Conroy, veteran side show talker-manager, has been released from St. Luke's Hospital, Philadelphia, where he was confined with bronchial pneumonia, resulting from a cold contracted at the Chicago meetings. Following a brief rest at the Virginia home of Carl J. Lauther, side show impresario, Tex returned to Philadelphia to resume his duties in the public relations department of a large Philadelphia firm.

Bobby Kork advises he was host at a party New Year's Eve at the Carnival night club, New York. Guests included Le-Ola, Gene Eugene, Don Dorsey, Peggy Ewell, Jean Nadja, Charlotta Hunter, Wilma Robbins, Ernie Birch, Francis Francette, Alexandria Gorden, Swazette Muldoon, Babe Montana, Al Prime, Francine Stone, Charles Smith, Jack Hallow, Jimmy Fay, Edward R. Will and Ray Blaseg.

After closing with Madison Bros. Shows, Mr. and Mrs. W. P. Gawle made a few tobacco spots in Georgia, returning to Lake Charles, La., for Thanksgiving with Anna Wilson, Marie Moore and daughter, Patricia; Mr. and Mrs. Chapman, Mr. and Mrs. Forest Donovan and family and Scoops Liger. They returned to Joplin, Mo., after visiting their daughter for the holidays and attending the New Year's Eve party in the club-rooms of the International Association of Showmen and Missouri Show Women's Club. They have signed with Snapp Greater Shows for 1948.

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Ball Bearings, #AA 1.50 Per M
Precision Bearings:
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Craig Memoirs Recall Varied Arts of Old-Time Performers

SPRINGVILLE, N. Y., Jan. 17.—In an effort to prove his contentions that old-timers among rep and tent show-folk were good performers, Merton Craig goes reminiscent, digging up some choice bits from his memoirs of days that used to be. On his list are the brothers DeRue, Bobbie and Billie, who operated the minstrels bearing that name. Both, he points out, were accomplished musicians, Billie on trombone and Bobbie on cornet. They also were among the top comedians in their line, Craig says. Associated with them was Jim Sawin, known as Sawin DeRue, who did a musical act. Unit also boasted such performers as the Leahy brothers and Eddie Bolton, Craig adds.

"The Gortons, Hi Henry, Guy Brothers and Van Arman," says Craig, "all had the same high-class contingent of performers working and Sam Lee, on the Gorton Show, played a street cornet that could be heard for great distances and then go on the stage, cork up and make them roll in the aisles."

Kickapoo Jake

"Among the vaude and dramatic shows was the Murdock Bros., where I put in my first-of-May days and where Al Murdock played a tuba and doubled as a straight man on stage, lectured on medicine and presented a neat slack-wire act, in addition to possessing a decided flair for baton spinning and juggling. His brother, Ebb, handled the blackface and was known as Kickapoo Jake. Eb also was a proficient baton twirler and played alto sax and the drums and did a single hoop-rolling act.

Lack Versatility

"Dramatic tent shows had such aces as the J. B. Swaffords, the Henry family, Gormand Ford, Jack Lynn, with each of the shows playing a spot for a week. A performer who couldn't do a specialty every night and change the act completely each night had a difficult time of catching on with one of these units. That's why I feel that I'm correct when I say that we don't have performers of that caliber anymore. Current acts don't possess the versatility of their prototypes of yesteryear.

Plunkett Stage Show WANTS

Piano Player who can read, fake and play Vaudeville; also Juvenile Man and Accordion, prefer one who doubles. State all, first letter. Show opens early in February. Forty-five week season. This is a three-night stand Show under canvas. Address all mail to PLUNKETT SHOW, Aransas Pass, Texas

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Brunk's Comedians Want

For 1948 season, useful Rep People in all lines. Season opens last of March. Colorado territory this summer. Tell all in first letter, including salary expected. HENRY L. BRUNK, 832 N. Delrose Ave., Wichita, Kans.

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"Regarding the Tom shows and Mr. Kleber's recent article which appeared in these columns, he is right when he says they cannot return. But why? Where will you get eight musicians to go out on the street and play, as the musicians in the band on Stowe's Uncle Tom's Cabin Tent Show? During a visit to that show the musicians went into the orchestra pit and doubled on strings then some of them went on the stage to portray roles in the show.

"They also presented specialties in the after show where they drew a packed tent of 800 and promoted a candy sale that almost paid the nut in the small town of Boonville, N. Y., with an estimated population of 1,500.

Rag Tents Out

"You can't go into a town today with a rag tent, p.-a., and a few window cards and do business. The shows mentioned above may never come back, because anyone with money enough to put out a real outfit might find it difficult to get people to produce the show. Salaries and overhead also are something to think about. So, perhaps we will never know if a Tom, 10 Nights or a minstrel can ever operate again, but we do know that dramatic shows are going under canvas because there are still many that go out each year and stay out. They, however, have personnel that can do talking parts and novelty acts and they possess good musicians so that patrons like the show and come back night after night and look for the show every season.

San Antonio Notes

SAN ANTONIO, Jan. 17.—Public library here is showing 16mm. films regularly to their employees and patrons.

Art Huseman, Southwest Texas representative for Visual Service, Harlingen, which is affiliated with the George H. Mitchell Company, visited the Clasa-Mohme Exchange to acquire information about their new 16mm. Mexican films, with Spanish music and dialog.

Southern Radio Sales & Service here put in a line of 16mm. films and projectors recently.

Joe Estes, formerly with Filmack Trailer Corporation, Chicago, is operating his own equipment business. He's also booking name attractions, including Charlie Spivak ork and Don Felice, in the Southwest.

Williamsses Plan April Bow

LUCAMA, N. C., Jan. 17.—Rusty and Dot Williams, whose tent show has been stored in local quarters since winding up the season here December 1, said this week that they are planning an early April bow for the unit. Quarters work is progressing, they report.

CHARLESTON, W. Va., Jan. 17.—Byron Gosh, well-known tent show operator, said last week that he is associated with the recently organized Auditorium Booking Company with headquarters here.

"The Play's The Thing," Rings True

Newton Org Proof—Locke

PORTERVILLE, Calif., Jan. 17.—Will H. Locke said here this week that the old saw, "the play's the thing," is as true today as it was when Bill Shakespeare said it several centuries ago. To bear out his contention he points to Earl Newton's Toby's Tent Theater which recently closed a prosperous 40-week season of one and two-week stands in California.

Locke says the show's policy was a combination of vaudeville and pictures, with an hour being devoted to screen features while the vaude acts took over for an hour and a half. Newton reported that the season was a pleasant one, with few bad weeks.

Paper Flesh

"Newton," says Locke, "reports that he has reason to believe that, in spite of the disparagement the stage has suffered, the public favors spoken-in-the-flesh-on-the-stage entertainment today just as it did in the past. He says that he frequently was asked to give patrons more on the stage because 'that's what we want.'"

"Earl's outfit is a 40 by 80 foot, orange and blue trimmed, flame-proof tent. All chairs, poles, trucks and trailers are painted bright orange and show is well illuminated. He recently purchased a new car and currently is vacationing at his Tulare (Calif.) quarters, where repainting and overhauling work is expected to get under way soon for the unit's 1948 tour.

Not Lost Faith

"I've had several communications from old friends who are still delighting the natives with their mummery and amazing them with their artistry, and all report in the same tones, as does Earl Newton. Altho I have heard some of our constituents remark that show business is dead and there isn't any more stageshow business, I have never lost faith in the bridge that has carried me over for more than half a century. I believe that if the towns had opera houses such as they once had there would be many road shows out giving work to actors in the vocation they know best."

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Rep Ripples

RAY'S ASSEMBLY SHOW is playing Idaho halls and schools. . . . Grace Players are around Indianapolis. . . . Melvin Snow has a 16mm. pic unit in the Danbury (Conn.) area. . . . Don Beck is in Valley City, N. D. . . . Butler's Show reports fair takes in Florida schools and churches. . . . Arthur Renny is lining up flesh circle around Birmingham. . . . Penn Players have been around Binghamton, N. Y., lately. . . . Cliff Rennick, writing from Tulsa, Okla., asks: "Where are the Rosalie Nash Players and Norman, Howard and Peggy Ginnivan?" . . . Arthur Kinsley, in Florida with his religious pic outfit, reports fair biz. . . . Leon H. Shorey has a 16mm. pic and vaude outfit in Waldo County, Me. . . . Gitt's Show, around Ogden, Utah, has gone all pix. . . . Everett Players are in their 10th week of New England sponsored dates. . . . Bird's Show, films and vaude, has been in the Anniston, Ala., sector recently. . . . Allen Morduant is setting a circle to play flesh bills out of Cambridge Springs, Pa. He has had 16mm films in that city. . . . Strickland's Minstrels have been playing to fair returns on sponsored dates around Biloxi, Miss. . . . Freeman and Dodge are readying a small colored minstrel trick to play around Tallahassee, Fla., under auspices. . . . Foster Gray, recently in Central Florida, has started a trek to the North with 16mm. pix and vaude. . . . Louis Ward is promoting minstrel shows around Boston.

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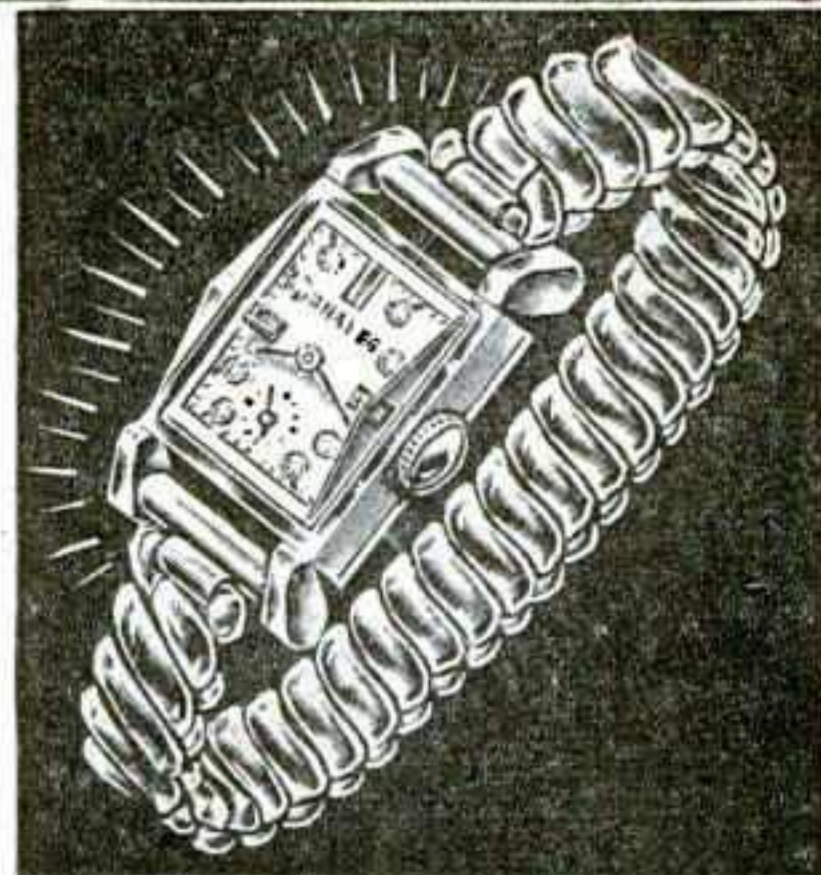
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Pipes for Pitchmen

By Bill Baker

EDDIE BENNETT . . . currently plying his wares in Detroit, was an active worker at the annual party for underprivileged children staged by the Michigan Showmen's Association recently.

"PLENTY OF . . . big-league novelty workers are here for the air show," pens E. Newman from Miami. "They arrived well fixed, too, having accumulated plenty of long green, working the various bowl football games over the holidays. From the Delta Bowl game in Memphis came Lefty (Rubber Nose) Shapiro, Joe Marks, Little Chief Push, Barney Kaplan, Al Parker, Mike Smith and Joe Conway. From the Sugar Bowl, New Orleans, there appeared Steve (Moonshine) Marks, Andy Day, John Martin and Ben Agin. Also here are James Sweeney, Dave Fein, Charles Zukor, Harold Lloyd and Ray Gordon. Let's have some pipes from the boys in the North."

WILLARD GRIFFIN . . . the Mississippi Kid, takes time out from his varied chores to recite recollections of his many years in the pitch game, pointing out that he's proud to have known and had the pleasure of working with great personages of the pitch field who have made their last pitch and crossed the Great Divide. "They have reached their Valhalla," says Griffin, "and pleasant memories of my association with them will always remain. Never to be forgotten are such greats as Doc Lewis, Big Chief Scruggs, B. B. Johnstone, Doc George Long, Floyd Johnstone, Gordon Sage, Chief Dark Cloud, Chief Redwood, Ralph Pratt, Jim Wardlow, Tom Rogers, George Bedonie, Salem Bedonie, Tom Sigourney, Chief Black Horse, Rance Gray, Calculator Williams, Chief Red Horse, Harry McGinley, Jimmy Wells, Tommy Burns, Maxie Grodsky, Doc McNeal, Doc Miller, Doc Yoder, Doc Young, Doc Cavanaugh, Jim Ferdon, Jack Montgomery, Razor Riley, Pencil Whitey, Dick Garrison, Doc Hale, Chick Townsend, Ward Kain, Silk Hat Harry Downing, Bill Hanley, Gypsy Shine, Joyce Reynolds, Doc Reynolds and Chicago Bigelow."

It's only the weak person who whines over defeat and feels abused. The strong pitcher seeks to learn its meaning, then profits by it.

PITCHFOLK . . . invading Florida for the winter recently included Abe Gelly, Red McCool, Ted Burdick, Ben McCoy, Peanuts Cramer, Barney Kaplan and Horseman Weiss.

"I'VE NOTICED . . . that a few well-meaning but misguided souls are still crying for an organization of some sort for the pitch fraternity," letters Tom Kennedy from Oklahoma City, "but I have yet to read where anyone has come up with a concrete plan that would prove successful. Emil Seibold clearly stated a few weeks ago a few of the many reasons why pitchers cannot be organized. Emil, by the way, has not been caged in, as was

stated in the column recently. He has been around as much as anybody, and nobody knows the score better than he does. I first met him in 1929 when he was trailing the Ringling-Barnum with his magic house. I again met him three years later at a July 4 celebration in Illinois, and the last time our paths crossed was in Washington in 1943, where he was clicking with the same item. And just for the record, it was Emil who introduced the mouse it,

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MEN'S TEE SHIRTS—\$4.75 Doz.

WHITE, MAIZE, BLUE, TAN. ALL BRAND NEW, ALL SIZES.
Will ship one doz. or 100 doz. 25% Dep. with order.

NATIONAL LIQUIDATORS
ANNVILLE PENNSYLVANIA

★ ★ ★ **GOLD SEAL NOVELTY COMPANY** Offers ★ ★ ★
FOR EASTER AND MOTHER'S DAY

Delicious Chocolate-Filled Mirror-In-Lid Cedar Chests, All-Mirrored Vanities, Music Chests, Jumbo Chocolate Easter Egg Assortments—Stuffed Bunny Assortments with Candy.

PROMPT AND DEPENDABLE SHIPMENTS ON:

Sessions Yankee Clipper Clocks	GE Wake-up-alarm Radios
Grandfather Pendulum Clocks	Emerson Radios
General Television Radios	Stewart-Warner Barradios
Smokerettes	Kelton Watches
Lux and Waterbury Alarm Clocks	Grand Piano Radios
Holtwood Wafflers and Broilers	

WE HAVE A REPRESENTATIVE IN YOUR LOCALITY—

Long Distance Phone: MONroe 9077

Write or Phone: GOLD SEAL NOVELTY CO.
807 W. Madison Street • Chicago 7, Ill.

this country. Hundreds since have tried to imitate him. A lot of them are good but he is still tops in my book. And so, when people like Craig, Seibold, Sidenberg and Madeline Ragan tell you from past experience that an organization just isn't possible their opinions certainly should carry some weight. For

those who think an organization is possible, one that will achieve enough financial support whereby its members can work any and every town in the United States, I suggest they first try to accomplish something easier—such as climbing the pyramids or swimming across Niagara Falls! Oh, well, they can dream, can't they?"

Fancy Freddie says: "Wise plitmen have but few confidants, and cunning ones, none."

MARY RAGAN . . . and husband spent the holidays visiting in Detroit.

NOVELTY WORKERS . . . are reported to have accrued sizable bank rolls working the Tournament of Roses Parade and the Rose Bowl football game New Year's Day in Pasadena, Calif. Horns and confetti continued the best sellers, but other items sold well, too. An estimated 300 boys and girls were said to have worked downtown Los Angeles New Year's Eve, while the parade attracted 1,500,000 along its line of march, with some spectators arriving as early as 2 a.m. Since no one is permitted to work the parade area after 9 a.m., the boys were forced to work speedily to beat the deadline, but all reported outstanding takes for their efforts. Noted among the pitch-folk were Jack Vinnick, Richard Arcand, Julius Lazarus, Al and Saul Freeman, Janet Carlson and Dave Swartz.

FOLLOWING A NIFTY . . . 1947 tour, Rubin Bluestein is vacationing at the Buckstaff Bath House, Hot Springs, where he plans to remain until about February 1.

FRED HUDSPETH . . . and Paul Miller left their Fort Worth headquarters recently to make the Denver Stock Show, which winds up January 24.

MR. AND MRS. HIBBARD . . . stopped off in Fort Worth recently en route to work the Houston Fat Stock Show and Exposition.

GLEN HOSBERG . . . is reported to be getting a good share of the lucre operating thru a Dallas chain store.

MR. AND MRS. BEN BROWN . . . are wintering in Aransas Pass, Tex., where they are making daily fishing jaunts and getting big catches.

PAT MALONE . . . has returned to the high valleys of Virginia after a lucrative holiday business in the Blue Ridge Mountains.

CARL KNOWLES . . . is said to be holding down the only available spot in Fort Worth with coils to good tips and takes.



NON-TIPPING HARD WOOD FOLDING CHAIRS

- ★ Ideal for groups from 10 to 10,000
- ★ May be used singly or fastened in sections!
- ★ Easy to store—folds flat!

Quick delivery on STEEL or HARD-WOOD BLEACHERS and GRANDSTAND STANDS.

U. S. SEATING CO.
450 7th Ave. (34th St.) New York 1
LO 4-3524
When you think of chairs, think of U. S.

A SCOOP! NEW SKID CHAIN

Sturdily made of rubber—4 ply canvas
1—Outwears Steel chain
2—Won't harm fender
3—For Snow, Ice, Rain
4—Easy to put on!
5—Fits all tires up to 18 inch rim

Only \$2.25 post paid
\$1.90 each, lots of 2
\$1.60 each, lots of 4
\$1.45 each, lots of 6
\$1.35 each, lots of 24
Order in 2 doz. lots from us and sell your friends and make money.

TRUCK SIZES
600 to 900-20
\$1.60 Each Lots of 4 or More
Single Sample \$2.25

GUARANTEED TO PULL OUT OF SNOW - MUD - SAND
Cash must accompany order

E. F. BERNHOLD, INC.
Box 128, Brookfield, Illinois



Here's fun in as nice and compact a package you will ever find. Three levers start the cherries, oranges and familiar bells and bars whirling. Swell resale possibilities. RETAIL at \$1.98. Wholesale price, \$7.40 per dozen. Sample, \$1.00 postpaid.
J. SCHOOER & CO.
Dept. BBW, 5 Beekman St., New York, N. Y.

Merchandise You Have Been Looking For
Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys, Every kind of Glassware, Blankets, Hampers, Hassocks, Plaster, Slum, Flying Birds, Whips, Balloons, Hats, Canes, Ball Game Specials, Bingo Merchandise.

Catalog Now Ready - Write for Copy Today
IMPORTANT To Obtain the Proper Listings, Be Sure and State in Detail Your Business and Type of Goods You Are Interested In.

ACME PREMIUM SUPPLY CORP.
1111 South 12th, St. Louis 4, Mo.

DEMONSTRATORS-JEWELRY WORKERS-ATTENTION!

 No. 3R239 Per Doz., \$5.25	 No. 3R180 Per Doz., \$4.50	 No. 4R279 Per Doz., \$27.00	 No. 4R269 Per Doz., \$12.00
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WE CARRY THE MOST COMPLETE LINE OF ENGRAVING JEWELRY!

 No. 2X1 \$22.50 Per Gross	 No. 4X3—Gold Finish \$2.10 Dozen	 No. 1X7 \$12.00 Per Gross
----------------------------------	--	----------------------------------

NO. 4X14—COLD FINISH . . . \$2.65 DOZ. | NO. 4X15—WHITE FINISH . . . \$2.65 DOZ.

Over 1001 different ring numbers in stock!!!
WRITE FOR CATALOG—STATE YOUR BUSINESS
BIELER-LEVINE, 5 N. Wabash Ave., Chicago 2, Ill.

Agents FOR THE FIRST TIME FLUORESCENT ALL-LITE TABLE LAMP!

FIRST to utilize the exclusive feature of UPRIGHT fluorescent illumination, the ALL-LITE gives off a soft, even distribution of light without glare—from shade top to bottom of base.

Selling like mad. Men order sample, show it and reorder in gross lots. Instant appeal. Plug it in and watch them buy. Comes complete with tube and plastic shade.

FREE Send name for **SAMPLE OFFER**

DON'T send a penny. Sample offer is free. Rush name for selling outfit and make money from the day it arrives. We will show you how to sell to hundreds of homes, restaurants and public places and to stores by the dozens for resale. Also immediate delivery on standard fluorescent fixtures. Get going with the MAXILUME line. It's a winner for others—it can bring big, fast profits to you. Rush name on penny postcard.

MAXILUME COMPANY 125 W. HUBBARD ST., Dept. 131-C CHICAGO 10, ILLINOIS

SENSATIONAL SELLER—FAST \$\$\$
2 in 1 — COMBINATION BOTTLE CAP AND OPENER
HOT COUNTER CARD ITEM
YOU MAKE 100% PROFIT ON EACH ORDER

Here's one of those little necessities every housewife buys the first time she sees it; every drug, grocery, variety, tobacco, liquor and hardware store as well as restaurant, cafeteria, tavern, night club and dairy orders several after only one look. TITE-FIT quickly opens any crown seal bottle, then just as speedily vacuum seals it again. That's all there is to it—simplicity itself. Comes mounted 24 on attractive counter card. Costs you only \$1.00 plus postage; sells for \$2.40. Also individually carded. You make unbelievably **BIG PROFITS—FAST.** Helps to sell your slow-moving lines. Be first in your territory to reap a harvest of dollars with TITE-FIT. Write today sure for unusual profit set-up and other amazing profit-makers.

MODERN METAL PRODUCTS CO.
18 Ames St., Dept. B-4A, Cambridge 42, Mass.

SUPERIOR SELLS BETTER!

 No. 5S3754 Engagement Ring, Sterling "BAGUETTE" Style. An expensive looking ring, richly designed. \$6.75 Doz.	 No. 5S3755 Wedding Ring, Sterling "BAGUETTE" Style. Looks like the real thing. Rock bottom priced at \$6.00 Doz.
--	---

 U216—STERLING. \$5.25 DOZEN.	 3536—STERLING. \$6.75 DOZEN.	 GF3750— 1/20-12K. G.F. \$9.00 DOZ.	 GF3748—1/20-12K G.F. \$10.50 DOZEN.
-------------------------------------	-------------------------------------	--	--

Plastic Boxes for Ring Sets—Single Ring Boxes, \$2.25 Dz. Double Ring Boxes, \$3.50 Dz.

Large Assortment of RINGS.
WRITE FOR NEW 1948 CATALOGUE.

SUPERIOR JEWELRY CO.
740 SANSOM ST., PHILA 6, PA

Announcement!

Jay Rich wishes to announce the removal of his office and showroom from 591 South 18th to 349 Washington Street, Newark, N. J., and the formation of the JAY RICH CO.

Our new setup and organization will enable us to give you better and faster service.



JAY RICH CO.
Manufacturers' Representative
349 Washington Street
Newark 2, N. J.

Presents a colorful line of Easter Favorites. Beautifully made of 100% Rayon silk plush. Each animal has moving celluloid eyes, embroidered nose and mouth, and a colorful silk ribbon trim. These animals are well made and firmly stuffed with cotton. They are TOP QUALITY PRODUCTS. PRICED WAY DOWN LOW.

GROUP—UPRIGHT, SITTING & CROUCHING RABBITS

No.	Size	Price
10	8"	\$8.50 Doz.
11	11"	8.50
12	11"	8.50

Min. shipment 2 doz. asst. of above.

UPRIGHT RABBIT
No. 13 to 64
\$10.60 to \$40.00 Doz.

CUDDLE BUNNY
No. 20 to 23
\$15.00 to \$28.00 Doz.

RUNNING BUNNY

No.	Size	Price
31	10"	\$14.00 Doz.
32	15"	18.50

SITTING DUCK

No.	Size	Price
1D	9"	\$11.50 Doz.
2D	11"	15.00

RED ROOSTER

No.	Size	Price
5R	10"	\$14.00 Doz.
6R	14"	18.50

SAMPLES SHIPPED AT DOZEN PRICE, PLUS HANDLING CHARGES

Write for circular Please state your business

More Quotes on Biz Outlook for Parks

(Continued from page 36)

classes of employees. This, together with all people, both young and old, learning the value of a few weeks of summer vacation for health and general well being, holds business up.

R. M. HINES, Lake Delton Beach, Lake Delton, Wis.—I think our business will be on a par with 1947.

RALPH A. SUTTLE, Charlotte, N. C.—Business should be as good, and maybe even better, in our particular line, as more cars are available and there is plenty of work in all lines going on around here.

A. H. BORNKESSEL, Boardwalk, Sea Breeze, N. Y.—Not as good as 1947, but we still expect good business.

A. J. KOLIER, Spring Lake Park, Fenton, Mo.—Approximately the same, with a possibility of a slightly smaller attendance.

JOHN GURTLE, Elitch Gardens, Denver—It is my opinion the 1948 season will be comparable to 1947. However, I feel it will be closer to the 1946 operating year in revenue. All loose money has, undoubtedly, been spent and living out of the pocketbook is going to be much tighter. People still want to laugh and play and it is up to us to teach them our way. The amusement industry has not gone wild in price raising and, speaking for ourselves at Elitch's, I know that we offer the fun seekers of Denver the greatest entertainment value at less cost than any place in the city. We always have maintained the policy of treating each and every patron as a friend of the Gardens and stress to our employees that courtesy and care to these patrons are paramount. This, I think, is a very important factor in the business operation for the coming years.

FRED KINGSBURY, Stewart Beach Park, Galveston, Tex.—I believe 1948 should be better if we get the weather breaks. Last year we lost all but two week-ends between March 1 and June 15 and we lost four out of five week-ends in August.

R. M. SPANGLER, Rolling Green Park, Sunbury, Pa.—I'm optimistic for '48 and am looking for a 15-20 per cent increase, due to working conditions here. Of course, we'll need a better break in the weather at the beginning of the season.

P. J. SHERIDAN, Wildwood Park, Killingly, Conn.—About the same in my locality.

GEORGE M. HARTON, West View Park, Pittsburgh—We expect the 1948 season to be as good as 1947.

ALAN HARTMAN, Rockaway Beach, N. Y.—Looking forward to a very prosperous season.

HARVEY W. SCHRYER, Geauga Lake Park, Geauga Lake, O.—Expect business to be a little better than in 1947.

PARKER BEACH, Chippewa Lake, O.—I think people will spend less per capita. However, with good promotional efforts, business might equal 1947. Last year we had the worst weather in our history.

EDWARD A. SMITH, Cedar Point Park, Sandusky, O.—At our place, much depends on good warm weather. We have many conventions already booked for our hotel, The Breakers.

RICHARD F. LUSSE, Forest Park, Chalfont, Pa.—Equally as good as last year. Business may show some increase, due to increased facilities.

L. C. ADDISON, Marshall Hall Park, Marshall Hall, Md.—With continued rising costs, there will be a small reduction in the park grosses for the season. This is the kind of year that everyone should work hard and bring out the new tricks, held in reserve, to attract patrons to his park. A lot of increased prices will not take up the slack.

Under the Marquee

(Continued from page 35)

the old John Robinson Circus, was a horseman and menage rider with Ringling-Barnum, and later was with Jorgen M. Christiansen's creamline stallions, a Liberty act.

Frank Gentry, last of the four Gentry brothers of dog-and-pony-show fame, is ill at Bloomington, Ind., where he is justice of the peace. This prompted *The World Telephone*, Bloomington daily, to carry an editorial December 18 paying tribute to the Gentrys and the part they and their shows played in the development of Bloomington.

A dinner was given by Mr. and Mrs. Ulie Reithoffer, of the Reithoffer Shows, for old troupers friends who have been going to Alafia River, Fla., since 1924. After the repast, movies were taken. Among those present were Mr. and Mrs. Ulie and Don Reithoffer, the Famous Russells, Rube Osa and Babe, Mr. and Mrs. Charlie Ague, Sherry and Betty Ague, Mr. and Mrs. William (Slim) Delaney, and Mr. and Mrs. Ernie Wiswell. Plans were laid for a 1948 reunion and to consider buying a strip of river frontage near River-view as a permanent camp for the members.

Frank R. Murphy, of Providence, in a letter to *The Billboard*, gives the following names of a few old-timers with whom he trouped when the City Hotel on South State Street, Chicago, was the winter home of actors and circus folk: Pickles Hart, Eddie Grant, Jack Kramer, Roxie Fiber, Chief John Brice, Buddy Hutchinson, C. H. Emerson, Judge Palmer, Joe Kane, Ernie Tucker, Fred Stelling, Jay Smith, Johnnie Wall, M. A. Niel, Frankie Quigley, Neil McKenzie and Johnnie Wallis.

As the new year begins, it is entirely proper for managers to estimate the time they wasted thru shaking hands with unimportant people that somebody wanted them to meet.

An interesting story of Huntington's (W. Va.) own circus, written by Bernard Hastings, a rabid circus fan and collector, appeared in *The Huntington Herald-Advertiser* of December 21. The org was McDonald Bros.' Great United Shows and Congress of Wild Beasts. In the spring Tom Jobe, alias Harry McDonald, his family and his brother, Bill, along with Jim Brackman and his family and some 40-odd wagons would hit the road, playing towns east of the Mississippi. Among those with the show were the late Fred Ledgett, equestrian director; Alex Brock, well-known bar performer, and Merle Evans, band leader of Ringling-Barnum. Mrs. Brackman recently died in Huntington.

MRS. DUDLEY SENTENCED

(Continued from page 37)

by a corporation court Part 2 jury. The jurors recommended mercy and Mrs. Dudley is free under \$5,000 bond, pending a hearing on a motion for a new trial.

Mother of eight children, Mrs. Dudley repudiated a confession in which she admitted to withholding funds. She said she made the confession under threat of blackmail and further testified that when she first learned of the shortage she told Albert Miller, Ocean View Park manager, about it. He advised her, she said, to juggle figures until the books balanced. Later she made a statement to an insurance company which she said she also was advised to do.

NEW 1948 FOBETTES, AND WE DO MEAN NEW!

No. 501-1 Football No. 502-1 Baseball
No. 503-1 Basketball No. 504-1 Bowling Ball
No. 505-1 Boxing Glove No. 506-1 Roller Skate
No. 507-1 Ice Skate

PER DOZEN	{ ALL MERCHANDISE }	PER GROSS
\$1.85	{ INDIVIDUALLY CARDED }	\$21.00
	{ AND CELLOPHANED }	

ORDER YOUR SAMPLES FROM THIS AD—25% DEPOSIT REQUIRED ON ALL C. O. D. SHIPMENTS—STATE YOUR BUSINESS. WATCH THE BILLBOARD FOR OTHER NEW ITEMS.

Frisco Pete Enterprises, Inc. 604 W. LAKE STREET
CHICAGO 6, ILL.
MANUFACTURERS OF ENGRAVING JEWELRY

We are now making immediate shipments on

"THAT FUNNY RUBBER MAN IN A BARREL"
DOZ. 2.50 HUNDRED 18.75

"KILROY WAS HERE" PLASTIC STATUETTE
DOZ. 1.60 HUNDRED 10.00

We will include samples of our new comic Valentine cards with each order. Other new specialty items soon. Send 25% deposit with all orders.

ACMEE SALES AGENCY
1114 BROADWAY KANSAS CITY 6, MO.

WE DO HAVE THE FINEST RING LINE

Baguette Engagement Rings

Sterling and Gold Filled at \$6.75, \$9.00 & \$12.00.
Bands to Match at \$6.00 and \$9.00.
Send \$4.06 for Three Matched Sample Sets.
Two in Sterling and One in Gold Filled.
Send for Illustrated Ring Circular and Price List of the Finest Men's and Ladies' Costume Ring Line in America.

HARRY MAHREN RING CO.
116 W. 34th St., Room 257
Herald Square Hotel Bldg., New York 1, N. Y.

CHICAGO BOARD SHOW STARTS

Feature New Ideas, Types

14 firms show in 3 hotels
—open house at 2 plants
—predict high attendance

CHICAGO, Jan. 17.—Salesboard showings at the Sheraton, Morrison and Bismarck hotels here next week emphasize the new in play-promoting ideas. Open houses held by two firms at their own headquarters add to the variety and over-all size of the four-day exhibit. Officials of participating firms state that visitors at the various displays will total into the thousands before the final day, and all predict a high level for board business during 1948.

Details of individual exhibits, as reported to *The Billboard* as convention time drew near, follow:

Bee-Jay Products, Inc., showing in the Tally-Ho Room of the Sheraton, will introduce a line of boards of coin and non-coin type. Reuben Berkowitz reports that Feed the Kitty, a new coin board, and Turf Kings will lead off the new presentations. Display will feature a special attraction in Lenn Redman, artist, who will draw caricatures of visitors requesting them. The completed picture, framed, will be presented to the subject free.

Tally Ho Room

In the Tally-Ho Room, along with Universal Manufacturing Company, Inc.; Triangle Manufacturing Company, Inc., and Bee-Jay, will be a new firm—Pyramid Products, Inc., of Cleveland, with an unusual display.

Gardner & Company, showing in the Sheraton Gothic Room, has a salesboard "first" in the presentation of Varga girls on board illustrations. Most of the Varga girl boards, Sales Manager Charles Leedy states, have artistic backgrounds of metallic foil. Visitors will receive a Varga girl calendar. Some of the Varga boards are in the Silk, Sweet and Low, Sunshine Sally, Terrific Play, and Teacher's Pet. They are dime and quarter-play boards, featuring an extra large number of winners. Gardner officials predict big demand for the new Bank Roll, three-ticket-for-a-dime salesboard. Showing is boosted by staffers as one of the biggest in the firm's 43-year history.

Gothic Exhibits

Other Gothic Room exhibitors are Superior Products, Harlich Manufacturing Company, Consolidated Manufacturing Company, Container Manufacturing Company, and Game Sales Company. Full lines are being presented by all firms, with special features and new releases being stressed. Harlich has the Sheraton Penthouse in which to hold open house and serve refreshments.

Empire Press, showing at the Morrison Hotel, will feature a new line of multi-giant boards mounted on four-inch wooden legs. A series of six boards make up the new line: (See Board Show Starts on page 72)

SALESBOARD SIDELIGHTS

Chicago:

Harlich Manufacturing Company had to do some fancy production work to get their new multiple-board sale idea ready for show time, Sam Feldman reports. However, the job was finished and board boys will see the results at the Sheraton this week. According to Sam, the idea will make possible "multiple sales so operator can place more boards at a time in spots he formerly placed only one." The whole story and explanation is presented at the Harlich display in the Gothic Room of the Sheraton. Artist Kenneth Anderson and his wife, Pearl, are anticipating the arrival of another Anderson edition in March, Sam says.

Jack Morley, Superior Products, says the firm's new series of Whirl-A-Win boards being presented at the board show this week should be big play pullers in the field. All Whirl-A-Wins feature that "new look" in salesboards—fewer punches on each board face. Superior has just installed a new district manager for Kansas, Mississippi and Nebraska; he is Bo Ashford. Report has it that Earl Parker, Superior Pennsylvania representative, has recovered from his recent elevator accident and is back on the road. Bob Kolinsky, sales manager, returned early this week from a West Coast tour. Bob says the 1948 outlook is for increased board business if contacts made on his trip are any indication. And he thinks they are! Bob was made a Flying Colonel by the Chicago and Southern Airlines

Begin Applying New City Tax Stamps on Boards in Daytona

DAYTONA, Fla., Jan. 17.—Salesboards appeared here this week bearing new city tax stamps, bought and affixed by the distributors of the boards. Early this week, the city sent out inspectors to check boards to make certain that they bore the proper stamp.

Under the city's licensing program, salesboard distributors pay an annual distributor's fee of \$500. Boards themselves are taxed on a sliding scale (depending on the number of holes) from 50 cents to \$25.

City officials estimate that the new license fees will bring in approximately \$27,500 this year, of which \$20,000 is to be used for building new, and repairing old playgrounds in the city. Remainder of the money is to be used by the city garden clubs.

No Cash Boards

Boards which offer cash prizes are not to be licensed under the new set-up. The Daytona ordinance says that licensed boards are to be used only for "trade or amusement purposes." Ordinance likewise makes it unlawful for minors to punch the boards.

Distributors, when they secure their \$500 license, are furnished with rubber stamps which have an identifying number on them. Each board handled must be stamped so that the board can be quickly identified. First distributor licensed was the Daytona Beach Specialty Company.

last week. He had just completed 100,000 miles of air travel.

Dave Rice, Empire Press vice-president in charge of sales, will begin a six-week tour of the South and Southeast sections of the country February 2. Covering Mississippi, Louisiana, Alabama, Georgia, Northern Florida and the Eastern Coast, he will contact many operators who have penned queries to the Chicago office.

SALESBOARD SPECIALS

Holes	Description	Profit	Our Cost	Price to You
300	Put & Take . . . Def.	\$ 6.00	\$.82	\$.50
400	5¢ Buckero, th. Def.	7.00	.80	.45
600	5¢ Bucks, thin Def.	13.00	.87	.50
700	5¢ More Smokes Def.	11.90	1.64	1.00
1000	5¢ Big Boom, th. Avg.	20.60	2.28	1.10
1000	5¢ Assorted Girls			
	J.P., Thick Avg.	27.00	3.30	2.00
1200	25¢ Prof. Quiz, thin Def.	70.00	1.55	.90
	25% Deposit, Balance C. O. D.			

ALL ORDERS SUBJECT TO PRIOR SALE. WRITE FOR OUR PRICE LIST.

TIC TOC MANUFACTURING COMPANY
BOX 504 OMAHA, NEBRASKA

THIS IS IT!

THE LAST WORD IN
**SALES
BOARDS**



COLOR-ADO

100% COUNT
100% COLLECTION

- No Shortages
- Colorful Boards
- Positively Foolproof
- Greater Player Appeal

COIN MACHINE MEN—This idea is practical and profitable.

EXCLUSIVE TERRITORY
NOW AVAILABLE
CONTACT US
IMMEDIATELY

THE McNAMARA CO.
5729-31 W. Lake St.
Chicago 44, Illinois



Genuine Silver Money Clip, (Was \$3) 3"x1 1/2"

6 for \$5. Gross \$100. From Old Mexico. "Salesbd. Opt: Write for Cat. 1000 Premiums." TED BURKE, 101 E. 16 St., New York 3.

ATTENTION ↘
SALESBOARD BUYERS
OPEN HOUSE
 WILL BE HELD AT THE
BLACKHAWK
MANUFACTURING COMPANY
 1821 BERTEAU AVENUE
 CHICAGO 13, ILLINOIS
JANUARY 19 THROUGH JANUARY 22

Solid Profits!



Meet Us During the Show at
Our Display at the Sheraton
Hotel, 505 N. Michigan Ave.,
Jan. 19 to 22. Refreshments
—Entertainment.

NO. 400
SOLID SENDER
10c
PER HOLE
3 TICKETS
IN EACH HOLE
AVERAGE PROFIT
\$25.00
MAXIMUM PROFIT
\$27.10

GARDNER & CO.

2222 S. MICHIGAN AVE.
CHICAGO, 16 ILL.

BASKET BALL

THE SEASON'S Sensation

ANOTHER SURE GLOBE MONEY MAKER
Profits Galore from the Nation's Most Popular Sport—Now in Board Form! 1040 Jumbo Holes..... @ 10¢

3 5c TICKETS IN EA. HOLE
—1 5c TICKET FREE

TAKES IN—\$104.00
MINIMUM Possible Profit \$42.00
MAXIMUM Possible Profit ... 59.85

Immediate Delivery
Send for Illustrated Catalog of Our Full Line.

GLOBE PRINTING CO.
1023-25-27 Race St., Philadelphia 7, Pa.

★ **BOARD SALESMEN** ★

ALL TERRITORIES OPEN • DRAWING AGAINST COMMISSION

SEE OTTO GOLDMAN AT THE SHERATON HOTEL
DURING THE CMI SHOW, CHICAGO, JAN. 19TH THRU 22ND

GLOBE PRINTING CO.
1023-25-27 RACE STREET PHILADELPHIA 7, PA.

● ● ● **SALESBOARDS AND TICKETS** ● ● ●

ALL ORDERS SHIPPED SAME DAY RECEIVED

Holes	Play	Description	Profit	Price
400	5¢	Dollar Game, Ex. Thick	\$ 9.00	\$.60
1000	25¢	J.P. Charlie, Thick	51.95	1.20
1000	25¢	J.P. Charlie, Thin	51.95	1.00
1000	25¢	Charlie, Thick	50.00	1.00
1000	1¢	Penny Cigarette Board	.85	.85
1200	25¢	Texas Charlie, Thick	102.98	1.85
800	3¢	Cigarette Bd., 15 Nos. to Ticket	8.00	.85
2400	5¢	E. Z. Picking	48.80	2.50
2170	5¢	BUB Tickets	36.50	1.10
1000 5 for 25¢		PAD Ticket Deals	23.50	1.25
900-1300 Girl Boards, Jack-Pot & Def.		U P	70.00	2.20
		& Def.	35.00	

25% WITH ORDER; BALANCE O. O. D.

GIANT HOLES

15 Asst. Nos.
6 for 25¢
and
3 for 10¢

SPECIAL
\$2.50
each

U. S. MERCHANDISE CO. 10216 Superior Ave., Cleveland, Ohio

PULL TICKET CARDS

AT VERY, VERY REASONABLE PRICES — WE MANUFACTURE ONLY —
WE SPECIALIZE IN

TIP—TAKE TIP—JACKPOT—BASEBALL

Write, Wire or Phone Our New Factory Address

PHONE: WHEELING 340 **COLUMBIA SALES CO.** 302 MAIN ST. WHEELING, W. VA.

New Saginaw Mark Looms for Polack

(Continued from page 33)

tortion. A new European duo, the Mustafas, proved somewhat disappointing and the act was subjected to doctoring.

The aerial ballet of three web girls is being enlarged for Flint and other stands having larger buildings.

Ernie Wiswell and his trick automobile provide a hilarious interlude.

Clowning is excellent. Chester (Bobo) Barnett is back as producing clown after a year's absence. With him are his wife, Dorothy; his protegee, Morris; his dogs and cornet. Held over are Ed Raymond, Dennis Stevens and Rudy Ducky (Baltheiser). New clowns are Paul Jerome, Harry Dann and Charles Raimer.

Work During Come-In

All clowns work the come-in for 30 minutes. The clown band features a dance by Stevens.

Emmett (Rex) Ronstrom is back with Bee Carsey as drummer. Soldier Longsdorf's prop department consists of Carl Barnett, Freeman Pursley, Boyd Kimes, Russell Skaggs and Frank Doherty. Clint Barnes handles Harold's rigging. Roland Tiebor Jr. assists his dad. Frenchy Durant is Slivers Johnson's assistant in the bull department, and Donald Prichard is the Konyots' groom.

Concession Manager George Paige announces the following line-up: Gwen Carsey, secretary; Charles Webb, assistant manager; Arthur Harris, stockman; Paul Mayer, buyer, and Walter Davis, Mike Didos, Charles Ferguson, Harry Bernstein, Whitey Douglas, Lee Godowsky, Mike Healy, Roy Bowen, Steve Byrd, U. S. Beck, Art Van Camp, Tex Reppapart, Bob Smith, Charles Evans, Elmer Mason, Shotgun Egan and Charles Barlow.

Perfect Items for
SALESBOARDS
HAND PAINTED

COSTUME JEWELRY SETS **\$12**
Dozen

Beautiful HAND-PAINTED Earrings and Pin combinations —with plenty of "eye appeal". No Slum—this is QUALITY merchandise.

Sample Set—\$1.25 Prepaid

★ 2 HOT SPECIALS ★

Holes	Play	Max. Profit	Net Price
200	25c	\$23.75	\$3.00

YOUR ACE

Holes	Play	Max. Profit	Net Price
240	25c	\$31.80	\$3.25

CALVERT NOVELTY COMPANY
708 N. Howard St.
Baltimore 1, Md. Vernon 3034



LUCKY Seven Jars

Red, White and Blue Tickets
Salesboards

Write for
Circular and Prices

GALENTINE NOVELTY CO.
520 E. Sample St.
South Bend 18, Ind.

SALESBOARDS

WHOLESALE "NET" PRICES—20% DEPOSIT

Holes	Name	Profit	Price
100	25¢ J.P. Pocket Play	Avr. \$10	\$.98
1000	25¢ J.P. Charley, XX Thk.	Avr. 52	1.49
600	25¢ Barrel Winners, Thk. Def.	45	1.98
1008	5¢ Little Jum., XX Thk.	Avr. 30	2.98

NEW! "YANKEE TRADER"

Fastest Moving, All Year 'Round Mds. Board Deal in History—Write!

1300	5¢ Moon Gazing, Girlie	Avr. \$34	\$3.54
200	25¢ 6 in 1, 6 Tickets	Max. 39	3.08
200	25¢ Miss Q-T Slot, 8 Tks.	Max. 32	3.69
624	25¢ Black Gold, Slot, Jbo.	Avr. 50	3.74
1200	5¢ Strip Poker, Pk. Tks.	Avr. 30	3.95
2268	10¢ J.P. Barrel Jackpots	Avr. 82	4.98

Write for "New Wholesale" Bulletin, 8th year giving immediate delivery on finest boards.

LEGALSHARE SALES
Box 86-B Huntington Beach, Calif.
(Phone 2842)

THANKS A 1,000,000

For the terrific response to our new payout system . . .

First New Payout System in Boards or Tickets Since 1937.

We now have this new system available in several ticket games and salesboards. They are all packed with player appeal and built for steady repeat play.

If you are interested in games that you can place on percentage with locations, write for complete details of the newest, most profitable games ever to be designed.

MUNCIE NOVELTY COMPANY
2704 S. WALNUT ST. MUNCIE, IND.

Here's a Salesboard Natural!



COLUMBIA ARTWARE CORP... 400 N.E. 97TH AVE... PORTLAND 16, ORE.

A SENSATIONAL Flash

**THE
DEAL**

1 1500-hole Sales Board
 16 Large Gallon-Size Banks
 1 Mammoth 5-Gal. Size Bank
 REG. FAIR TRADE PRICE
 OVER \$50⁰⁰ YOUR COST

SHIPPED FREIGHT PRE-PAID ON ORDERS OF SIX OR MORE DEALS TO ANY OF THE 48 WESTERN STATES

1/3 DEPOSIT WITH ORDER

\$29⁹⁵

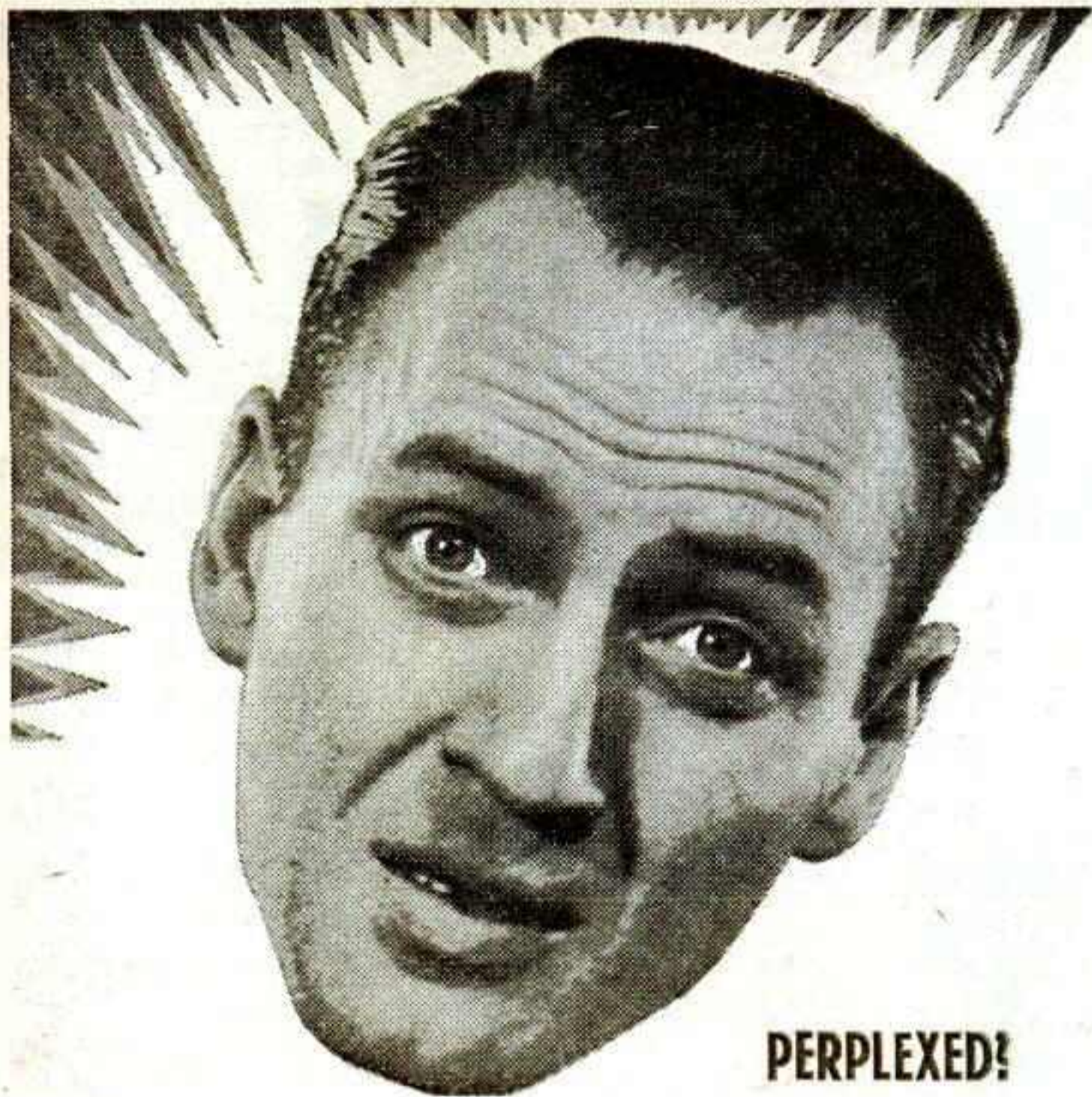
Brilliantly Lacquered
Pottery Piggy Banks
"America's Newest
Novelty Sensation"

MADE BY THE WORLD'S LARGEST
MANUFACTURER OF NOVELTY
POTTERY FOR :

The

ACTION NOVELTY CO.

10700 N.E. SANDY BLVD... PORTLAND 16, OREGON



PERPLEXED!

WELL, DON'T BE! WHEN IT COMES TO TICKET GAMES YOU ALWAYS GET MORE FOR YOUR MONEY IN MUNCIE

Concentrate Your Purchase of Ticket Games With These Independent Manufacturers of Muncie, Indiana.

- GAY GAMES, INC.
- COMMERCIAL PRINTING CO.
- WERTS NOVELTY CO., INC.
- MUNCIE NOVELTY CO.
- HOME TALLY CO.
- NOEL MANUFACTURING CO.

BOARD SHOW STARTS

(Continued from page 69)

Sport of Kings, Quick Fin, Saratoga, Easy Dough, Maizie, and Big Sawbuck. Suite number of the Empire presentation will be carried on the bulletin board in the Morrison lobby.

Pioneer Manufacturing Company, in its display at the Bismarck, will introduce several new boards. Refreshments and buffet lunch will be offered visitors. Charles Lucenti, Harold Boex and William Wollpert will be on hand to welcome boardmen.

Holding Sheraton board showings in individual suites will be Globe Cardboard Novelty Company and Secure & Secure.

Peerless Products, Inc., has scheduled an open house for visiting salesboard men. Refreshments, buffet lunch and boards will be the order of each of the four days from Monday (19) thru Thursday (22). Complete line of boards will be on display.

Blackhawk Manufacturing Company is holding open house at its plant and will spread the welcome mat for salesboard buyers.

For visitors leaving the Sherman for the Sheraton board exhibits, two busses will leave at half-hour intervals and will offer free transportation. They will be stationed at the LaSalle Street entrance to the Sherman

PUSH CARDS

Push PUSH

Straight numbers 10 to 200-Holes, Girl Names. Also 1-29 to 1-99¢ in 12 to 66-Holes Girl Names, or All Winners. Others from 10 to 600 Holes. In Stock.

FREE Order Guide. Write

W. H. BRADY CO., MFRS.
CHIPPEWA FALLS, WISC.

SALESBOARDS

LARGEST SELECTION IN THE NATION LOWEST PRICES

FREE: 64-Page Illustrated Catalog.

PROFIT MFG. CO.
41 West 23rd St.,
New York 10, N.Y.

Introducing: **2 NEW HITS**

CARD GAME JACKPOT

THIS JACKPOT CONTAINS A COMPLETE DECK OF PLAYING CARDS

1496 REG. MIDGET HOLES AT 25c PER HOLE
Jackpot Contains a Deck of Playing Cards
1496 AT 25c - \$374.00
DEFINITE PAYOUT - \$262.00
DEFINITE PROFIT **\$112.00**

CARD GAME

300 JUMBO HOLES AT 25c PER HOLE
FIVE NUMBERS ON EACH TICKET
300 AT 25c - \$75.00
AVERAGE PAYOUT - \$41.85
MAXIMUM PROFIT **\$6150**

FIN AND SAWBUCK

26 Seals Pay \$10.00 - \$5.00 - \$2.00 - \$1.00 - 50¢

TEN \$5.00 WINNERS PLUS THREE \$3.00 WINNERS

THIRTY-SEVEN WINNERS

SEE YOU IN CHICAGO!

Salesboard Exhibit

SHERATON HOTEL
505 N. Michigan Ave
Gothic Room
Jan. 19th-22nd

SUPERIOR PRODUCTS INC.
CHICAGO

FREE BUS SERVICE BETWEEN HOTELS SHERATON AND SHERMAN LEAVE SHERMAN AT LA SALLE ST. ENTRANCE

MULTI-GIANT, 6 Individual Punches in Each Hole

Name	No Holes	Per Play	Ticket Num.	Profit	List Price
BIG CASH	200	25¢	25	\$23.12	\$6.50
BIG CHANCE	240	25¢	Slot	31.70	8.53
HAT BOX	200	25¢	Num.	25.15	6.60
ZIP	200	25¢	Num.	23.48	6.64
THEY ALL GO—DEF.	200	25¢	Slot	25.00	4.93
TRIAL TREAT—DEF.	200	25¢	Num.	27.00	4.40
POKER WIN—DEF.	260	25¢	Poker	35.60	7.47
FORTUNE FINDER	200	25¢	Poker	28.00	7.08
LINDA	250	25¢	Slot	34.36	7.87
THREE RINGER	600	3 FOR 10¢	Slot	29.94	8.60
MYSTERY FINS	250	25¢	Num.	24.41	7.88
PULL A FIN	200	25¢	Num.	24.17	5.62
WORM'S EYE VIEW	DEF. 200	25¢	(5 Nos. Ea. Ticket) Num.	23.25	4.40

SEND FOR LIST—REGULAR DISCOUNTS GIVEN TO THE TRADE.

RAKE COIN MACHINE EXCHANGE
809 SPRING GARDEN ST., DEPT. B. Phone: LOMBARD 3-2678 PHILADELPHIA 23, PA.

LEADING SALESBOARD MANUFACTURER

OPEN FOR EXPERIENCED SALESBOARD SALESMAN

Calling on Candy, Tobacco and Machine Operators. New York, New England and New Jersey. Drawing account to right party. Please give full details when replying.

1564 Broadway BOX 272, THE BILLBOARD New York City 19

SEE AMERICA'S FINEST LINE OF FLASH SALESBOARDS

(NEARLY 200 NUMBERS)

at the **MORRISON HOTEL**

OUR DISPLAY ROOMS OPEN 10 A.M. TO 10 P.M.:

JAN. 19, 20, 21, 22

NEW Coin Boards!

NEW Multi - Giants!

AS WELL AS A SENSATIONAL
NEW NOVELTY BOARD THAT
WILL STAMPEDE THE INDUSTRY

EMPIRE PRESS, Inc.

637 S. Dearborn St. - Chicago 5, ILL.

LOOK 'EM ALL OVER, BUT BEFORE YOU BUY A SINGLE BOARD BE SURE YOU SEE THE MOST IMPORTANT DISPLAY

SHOWING AT THE
FACTORY ONLY . . .

Our comprehensive new line of fast-moving boards! These quality numbers will open your eyes to a new slant on salesboard possibilities! **DON'T MISS OUT . . . COME IN!**

Open House, Convention Time and Any Time!

Just 5 minutes from the Sherman Hotel

PEERLESS PRODUCTS, INC.

633 S. Plymouth Court

Chicago 5, Ill.

THIS DEAL HAS BEEN ADV. IN BILLBOARD FOR THE
PAST 40 ISSUES. OUR OPERATORS ARE DOING A
REPEAT BUSINESS . . .

GET YOURS NOW . . . IT'S REALLY HOT!!

Make \$250 to \$500 a week

BE YOUR OWN OPERATOR OF PUSH CARDS



A one-in-a-lifetime opportunity to make \$250 to \$500 a week with little investment. These watches have outstanding, high-priced features. Precision built, imported Swiss watches. Handsome case. Red swiss second hand. Genuine leather band.

Watches Styled for Beauty and Built for Accuracy!

Place these Push Cards in factories, clubs, taverns and clear stores. They will sell for themselves. Quick turnover, card sells out in 2 or 3 days. You can place hundreds of these cards each week. 25% Deposit with Order, Bal. C.O.D., F.O.B. Chicago

PUSH CARD WITH 2 WATCHES
1 Watch to the seller and 1 Watch to the winning seal.
Push Card Takes in \$21.
Your Cost \$10.
EXTRA PUSH CARDS 10c EA.

Your Profit \$17.00

Write J & M SALES CO. — 708 S. STATE ST. — CHICAGO 5, ILL.

SALESBOARD SALESMEN

Are you interested in a real money-making opportunity? If you have a year or more experience contacting operators or jobbers—write us, giving territory covered, marital status, and complete details about yourself.

If you're in Chicago for the Coin Machine Show, visit us in person.

J. M. BRODY & CO.

422 S. DEARBORN ST.

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POPULARITY PLUS! DEAL YOURSELF A WINNING HAND WITH ORIGINAL JAR-O-DO'S POK-N-WIN TICKETS (POKER HAND SYMBOL)



**JOBBER
AND
OPERATORS**

WRITE TODAY FOR
FREE DESCRIPTIVE
LITERATURE AND
DISCOUNTS

**DON'T
FORGET!**

To visit us at our exhibit in the Tally-Ho Room, Ninth Floor, Sheraton Hotel, 505 No. Michigan, Chicago, during the Coin Machine Convention, Jan. 19 thru 22, 9 a.m. to 10:30 p.m., daily. Free food and drink.

POK-N-WIN

TAKES IN 2170 TICKETS @ 5¢	\$108.50
PAYS OUT (ACTUAL)	80.00
PROFIT (ACTUAL)	\$ 28.50

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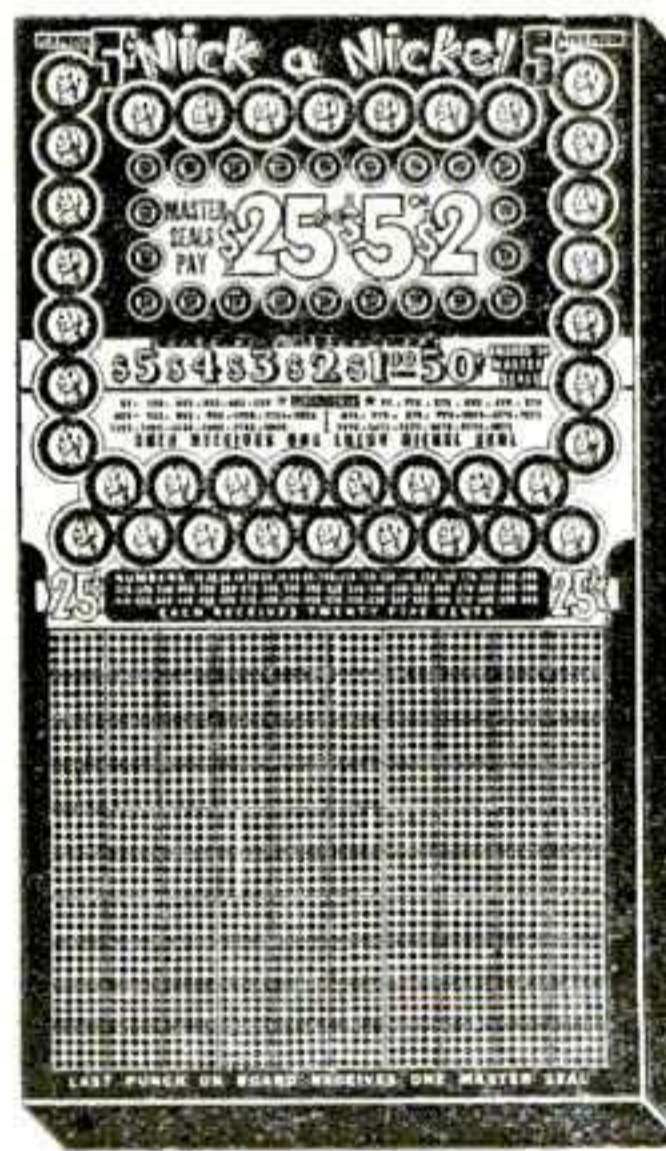
"World's Foremost Mfr. of Jar Games"

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BEE JAY

NEW YEAR — NEW DEAL
MAKE THIS NEW YEAR PROFITABLE
BY USING BEE JAY'S QUALITY BOARDS



"NICK A NICKEL"

BOARD TAKES IN 2000 HOLES @ 5¢ \$100.00

MASTER SEALS CONTAIN:

1 \$25.00
1 5.00
20 2.00

22 AVERAGE . . . \$ 3.18

PAYS OUT:

2 MASTER SEALS @ \$3.18 . . . \$ 6.36
1 LUCKY NICKEL SEAL 5.00
1 4.00
1 3.00
1 2.00
1 1.00
31 @ 50¢ 15.50
60 CONSOLA-TIONS @ 25¢ . . . 15.00
1 LAST PUNCH . . . 3.18

AVERAGE PAYOUT . . \$ 55.04

AVERAGE PROFIT . . \$ 44.96

BOARD CONTAINS \$1.90 IN COINS

YOU'LL LOSE! IF YOU FAIL TO SEE OUR EXHIBIT IN THE TALLY-HO ROOM, NINTH FLOOR, SHERATON HOTEL, 505 NO. MICHIGAN, CHICAGO, DURING THE COIN MACHINE CONVENTION JANUARY 19 THRU 22-9 A.M. TO 10:30 P.M. DAILY. FREE FOOD AND DRINKS GALORE.

BEE-JAY PRODUCTS, INC.

"THE HOUSE OF QUALITY"

6320-32 S. HARVARD

CHICAGO 21, ILL.

BEE JAY

The Billboard

COIN
MACHINE
CONVENTION
ISSUE

1948

SHOW: TRADE SOUNDING BOARD

New Equipment, Chance To Compare Notes on Industry Problems Features of Show

See Serious Tone for 1948 Coin Machine Convention

By Dick Schreiber

CHICAGO, Jan. 17.—There was an air of expectancy in Chicago this week-end as the second post-war Coin Machine Industries (CMI) convention and exhibition got ready to open its doors. Exhibitors began arriving here today to set up their booths for the 10,000 operators, jobbers and distributors who are expected to attend the four-day (January 19-22) show. This year, operators and distributors were expected to come looking not only for new equipment but ready to compare notes with other coinmen on problems confronting the industry. Like the 1947 convention, the 1948 show was expected to be a far more serious event than pre-war.

Those who come to Chicago to look at equipment will find the pin game and rolldown manufacturers offering a wide variety of new pieces, but the vending and music manufacturers will have fewer new machines on hand. Game manufacturers, in pre-convention announcements, indicated they were bowing machines which feature more player control over the ball. Rolldown exhibits will be more numerous this year than last, and here, too, manufacturers will show the trend to give the player more control over the ball.

One New Vender

Altho the 1948 CMI show has more vending machine exhibits than any of the association's previous exhibitions, according to pre-convention announcements, only one machine was to be given its first showing—a new scale by the Marion Manufacturing Company, Marion, O.

For the most part, vending machine exhibits will concentrate on production models, displaying a wide range of equipment from cup drink dispensers to bulk penny venders.

Four companies—Mills, AMI, Packard and Pantages Maestro—will show music equipment on the floor of the convention, but two new model phonographs will be introduced to the trade in private showings at the Morrison Hotel. In the Morrison, both Aireon and Filben will introduce new floor models. This will mark the Filben company's first entry into the floor model field, since the firm previously offered only a mirrored cabinet and hideaway combination.

Music and Prices

Music operators had reason to believe that they would be offered lower priced equipment by at least two firms, Packard and Aireon. Under the recently announced Packard sales plan whereby the firm set up sales agencies to work on a reduced commission, price of the Manhattan was brought down from its original list of \$1,000. Packard has made no official announcement about price, but the trade generally understands that the Manhattan is available for cash at \$625 and on time payment at \$695.

Before the show opened, there were rumors that the new Aireon model would be lower priced, and that Aireon would announce a new sales set-up. No details of the program were available as *The Billboard* went to press, but Aireon had scheduled a Sunday (18) meeting for its field men and distributors.

In the vending and game field there were no indications that prices on equipment offered would vary (See *Trade Sounding Board*, pg. 102)

Good Morning

CHICAGO, Jan. 19.—This morning, and every morning of the four-day Coin Machine Industries (CMI) Convention and Show, coinmen staying at the Hotel Sherman will find copies of *The Chicago Tribune* at their doors—compliments of The Billboard Publishing Company.

Few Changes In Bells at CMI Exhibit

Retain Basic Designs

CHICAGO, Jan. 17.—Altho a number of the bell equipment manufacturers plan to introduce new model bells during Coin Machine Industries' (CMI) annual convention and show at the Hotel Sherman here, for the most part bell equipment will remain similar in design to the post- (See *Few Bell Changes* on page 102)

Dave Gottlieb Ends Final Term As CMI Prexy; Served 8 Years

CHICAGO, Jan. 17.—The 1948 Coin Machine Industries' (CMI) convention will mark the final term of Dave Gottlieb as CMI president. Election of a new president is scheduled for Tuesday (20) night.

Elected president for the first time on the very night CMI was formed, May 9, 1939, Gottlieb has served this national association as president for eight one-year terms interrupted only by the one-year term of the late George Moloney, who was president for a year beginning March 4, 1941. Gottlieb announced December 10 that he would not be a candidate for office this year.

Gottlieb's eight terms as president parallel the growth and achievements of CMI. When first formed as an outgrowth of two earlier associations—the National Association of Coin-Operated Machine Manufacturers (NACOMM) and the Coin Machine Manufacturers' Association (CMMA)—the main objective of

CMI Convention Program

Monday, January 19. Exhibit hours: 10 a.m. to 9 p.m.
6 p.m. Crystal Room. CMI dinner for State and local association officers.

Tuesday, January 20. Exhibit hours: 10 a.m.-12 noon; 4 p.m.-10 p.m.

12 noon. Louis XVI Room. Annual luncheon. Address by Dr. Preston Bradley.

Public relations program and announcement of CMI public relations award winners.

Wednesday, January 21. Exhibit hours: 10 a.m.-9 p.m.

12 noon. Louis XVI Room. National Association of Automatic Machine Owners' luncheon.

3 p.m. (Room not set) Meeting called by Sidney Levine, New York, and George A. Miller, California, to discuss the proposed changes in copyright law pertaining to performance of records on juke boxes.

6 p.m. Annual CMI dinner meeting and election of directors.

Thursday, January 22. Exhibit hours: 10 a.m. to 4 p.m.

7 p.m. Grand Ballroom of the Stevens Hotel. Annual CMI banquet (informal) followed by entertainment and introduction of officers.

More Player-Controlled Games at 1948 CMI Show

CHICAGO, Jan. 17.—Game manufacturers have indicated that they will introduce many new games at the Coin Machine Industries' (CMI) convention and show at the Sherman Hotel here Monday (19) thru Thursday (22).

During the last quarter of 1947 one of the dominating trends in the amusement game field has been a switch to five-ball games that feature flipper action. Flipper in reality gives the player more control over the course of the ball by letting him actuate certain bumpers. Second marked trend is the increasing number of firms that are in production on rolldown games.

While heavy production on both flipper action and rolldown games has overshadowed other trends in game design, delayed scoring action by hitting certain key bumpers in sequence, and bonus build-ups by kicker pocket action have been marked trends in games of the latest design.

Firms that have announced new equipment that they are showing for

the first time during the CMI show include:

Amusement Corporation of Chicago, which will introduce a new rolldown game called Rio Rita. Game is of a five-ball type, features player-controlled flipper action levers and the use of pinball-size steel balls. Firm will be represented by Ted Kruse and Vince Connors.

With Jack Simon in charge of the booth display, Central Manufacturing Company, Chicago, will display a counter-type amusement game. No other details were available on this product.

The Champion Manufacturing Company, Beverly, Mass., is also debuting a rolldown at the CMI show. Called ABC Roll, new game can be played with either five, six or seven balls, features add-and-subtract idea in point scoring. Coming in to represent the firm will be Russell N. and Frank J. Gosselin Jr.

Chicago Coin Machine Company, Chicago, will be represented by Ed Levin, Sam Wolberg and Sam Gensburg, who will introduce the firm's rolldown known as Bermuda Roll-down. This is an adaptation of Chicago Coin's Bermuda, pin game. New rolldown uses pinball-size balls and, except for the fact that the game has the conventional open rolldown table end and does not use a plunger, the game's playing surface resembles the pinball variation of Bermuda.

Coin Amusement Games, Chicago, has indicated that it will debut a new type of extra moving target conversion unit for amusement guns. On hand for this showing will be Bernard and Charles Schutz and Henry and Lester Ginardi.

New Cole Game

Cole Enterprises, Inc., Poughkeepsie, N. Y., plans to introduce a new rolldown called Roll-a-Pitch. Other equipment to be shown by this firm are models A and B pinballs which have been converted to rolldown play. Del Cole, Al Schlesinger, Steve Quinn and Sam Steinberg will make up the firm personnel present for this display.

Edelman Amusement Devices, Detroit, also known as Edelco Manufacturing Company, is to show its Flash Bowler, a new bowling game, and Tin Pan Alley, a recent addition to the rolldown ranks. Isadore and (See *Player-Controlled* on page 101)

ACHIEVE CANCER FUND GOAL

NAAMO Plans Meeting for January 22

Gather in Chicago

ATLANTIC CITY, Jan. 17.—Officials of the National Association of Automatic Machine Owners (NAAMO) have called a luncheon meeting for Thursday (22) in Room 104 of the Sherman Hotel to outline a uniform course for training coin machine mechanics. Invitations to attend the luncheon-meeting went out this week from F. McKim Smith, NAAMO president. Meeting will start at 12:30 p.m.

Smith said board of education vocational school officials of New York, Dallas and Chicago had been invited to attend the meeting, as had engineers representing coin machine manufacturing firms.

With the invitation went a revised outline of a suggested training course submitted by Smith after consultation with Bill Lanzy, the association's technical advisor, and graduates of the first course conducted at the Manhattan Trades Center, New York. Course sketched four major steps in the training program: Identification and use of machine and hand tools, electronics (wiring and control); coin chutes, rejectors and totalizers, and practical problems in service and repair. Course as outlined would consume 140 hours in a four-week period.

Postpone S. F. Pin Ordinance

SAN FRANCISCO, Jan. 17.—Board of supervisors' police committee has again postponed consideration of the ordinance to ban certain type of pinball games, this time until Tuesday (20). The postponement followed District Attorney Edmund G. Brown's request that he wished to obtain the views of Police Chief Michael Mitchell, recently appointed to head the department. Mitchell is reported to be in favor of the proposed ordinance to curb the machines.

Meanwhile Supervisor P. J. McMurray, of the supervisors' police committee, added another amendment to the proposed ordinance. Amendment stipulates that operators of the games would have to list the location for each machine before a permit license is issued.

M. Matranga Resigns As Dixie Coin Mgr.; Plans Own Business

NEW ORLEANS, Jan. 17.—Marion Matranga has announced his resignation as manager of Dixie Coin Machine Company here, and plans to open his own business in the near future. He will locate outside the New Orleans city limits on the Airline Highway, Jefferson Parish.

Name of the new company will be One-Stop Coin Machine Company. It will distribute jukes, pinballs, bells, consoles, and vending machines. Matranga was associated with Dixie Coin for five years. Ed Holyfield is temporarily in charge of Dixie Coin.

Inflation

CHICAGO, Jan. 17.—Some people are complaining that the cost of living has gone up so much since pre-war days that it will soon be out of sight, but pity the poor members of the banquet league. On the night of May 24, 1939, a harmony party signifying the unity within the coin machine trade and celebrating the formation of Coin Machine Industries, Inc., (CMI) the previous May 9, was held in the Louis XVI Room of the Sherman Hotel here. The party included a choice steak dinner with all the trimmings. Price: \$1.75.

Six-Month Campaign To End at Annual Banquet

Ray Moloney, CMI's national drive chairman, praises coinmen for donations, time and effort devoted to aid Damon Runyon Memorial Fund for Cancer Research

CHICAGO, Jan. 17.—Bringing to a close six months of concerted effort on the part of the nation's coinmen, Coin Machine Industries, Inc. (CMI), will next week conclude its first campaign to aid the Damon Runyon Memorial Fund for Cancer Research. With its goal of \$250,000 clearly in sight, CMI is in the position of largest contributor to the Runyon fund. Two checks totaling \$120,000 have already been presented to Walter Winchell, national director of the fund, and a third check representing the remainder of contributions collected by CMI will be given to Winchell in Florida by Dave Gottlieb, retiring CMI president, following a final tabulation of donations.

Banquet Ends Drive

Drive will see its official end at the banquet which winds up activities of the 1948 coin machine show on January 22. To date contributions for the Runyon fund sent directly to CMI's Public Relations Bureau total \$197,179.29. However, donations by coinmen sent directly to Winchell or the Runyon fund headquarters and contributed to the fund thru other drives already place the total contribution by coin machine manufacturers, distributors and operators well over the \$250,000 goal.

James T. Mangan, CMI public relations director, who has handled the mechanics of the campaign thruout, reports that the drive will receive a great boost before it is finished by donations during the coin machine show. Two dollars of each show registration will go to the cancer fund.

Ray Moloney, national chairman of the drive, this week paid tribute to the hundreds of coinmen who supported the drive during the past six months. "I have been highly gratified with the tremendous response we have received from coinmen thruout the nation," Moloney told *The Billboard*. "Not only have they given generously of their money, but they have devoted a great deal of time and effort to see that the campaign reached a successful climax."

Planned in June

Plans for the drive were laid at a luncheon meeting of CMI executives at the Bismarck Hotel, Chicago, June 24. At this meeting officers and directors of CMI voted unanimously to start an industry drive to raise money for the Runyon fund. At a second meeting July 10, final plans were made, and George Glassgold, a New York attorney who helped promote the drive, was delegated to fly to the Coast to inform Winchell of the association's intention to start the campaign.

Drive actually got under way Sunday, July 13, when Winchell broke the news of the campaign on his weekly radio broadcast. At first the goal for the drive was set at \$100,000. Contributions started rolling into the Chicago CMI Public Relations Bureau office immediately and on August 13 a check for \$20,000, representing initial contributions, was presented to Winchell.

By the time the drive was two months old, it was obvious that the original \$100,000 goal was far too low for the campaign. An individual contribution of \$50,000 from Lyn Durant, head of United Manufacturing Company, Chicago, gave the drive added impetus, and on October 7 CMI was able to present Winchell (See Cancer Fund on page 109)

Open House Celebrations Planned by Chicago Coin Firms for Show Visitors

Invite Visiting Coinmen to Plants, Hotel Suites

CHICAGO, Jan. 17.—Supplementing their exhibits in the Hotel Sherman exhibition hall, Chicago coin machine firms are planning special open-house celebrations at their plants or special hotel suites to which all coinmen attending the annual coin machine show are invited.

Other firms, which will not have displays at the show itself, will likewise open their doors to show visitors. A survey of manufacturers and distributors here indicates that open houses will include plant tours, refreshments, buffets and entertainment.

Firms which have announced open-house plans are:

AMUSEMATIC CORPORATION: Open house at plant headquarters. Ted Kruse and Vince Conners plan to welcome visitors with refreshments and a trip thru the plant.

ATLAS NOVELTY COMPANY: Daily buffets and open-house festivities will greet callers at Atlas headquarters. A variety of coin equipment will be on hand, in addition to displays at the firm's convention booth.

BALLY MANUFACTURING COMPANY: Open house at plant, 10 a.m. to 4 p.m. daily, which will include refreshments, entertainment and conducted tours of production floor and other parts of the plant. There will also be a supplementary exhibit and open house in a suite at the Sherman, in addition to showings on the exhibit floor.

BELL-O-MATIC CORPORATION: Bell-o-matic's Funfest is the official title of this firm's open-house activities, which will be held at the Morrison Hotel. Grant and Vince Shay promise music, food, refreshments and free-for-all confabs to all comers.

COVEN DISTRIBUTING COMPANY: Ben Coven has arranged a continuous daily open house at the firm's headquarters. Visitors are advised to come hungry and stay and enjoy the television programs that will be shown on large screen sets.

GLOBE DISTRIBUTING: Jimmy Johnson and Vince Murphy will double between the convention floor display and headquarters to maintain an open house at the latter spot. Visitors will be accorded a greeting with food and refreshments.

GROETCHEN TOOL & MANUFACTURING COMPANY: Plant will be the scene of continuous open-house activity. Steak eaters are promised a treat in the steady stream of steaks that will be prepared by the automatic rotary cooker which is made by the firm. Refreshments and palaver will be highlights of the daily gatherings.

ILLINOIS SIMPLEX: Open-house showing of Wurlitzer equipment at headquarters during regular business hours.

JAMES H. MARTIN & COMPANY: Refreshments and plenty of music will be offered visitors at the open-house festivities to be spotted in the Martin showrooms. Jimmy Martin and George Solar will be hosts at intervals thruout the four-day affair.

J. H. KEENEY & COMPANY: Highlight of the firm's factory open-house parties will be food, refreshments and professional entertainment coupled with a complete display of equipment in plant showrooms. Taxi fare from the Loop to plant headquarters will be paid by the company, officials state.

JOHNSON FARE BOX COMPANY: Firm will hold open house in a Sherman Hotel suite. Refreshments will be available for visitors.

MONARCH COIN MACHINE COMPANY: Clayton Nemeroff and Roy Bazelon are holding open house at headquarters during regular daily business hours. Special showroom display, as a follow-up of the firm's convention exhibit, will include a wide variety of equipment. Refreshments will also be an important part of the Monarch open house.

NATIONAL COIN MACHINE EXCHANGE: Buffet lunch, refreshments and a complete display of new games will be the triple point open-house program here. Joe Schwartz or staffers will be on hand to greet visitors at various times during the four-day affair.

NATIONAL FILBEN CORPORATION: Open house at plant during convention. Special tours thru factory for all visitors.

O. D. JENNINGS & COMPANY: Free transportation from the Sherman to the plant will be available to all visitors to the Jennings open (See Chi Firms Play on page 100)

ASSOCIATION ON THE MARCH

In order to extend its scope to the distributor and operator levels, Coin Machine Industries, Inc., has established public relations and legal and tax departments which seek to service the entire industry

A NEW ERA has arrived for Coin Machine Industries, Inc. (CMI). All thru 1947 this was clearly evident as the completion of the organization took on new color. From its inception, CMI has been primarily an organization of and for manufacturers of coin machines. But now it appears to have leaped its old barriers, recognizing the undeniable fact that the coin machine industry includes operators, distributors and suppliers and is far bigger than a group of manufacturers upon whom the entire business is solely dependent.

Today there is a trend within the association toward giving operators and distributors recognition for the all-important role they play in the coin machine industry. Tho the leadership of CMI is vested in the hands of manufacturers alone, activities of the organization, which represents the industry on a national scale, have been on a far broader scale. During 1947 there has been a definite trend toward extending association activities in a manner that clearly points to the fact that recognition is being given to the other units of the industry.

Runyon Drive Example

Probably nothing more clearly illustrates this trend than the association's No. 1 activity during the past year—the campaign to raise \$250,000 for the Damon Runyon Memorial Fund for Cancer Research. In order to accomplish the high goal set for the drive, CMI called upon not only its manufacturer members, but upon the entire industry—associate members and non-members; operators, distributors and manufacturers; allied industries; locations, and anyone else connected in any way with the coin machine industry.

There is no doubt that the campaign for the Damon Runyon Fund is the greatest single effort ever undertaken by CMI. It represents, in fact, one of the greatest drives ever staged by any national association in the short span of six months.

It would have been possible to conduct a campaign to raise a sizable donation for the cancer fund strictly within the association itself, but the fact that CMI chose to include the entire industry represents far more than just a strenuous effort to raise as large a donation as possible for a worthy cause. It indicates a trend within the association—the trend toward thinking of every phase of the coin machine industry as an important cog in any truly representative national association.

Contributing Factors

Unusual problems which have constantly kept arising within the in-

dustry since 1940 have undoubtedly had much to do with this new way of thinking.

In the "defense" days and during the war, manufacturers converted their plants to essential war production and had little opportunity to carry on any of their normal activities. Operators, meanwhile, were experiencing plush days with gross receipts at a peak never before experienced.

By the time peace arrived in 1945, manufacturers, distributors and operators had gotten out of touch with one another to a great extent. The time was at hand to get back together again, but other problems were staring the industry in the face. Conversion problems, material shortages and high prices were the order of the day, and yet it was clearly evident that the industry was in for a definite period of expansion. There was great demand for equipment replacements, and an ever greater demand for "something new."

For a while the industry was practically disorganized, but gradually things began to level off and in 1947

there was a definite "return to normal."

Show Only Activity

Until the fall of 1946 practically the only prominent activity of CMI was the annual coin machine show, and there had been no such shows during the war.

Then in October, 1946, CMI took its first clearly defined step of the present trend—the formation of the CMI public relations bureau under the direction of James T. Mangan.

In order to finance and support an ambitious public relations program it was necessary to call for the aid of operators and distributors. This aid was solicited in the form of associate membership. Actually the drive for such support was initiated early in 1946 and by mid-year, support was a reality and it was possible to go ahead with the actual planning of the public relations program.

Public Relations One Step

But the formation of the public relations program was just one step in the general direction of a more

truly representative national organization for the entire coin machine industry. Further steps in this direction were to follow, as the public relations bureau began its activities.

In order to adequately approach the public relations task, it was necessary to move even closer to operators and distributors than by merely asking financial support for the program—it was imperative that the program be taken directly to the local level.

The best example of how this was accomplished is the most active program in which this method was used—the cancer fund drive. Actually the cancer fund campaign got its start on a national level and the first contributions were from the manufacturer group. From this point the drive was taken to the distributor level, with manufacturers contacting their distributors and encouraging campaign support. From this level of the industry, the drive moved on to the operators, with individual distributors taking the campaign to their operator customers. Operators, in turn, took the campaign right to their locations and thus placed it directly in the public view.

Results at All Levels

On all levels, however, the drive did a public relations service for the industry. On the national level, such media as newspapers, magazines, radio, motion pictures, and the like, told the story of the coin machine industry's role in the fight against cancer, with much resultant favorable thought toward the industry.

Publicity also was forthcoming on regional, State, area and community levels thru the work of distributors and operators. Special events, staged to aid the drive, attracted the attention of local newspapers and radio stations and the industry received a big boost public relations-wise.

If such a public relations job had been undertaken only on a national level with only the support of the group of coin machine manufacturers who make up CMI's regular membership, chances are that the entire idea would have fallen flat and public recognition of the industry for its cancer fund aid would have been slight.

In the good-will promotion obtained from the cancer fund drive is an excellent example of the need of the coin machine industry for a truly representative national organization. Only thru whole-hearted cooperation of all levels of the industry was it possible to obtain such good notice of the public.

More Fundamental Needs

There are, however, more fundamental needs of the industry for an



DAVE COTTLIEB, president of CMI, presents a check, representing donations of coinmen to the Damon Runyon Memorial Fund for Cancer Research, to Walter Winchell. James T. Mangan, CMI public relations director, looks on.

adequate spokesman and common meeting ground. Primary among these is the point to which the industry has grown. Altho the coin machine industry is not one of the nation's really "big" businesses, it has become a comparatively large one—one too large not to have a national spokesman representing its majority. As the growth continues—and there are few who doubt that there is still a long period of growth ahead—this need will become even stronger.

Any large industry has competition and the only adequate way to meet competition is to face it squarely with sufficient competitive opposition. Along with actual competition there are those who might halt the industry's growth for other reasons, often without meaning to do so, and only because of a lack of knowledge of what their actions represent. One of the most damaging results of such opposition is unfair and discriminatory legislation.

In order to meet such a threat, the industry must constantly strive to create public good will and impress upon the public the true facts about itself.

Need for Co-Operation

Another great need of the industry is for closer intra-industry co-operation. The surest way to hamper the development of any large business is thru internal strife and lack of proper organization.

In all of these problems, the clear-cut answer is for an industry group, adequately representing all parts which make up the whole—in the case of the coin machine industry, for an association which provides adequate representation for the manufacturer, distributor and operator alike.

During the past year CMI has taken many steps in this direction. Alongside the active public relations program there has been organized a tax and legal department headed by Dudley C. Ruttenberg.

In a statement at the time the department was founded in October, James A. Gilmore, CMI's secretary-manager, pointed out that it was organized to "furnish reliable information to anyone in the industry who

calls for it for use in their community or State in combating taxation or regulation inimical to coin machine operation."

Legal Bureau Further Step

Thus, the new department is clearly another step to extend the association's activities beyond the manufacturer level. Such forward steps as this clearly indicate that the trend to make CMI a more representative association of the industry is no myth.

In September, CMI launched a second drive to swell the ranks of associate members—operators and distributors. To date there are fewer than 1,000 such members, even tho there are thousands more who otherwise support the association's activities.

However, if the present trend within CMI is to continue, there is little doubt that an increase in membership will go along with it.

More Operator, Distributor Attention

There are many good indications that the expansion of CMI during 1947 was just a start toward a continued trend in this direction. The 1948 coin machine show will serve to highlight many tokens of this expansion. During the show this year, more attention will be given to operators' and distributors' problems than ever before.

With the public relations bureau aiming its activities increasingly at the local level, emphasizing the fact that every coin machine man needs to be a public relations man himself, and with the new tax and legal department ready to swing into full activity during 1948, its activities directed primarily at the local and State level, there is clear evidence that the trend will be advanced further during the coming year.

The year 1948 may well prove to be the big one for CMI, surpassing the advances made during 1947 when the association made it clearly evident that it had entered into a new era.



LEGAL AND TAX PROBLEMS are handled by CMI's newly organized legal and tax department. Here James A. Gilmore, association secretary-manager, shows Dudley Ruttenberg, department head, a letter requesting legal advice.

Dave Gottlieb Ends Eight - Year Term As CMI President

(Continued from page 76)
favorable mentions since the bureau got behind the Runyon drive.

Gottlieb said that before the legal bureau was set up as a part of CMI activities most of the burden of combating and investigating unfair legislation fell on his shoulders as president.

Others Should Serve

Commenting on his not being a candidate for re-election, Gottlieb said that he felt others in the industry should have a chance to hold that office, but that he believed no man should serve more than two one-year

terms. He believed that it took virtually a year for a new president to get the feel of the office, and that the following year would give him a chance to put into effect policies that he thought would be beneficial to the industry. Following the two years as president, Gottlieb feels that the retiring president should be elected to the board of directors where he could serve the new president in an advisory capacity.

Gottlieb said that if this policy were adopted by the association a former president could take over the post with little notice in an emergency and keep the wheels of the association moving smoothly. He also said that he believed it would be to the benefit of the individual and especially the trade as a whole to have more than one person who could dispatch the duties of president while studying trade developments from a different vantage point.

CMI LEADERS SUMMARIZE FOUR-WAY OBJECTIVE

OVER-ALL GOAL:
Dave Gottlieb

The year 1947 was one of real achievement for CMI. It saw our public relations department launch a drive to aid the Damon Runyon Memorial Fund for Cancer Research, with a goal of \$250,000—more than any other industry has contributed. It saw the start of our legal and tax departments. Our membership totals more than 900 manufacturers, distributors, operators and suppliers, and that membership is growing. Our 1948 program should be designed to strengthen the industry within itself and in its relationship to the public. The over-all goal of CMI is simply this: To bring about closer co-operation between manufacturers, distributors, operators and suppliers; and, thru our public relations and tax work, to keep our industry from being discriminated against.

MEMBERSHIP
James A. Gilmore

Coin Machine Industries, Inc., proudly boasts more than 900 members, including all factors of the industry—manufacturers, distributors, operators, suppliers of parts and merchandise—representing every type of coin-operated equipment in the fields of amusement, vending and music. With plans for an expanded program of public relations in 1948 and a legal department equipped to serve operators in every part of the country, wherever legal guidance may be needed, CMI looks forward to at least doubling its present membership during 1948. Operators and distributors in particular, increasingly aware of the definite national and local benefits of membership in CMI, are rallying to the CMI banner of leadership. CMI needs their co-operation to build a unified industry.

PUBLIC RELATIONS
James T. Mangan

Good public relations and coin machine prosperity are one and the same thing. During 1947 our industry made tremendous strides forward in securing public good will. CMI's public relations bureau is indeed grateful to the thousands of coinmen who have co-operated with our bureau. To foster that co-operation, every coinman should keep the following aims close to his heart: (1) Reduce misunderstanding; (2) show a perfect example in all activities; (3) explain our industry to the public; (4) convert every employee, every location, into a good-will ambassador; (5) serve the public and the public good; (6) strengthen opportunities for better business; (7) use the educational material offered by CMI's public relation bureau; (8) always remember you are working in the greatest business of all!

LEGISLATIVE
Dudley Ruttenberg

The goal of the legal department of CMI will be achieved when lawmakers thruout the country will enact, free from bias and prejudice, just and reasonable coin machine laws and ordinances; when our courts, free from partiality and pre-judgment, will determine coin machine issues on their merits. To accomplish this end, we must constantly direct to the attention of our lawmakers, our courts and other governmental officials the enlightened approach to coin machine legal problems; we must constantly place before them the laws now in force and the court decisions handed down which present the better reasoned point of view. Our legal department is constantly engaged in research on coin machine law. All of this material is available to you and your counsel.

WHERE TO FIND EXHIBITORS

For your convenience use this guide to exhibit booths to plan your time on the convention floor. Numbers by each firm's name correspond to numbers on the diagram

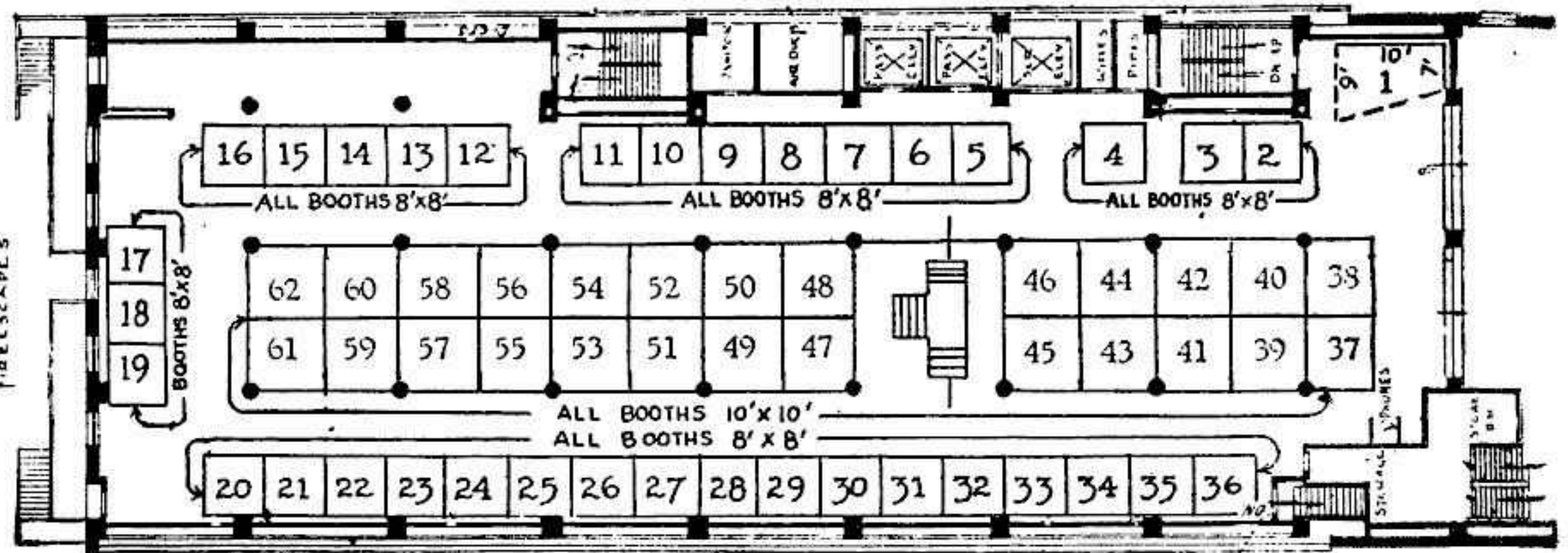
A & A SALES, Chicago (ice cream vender). Booth 91.
 A.B.T. MFG. CO., Chicago (scales, coin chutes, slug rejectors). Booths 5-6.
 ACME COIN MFG. CO., Chicago (coils solenoids). Booth 182.
 ADVANCE MACHINE CO., Chicago (merchandise and bulk confection venders). Booth 55.
 ADVERTISING POSTERS CO., Chicago (silk screen printing, enameling, japanning, wrinkling). Booths 105-106.
 AERO NEEDLE CO., Chicago (phonograph needles). Booth 117.
 AMERICAN SCALE MFG. CO., Washington (scales). Booth 206.
 AMERICAN VENDING CORP., Kansas City, Mo. (candy bar vender). Booth 35.
 A.M.I., INC., Chicago (coin-operated phonograph and automatic hostess equipment). Booths 37-40.
 AMUSEMATIC CORP., Chicago (amusement games). Booths 107-108.
 APOLLO RECORDS, INC., New York (phonograph records and accessories). Booth 174.
 ATLAS NOVELTY CO., Chicago (counter game, pin game, bell machine). Booths 75-76.
 AUTOMATIC COIN MACHINE & SUPPLY CO., Chicago (bell pinball machines, metal stand parts). Booth 115.
 AUTOMATIC WORLD PUB. CO., Fort Worth. Booth 136.
 BALLY MFG. CO., Chicago (cup-type soft drink vender). Booths 57-62.
 BELL-O-MATIC CORP., Chicago (bell machines). Booth 7.
 BELL LOCK CO., Michigan City, Ind. (locks and keys). Booth 20.
 BELL PRODUCTS CO., Chicago (coin changer). Booth 98.
 L. BERMAN & CO., Evansville, Ind. (pin game lift trucks). Booth 70.
 BILLBOARD PUBLISHING CO., Chicago (The Billboard magazine, Vend magazine). Booths 89-90.
 BLOCK MARBLE CO., Philadelphia (parts and supplies for coin-operated machines). Booths 64-66.
 BUCKLEY MUSIC SYSTEM, INC., Chicago (music boxes, consoles and jackpot bells). Booths 141-143.
 CAPITOL RECORDS DIST. CO., Hollywood (phonograph records). Booth 199.
 THE CASH BOX, New York. Booth 77.
 CENTRAL MFG. CO., Chicago (counter amusement game). Booth 175.
 CHAMPION MFG. CO., Beverly, Mass. (amusement games). Booth 41.
 CHASE CANDY CO., St. Louis (bar and bulk candy). Booth 73.
 CHICAGO COIN MACHINE CO., Chicago (pinball games, arcade equipment). Booths 47-50.
 CHICAGO LOCK CO., Chicago (cylinder locks, padlocks). Booth 8.
 COIN AMUSEMENT GAMES, INC., Chicago (coin-operated machines, games). Booth 95.
 COIN MACHINE JOURNAL, INC., Chicago. Booth 116.
 COIN MACHINE PARTS SUPPLY, INC., Milwaukee (repair parts and replacement parts for coin machines). Booth 101.
 COIN MACHINE REVIEW, Los Angeles. Booth 139.
 COIN RADIO OF AMERICA, Los Angeles (coin-operated radios). Booth 203.
 COINTROL CO., Chicago (horoscope typewriter, package gum vender). Booth 194.
 COLE ENTERPRISES, INC., Poughkeepsie, N. Y. (rolldown games). Booth 207.
 COLUMBIA RECORDS, INC., Bridgeport, Conn. (records). Booths 164-166.
 COMMODITY VENDORS, INC., Chicago (aspirin vender and grip meter). Booth 177.
 CORADIO, INC., New York (coin-operated radios and television). Booths 87-88.
 DALE ENGINEERING CO., Long Beach, Calif. (Mauser pistol range). Booth 97.
 DAVAL PRODUCTS CORP., Chicago (postage stamp vender). Booths 21-22.
 DECCA DISTRIBUTING CORP., Chicago (records and needles). Booth 72.
 DEUTSCH LOCK CO., INC., Hammond, Ind. (locks). Booth 99.
 DOUGLASS AUTOMATIC SHOESHINING CO., Oakland, Calif. (shoeshine machine). Booth 198.
 DRINK-O-MAT INDS. CORP., New York (cup-type soft drink vender). Booths 30-32.
 DUOTONE CO., INC., New York (phonograph needles). Booth 102.
 DYNAMIC DEVICES, INC., New York (rolldown games and Serv-a-Tune). Booth 201.
 EASTERN ELEC. VEND. MACH. CORP., New York (electric cigarette vender). Booth 90-A.
 EDELMAN AMUSEMENT DEVICES, Detroit (2 bowling games). Booths 15-16.
 EMPIRE COIN MACHINE EXCHANGE, Chicago (pin games, counter games, amusement games). Booths 92-94.
 ESSO MFG. CORP., Hoboken, N. J. (coin-operated machines). Booths 180-181.
 ETCHING CO. OF AMERICA, Chicago (name plates). Booth 193.

H. C. EVANS & CO., Chicago (coin-operated machines). Booths 43-46.
 EXHIBIT SUPPLY CO., Chicago (postcard vender). Booths 147-152.
 FERRARA CANDY CO., Chicago (package and bulk candy). Booth 34.
 J. F. FRANTZ MFG. CO., Chicago (scales). Booth 140.
 GENCO MFG. & SALES CO., Chicago (amusement games). Booths 51-54.
 GENERAL ELECTRIC CO., Cleveland (lamps for coin machines). Booth 168.
 JOHN N. GERMACK, New York (pistachio nuts). Booth 38.
 GLOBE DISTRIBUTING CO., Chicago (coin counter, coin sorter, coin changer, coin machines). Booth 86.
 D. GOTTLIEB & CO., Chicago (pin tables and grip scales). Booths 2-4.
 DAN GOULD ENTERPRISES, Chicago (coin machine parts and supplies). Booths 109-111.
 GRAY-MILLS CORP., Evanston, Ill. (agitator cleaning equipment, agitens solvents for service depts). Booth 178.
 GROETCHEN TOOL & MFG. CORP., Chicago (Columbia line). Booth 27.
 GUARDIAN ELECTRIC MFG. CO., Chicago (control systems, switches, relays, solenoids). Booths 122-123.
 HART-LEESE CO., Everett, Wash. (coin changer, coin counter). Booth 121.
 HAWKEYE NOVELTY CO., Des Moines (popcorn vender). Booth 153.
 HEATH DISTRIBUTING CO., Macon, Ga. (coin machine parts and supplies). Booths 159-161.
 HIRSCH COIN MACHINE CORP., Washington (Red Ball machines). Booths 28-29.
 HOLLY PEN CORP., Chicago (Holly ball-point pen and Holly-Retrax ball-point pen). Booth 176.
 HOSPITAL SPECIALTY CO., Cleveland (sanitary napkin and Tampax venders). Booth 74.
 ILLINOIS LOCK CO., Chicago (cabinet locks, padlocks, leg levelers). Booth 56.
 INDEPENDENT LOCK CO., Chicago (locks). Booth 11.
 INTERNATIONAL MUTOSCOPE CO., Long Island, N. Y. (voice recorder, photo machine, postcard vender). Booth 1.
 JACOBS NOVELTY CO., Stevens Point, Wis. (tone arms). Booth 204.
 O. D. JENNINGS & CO., Chicago (milk vender). Booths 9-10.
 KING RECORD CO., Cincinnati (records). Booth 172.
 KNPAPWAY DEVICES, INC., Kansas City, Mo. (coffee and soup venders). Booth 113.

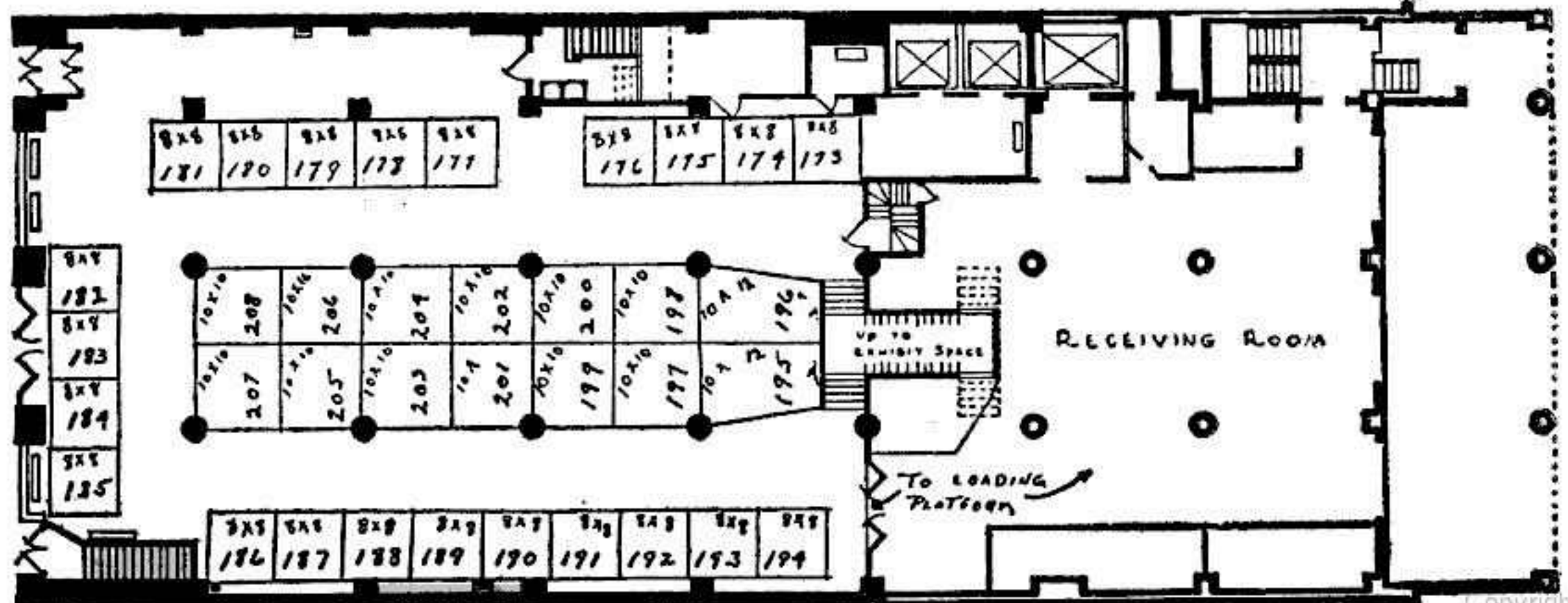
LEAF GUM CO., Chicago (gum). Booth 112.
 LOWELL METAL PRODUCTS CORP., St. Louis (ceiling and wall-type speaker baffles). Booth 195.
 MALKIN-ILLION CO., Irvington, N. J. (cigar vender). Booth 173.
 MARION MACHINE TOOL CO., Marion, O. (scales). Booth 137.
 MARSTON DISTRIBUTING CO., Detroit (coin-operated pool table). Booth 205.
 MARVEL MFG. CO., Chicago (pinball machines). Booth 183.
 MASTER CRAFT DECAL CO., Chicago (decalcomanias). Booth 103.
 MERCURY RECORDS CORP., Chicago (phonograph records). Booth 69.
 MERCURY STEEL CORP., Detroit (Mercury athletic scale). Booth 208.
 M. A. MILLER MFG. CO., Chicago (phonograph needles, recording and playback). Booth 100.
 BERT MILLS CORP., Chicago (coffee vender). Booths 25-26.
 MILLS INDUSTRIES, INC., Chicago (automatic phonographs). Booths 67-68.
 MIRACLE RECORD CO., Chicago (records). Booth 155.
 MONARCH COIN MACHINE CO., Chicago (coin-operated machines). Booth 104.
 MIKE MUNVES CORP., New York (arcade machines and supplies). Booths 163-165.
 NATIONAL ASSN. OF AMUSEMENT MACHINE OWNERS, Atlantic City. Booth 90-B.
 NATIONAL REJECTORS, INC., St. Louis (coin changer, electric coin devices, timers, slug rejectors, actuating devices). Booths 84-85.
 JACK NELSON & CO., Chicago (popcorn machine, wall-box brackets). Booth 114.
 PACKARD MFG. CORP., Indianapolis (automatic phonographs, component parts and accessories). Booths 124-127.
 PANTAGES MAESTRO CO., Hollywood (wired music cabinets, control panels and record racks). Booths 133-135.
 PERMO, INC., Chicago (phonograph needles). Booths 128-131.
 GEORGE PONSER CO., INC., Chicago (amusement games). Booths 63-63-B.
 P & S MACHINE CO., Chicago (pinball machines). Booth 200.
 RA-O-MATIC CO., Los Angeles (coin-operated radios). Booth 170.
 RCA VICTOR DIVISION OF RADIO CORP. OF AMERICA, Camden, N. J. (records and display material). Booths 154-156.
 RELAY SERVICE CO., Chicago (relay display panel, coils and solenoids). Booth 184.

DAVID ROSEN, INC., Philadelphia (Zeno and reconverted phonograph). Booth 196.
 RUDD-MELIKIAN, INC., Philadelphia (coffee vender). Booths 188-190.
 SCIENTIFIC MACHINE CORP., New York (vending and service machines). Booths 167-171.
 SCOTTO MUSIC CO., N. Sacramento, Calif. (mirror phonograph cabinets, distinctive art mirrors). Booths 191-192.
 SHIPMAN MFG. CO., Los Angeles (postage stamp, candy bar and bulk venders). Booth 33.
 SPIRAL MFG. CORP., Chicago (Chartomatic production control machinery, special purpose tools and drills). Booth 179.
 STANDARD PHONO CORP., New York (records). Booth 138.
 STANDARD SCALE CO., St. Louis (nameplate machine and scales). Booth 119.
 SERV-A-SHINE, INC., Waukesha, Wis. (shoeshine machine). Booth 202.
 STRIKE, INC., Jersey City, N. J. (scoring plate and pin indicator of Strike, Inc.; bowling alley literature). Booth 118.
 SYLVANIA ELECTRIC PRODUCTS, INC., New York (products of lighting and radio). Booth 157.
 T & C CO., Dallas (popcorn vender, popcorn counter warmer). Booth 42.
 TRADIO, INC., Asbury Park, N. J. (Tradio coin-operated hotel radio, Tradioette coin-operated restaurant radio and Tradiovision coin-operated television). Booths 158-162.
 TRAINING DEVICES, INC., Detroit (Tequiz machine). Booths 186-187.
 U-NEED-A VENDORS, INC., Newark, N. J. (cigarette vender). Booths 78-80.
 UNITED MFG. CO., Chicago (pin games). Booths 144-146.
 UNIVERSAL ENTERPRISES, Youngstown, O. (liquid vender). Booth 185.
 VALLEY SPECIALTY CO., INC., Rochester, N. Y. (chain drive coin chute and coin chute parts). Booth 197.
 VENDI-FREEZE CORP., San Diego, Calif. (ice cream bar vender). Booth 120.
 WATLING MFG. CO., Chicago (scales). Booths 12-14.
 WICO CORP., Chicago (coin machine parts and supplies). Booths 81-83.
 WILCOX-GAY CORPORATION, Charlotte, Mich. (voice recorder). Booths 23-24.
 WILLIAMS MFG. CO., Chicago (pin tables). Booths 17-19.
 WORLD WIDE DISTRIBUTORS, INC., Chicago (coin-operated machines and parts). Booth 71.

EXHIBITION HALL



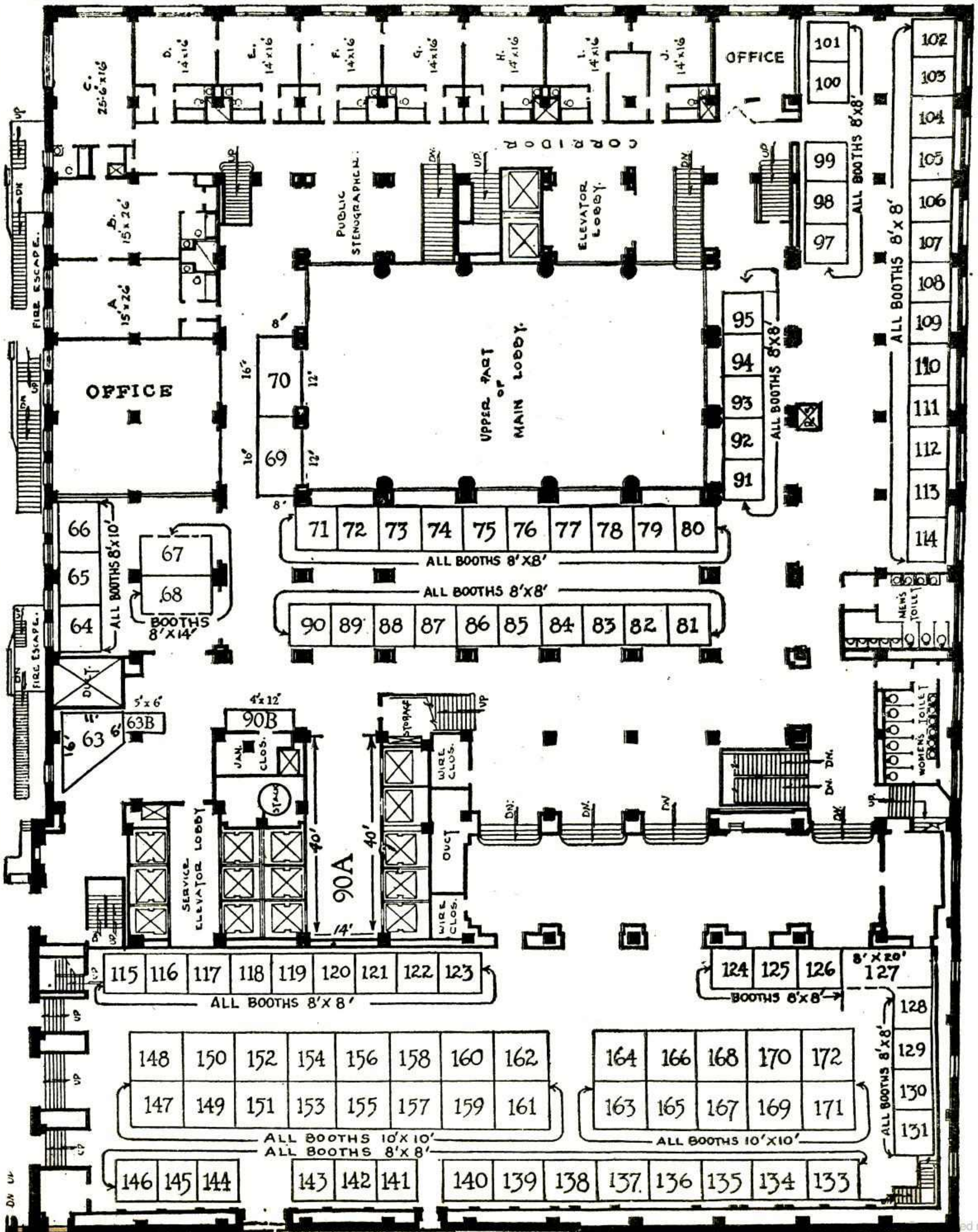
ADDITION



AT THE COIN MACHINE SHOW

OFFICES

MEZZANINE



MEZZANINE

GRAND BALL ROOM

ROLLDOWNS' FUTURE PUZZLES INDUSTRY

After having snowballed into a sizable segment of the amusement game industry during 1947, rolldowns face an unpredictable future in New York

By IZ HOROWITZ

NEW YORK, Jan. 17.—Whether or not rolldown games will continue their rapid growth during 1948 seems dependent upon the resolution of a number of variable factors. Having snowballed into a sizable segment of the amusement game industry during the past year, and with no immediate let-up in sight, the extent of further expansion in the field is a subject of controversy in coin machine circles.

legislation may limit legal machines to the rolldown type. In the former case, the consensus of opinion is that the operation of rolldowns, as they are known today, will be reduced to a minor role in the amusement game picture. Some even go so far as to predict that, in the event strip-novelty games are legalized in New York, rolldowns will disappear entirely from the local scene.

Counter View

In New York City, which has provided the largest market to date for the relative newcomer to the amusement game roster, this uncertainty is reflected in all levels of the industry. Operators, distributors and manufacturers here are laying plans for the new year with caution. Aggressive exploitation of rolldowns, aimed at a top penetration into potential locations, may not be attempted for a while, many industry leaders say.

However, this view is countered by those who believe rolldowns can remain a strong factor in the game business, regardless of the reintroduction of pins. They argue that, in many locations, rolldowns will remain a good source of operator revenue. Their contention is that the appeal to a player of directing a ball by hand at skill holes is met only by the rolldown.

Two main issues will have to be settled before this expansion can be allowed to follow its own natural course. One issue, of top importance, is the attitude of municipal authorities. Manufacturers thruout the country are eyeing amusement game legal developments in New York with close attention. For the form this legal action takes, if and when regulation of the industry is decided upon, will affect materially the production blueprints of game manufacturers, whatever their location.

If pins remain inoperable and rolldowns are licensed, the rolldown industry can then plan realistically for expansion. Manufacturers who will be the dominant producers for the market are watching closely the local legal situation. For, while the New York metropolitan area in itself is one of the largest potential markets in the nation, its importance has additional significance. Any move it makes affecting amusement games may be reflected in municipal action by other communities, whose present policy regarding games parallels New York's.

Legal Impetus

Since pin games were declared illegal here, no legislation has been passed to clarify the status of coin-operated amusement games. And since rolldowns were placed in New York City locations about a year ago, no operator who has limited his operation to rolldowns has experienced legal difficulties. At the present time, doing business in a legislative vacuum, rolldown operators here are aware of two eventualities which they will have to face sooner or later. Almost unanimously, they feel that the present situation will not continue indefinitely.

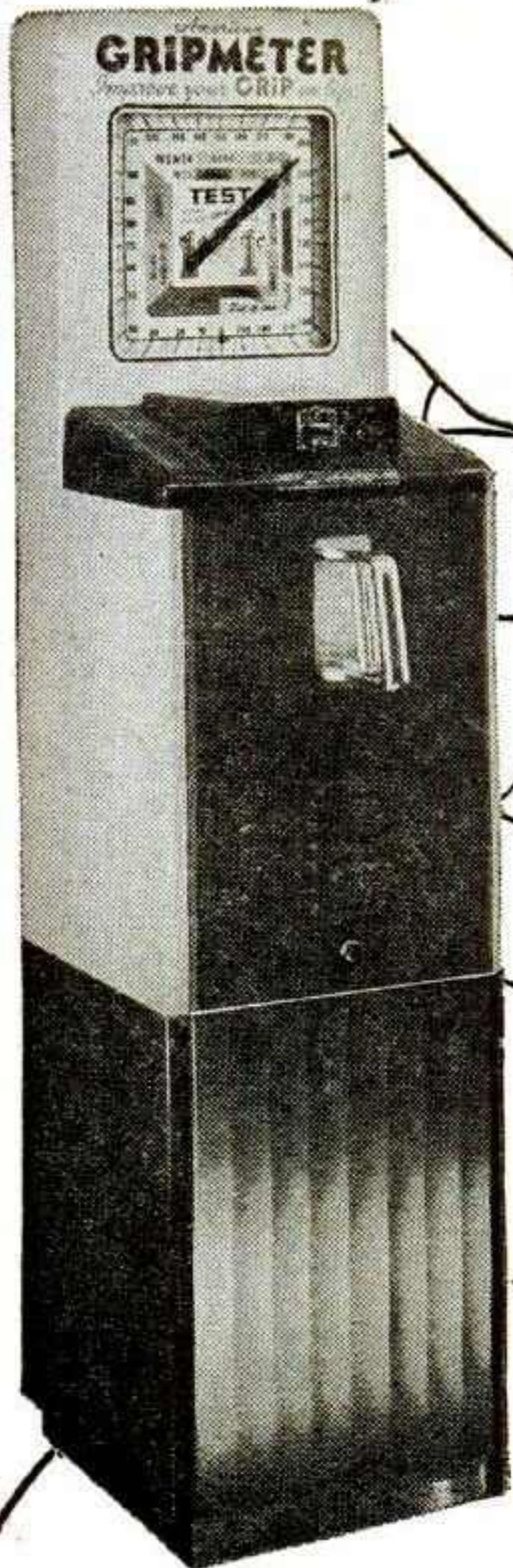
Possible Developments
While any prediction of legislative action by the New York authorities would be pure conjecture at this time, an indication of possible developments can be gleaned from the greeting received by a bill designed to regulate the industry which was introduced in city council here in December.

The alternatives they face are that the old type of coin-operated "striped" novelty game, minus its free-play feature and mechanically not adaptable to free play, will return to the city on a legal basis, or that

The bill, proposing a schedule of license fees for amusement games and providing a legal basis for their regulation, was drawn at the request of the mayor and the license commissioner. While exciting no comment from the press when it was introduced, several weeks later a wave of unfavorable publicity re-

(See Rolldowns' on page 84)

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of the month
of the year
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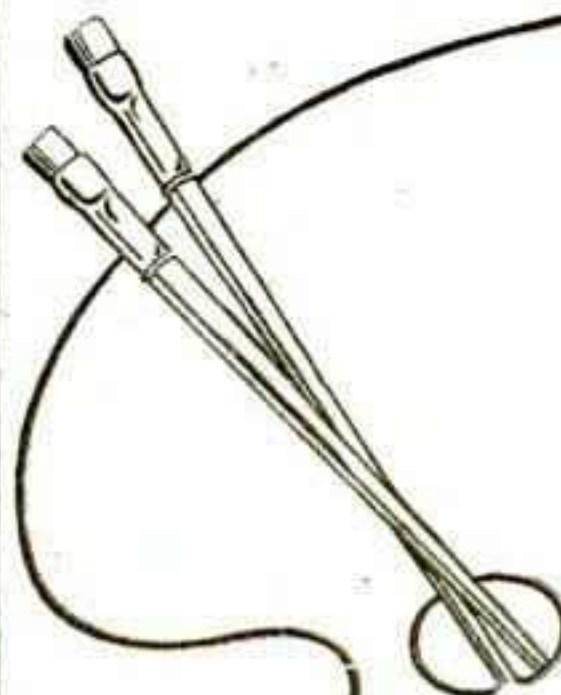
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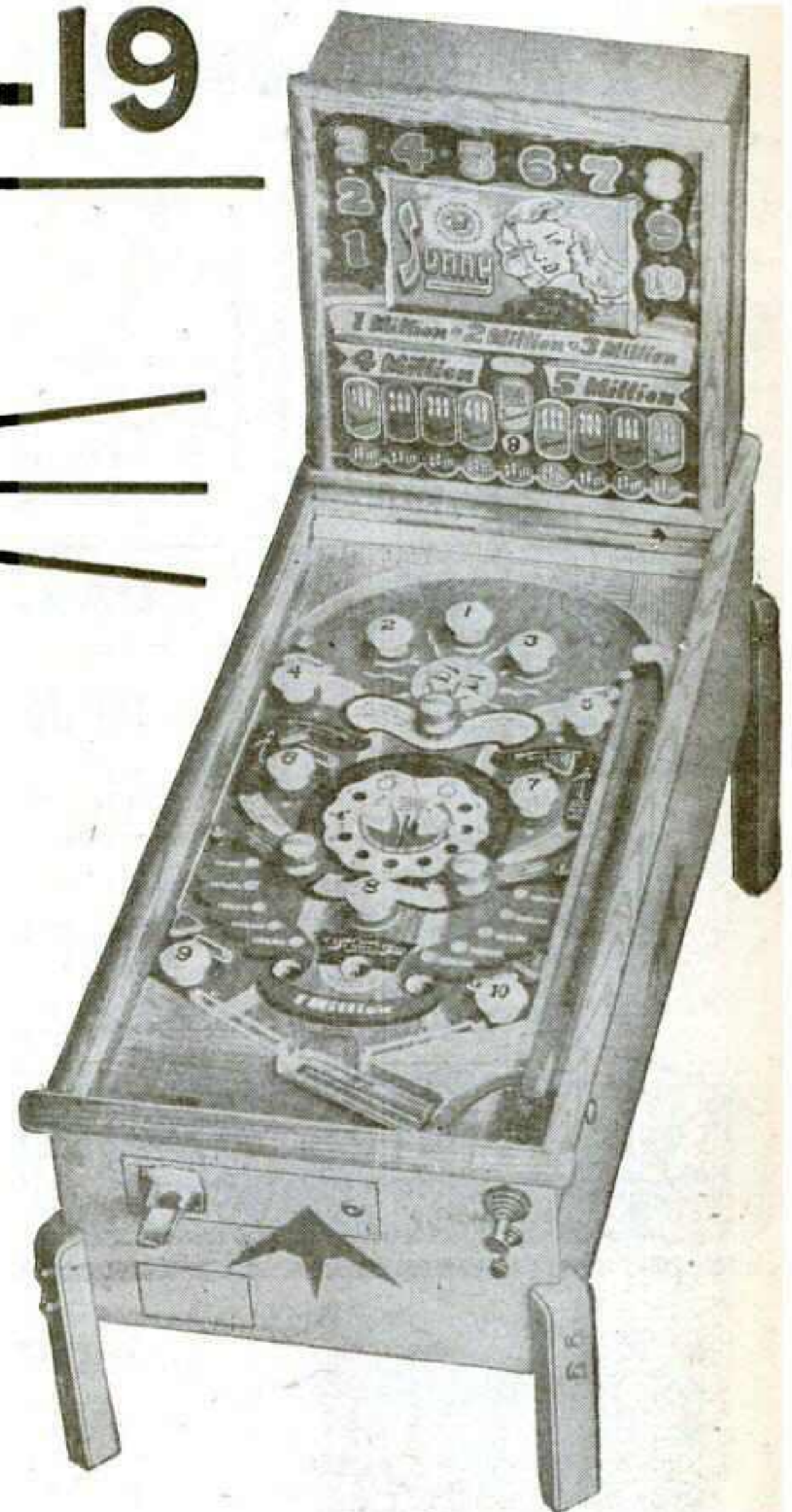
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Rolldowns' Future Industry Puzzle

(Continued from page 82)

sulted in the bill being withdrawn by the very councilman who had sponsored it. Criticism by local groups focused on the definition of amusement devices contained in the bill.

Define Amusement Device

This definition read: "... the term 'amusement device' shall mean and include any machine, apparatus, contrivance, appliance or device whether manually, mechanically or electrically operated, in or upon which a game of amusement may be played, upon the payment of a fee, charge or other consideration imposed directly or indirectly ..."

Broadly interpreted, this might allow the introduction of free-play novelty games into the city, critics said. Leaders in the coin machine industry who are keeping close touch with developments believe that when and if a new bill is brought before the city legislators, its provisions will tightly define the type of game considered licensable.

Meanwhile operators, at least those grouped together in associations, are taking all precautions to preclude further adverse publicity to the industry by putting on location only such units whose legality has not been questioned.

Purchasing Caution

This caution is reflected in roll-down purchasing. Operators, broadly speaking, are hesitant to invest heavily in large roll-down routes, while the possibility of an influx of strip novelty pins, with city approval, remains. Such an influx would render inoperable, profit-wise, many roll-downs.

But added to the factor of caution is another point, fast assuming almost equal importance in the calculations

of operators. This is the element of price. With new roll-downs selling at upwards of \$400, nickel play remaining stable, service costs spiraling to new heights, and new machines out-dating earlier ones in a matter of months, operators are now exercising extreme care in new purchases.

Altho roll-downs are constantly increasing in play appeal, their profitable life in any one location is limited. This profitable life is further shortened thru competition by the arrival of new units in the player market. Many operators feel their chances of paying off the purchase price of a new machine and continuing the unit in profitable operation have lessened.

Life Will Lengthen

But as manufacturers build more player pull into their games, their profitable life will lengthen. During recent months feature improvement to roll-downs has increased phenomenally. With more sure-fire hits coming off the assembly lines, it is certain that the individual units on location will return a profit over a longer period of time.

One trend, which has captured the interest of operators, is the tendency of manufacturers to put out roll-downs which are smaller in size, while retaining or increasing their feature elements. The need for changing games from location to location makes smaller size highly desirable, they say. Compact roll-downs with removable legs can be hauled from place to place in the back of a passenger car and can be moved by one man.

Operators hope that, if this trend continues, it will also mean a reduction in list price. Altho it does not (See Roll-downs' Future on page 143)

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BOSTON 18—Trimount Coin Machine Co., 40 Waltham St.
BUFFALO 2—Afred Sales Co., 1006 Main St.
CHICAGO 47—Atlas Novelty Co., 2200 N. Western Ave.
CHICAGO 39—Automatic Coin Machine Co., 4135 Armitage Ave.
Empire Coin Machine Exchange, 1012 N. Milwaukee Ave.
National Coin Machine Co., 1411 Diversey Blvd.
Webb Distributing Co., 6 S. Kedzie Ave.
Electric Machine Gun Co., 647 N. Kedzie Ave.
CINCINNATI—Sicking, Inc., 1401 Central Parkway.
CLEVELAND—Cleveland Coin Machine Exchange, 2021 Prospect Ave.
Markepp Co., 4310 Carnegie Ave.
COLUMBUS 15, O.—Shaffer Music Co., 606 High St., S.
DENVER 2, Colo.—Modern Distributing Co., 1810 Welton.
DULUTH 2, Minn.—Twin Ports Sales Co., 230 Lake Ave., S.
ELDORADO, Ark.—Wood Distributing Co.
EVANSVILLE 10, Ind.—Automatic Amusement Co., 1000 Pennsylvania St.
FAYETTEVILLE, N. C.—Vending Machine Co., 205 Franklin St.
KANSAS CITY 2, Mo.—United Amusement Co., 3410 Main St.
KNOX, Ind.—Knox Novelty Co., 207 Main St.
LITCHFIELD, Ill.—Hi-Lo Sales, 109 W. Union Ave.

This up-to-date listing of distributors, classified according to the manufacturers they represent, is compiled by regularly checking with manufacturers to make certain that the lists are as accurate as possible. These distributors have been franchised by the manufacturer indicated to buy at distributor's prices for resale to the operator.

The Directory of Distributors is constantly being revised. Last list of manufacturers' distributors was published in The Billboard October 4, 1947. This list incorporates many important changes. Omission of any manufacturer in the listing means either that the manufacturer has failed to report his distributors or that he is unable to list his sales firms because of changes and additions currently being made.

LOS ANGELES 6.—Nickabob Co., 2525 W. Pico Blvd.
LOUISVILLE—Ohio Specialty Co., 539 S. Second St.
MEMPHIS—C & P Sales Co., 407 Madison Ave.
MILWAUKEE—Klein Distributing Co., 2606 W. Fond Du Lac Ave.
S. L. London Music Co., 3130 W. Lisbon Ave.
United Coin Machine Co., 6304 Greenfield Ave.
MINNEAPOLIS—Bush Distributing Co., 250 W. Broadway.
Silent Sales Co., 200 Eleventh Ave.
NASHVILLE—Automobile Sales Co., 421 Broad St.
Hermitage Music Co., 423 Broad St.
H. G. Payne Co., 312 Broadway.
NEW ORLEANS 12—New Orleans Novelty Co., 115 Magazine St.
NEW YORK 1—Mike Munves Co., 510 W. 34th St.
West Side Distributing Co., 612 10th Ave.
PHILADELPHIA 3—Rake Coin Machine Exchange, 609 Spring Garden St.
PHOENIX, Ariz.—M. W. McBroom, 2242 N. Alvarado Rd.
PITTSBURGH 19—D. D. Lazar Co., 1635 Fifth Ave.
PORTLAND, Ore.—Western Distributors, 16th & Jefferson.
POUGHKEEPSIE, N. Y.—Square Amusement Co., 88 Main St.

RAPID CITY, S. D.—Koers Distributing Co., 613 Eighth St.
ROCHESTER 9, N. Y.—Eastern Sales Co., 1824 Main St., E.
ST. LOUIS—Ideal Novelty Co., 2833 Locust St.
Standard Scale Co., 715 N. Kingshighway.
V. P. Distributing Co., 2336 Olive St.
W. B. Novelty Co., 1012 Market St.
ST. PAUL—Mayflower Distributing Co., 2238 University Ave.
SAN ANTONIO—United Amusement Co., 310 S. Alamo St.
SAVANNAH, Ga.—Mullinix Amusement Co., 302 W. Victory Drive.
SEATTLE 99—Puget Sound Novelty Co., 114 Elliott Ave., W.
TAMPA 6—Royal Palm Music Service, 1525 Grand Central Ave.
TAYLOR, Tex.—Scarborough & Markins, 601 W. Second St.
TORONTO 5, Ont.—Toronto Trading Post, Ltd., 736 Yonge St.
TULSA, Okla.—Cliff Wilson Distributing Co., 1121 S. Main.
TUSCALOOSA, Ala.—A. L. Kropp, 1432 10th St.
VANCOUVER, B. C., Can.—Specialty Sales & Distributors, 1120 Hamilton St.
Store Fixtures Supply House, 1260 Granville St.
WASHINGTON 4—Silent Sales System, 635 D St., N. W.

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(For distributor list see the Juke Box Supplement distributed with this issue.)

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Amusematic Corporation
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Chicago 40, Ill.

AKRON—Bell Novelty, 467 W. Exchange.
ATLANTA—H. & L. Distributors, 708 Spring St., N. W.
ATLANTIC CITY—F. McKim Smith, Central Pier.
BOSTON—Associated Amusements, Inc., 846 Commonwealth Ave.
Trimount Coin Machine Co., 40 Waltham St.
BUFFALO—Alfred Sales, Inc., 1006 Main St.
James D. Blakeslee, 406 Conn. St.
CHARLOTTE, N. C.—T. B. Holliday Co., Inc., 1200 W. Morehead.
CHICAGO—Coinex Corp., 1346 W. Roscoe.
Monarch Coin Machine Co., 1545 N. Fairfield Ave.
Empire Coin Machine Co., 1012 Milwaukee.
CHICAGO—Coin Amusement Games, 1335 E. 47th St.
Globe Distributing Co., 1623 Calif.
CINCINNATI—Sicking, Inc., 1401 Central Parkway.
CLEVELAND—Cleveland Coin Machine Exchange, 2021 Prospect Ave.
Markepp Co., 4310 Carnegie Ave.

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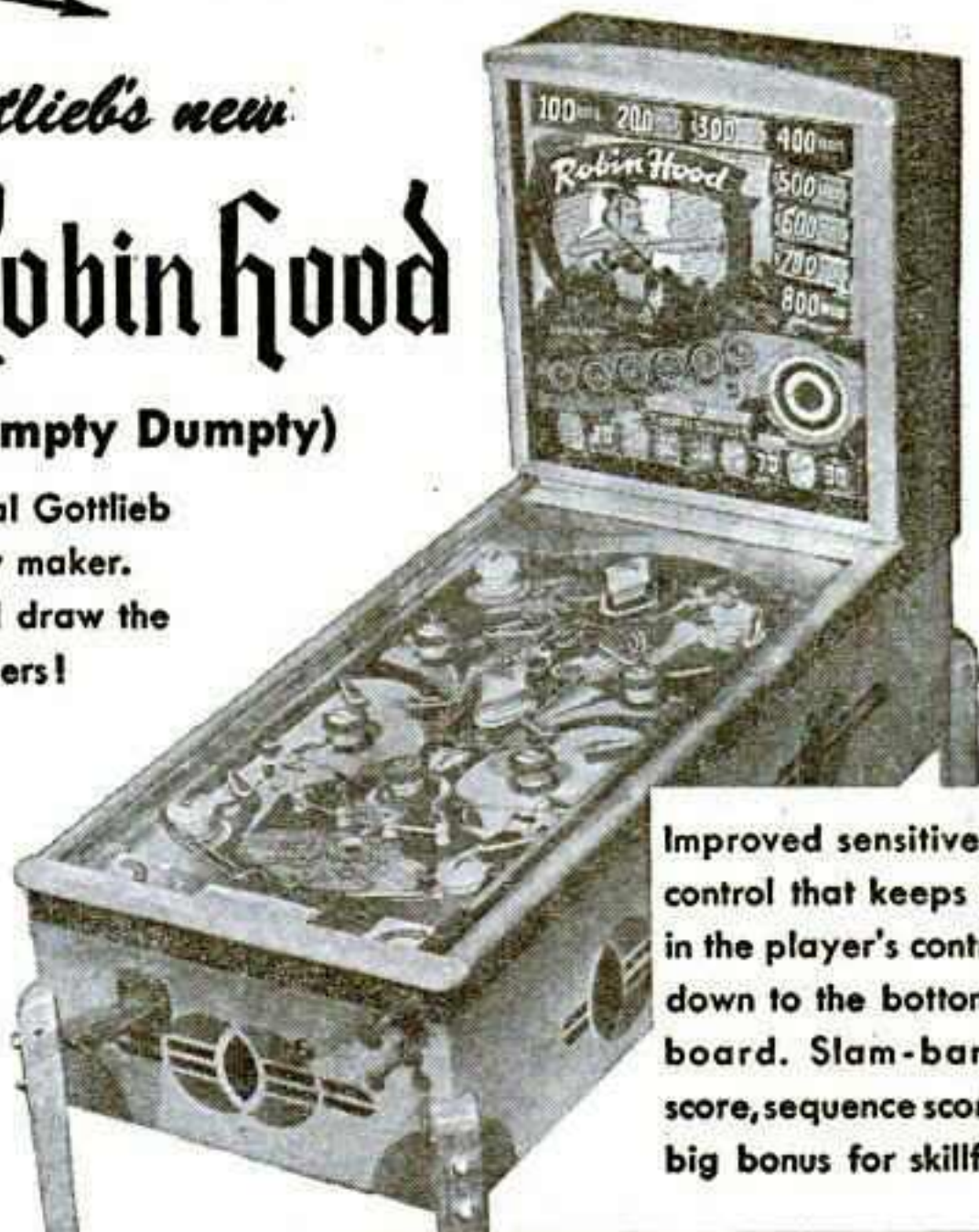


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- DALLAS—Urban Distributing Co., 2214 Main St.
- DENVER — Denver Distributing Co., 1856 Arapahoe St.
- FT. WAYNE, Ind.—R. A. Martin Distributing Co., 1639 Wells.
- GREELEY, Colo. — Rocky Mountain Novelty Co., Rt. 4, Box 299.
- HOUSTON—Coin Machine Sales Co., 3804 Travis St.
- KALAMAZOO, Mich.—King-Pin Equipment Co., 826 Mills St.
- KANSAS CITY, Mo.—Consolidated Distributing Co., 1910 Grand.
- LAS VEGAS, Nev.—Gayer Amusement Co., Box 734.
- LONG ISLAND, N. Y.—National Novelty Co., 179 E. Merrick Rd.
- LOS ANGELES—General Music Co., 2277 W. Pico Blvd. C. A. Robinson Co., 2301 W. Pico Blvd.
- LOUISVILLE — Southern Automatic Music Co., 634 S. Third St.
- MINNEAPOLIS—Bush Distributing Co., 257 Plymouth, No. Twin Ports Sales Co., 2029 Washington Ave. S.
- MILWAUKEE—Wisconsin Novelty Co., 3734 N. Green Bay Ave.
- NASHVILLE—H. G. Payne Co., 312 Broadway.
- NEW ORLEANS—New Orleans Novelty Co., 115 Magazine St.
- NEW YORK—Mike Munves Corp., 510 W. 34th St.
- OMAHA—H. Z. Vending Machine & Sales Co., 1205 Douglas St.
- PHILADELPHIA—K. C. Novelty Co., 419 Market St.
- PITTSBURGH—Pittsburgh Coin Machine Exchange, 2203 Fifth Ave.
- PORTLAND, Ore.—Western Distributors, 1226 Sixteenth St., S. W.
- PROVIDENCE, R. I.—Triangle Vending Machine Co., 386 N. Main St.
- RICHMOND, Va.—Mosely Vending Machine Exchange, Inc., 00 Broad St. Richmond Sales Co., 821 W. Broad St.
- ROANOKE, Va.—Roanoke Vending Machine Co., 13 S. Jefferson.
- ROCHESTER, N. Y.—Gem Enterprises Co., Inc., 540 Clinton Ave. N.
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- SYRACUSE, N. Y.—Rex Coin Machine Distributing Corp., 821 S. Salina.
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- SAN FRANCISCO — MacLean Enterprises, 3333 Broderick St.
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- BOSTON—Associated Amusements, Inc., 846 Commonwealth Ave.
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- CINCINNATI—Sicking, Inc., 1401 Central Parkway.
- CLEVELAND—Lake City Amusement Co., 1629 Superior St.
- FAYETTEVILLE, N. C.—The Vending Machine Co., 207 Franklin St.
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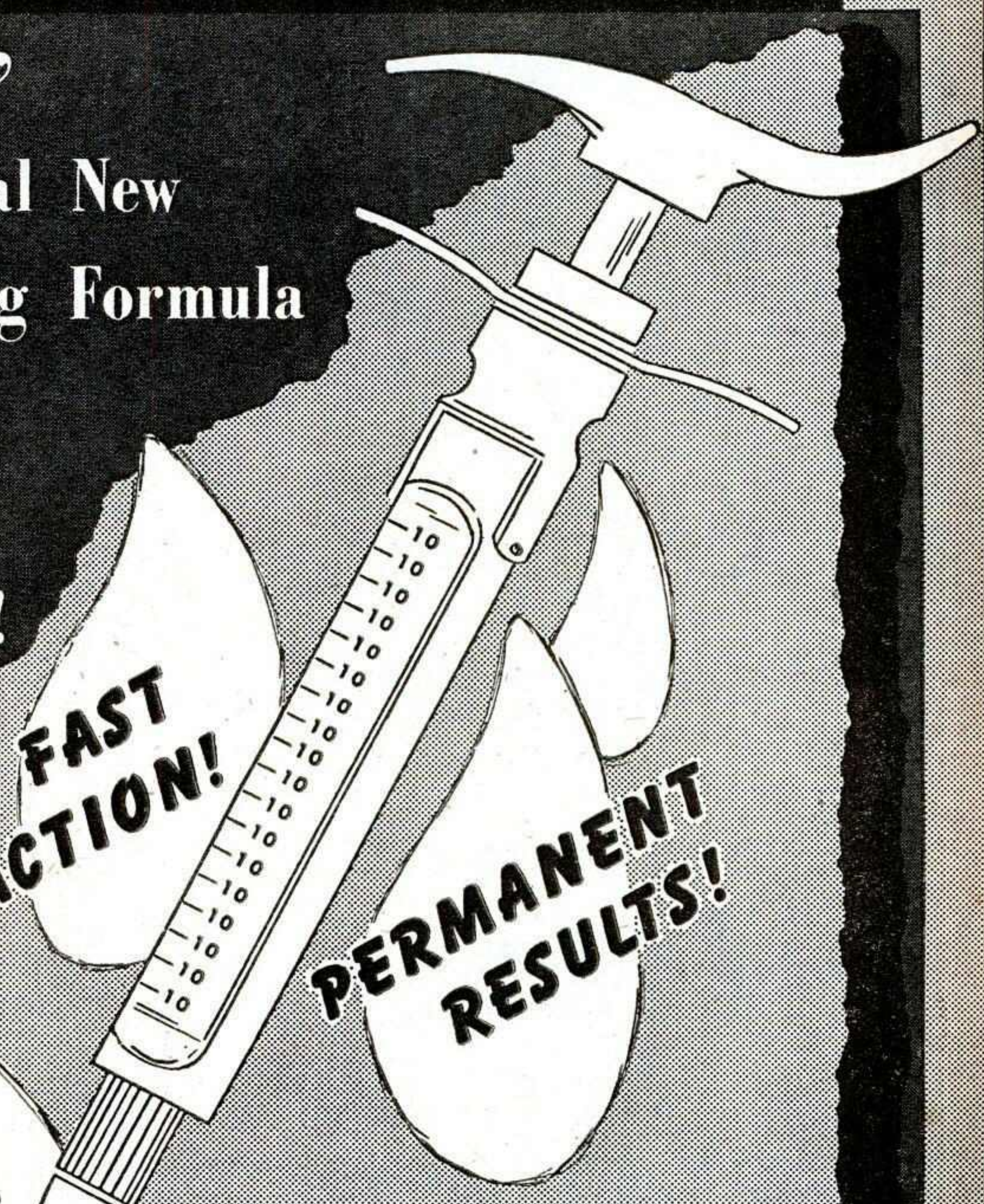
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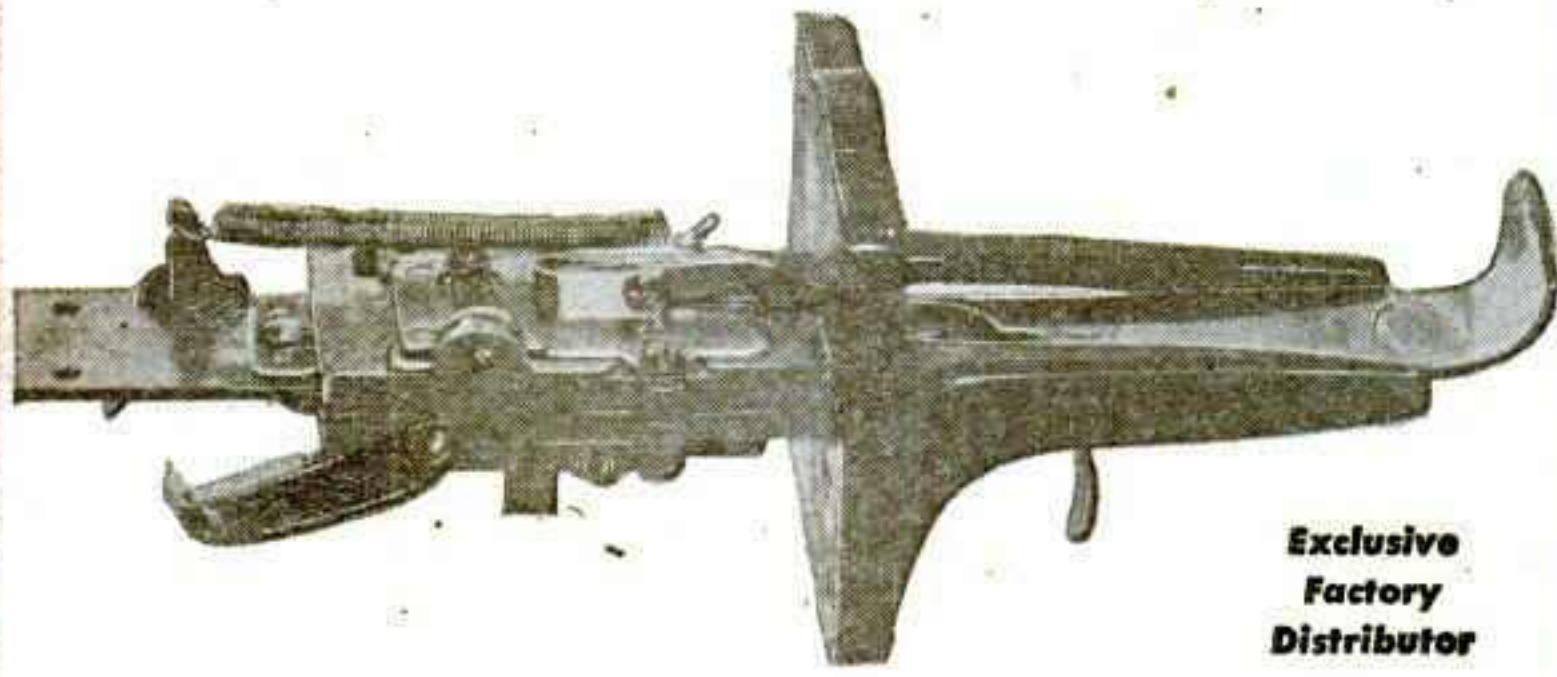
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PITTSBURGH—Coin Machine Distributing Co., 500 N. Craig St.
PORTLAND, Ore.—Mills Sales Co., Ltd., 600 S. E. Stark St.
ROCHESTER 5, N. Y.—Valley Specialty Co., 550 Clinton Ave. N.
SEATTLE—Northwest Sales Co., 3144 Elliott Ave.
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Waldrop Distributing Co., 1728 N. Charles St.
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J. V. Fitzpatrick, 461 East Main St.
BUFFALO—Alfred Sales Co., Inc., 1006 Main St.
CHICAGO—Atlas Novelty Co., 2200 N. Western Ave.
Automatic Coin Machine & Supply Co., 4135 Armitage Ave.
Empire Coin Machine Co., 1014 Milwaukee Ave.

Monarch Coin Machine Co., 1545 N. Fairfield Ave.
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World Wide Distributing Co., 2330 N. Western Ave.
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DES MOINES—Paster Distributing Co., 615 W. 10th St.
DETROIT—Robinson Distributing Co., 7525 W. Grand Ave.
ELMIRA, N. Y.—Joy Automatic Phonograph Co., 109 E. Church St.
EVANSVILLE, Ind.—Automatic Amusement Co., 1000 Pennsylvania St.
FALL RIVER, Mass.—Lavole & Hillman, 2 E. Main St.
FAYETTEVILLE, N. C.—Vending Machine Co., 205 Franklin St.
HARTFORD, Conn.—General Amusement Games, 187 Park Ave.
Novelty Amusement Co., 999 Main St.
Reliable Coin Machine Co., 192 Windsor St.
Seaboard Connecticut Corp., 1625 Main St.
INDIANAPOLIS—Sicking Co., 927 Fort Wayne Ave.
JACKSONVILLE, Fla.—Taran Distributing Co.
JOHNSON CITY, Tenn.—Coin Automatic Music Co., 241 West Main St.
KANSAS CITY, Mo.—United Amusement Co., 3410 Main St.
LEXINGTON, Ky.—Sterling Novelty Co., 669 S. Broadway.
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C. A. Robinson & Co., 2301 W. Pico St.
Phil Robinson, 607 1/2 Kelton Ave.
Sicking Co., 2833 W. Pico St.
- LOUISVILLE — Co-Operative Distributing Co., 234 W. Jefferson St.
Ohio Specialty Co., 539 S. Second St.
- MACON, Ga.—Heath Distributing Co., 217 Third St.
- MEMPHIS—Southern Amusement Co., 628 Madison Ave.
- MIAMI—Taran Distributing Co., 2820 Seventh Ave., N. W.
- MILWAUKEE—S. L. London Music Co., 3130 W. Lisbon Ave.
- MINNEAPOLIS—Bush Distributing Co., 257 Plymouth Ave., N.
- MONTREAL, Que.—Roxy Specialty Co., 703 Notre Dame West.
- NASHVILLE—Automatic Sales Co., 321 Broad St.
Payne Distributing Co., 312 Broadway.
- NEWARK, N. J.—Active Amusement Machine Co., 98 Clinton Ave.
R & Y Novelty Co., 131 Clinton St.
Atlantic New Jersey Corp., 27 Austin Ave.
- NEW HAVEN, Conn.—Fitzgerald Sales, 107 Meadows St.
- NEW ORLEANS—Dixie Coin Machine Co., 910 Poydras St.
New Orleans Novelty Co., 115 Magazine St.
- NEW YORK—Albert Simon, Inc., 213 W. 64th St.
- OAKLAND, Calif.—Mills Sales Co., 1640 18th St.
- OXNARD, Calif.—Ken Ferrier, R. 1, Box 26.
- OMAHA—H. Z. Vending Co., 1205 Douglas St.
- PHILADELPHIA — Active Amusement Machine Co., 666 N. Broad St.
General Coin Machine Co., 227 N. 10th St.
K. C. Novelty Co., 419 Market St.
Lehigh Specialty Co., 1407 W. Montgomery.
Philadelphia Coin Machine Co., 844 N. Broad St.
David Rosen, Inc., 355 N. Broad St.
- PHOENIX, Ariz.—Garrison Sales Co., 1000 W. Washington Blvd.
- Wolf Sales Co., 626 W. Washington Blvd.
- PITTSBURGH—Ace Automatic Distributing Co., 1703 Fifth Ave.
American Coinmatic Machine, 1437 Fifth Ave.
American Distributors, 1349 Fifth Ave.
Atlas Novelty Co., 2217 Fifth Ave.
Banner Specialty Co., 1508 Fifth Ave.
Coin Machine Distributing Co., 500 N. Craig St.
Mechanics Service, 2124 Fifth Ave.
Pittsburgh Coin Machine Exchange, 2203 Fifth Ave.
- PORTLAND, Me.—Main Automatic Music Co., 33 Exchange.
- PORTLAND, Ore.—Western Distributing Co., 1121 S. Main St.
- PORTSMOUTH, Va.—O'Conner Vending Machine Co., 624 Crawford St.
- RICHMOND, Va.—O'Conner Vending Machine Co., 2320 W. Main St.
- ROCHESTER, N. Y.—Eastern Sales Co., 1824 Main St. E.
Kertman Sales Corp., 573 Clinton Ave. N.
- ROCKFORD, Ill.—Dudley Sales Co., 303 Seventh St.
- SACRAMENTO—Ray Proctor, 1308 Seventh Ave.
- SALT LAKE CITY—Wolf Sales Co., 276 W. South St.
- SAN FRANCISCO—Advance Automatic Sales Co., 1350 Howard St.
Golden Gate Novelty Co., 701 Golden Gate Ave.
- SAVANNAH, Ga.—Mullinix Amusement Co., 302 W. Victory Drive.
- SCRANTON, Pa.—Basch Novelty Co., 136 Franklin Ave.
Sterling Service Co., 109 Franklin Ave.
- ST. LOUIS—Universal Distributing Co., 210 N. Ewing Ave.
- SYRACUSE, N. Y.—Rex Coin Machine Co., 821 S. Saline St.
- TULSA, Okla.—Cliff Wilson Distributing Co., 1121 S. Main St.
- UTICA, N. Y.—Hanna Distributing Co., 217 Elizabeth St.
- WASHINGTON — Marlin Amusement Corp., 412 Ninth St. N. W.
Silent Sales Corp., 635 "D" St.
- WICHITA, Kan.—United Distributors, 513 E. Central.
- WILKES-BARRE, Pa. — Roth Novelty Co., 54 Penn. Ave.
- WILLIAMSPORT, Pa. — Williamsport Amusement Co., 323 Hepburn St.

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• BIGGER PROFITS

• SMALLER INVESTMENT

• LIFETIME INCOME

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BOOTH NO. 94

At the Coin Machine Convention, Jan. 19, 20, 21, 22 at the Hotel Sherman, Chicago.



COLUMBIAN PRODUCTS CO.
CHICAGO 10, ILLINOIS
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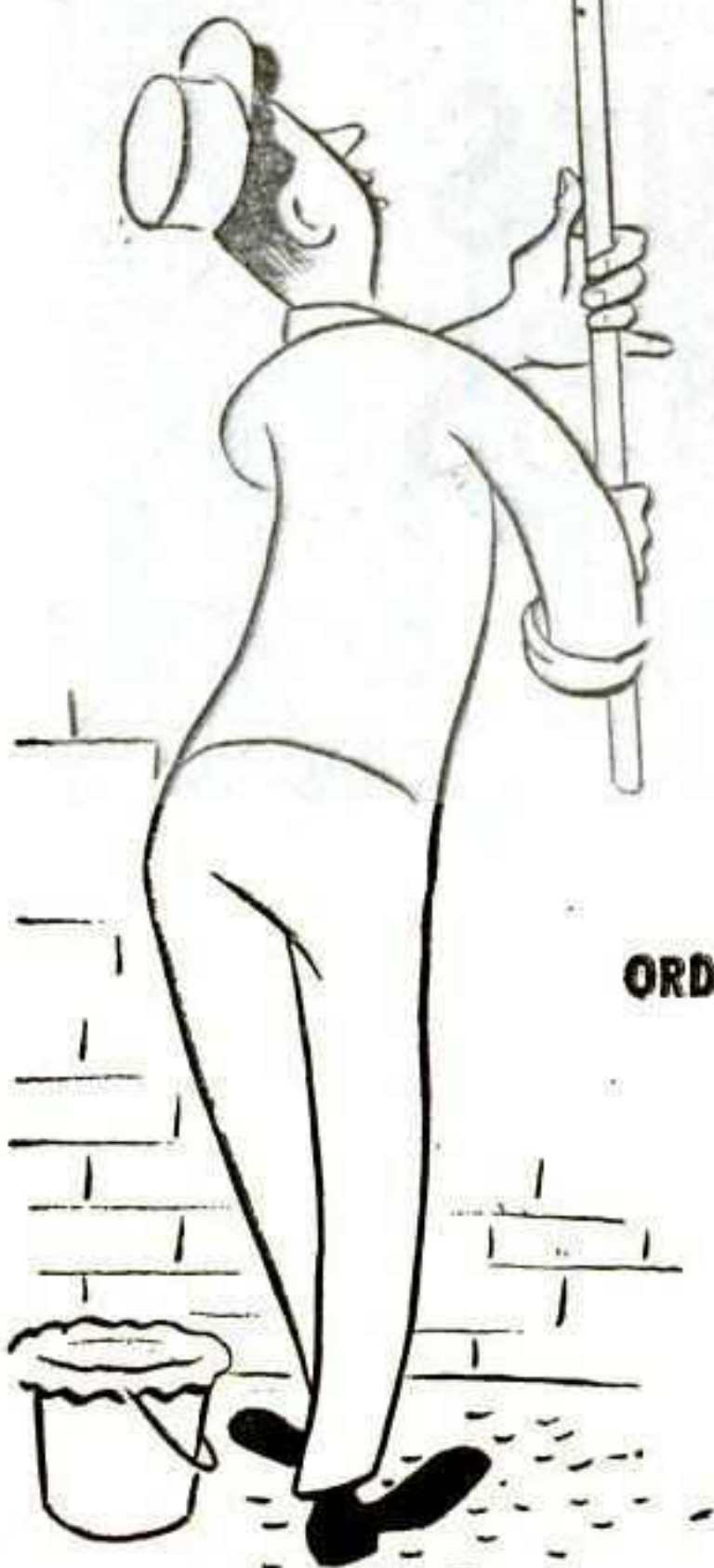
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EVERETT, Wash.—Arnold Novelty Co.
MADISON, Wis.—Plath & Anthon Distributing Co.
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WASHINGTON—Columbia Radio Supply Co.
WICHITA, Kan.—Continental Distributing Co.

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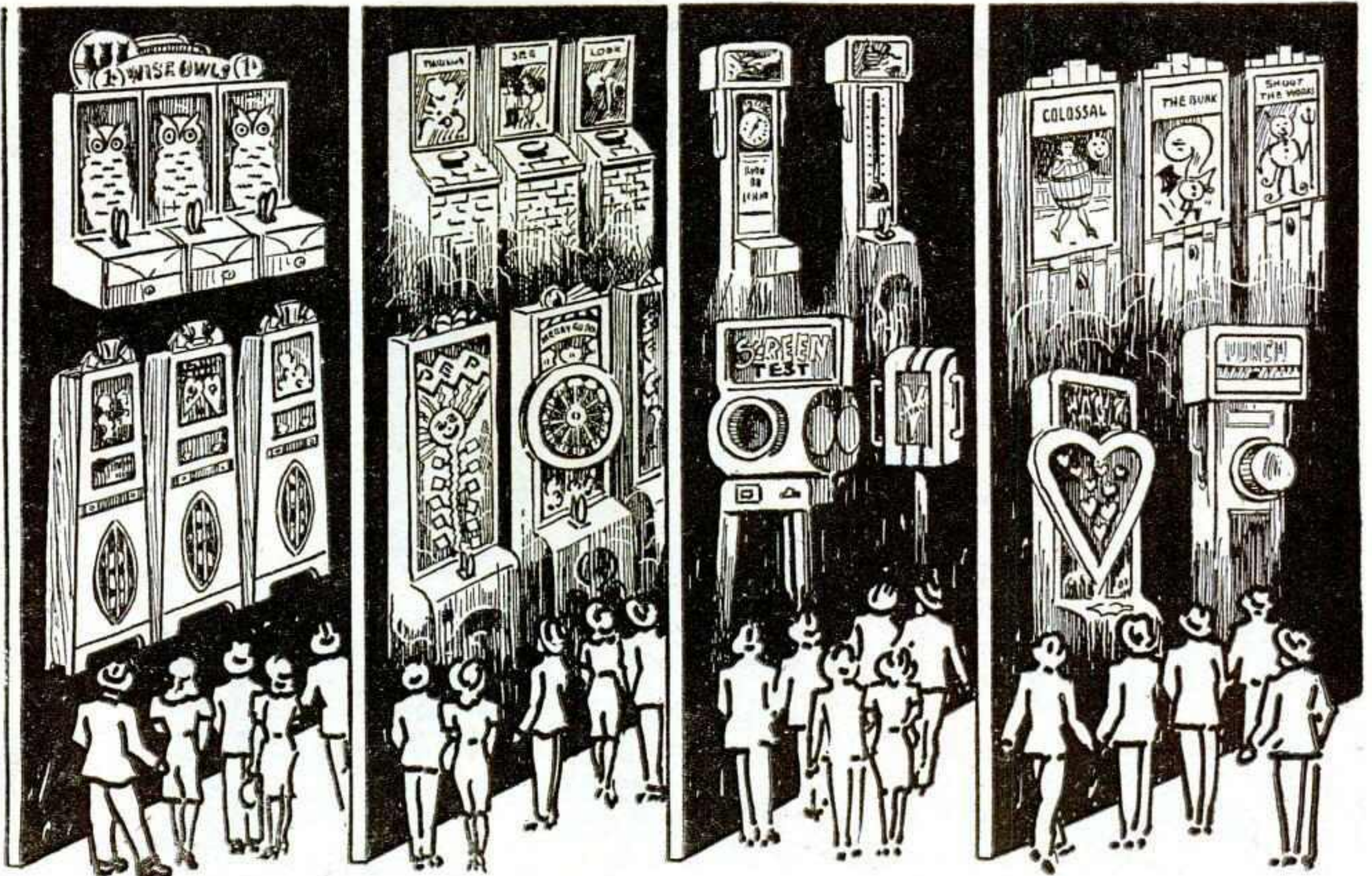
ATLANTA—H. & L. Distributors, 708 N. W. Spring St.
BALTIMORE—General Vending Sales Corp., 245 W. Biddle St.
CHICAGO—Rodell Co., 3728 W. Division St.
CLEVELAND—The Markepp Co., 4310 Carnegie Ave.
DALLAS—S. H. Lynch Co., 2101 Pacific Ave.
EVANSVILLE, Ind.—Automatic Amusement Co., 1000 Pennsylvania St.
KANSAS CITY, Mo.—Automatic Coin Machine Co., 13 W. Linwood Blvd.

LOS ANGELES—L. A. Vending Machine Service, 2845 W. Pico Blvd.
LOUISVILLE—Ohio Specialty Co., 539 S. 2d St.
MINNEAPOLIS—Triangle Sales, 3116 W. 28th St.
NEW YORK—Modern Music Sales Co., 10th Ave. at 45th St.
PHILADELPHIA—Scott Crosse Co., 1423 Spring Garden St.
ROCHESTER, N. Y.—Eastern Sales Co., 1842 Main St., E.
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BROOKLYN—Brooklyn Amusement Machine Co., 660 Broadway.
CINCINNATI—Sicking, Inc., 1401 Central Parkway.
CLIFFSIDE PARK 9, N. J.—Palisade Specialties Co., 498 Anderson Ave.
DENVER—Modern Distributing Co., 1810 Welton St.
EVANSVILLE 10, Ind.—Automatic Amusement Co., 1000 Pennsylvania St.
FAYETTEVILLE, N. C.—Vending Machine Co., 205 Franklin St.
GALVESTON, Tex.—Island Distributing Co., 2502 39th St.
KANSAS CITY 8, Mo.—Consolidated Distributing Co., 1910 Grand Ave.
LOS ANGELES—Pacific Coast Distributors, 1347 W. Washington Blvd.
MACON, Ga.—Heath Distributing Co., 217 Third St.
MEMPHIS—C. & P. Sales Co., 407 Madison Ave.
MIAMI—Christopher-Luker Co., 763 S. W. Eighth St.
MILWAUKEE—United Coin Machine Co., 6304 W. Greenfield Ave.
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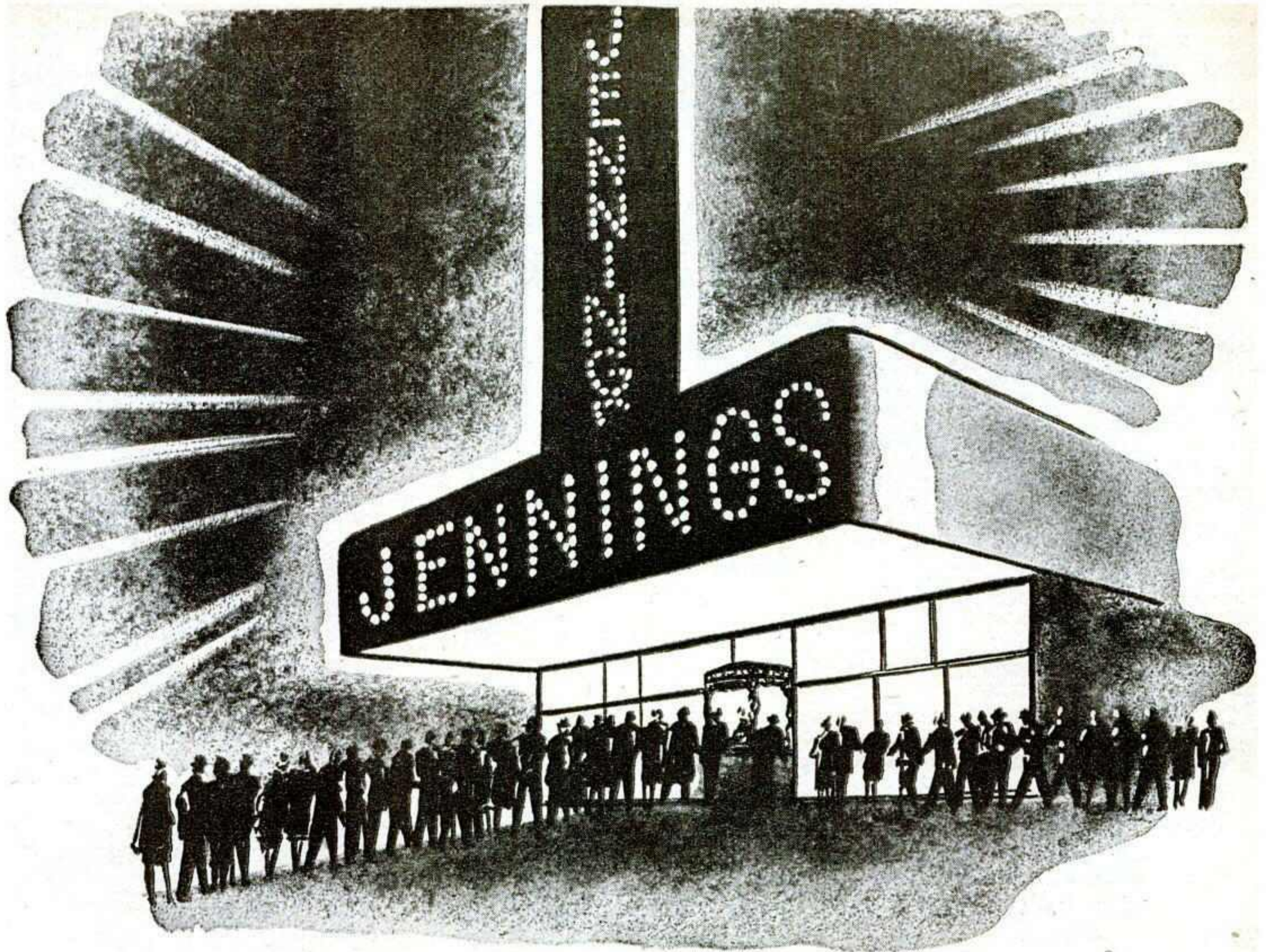


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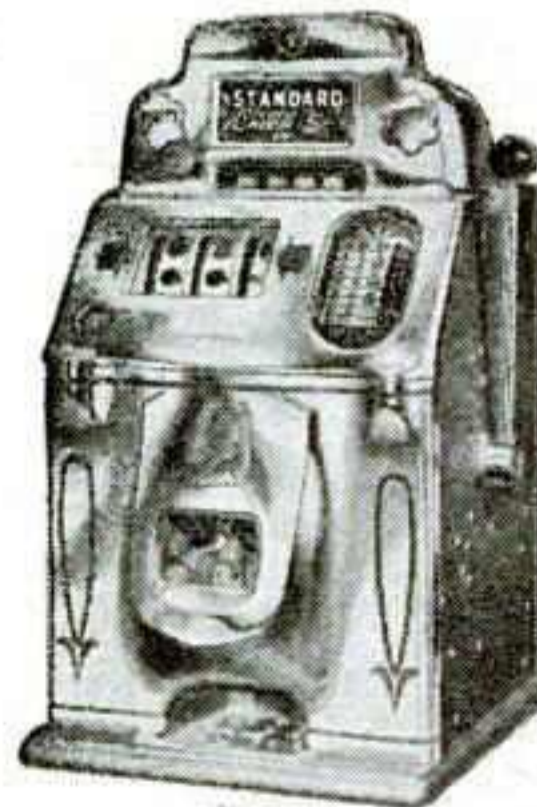
Welcomes you to another big Coin Machine Show. While you're in Chicago be sure to stop out at the plant and see the famous Jennings line in the flesh.

It's Open House at Jennings. Meet your friends and talk shop while you eat some prize barbecued beef or have a friendly drink. Ask about free transportation at Booth 10.

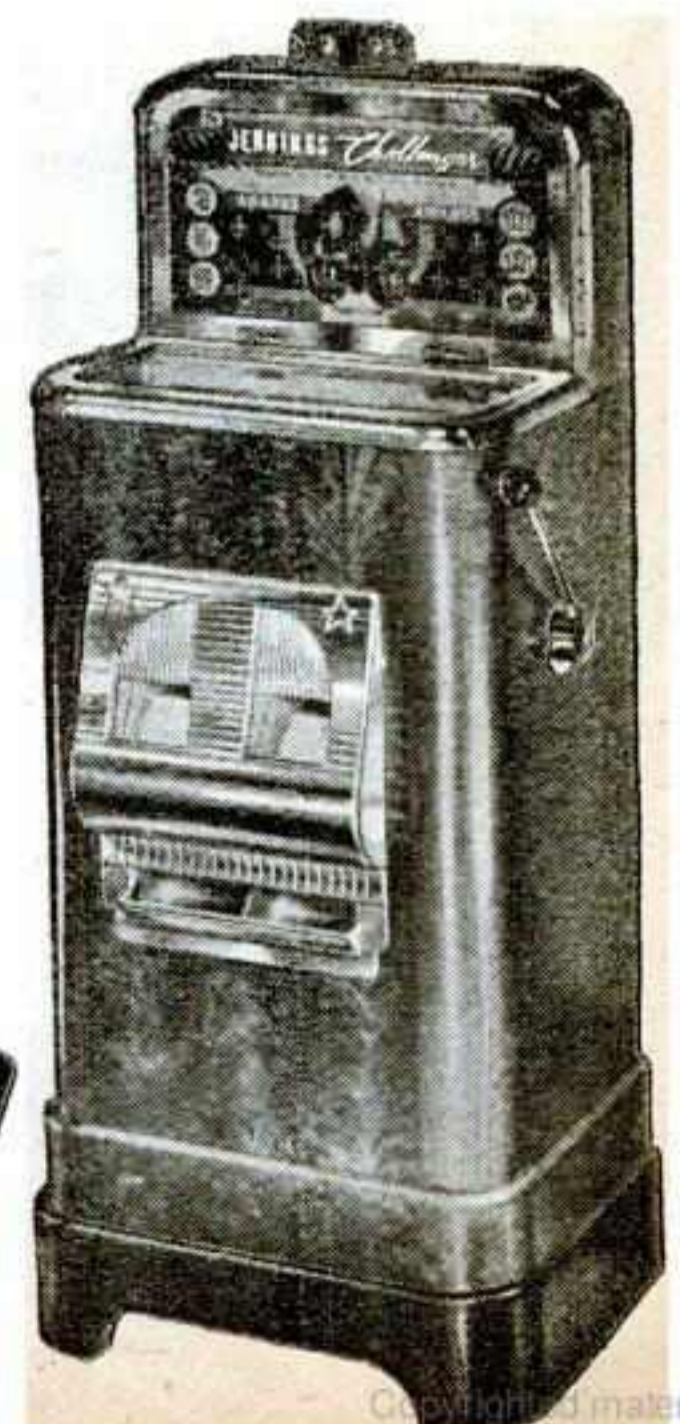
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 PHILADELPHIA — Scott-Crosse Co., 1423-25 Spring Garden St.
 PORTLAND, Ore.—Robert C. Maloy, 7325 S. E. 22d St.
 PORTSMOUTH, Va.—O'Connor Vending Machine Co., 624 Crawford St.
 RICHMOND, Va.—O'Connor Vending Co., 2318-2320 W. Main St.

ROCHESTER 9, N. Y.—Eastern Sales Co., 1824 Main St. E.
 SACRAMENTO — Williamson Distributing Co., 1815 K St.
 SALT LAKE CITY—Rainbow Distributing Co., 1475 S. Main St.
 SAN FRANCISCO—M. A. Pollard Co., 725 Larkin St.
 ST. PAUL—Automatic Games Supply Co., 302 University Ave.

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ALBANY 4, N. Y.—Rex Coin Machine Distributing Corp., 1230 Broadway.
 BALTIMORE — General Vending Sales Corp., 245 W. Biddle St.
 BIRMINGHAM — Birmingham Vending Co., 2117 Third Ave., N.
 BOSTON—Trimount Coin Machine Co., 40 Waltham St.
 BUFFALO—Rex Coin Mach. Dist. Corp., 1441 Main St.
 CHARLOTTE 1, N. C.—T. B. Holliday Co., 1200 W. Morehead St.
 CHATTANOOGA—Southern Automatic Music Co., 410 Market St.
 CHICAGO—National Coin Machine Exchange, 1411 W. Diversey Parkway.
 Empire Coin Machine Exchange, 1014 Milwaukee Ave.
 CINCINNATI—Southern Automatic Music Co., 228 W. Seventh St.
 COLUMBUS 15, O.—Shaffer Music Co., 606 South High St.
 DALLAS — American Distributing Co., 2034 Commerce St.
 DAYTON 3—Southern Automatic Music Co., 603 Linden Ave.
 DENVER — Modern Distributing Co., 1810 Welton St.
 DETROIT — Robinson Sales Co., 7525 Grand River Ave.
 FT. WAYNE 2, Ind.—Southern Automatic Music Co., 1329 S. Calhoun St.
 HARTFORD 5, Conn.—Seaboard Connecticut Corp., 1625 Main St.
 HOUSTON — Houston Amusement Co., 1217 Taft St.
 INDIANAPOLIS — Southern Automatic Music Co., 325 Illinois St.
 KANSAS CITY 8, Mo.—W. B. Music Co., 1518 McGee St.
 LEXINGTON 7, Ky. — Southern Automatic Music Co., 242 N. Jefferson St.
 LOS ANGELES—Gold Coast Coin Mach. Exchange, 2844 W. Pico Blvd.
 LOUISVILLE—Southern Automatic Music Co., 624 S. Third St.
 MACON, Ga. — Heath Distributing Co., 217 Third St.
 MEMPHIS—Southern Amusement Co., 628 Madison Ave.
 MIAMI—American Dist. Coin Co., 100 N. E. 24th St.
 MINNEAPOLIS—Hy-G Music Co., 1415 Washington Ave., S.
 NEWARK 5, N. J.—Active Amusement Machines Co., 666 N. Broad St.

NEW ORLEANS—Dixie Coin Machine Co., 912 Poydras St.
 OMAHA—H. Z. Vending & Sales Co., 1205 Douglas St.
 PHILADELPHIA — Active Amusement Machines Co., 666 N. Broad St.
 PITTSBURGH—B. D. Lazar Co., 1635 Fifth Ave.
 PORTLAND 5, Ore.—Western Distributors, Inc., 1226 S. W. 16th Ave.
 SALT LAKE CITY—R. F. Vogt Distributors, Cullen Hotel Bldg.
 SAN ANTONIO—R. Warncke Co., 121 Navarro Ave.
 SAN FRANCISCO—Advance Automatic Sales Co., 1350 Howard St.
 SCRANTON 9, Pa.—Active Amusement Machines Co., 1120 Wyoming Ave.
 SEATTLE—Western Distributors, Inc., 3126 Elliot Ave.
 ST. LOUIS—Olive Novelty Co., 2625 Lucas Ave.
 SYRACUSE — Rex Coin Mach. Distr. Corp., 821 S. Salina St.
 TOLEDO—Monroe Novelty Co., 320 Erie St.
 TULSA 3, Okla.—Cliff Wilson Distributing Co., 1121 S. Main St.

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 BARRINGTON, Ill.—Frithiof Burgeson.
 BATESVILLE, Ind.—Club Distributing, Inc., 13 N. Park Ave.
 BIRMINGHAM — Franco Distributing Co., 1707 Third Ave., N.
 Birmingham Vending Co., 2117 Third Ave., N.
 BUFFALO—Rex Coin Machine Distributing Corp., 1441 Main St.
 CHARLESTON, W. Va.—Shaffer Music Co., 1619 W. Washington St.
 CHATTANOOGA—Shearer Amusement Co., 140 N. Market St.
 CHICAGO—Atlas Novelty Co., 2200 N. Western Ave.
 CINCINNATI — Esquire Distributing, Inc., 3418 Harrison Ave.
 COLUMBUS, O.—Garfield Novelty Co., 1154 Parsons Ave.
 DALLAS—General Distributing Co., 1812 Main St.
 Leader Sales & Distr. Co., 4116 Live Oak St.

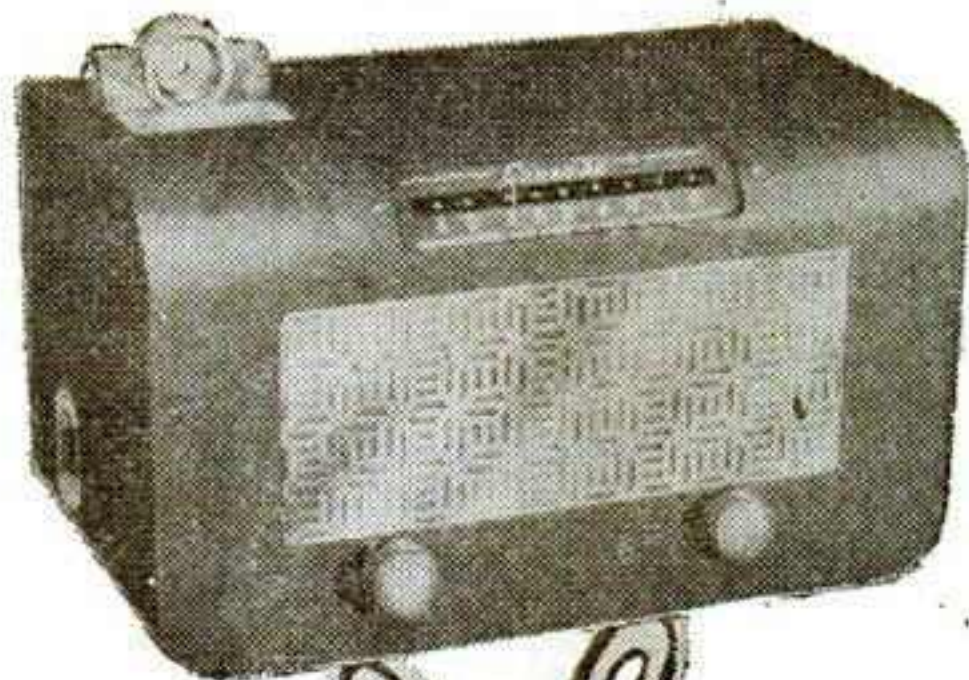


"No, dear, it isn't Fourth of July. Daddy just got G-E lamps for all his coin machines!" You'll feel like celebrating, too, when you see how G-E lamps reduce burnouts. Even if you can't get them right away, keep asking for G-E! General Electric Co., Nela Park, Cleveland 12, Ohio.

G-E LAMPS
 GENERAL ELECTRIC

will the tourists to Chicago step forward, please?

As you wander around the booths at the CMI Show, dazzled, bedazzled and maybe frazzled, use this checklist of Coradio features for comparison with any other coin-operated radio.



see **CORADIO**
 at the CMI show
 booths 87 and 88

CORADIO

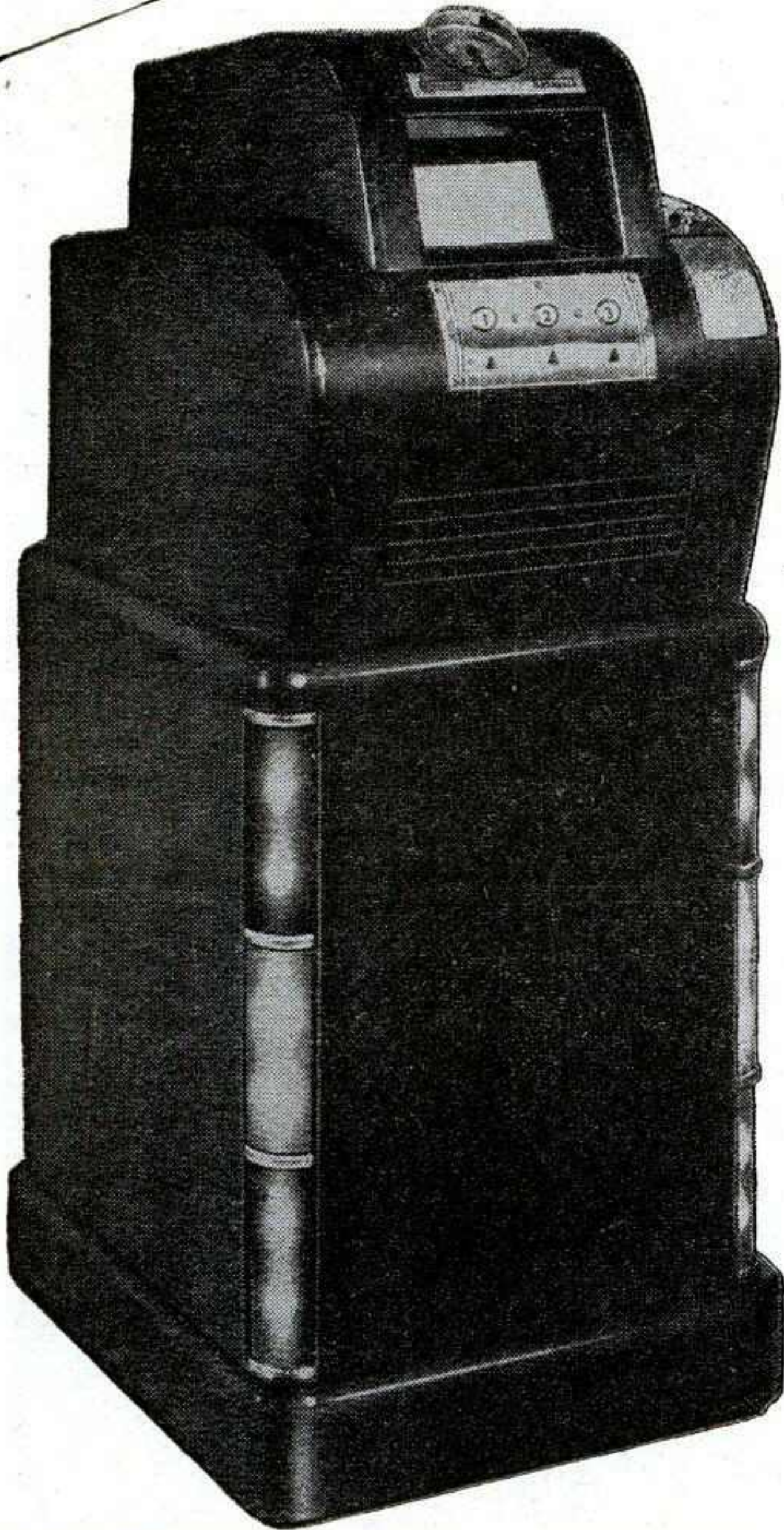
- Life Expectancy . . . 8-10 years.**
- Construction . . .** the set with a reinforced 18-gauge, all-steel cabinet that resists damage and vandalism.
- Elimination of Service Calls . . . 95% OF ALL SERVICE CALLS ARE ELIMINATED BECAUSE CORADIO HAS ELIMINATED COIN TROUBLE.**
 It can't possibly be jammed by or pass bad coins. The coin chute guard stops any attempt at use of nail files, etc., to play set.
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- Profit . . .** For all the above reasons, plus BEAUTY, SPEED OF COLLECTIONS and the greater revenue that comes from its superior looks, tone, constant play and longer life.



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EASY TO HANDLE
 The "Quizzer" weighs approximately fifty pounds and can be handled by one man in moving to locations. It can be carried in average car.

QUIZZER



SEE IT AT THE CMI SHOW

Booths 186-187, Sherman Hotel, Chicago, January 19, 20, 21 and 22.

CHOICE TERRITORIES

are still available—and distributors are invited to discuss territories at the show.

NOW IN PRODUCTION

The "Quizzer" machines are now in production at the Price Electric Corporation, Frederick, Maryland. This company for thirty years has been engaged in the manufacture of electronic equipment and electrical components including the well known Husky relays used in the "Quizzer."

FREE-PLAY AVAILABLE

The "Quizzer" is an amusement machine. However, free-play will be available for territories where permitted, subject to only a \$10.00 Federal tax.



HISTORY of the QUIZZER

The "Quizzer" is the result of development by Thomas U. Sisson, former Lt. j/g in the United States Navy where 1300 of a similar model machine were used to help train personnel on aircraft identification in World War II. Since the war ended Mr. Sisson has been engaged in adapting this machine for commercial use. It is being manufactured under patents held and pending by Training Devices Inc.



THOMAS U. SISSON

QUESTIONS AND ANSWERS

The machines will carry a variety of questions on different subjects including celebrities, baseball, football, racing, geography, history, war and travel and giving the player three choices from which to pick the right answer.

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Factory and Laboratory
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 Phone: ATLantic 2121

EAST LANSING, Mich.—Alfred Gamble, Grand River at Saginaw.
EASTON, Pa.—Skill Amusement Co., 661 Northampton St.
ELY, Nev.—Ely Specialty Co., 321 Aultman.
EVANSVILLE, Ind.—Automatic Amusement Co., 1000 Pennsylvania Ave.
FORT WAYNE, Ind.—Lee Sales Co., 1815 S. Lafayette St.
GRAND ISLAND, Neb.—J. J. Kellogg, Koehler Hotel.
HARRISBURG, Pa.—Sam Spurrier, 318 Hamilton St.
HOLLYWOOD, Fla.—Florida Amusement Co., 2019 Hollywood Blvd.
HOUSTON—Southern Distributing Co., 1010 Leeland.
KANSAS CITY, Mo.—Consolidated Distributing Co., 1910 Grand Ave.
KOKOMO, Ind.—Central Service Co., 219 W. Jackson.
LOS ANGELES—C. A. Robinson & Co., 2301 W. Pico Blvd.
LOUISVILLE—H. M. Branson Distributing Co., 512 S. Second St.
MACON, Ga.—Heath Distributing Co., 217 Third St.
MEADVILLE, Pa.—J. J. Berchtold, 226 Chestnut St.
MEMPHIS—C & P Sales Co., 407 Madison Ave.
 S & M Sales Co., Inc., 1074 Union Ave.
MIAMI—Dixie Music Co., 701 N. Miami Ave.
MINNEAPOLIS—P. L. Burgeson, 3504 E. 50th St.
MONROE, La.—W. S. Hancock, 1008 N. Second St.
MONTGOMERY, Ala.—Franco Distributing Co., 24 N. Perry.
NASHVILLE—Automatic Sales Co., 421 Broad St., N.
NEW ORLEANS—J. H. Peres Distributing Co., 922 Poydras St.

NORTHAMPTON, Pa.—George Novelty Co., 1716 Washington Ave.
OMAHA—H. Z. Vending & Sales Co., 1205 Douglas St.
ORLANDO, Fla.—Southern Music Distributing Co., 503 W. Central Ave.
PHOENIX, Ariz.—Kelly Distributing Co., 611 W. Washington.
PORTLAND, Ore.—Western Distributors, 1226 S. W. 16th St.
READING, Pa.—W. W. Helst, 1023 Greenwich St.
RENO, Nev.—Lincoln Fitzgerald, 224 N. Virginia St.
RICHMOND, Va.—Leo Belfy, c/o Richmond Sales Co., 803-5 W. Broad St.
ROCHESTER, Ind.—Lynn Chamberlain.
SALE LAKE CITY—Jones Distributing Co., 127 E. Second St.
SAN ANTONIO—United Amusement Co., 310 S. Alamo St.
SAN FRANCISCO—Advance Automatic Sales, 1350 Howard St.
SEATTLE—Western Distributors, 3126 Elliott Ave.
SOUTH BEND, Ind.—Frank Kolar, 1606 Elwood Ave.
SPOKANE—Art Rud, 947 E. 29th St.
SPRINGFIELD, Mass.—Automatic Coin Machine Co., 338 Chestnut St.
ST. LOUIS—J. Rosenfeld Co., 3218 Olive St.
ST. PAUL—LaBeau Novelty Co., 1946 University Ave.
SYRACUSE, N. Y.—Rex Coin Machine Distributing Corp., 821 S. Salina St.
WARREN, O.—Apex Merchandising Co., 243 S. E. Kenilworth Ave.
WASHINGTON, Mo.—Buescher Coin Machine Division.
WHEELING, W. Va.—Shaffer Music Co., 2129 Main St.
WILKES-BARRE, Pa.—Roth Novelty Co., 54 N. Pennsylvania Ave.
WILLIAMSPORT, Pa.—Frank Zaydell, 2147 Mosser St.

Kayem Products Co., Inc.
8161 Santa Monica Blvd.
BOISE, Idaho—Gem State Novelty Co.
DENVER—Superior Distributing Co., 11716 W. Colfax Ave.
 Jones Distributing Co., 1454 Welton St.
GRAND JUNCTION, Colo.—Rhodes Cigarette & Candy Machine, 882 Texas Ave.
HIGHLAND PARK, N. J.—Emil Brass, 53 Cleveland Ave.
LOS ANGELES—Paul A. Layman, 1429 W. Pico Blvd.
 Aubrey Stemlar Distributing Co., 2323 W. Pico Blvd.
MIAMI—Southern Coin-o-Mat Distributing Co., 943 N. W. 7th Ave.
 Vendors Distributors, Inc., 3128 N. E. 2d Ave.
MISSOULA, Mont.—Greg's Vending Machine Co., 835 S. Higgins Ave.
MONTCLAIR, N. J.—W. H. Muller, 100 Walnut St.
PORTLAND, Ore.—A. B. Candy Co., 1622 N. E. Union Ave.
SALT LAKE CITY—Hemenway & Moser Co., S. W. Temple St.
 Jones Distributing Co., 127-9 E. 2d St., S.
ST. LOUIS—H. D. McClure Distributing Co., 703 N. Vandeventer.
WASHINGTON—Westway Vending Co., 448 Eye St. N. W.
J. H. Keeney & Co.
2600 W. 15th St.
Chicago
ATLANTA—H. & L. Distributors, 708 Spring St., N. W.
BALTIMORE—Roy McGinnis Co., 2011 Maryland Ave.
BOSTON—Trimount Coin Machine Co., 40 Waltham St.

CHATTANOOGA—Southern Automatic Sales Co., 410 Market St.
CHICAGO—World Wide Distributors, 2330 N. Western Ave.
CINCINNATI—Southern Automatic Music Sales Co., 228 W. 7th St.
CLEVELAND—Cleveland Coin Machine Exchange, 2021 Prospect Ave.
COLUMBUS, O.—Central Ohio Coin, 185 E. Town St.
DALLAS—General Distributors, 2812 Main St.
DAYTON, O.—Southern Automatic Music Sales Co., 603 Linden Ave.
DETROIT—Robinson Sales Co., 7525 Grand River Ave.
EL PASO, Tex.—General Distributors, 3000 Alameda Ave.
FORT WAYNE, Ind.—Southern Automatic Music Sales Co., 1329 Calhoun St.
HOUSTON—General Distributors, 1906 Leeland Ave.
INDIANAPOLIS—Southern Automatic Music Sales Co., 325 N. Illinois St.
JACKSONVILLE, Fla.—Supreme Distributing Co., 49 Riverside Ave.
LEXINGTON, Ky.—Southern Automatic Music Sales Co., 242 N. Jefferson St.
LOS ANGELES—Badger Sales Co., 2251 W. Pico Blvd.
LOUISVILLE—Southern Automatic Music Sales Co., 624 S. 3d St.
MEMPHIS—Music Sales Co., 680 Union Ave.
MIAMI—Supreme Distributors, Inc., 3817 2d Ave., N. E.
MILWAUKEE—Badger Novelty Co., 2546 N. 30th St.
MINNEAPOLIS—Silent Sales Co., 200 11th Ave., S.
NEWARK, N. J.—Runyon Sales Co., 123 W. Runyon St.
NEW ORLEANS—Robinson Distributing Co., 745 Baronne St.
OKLAHOMA CITY—General Distributing Co., 119 Walker St.
 (See Directory of Distributors, page 103)

Your Grandest Opportunity with "7-Grand"



The Operators' Counter Game.

Grand Operator Appeal
 Grand Location Appeal
 Grand Player Appeal

Dimensions: 17" L x 13 1/2" W x 6" H
 Walnut or red oak finish

The most fascinating game you've ever seen... "7-Grand"... you push a lever, the green felt turntable revolves and the dice turn over... never know what to expect... has great attraction and interest... A REAL MONEY-MAKER as proven by location tests.

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- Precision-made, trouble-free
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- Comes with 2 dice sets (spot and cigarette — 7 dice to set)
- ALL WORKING PARTS FULLY GUARANTEED FOR ONE YEAR**

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Order from your distributor... if he cannot supply you, write us.

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Changes dimes or quarters into nickels with the speed of lightning! Makes change in less than a second! Holds \$40.00 in nickels. The first electrically operated coin changer at the lowest price.



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HOLDS \$22.00 IN NICKELS **\$49.50**

Efficient, foolproof, for use where it is more practical to use a manually operated coin changer.

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THE NEW AUTOMATIC BOWLING ALLEY



EXCLUSIVE STRIKE FEATURES . . .

- STRIKE** . . . has no pins, no cables, but every playing thrill is retained
- STRIKE** . . . is available in three sizes: 17 ft., 22 ft., 27 ft.
- STRIKE** . . . has a big, back glass, 100% protected from player damage
- STRIKE** . . . has a National Rejector coin mechanism
- STRIKE** . . . gives player complete ten frames for one coin insertion
- STRIKE** . . . has a simple mechanism, assembled in one unit, easily removed and replaced
- STRIKE** . . . has a separate, locked cash box
- STRIKE** . . . has duck-pin type balls
- STRIKE** . . . has regulation-type, maple playing surface

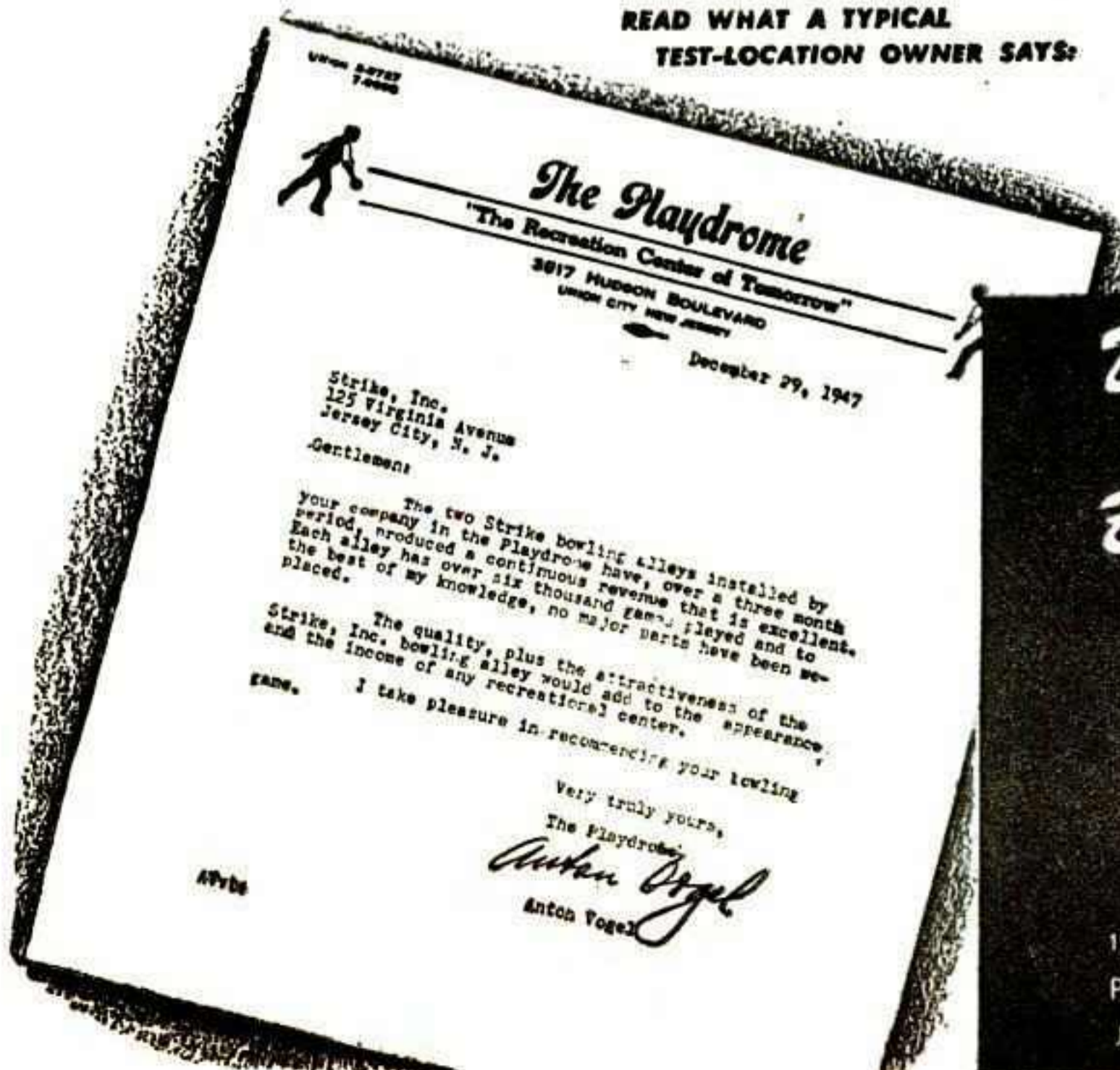
MILLIONS OF BOWLERS

mean thousands of profitable year-round, year-after-year locations for Strike, the new automatic bowling alley. Trouble-free and fool proof, Strike duplicates all the thrills of the most popular of all participation sports and keeps players coming back for more.

STRIKE IS NEW . . . but STRIKE IS THOROUGHLY TESTED . . .

You've never seen a game like Strike for mechanical perfection . . . for volume appeal. Before Strike was offered to operators it was strenuously tested on all types of locations under all kinds of conditions, and these tests proved Strike has what it takes for player appeal and operator profits.

READ WHAT A TYPICAL
TEST-LOCATION OWNER SAYS:



Deliveries Now Being Made

GET COMPLETE DETAILS AT...
Booth 118, CMI Convention
OR WRITE ... PHONE ... WIRE

STRIKE

125 VIRGINIA AVENUE
PHONE: BERGEN 4-7300
JERSEY CITY, N. J.



TRADIO, Inc.
The Nation's Leading Manufacturer
of Coin Radios, Invites
You To Inspect...
TRADIO-ette America's Sensational
New Booth Radio
TRADIO America's Pioneer
Hotel Radio
...at its COIN MACHINE SHOW exhibit
SHERMAN HOTEL * JAN. 19, 20, 21, 22
CHICAGO * * * * *
Visit BOOTHS
158, 160, 162
TRADIO, Inc. ASBURY PARK
NEW JERSEY

Cancer Fund Goal Achieved

(Continued from page 77)

with a second check for \$100,000, making a total of \$120,000 with three months still to go in the drive.

Set Final Goal

A new goal of \$250,000 was set early in October after a special dinner at Hotel Bismarck, Chicago, where coinmen gathered to promote the drive on September 21.

Winchell gave the industry several boosts on his weekly program during the campaign and gave special compliments to CMI drive officials and the staff of the CMI Public Relations Bureau which worked hard at the task of tabulating donations as they flooded into Chicago.

Along with Durant, whose \$50,000 contribution led manufacturers and the entire industry, other top men in the campaign were Joe Westerhaus, of the Westerhaus Company, Detroit, who made several contributions to the fund totaling \$1,599 to lead all distributors, and Marvin Bland, head of the Indiana Music Company, Terre Haute, who led all coinmen in promoting the drive among locations. Bland worked tirelessly in carrying the drive to clubs and fraternal organizations in Indiana, and lined up Gov. Ralph F. Gates of Indiana as a contributor.

Dinners Hypo Drive

The drive got a big boost November 23 when coinmen gathered in key cities thruout the nation at special dinners to promote the campaign. At the dinners a special movie was shown which gave the background of the drive.

A special book has been prepared by the CMI Public Relations Bureau which will be distributed to all registrants at the coin machine show.

Donations which were received during the past week at drive headquarters here include Chicago Coin Machine Co., \$2,500; Terre Haute Aerie No. 291, FOE, Terre Haute, Ind., \$100; Overseas Veterans' Club, Inc., Vincennes, Ind., and North Novelty Co., Tacoma, Wash., \$50 each; Polish Army Veterans' Post 125, South Bend, Ind., \$40; Vincennes Foundry & Machine Co., Vincennes, Ind., \$25; M. E. Maxwell, Chico, Calif., \$15; C. J. Addy, Imogene, Ia.; Knights of Columbus Club, Loogoo-tee, Ind., and Arthur L. Silknitter, Lansing, Mich., \$10 each, and American Legion Post 21, Lapen, Ind., and Wickware Amusement Co., Pittsburg, Kan., \$5 each.

Hub Headquarters To Be Remodeled

NEW YORK, Jan. 17.—Plans to remodel the interior of a building purchased recently by Charlie Lichtman, proprietor of Hub Distributing Company and New York Distributors, were announced this week, with occupancy tentatively scheduled for July. The four-story building, located at 689 10th Avenue here, will allow expansion in all phases of the jobbing firm's business.

Two floors of the structure will provide storage, showroom and office facilities with a total floor space of 5,000 square feet. The upper floors will be rented but a small building will be erected by Lichtman to the rear of the main structure to provide additional storage space. Approximately \$10,000 will be spent in renovations and alterations, due to begin soon.

The present location of the jobbing firm at 632 10th Avenue will be retained, Lichtman said.

Chi Firms Play Host to Visitors

(Continued from page 77)

house. Limousine service has been arranged for this purpose. Beginning at 10 a.m. each day of the show, cars will run every half hour. Special display of bells will be made at the open house. A tropical setting for the barroom at the Jennings plant will be seen. There is said to be sufficient accommodations for 300 coinmen at a time, according to John Neise, Western sales manager, who is in charge of open-house arrangements. Door prizes will be given away at the plant each day.

ROCK-OLA MANUFACTURING CORPORATION: Special display and open house at the Morrison. Banquet held Sunday (18) here for firm's distributors. In addition to the hotel suite, Rock-Ola will have open house at its plant, with doors open to coinmen between hours of 9 a.m. and 4 p.m.

TELECOIN CORPORATION: Open-house display at firm's Chicago office.

TRADIO, INC.: Morrison Hotel open house, with refreshments and buffet.

U. S. VENDING CORPORATION: Showing of new model candy vender at Board of Trade showrooms.

WORLD WIDE DISTRIBUTORS: Will hold open house thruout show at headquarters. Complete displays of equipment plus buffet refreshments on the bill. Al Stern and Wallace Fink will greet visitors.



GET IN THE MONEY WITH THE NEW BAKERS PACERS

The Aristocrat of Consoles
Gallopng Horses • Flashng Odds •
7 Coin Play • Illuminated Track.

GUARANTEED! The Best Money Maker Ever Built or Your Money Back!

SEE YOUR DISTRIBUTOR OR WRITE TODAY!

SEE US AT THE SHOW!

BAKER NOVELTY CO., Inc.
1700 W. Washington Blvd., Chicago 12, Ill.

CLOSE OUT BARGAINS!!

- 5c Mills Black Cherries (Like Now) \$155.00
- 25c Mills Black Cherries (Like Now) 165.00
- 5c Mills Smokers 45.00
- 5c Pace Krinkle Finish, '46 115.00
- 10c Pace Krinkle Finish 125.00
- 25c Pace Krinkle Finish, '46 135.00
- 5c Roll-ette Jr. 80.00

MATHENY VENDING COMPANY, INC.
564 West Douglas, Wichita 12, Kansas

You get EXTRA SECURITY with HERCULOCK!



Rugged ILCO HERCULOXES installed on all your coin machines are stop signs to all the bright boys with the wrong ideas. The pick-resistant, shock-resistant dependability of HERCULOXES insures every nickel of your "take" . . . means your profits stay yours. Turning dimes into dollars is no trick when your coin-boxes are locked with HERCULOXES.

Write for Catalog

ILCO INDEPENDENT LOCK CO., Fitchburg, Mass.

NEW YORK, 25 Warren St. • CHICAGO, 555 West Randolph St. • DETROIT, 109 Cass Ave. • PHILADELPHIA, 508 Commerce St. • BALTIMORE, 611 N. Howard St. • LOS ANGELES, 406 Wall St. • SAN FRANCISCO, 121 Second St.

GIVE TO THE DAMON RUNYON CANCER FUND

More Player - Controlled Features in New Games

(Continued from page 76)

Henry Edelman, Henry Solomon, Rose Greifer, Carl Liesse and Lawrence Bruce Edelman will be present for the showing.

Exhibit Supply Company, Chicago, will debut its Treasure Chest five-ball game. This new product features a player-controlled magnetized button and the "fathom build-up" scoring feature. Exhibit will also show a representative assortment of its card venders, kiss and love meters and other arcade pieces. John Chrest, Perc Smith and Frank Mencuri will be among those on hand to greet convention visitors at Exhibit's several booths.

The Hirsch Coin Machine Corporation, of Washington, D. C., is another firm that has announced plans to introduce a rolldown that embodies flipper bumpers. At the Hirsch booth during the show will be Hirsch de La Viez, Sidney Mittleman and Fred de La Viez. In addition to its rolldown game the Hirsch firm will show an improved model Red Ball. The latest model of this game is smaller in size and includes built-in light for the playing field.

Genco game manufacturing firm, Chicago, has indicated that it will show a new five-ball, called Triple Action, for the first time during the CMI convention. No other details on this new product were available.

D. Gottlieb & Company, Chicago, will have a first showing of its Lady Robin Hood five-ball pin game. This game features flipper bumper action, which was first introduced to the trade in Gottlieb's Humpty Dumpty game. Dave, Nate, Sol and Alvin Gottlieb will be on hand from the firm's Chicago plant, while Maury Gottlieb will come up from Dallas for the CMI show. Gottlieb Company will also show its de luxe Grip Scale.

Marvel Manufacturing Company, Chicago, will have a first showing of a new five-ball game as well as a new rolldown game, but has not announced details as yet. In the firm's display space at the Sherman Hotel's Exhibition Hall will be Ted Rubenstein, Joseph Kohout, D. A. Wallach, Chester Biezd and Oscar Muenzer.

P & S Machine Company, Chicago, will debut two new games in its booth display. One is Kicker Tom Tom; the second is a rolldown, which was unnamed at press time. Walter and Herbert Pasold, B. Siegl and Lee S. Jones will be in charge of P & S booth activities.

First Game Since 1941

Scientific Machine Corporation, New York, will have a first trade showing of its Pitch'em and Bat'em baseball game. The game marks the introduction of the firm's first post-war game. Its last baseball game was Batting Practice, which came out in 1941. Scientific will also show Pokerino. On hand will be Max D. Levine, F. C. Hailparn and W. Lowenstein.

The only other firm that has announced that it will debut a new amusement game at the CMI show is the Williams Manufacturing Company, Chicago. The firm will be represented by Harry Williams and Fulton Moore and hold a first showing of the five-ball, Sunny, which features flipper action and permits the player to score up to 5,000,000 points.

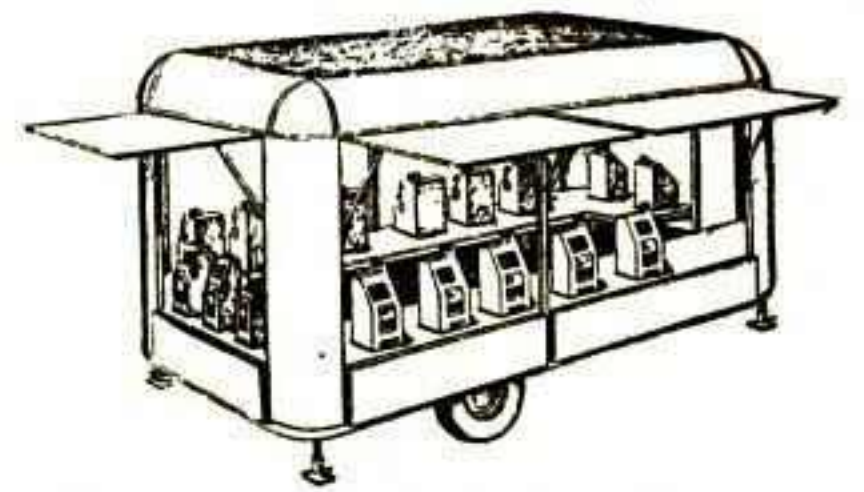
In addition to the firms introducing new games, several other manufac-

turers have announced plans to show games and arcade pieces recently introduced to the trade. These include George Ponser Company, Chicago, which will show its Pro Score rolldown, to be represented by George Ponser, Ed Levander, P. Sagan, Florence Vincent and Mrs. Claire Morano; Bally Manufacturing Company, Chicago, which will exhibit Jockey Club and Jockey Special (both one balls), Melody (five balls), Melody Roll (rolldown), Big Inning and Heavy Hitter (both baseball games), and Hy-Roll (rolldown).

Redi-Play TRAILER

Here is the trailer you long have been waiting for . . . applicable for every purpose.

- Canopies all the way around . . . swing up the canopies and you're ready for business.
- 3" channel all metal chassis.
- Warner Electric Brakes.
- Removable hitch.



Body size 12' long by 7½' wide.
Ample 6'5" head room.
Choice of window height 37" or 42".

CALUMET COACH CO.

1157 SOUTH WABASH AVENUE
CHICAGO 28, ILLINOIS

ABT's newest contributions to the Coin Machine Industry

"3 IN 1" SLUG REJECTOR

NEW GUESSER SCALE

NEW 500-S CHUTE

THE NEW ELECTRIFIED TARGET SKILL

?

See these "4 Aces" and other ABT products at the CMI Convention Sherman Hotel, Chicago January 19-20-21-22

BOOTHS 5 and 6

ABT Manufacturing Corporation



715-723 North Kedzie Avenue, Chicago 12, Illinois

Venders To Be Made in Ky.

FRANKFORT, Ky., Jan. 17.—West End Amusement Company, Louisville, has been issued a charter by the secretary of state to manufacture coin-operated machines. Authorized capital stock is \$40,000. Firm principals are Hannah B. Irvin and Ann O'Koon.

CRYSTALETTE COIN TIMERSfor **COIN RADIOS & WASHING MACHINES**

- Electrically Operated
- Easy to Install
- Leak-Proof Boxes
- Can set from 15 minutes to 2 hours
- Completely Automatic
- Pick-Proof Lock
- 25¢ Operation
- 10¢ Timers on Request

RADIO TIMERS

\$9.25 each, complete. Quantity discounts.
6.50 each, without case. Quantity discounts.

WASHING MACHINE TIMERS

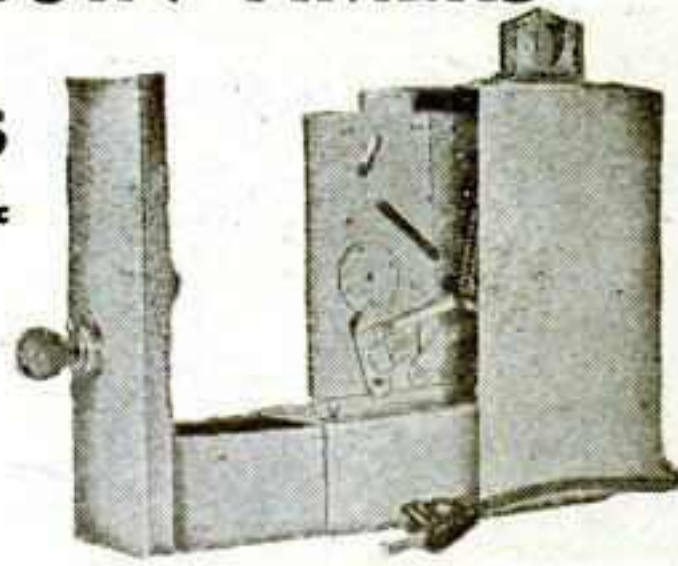
\$12.75 each, complete. Quantity discounts.

CRYSTALETTE MUSIC CO., INC.

1521 WEST ANAHEIM

Over all dimensions,
7 7/8" x 4 1/2" x 2 1/2"

LONG BEACH, CALIFORNIA

**Few Bell Changes At CMI Exhibit***(Continued from page 76)*

war models debuted at the CMI show in 1947.

Chicago manufacturers of bell machines holding exhibits on the exhibition floor of the Hotel Sherman beginning Monday (19) and who have announced details on their showings include:

Bally Manufacturing Company, which in addition to its amusement games (see separate story) will show Hi-Boy, a de luxe bell; Triple Bell, a triple play console; Double Up, a hold and draw console; Wild Lemon,

Backfire

AUBURN, Me., Jan. 17.—City Manager Bernal B. Allen had an idea sometime back, and as a result of that idea, this community now has parking meters. The other day Allen appeared in traffic court and was fined 50 cents. The charge: Parking overtime next to a meter on Court Street.

a changing odds console, and Play Bell, a bell console.

Bell-o-Matic Corporation plans to show both on the exhibit floor at the Sherman Hotel and also at the Morrison Hotel. The firm will introduce three new bell machines, Black and Gold, which is finished in those colors; Melon Bell, which has a large metal melon affixed to the front of the machine, and Bonus Bell, a revival. On hand to greet coinmen at the hotels will be V. C. Shay, Grant Shay, J. P. Ryan, J. Longaker, J. Kelly, W. Nixon, F. Lordon, C. Zender, J. Statz and M. M. Ziv.

Buckley Manufacturing Company plans to show its Criss Cross bell, Parlay Long Shot and Daily Double Track Odds. Representing the firm at the Sherman will be Pat Buckley, F. H. Parsons, G. F. Haley, R. E. Smith, John Buckley and N. G. Peterson.

The H. C. Evans & Company display will include Evans's Races, Bang Tails, Galloping Domino, Winterbook, Casino Bell, Ten Strike and Super Bomber. Slated to welcome booth visitors from the Evans plant are R. W. Hood, Rex Shriver, Fred Morris, Clarence Schuyler, W. A. Kerr, R. W. Hood Jr., Bob Copeland, Stan Tadla and Steve Kogut.

Groetchen Tool & Manufacturing Corporation will display its Columbia line of bell machines at the show, with Ed Hanson, firm sales manager, in charge of the booth.

Limousine Service

O. D. Jennings will not show bell equipment on the exhibit floor of the Hotel Sherman, limiting its Loop activities to a display of the Jennings milk dispenser. The booth display will be handled by Bill Lipscomb, Eastern sales manager. Jennings, however, plans to show a complete line of bell equipment at the plant. J. R. Bacon and John Neise will conduct the plant showing. To tie both ends of the exhibit together, Jennings has announced that limousine service will be available between the Sherman and plant.

Watling Manufacturing Company plans to show a line of bell equipment at the Sherman Hotel exhibit hall. Firm personnel at the booth will include J. Watling, William Watling and Mrs. F. Watling.

The J. H. Keeney & Company factory display rooms will be the scene of bell showings by the Keeney firm, who will not have display space at the Sherman. No further details were announced by this firm on the special showing other than that the firm will have taxi service from the Sherman Hotel to the Keeney plant.

TRADE SOUNDING BOARD*(Continued from page 76)*

from prevailing prices before the convention opened. During the 1947 convention, prices were the main topic of conversation wherever operators, distributors and manufacturers got together. Buying was cautious in every line because of the price factor. Exhibitors this year had every reason to believe that operators would continue in their cautious ways, and that price would again be the major discussion topic.

York Meters Bring Returns

YORK, Pa., Jan. 17.—York city parking meters accounted for revenue amounting to \$63,326.17 during 1947, the city reports.

keep
your
eyes
open
for

GEORGE PONSER'S**SENSATIONAL EXHIBIT****AT BOOTHS 63-63B**

**CMI Show • Sherman Hotel
Chicago, January 19, 20, 21, 22**

Directory of Distributors

(Continued from page 98)

PHILADELPHIA—Active Amusement Co., 666 N. Broad St.
Banner Specialty, 199 W. Gerard Ave.
PITTSBURGH—Banner Specialty, 1508 5th Ave.
PORTLAND, Ore.—Western Distributors, 1226 S. W. 16th Ave.
PUEBLO, Colo.—Empire State Distributors, 220 S. Union.
SALT LAKE CITY—R. F. Vogt Distributing Co., Convention Hall, Cullen Hotel Bldg.
SAN ANTONIO—General Distributing Co., 325 E. Nueva St.
SAN FRANCISCO—Advance Automatic Sales Co., 1350 Howard St.
SEATTLE—Western Distributors, 3126 Elliott Ave.

Mills Industries, Inc.
4100 W. Fullerton Ave.
Chicago, Ill.

(For distributor list see the Juke Box Supplement distributed with this issue.)

National Filben Corp.
1141 South Wabash Ave.
Chicago 5, Ill.

(For distributor list see the Juke Box Supplement distributed with this issue.)

AKRON—Edwards Distributing Co., 471 S. Main St.
ATLANTA—Cohen Distributing Co., 305 Edgewood Ave., S. E.
BALTIMORE—Cee Gee Music Distributors, Inc., 734 N. Gay St.
BIRMINGHAM—Ace Distributing Co., 12 N. 23d St.
CHICAGO—Globe Distributing Co., 1623 N. California.
Jack Nelson Co., 2320 Milwaukee Ave.
DALLAS—Bryant Sales Co., 2825 Main St.
DENVER—Blackwell Distributing Co., 585 Milwaukee St.
DETROIT—J. C. Music Co., 7914 Mack Ave.
HALIFAX, Nova Scotia—Halifax Coin Machine Ex., Reg'd., Inc., 283½ Oxford St.
HOUSTON—Harrington Amusement Co., 1218 Leland St.
LOS ANGELES—E. T. Mape Distributing Co., 1701 W. Pico Blvd.
Sun Valley Distributing Co., 443 S. LaClenga.
LOUISVILLE—Co-operative Distributing Co., 234 W. Jefferson St.
MILWAUKEE—United Coin Machine Co., 6304 W. Greenfield Ave.
NASHVILLE—N. & W. Amusement Co., 517 Broadway.
NORFOLK—George J. Young Co., 3302 Colley Ave.
PHOENIX, Ariz.—Robinson Bros.' Sales Co., 1111 E. Van Buren St.
PITTSBURGH—Coin Machine Distributing Co., 500 N. Craig St.
RICHMOND, Va.—Oley Brothers' Amusement Co., 422 W. Broad St.
ROANOKE, Va.—Roanoke Vending Machine Exchange, Inc., 13 S. Jefferson St.
ROCHESTER, N. Y.—Eastern Sales Co., 2011 Main St., E.
SAN ANTONIO—C. M. McDaniels Distributing Co., 851 N. Flores St.
SAN FRANCISCO—E. T. Mape Distributing Co., 284 Turk St.
SEATTLE—Chellin Distributing Co., 714 Fourth St.
ST. LOUIS—Central Distributors, 2334 Olive St.
ST. PAUL—Midwest Coin Machine Corp., 773 University Ave.
TULSA, OKLA.—Cliff Wilson Distributing Co., 1121 S. Main St.
UTICA, N. Y.—Hanna Distributing Co., 169 Campbell Ave.

The Northwestern Corp.
6 E. Armstrong St.
Morris, Ill.

BOSTON—Northwestern Sales & Service, 1198 Tremont St.
BROOKLYN—Northwestern Sales & Service, 4105 16th Ave.
CHEVY CHASE, MD.—M. E. Maddox, 9204 Kensington Pkwy.
DALLAS—Fisher Brown, 2218 S. Harwood.
DES MOINES—Peanuts Products Co., 801 Second Ave.
LOS ANGELES—Operators' Vending Machine Supply Co., 1023 S. Grand Ave.
MILWAUKEE—Badger Novelty Co., 2546 N. 30th St.

MINNEAPOLIS—E. T. Barron & Co., 816 W. 36th St.
PHILADELPHIA—Rake Coin Machine Exchange, 609 Spring Garden St.
PITTSBURGH—American Distributors, 1349 Fifth Ave.
ST. LOUIS—Ideal Novelty Co., 2823 Locust St.
SAN FRANCISCO—Viking Specialty Co., 530 Golden Gate Ave.
WICHITA, Kans.—M. T. Daniels, 1027 University Ave.

One-Use Tooth Brush Corp.
14408 Calvert St.
Van Nuys, Calif.

DALLAS—Vend-a-Brush Co., 3620 Fairmount St.
DENVER—Deschenes' Enterprise, Inc., Suite 114, 1735 Stout St.
HILLSIDE, N. J.—Paul L. Berkley, Vindex, Inc., Evans Terminal.
MEMPHIS—Automatic Merchandise Distributors, P. O. Box 4501.
OKLAHOMA CITY—J. W. Herrington Co., 820 N. E. 19th St.
SAN DIEGO, Calif.—4 Star Vendors Distributing Co., 621 4th Ave.
SEATTLE—Trio Distributors, 4000 Airport Way.

(Continued on page 142)

WHY WORRY?

Chicago ACE Locks Give CASH BOX SECURITY!



Get positive protection against theft from your cash boxes! The ACE lock, with its patented round key, provides the peak in lock security. More than 80,000 key changes, plus key registering service means keys are confidentially yours. Sizes to fit every requirement for new and replacement use.

Write, wire or phone for expert assistance with your lock problems. No obligation.

CHICAGO LOCK CO., 2024 N. RACINE AVE. CHICAGO 14, ILL.

SEE THE NEW 1948

TELEQUIZ

...January 17 thru 22
HOTEL LA SALLE

Chicago



On exhibit beginning Saturday, January 17 through 22, at the HOTEL LA SALLE, Chicago (1 block from the Sherman Convention).

The Game Millions of Quiz Fans Will Play... PLAY... PLAY!

★ LEGAL IN ANY TERRITORY

A 100% Skill Game

★ OPENS NEW LOCATIONS

Numerous locations that have never permitted other types of coin-operated games will ask for Telequiz.

★ FAST ACTION

Each game is automatically timed for 1 minute and 15 seconds. At 5c play, Telequiz will earn \$2.40 per hour.

★ HOLDS PLAYER INTEREST

Popular "quiz appeal" keeps them playing game after game.

★ NEW LOW PRICE

Telequiz Corporation 4350 NORTH PULASKI ROAD • CHICAGO 41

Show Vender Production Models

"In-the-Field" Equipment Features Vending Machine Exhibits at Chicago Show

CMI Exhibits Point Up Automatic Merchandising Growth

CHICAGO, Jan. 17.—Vending machine exhibits at the 1948 Coin Machine Industries (CMI) convention will stress production units of many recently introduced models and types of equipment, rather than first-showings of such equipment.

Service equipment displays will also consist of new models that are already in the field.

Despite the absence of large numbers of "first time shown" machines, the large array of recently released, production-line equipment in the vending and service fields points up the stabilization and public approval of this type of coin machine.

One new scale being introduced is manufactured by Marion Machine Tool Company, Marion, O. No pre-convention details of the new scale were released. At the Marion booth will be Leo Hill, vice-president; Edward Stuber, chief engineer, and Sheldon Dodds, secretary-treasurer.

Two Ice Cream Venders

Manufacturers displaying 1948 "in-the-field" models, on the CMI exhibit floor, and including attending personnel include A&A Sales, Chicago, distributors of Frosti Serve and Vendi-Freeze ice cream bar venders, which will display its new models of both machines. A. A. Dubin, Alvin Kornfeld and H. M. Dickinson will be at the booth. A. B. T. Manufacturing Company, Chicago, will show its line of scales, coin chutes, slug rejectors and coin meters for household appliances. Walter Tratsch, R. L. Rudde and W. A. Patzer will be on hand. Advance Machine Company, Chicago, will show merchandise and bulk confection venders, with E. C. Travis Jr. and Engineer A. Black at the booth.

American Scale Manufacturing Company, Washington, has a line of scales for presentation. Present will be H. Randolph Dillon, vice-president. American Vending Corporation, Kansas City, Mo., will display candy bar venders. Bert Mills Corporation, Chicago, has scheduled a showing of its hot coffee vender and coffee bar. Personnel present will include Bert Mills, H. W. Chadwick, Hans Steffensen and Robert Chadwick.

Auto-Vend, Inc., Dallas, formerly I & C Company, will feature a living replica of its trade mark, "Pop" Corn Sez. "Pop" will hand out free popcorn taken from a "Pop" Corn Sez vender. Officials attending will be Paul H. Rice, president; Roy E. Cresswell, vice-president and general manager; James W. Murphy, advertising manager; G. F. Lands and Don Magee.

Bally Manufacturing Company, Chicago, has readied a display of its cup type soft drink vender. Firm personnel present will be Herb Jones, George Jenkins, Phil Weinberg, Art Garvey, Ralph Nickelson and Bill O'Connell. Bell Products Company, Chicago, has scheduled a showing of its coin changers, both Beacon Electric model and the Beacon Junior Mechanical Changer. Al Sebring and Harry Salat will be at the booth.

Cointrol Corporation, Chicago, will

present its horoscope typewriter and a package gum vender. Commodity Vendors, Inc., Chicago, will show the Lewel Asperin vender and the American Gripmeter. Kenneth C. Wilson, Howard W. Pretzel and Herbert H. (See "In-the-Field" on page 127)

Canteen Rests Defense in FTC Case; Appeal Inferred

WASHINGTON, Jan. 17.—Indicating that it will appeal to the courts, Automatic Canteen Company of America rested its case this week without offering any evidence on charges by Federal Trade Commission (FTC) that the vender "knowingly induced and received" lower prices from suppliers and maintained "restrictive terms" in contracts with distributors.

Louis A. Gravelle, attorney for Canteen, told the FTC trial examiner that "the respondent feels it cannot

proceed further in this matter until the law of the case has been straightened out by the courts and until the rulings of the trial examiner have been reviewed by the commission or the courts."

Gravelle charged that Canteen's rights of "due process of law" were violated by FTC in denying the vender's motion to dismiss the charges. By this denial Gravelle said, "FTC has ruled that the buyer has the burden of showing the sellers' cost justification. We feel that such a ruling denies due process and precludes the respondent from its right to present its defense."

Canteen had contended that it was in no position to show that the lower prices it paid for candy and gum were justified since it had no access to records of its various suppliers.

Next step in the case, which has been in progress for five years, is the filing of a motion for reconsideration of numerous rulings by the trial examiner during the presentation of the commission's evidence. Canteen was given until March 19 to file the motion.

Following that will come the ruling of the trial examiner on the motion for reconsideration. An adverse decision will be appealed by Canteen to the commission, according to counsel's statements.

Legalists say it will be several months before FTC hands down a final decision on the Canteen case, after which the whole case will apparently start all over again before a Chicago court of appeals.

Tele-Juice Feature Attraction at Food Industry Exhibition

ATLANTIC CITY, Jan. 17.—Food exhibition, which gets under way here tomorrow (18), will feature the Telecoin Tele-Juice vending machine, the first time a coin-operated automatic merchandising machine has been included in the exhibits at this convention. Between 10,000 and 15,000 wholesale grocers, chain store buyers, super-market operators and food brokers are expected to attend the four-day session at the Steel Pier.

The Tele-Juice showing, which was arranged by Jack M. Cross, manager of Telecoin's Tele-Juice division, will be included in a two-booth display staged by E. Pritchard, Inc., Bridgeton, N. J.

Rule Locations Must Pay Pa. Drink Vender License

HARRISBURG, Pa., Jan. 17.—Keystone Coca Cola Bottling Company, of Wilkes-Barre, has withdrawn legal action in Dauphin County Court which sought clarification of a \$1-a-year license tax which the commonwealth had imposed on soft drink vending machines in locations where they are not associated with a licensed mercantile establishment.

Withdrawal of the suit followed a ruling by the State department of revenue that such tax will hereafter be levied on the lessee and not on the owner of the soft drink machines.

The tax, collected in conjunction

with the commonwealth's levy on soft drinks, is not a levy on the vending machine as such but instead is the licensing of a retail outlet at a nominal fee to facilitate the soft drink tax collection.

There is no tax on soft drink vending devices when they are operated in conjunction with stores retailing drinks or syrups in addition to the vending operation.

Machines affected are those on such locations as public schools and other spots where they are the only source of refreshments and represent in themselves the rental establishment being licensed.

Fruitless Tax

DENVER, Jan. 17.—Contention of cigarette salesmen here that the 2-cent-per-pack city tax on cigarettes is defeating itself received added proof last week when figures released by the city manager of revenue showed tax collections increased only 58.78 per cent over the cent-per-pack collected during 1946, altho the levy had been doubled during 1947. Suburban areas adjacent to Denver have no tax and retailers and machine operators contend the city 2-cent tax drives the sales outside the city limits.

Note Rise in Show Exhibits By Suppliers

Aim at Vender Market

CHICAGO, Jan. 17.—Suppliers have increased their exhibit ranks for the 1948 Coin Machine Industries, Inc. (CMI) convention. With the additional space devoted to vending equipment, the greater number of vender suppliers showing this year indicates the growing importance of the vender as a product outlet.

Displaying at the exhibit is Chase Candy Company, St. Louis. Firm is showing bar and bulk candy. Leaf Gum Company, Chicago, will present a complete display of its gum line.

Ferrara Candy Company, Inc., Chicago, has an exhibit consisting of baked beans, peanuts and lozenges. Firm has reserved a room in the Sherman where visitors will be offered samples and refreshments. Company officials present are George F. Eby, L. Buffardi, D. Perrella, N. Ferrara and A. Pagano.

John N. Germack & Zenobia Company, New York, is showing a line of pistachio nuts. Firm members in attendance are John N. and Frank Germack.

Holly Pen Corporation is displaying ball point pens. Firm members present are W. K. Ogreaan, E. H. Trudan, Lorraine Gonia, George Voller and C. T. Breitenstein.

Auto-Vend Has Popcorn Model For Theaters

DALLAS, Jan. 17.—Paul H. Rice, head of Auto-Vend, Inc., announced this week that production has been started on a new "Pop" Corn Sez hot popcorn vender for use in heavy traffic locations.

New vender combines three standard "Pop" Corn Sez coin-operated venders in one unit with a single dome having a capacity of more than three times that of the regular vender.

Primarily for Theaters

Designed primarily for theater locations, the new model has three coin mechanisms and three delivery spouts.

Known as the "Pop" Corn Sez Theater Model, the machine has been tested in several theater locations, with results demonstrating a need for this particular type of vender.

Most of the mechanical features of the new theater vender are identical with those of the standard "Pop" Corn Sez vender including the same type of motor and extensive use of stainless steel.

Names Corn Vender Distrib for Ariz.

CHICAGO, Jan. 17.—Jack Nelson & Company here has appointed Howard F. Ingram, of Phoenix, Ariz., as distributor for the Popcorn Maid vender in that area. Nelson is the national distributor for the counter-type popcorn vender.

Ingram has offices at 709 North Seventh Avenue in Phoenix.

LION ^{Cold-Carbonated} BEVERAGE VENDER

Serves 1200 drinks from a single servicing



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Floor Space

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LION MANUFACTURING CORPORATION

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LYMO Industries, Inc., Exclusive Distributors
MERCHANDISE MART CHICAGO 54, ILLINOIS

OPPORTUNITIES IN BULK VENDING

The bulk operators' ability to control supply costs gives him an extra special advantage in today's market. In a field which has plenty of room for new operators, here's the outlook.

By JOHN CARLSON

WHAT do bulk penny operations have to offer in times like these? Simple economics and reports of manufacturers and operators in this field seem to agree that they offer a great deal. The continuing high demand for bulk machines—despite funneling of an estimated 125,000 to 150,000 units from production line to location during the past two years—is one indication that they are doing all right. The peculiar advantages which accrue to bulk selling in a period of high costs and low money value suggest unusual possibilities.

Fact is, altho it is by no means a neglected field, bulk vending is drawing less attention than it deserves under present-day conditions. In the stir over new, elaborate types of vending equipment, the less spectacular but more firmly established merits of bulk penny machines sometimes have been overlooked. Also, there has been a tendency, particularly among candy bar operators, to pass over bulk operation as a "small change" business.

Fewer on Locations?

Some vending men estimate that there are 15 to 20 per cent fewer penny venders on location now than a pre-war peak of operations. Others disagree, estimating that there are as many on location as at any time before the war, but they are in the minority.

The apparent preoccupation with other types of equipment may be one explanation for this. More likely reasons are the wartime disappearance of many penny machine routes and their part-time operators, the inability of manufacturers to make as many machines as they could sell since the war, and the smaller numbers of new operators being recruited today.

Typical penny bulk vender manufacturer has produced about 25 per cent below capacity, principally because of shortages of steel and glass globes. At one time, during 1947, one of the major manufacturers was 7,000 units behind on his orders. A common predicament was to have a thousand or two of the machines ready for shipment except for one vital missing part. Nevertheless, substantial production was achieved, with the major plants reaching monthly output rates ranging from 800 to 1,200 machines.

Fewer Seek Opportunities

The effect of the withdrawal of many bulk operators from the business during the war is well known. Some of these have put pre-war equipment out on location again. Many have never come back, and presumably are now engaged in other business. Because good paying jobs have been easy to find, there have been fewer people seeking opportunities in penny vender operations.

Only conclusion possible, therefore, is that there is plenty of room for

expansion in this field—for new part-timers, new full-time exclusively bulk machine operators, as well as for diversified operators new to bulk vending.

For these three groups, what are the prospects?

Control Supply Costs

Perhaps the most obvious advantage in bulk vending today is the possibility of control of supply costs—and this advantage, like several others, applies to 5-cent bulk machine operations as well as penny. A comparison with the hard-pressed candy bar operation offers the best illustration. Today, candy bar prices being what they are, the operator pays nearly 70 cents for the 20 bars which bring him a retail gross of \$1. The bulk vender operator pays approximately 25 cents for the candies or nuts which retail for a total of \$1. The bulk operator, of course, has the big advantage in mark-up. Yet, before the war, the candy bar operator was getting \$1 for the 20 bars, while the penny operator was collecting only 60 to 65 cents for the same amount of his product. Explanation is that he has reduced the size of portion vended. As his bulk confection costs have been doubled, he has divided every pound of supplies into portions enough smaller to bring him a higher gross. This, for obvious reasons, the bar operator cannot do.

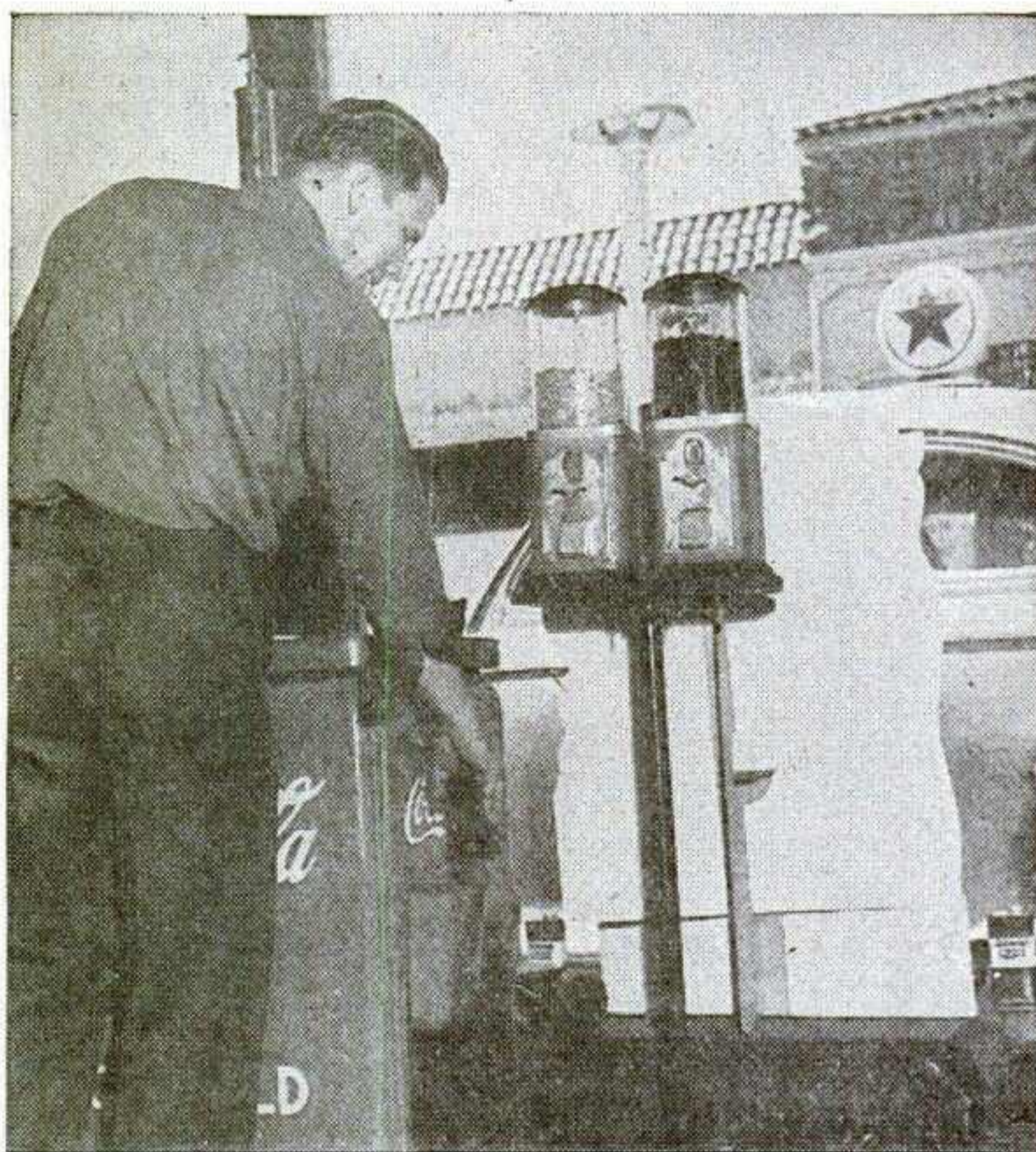
It should be pointed out that only supply costs are being considered here, leaving out other cost-of-operation factors for both types of machines.

More Pennies Available

Second advantage in bulk penny operations today is the increasing number of pennies every potential customer has jingling in his pockets. As a result of sales taxes and odd-cent prices, everybody has a surplus of pennies, and there are astonishingly few things he can buy for pennies now. Thus, an impulse item such as those carried in bulk venders is depended upon to catch a windfall of change.

Third advantage applies principally to those operators of other types of equipment who would supplement their routes with bulk machines. Automatic Canteen has always made it standard practice to vend bulk items with bars in combination venders. Yet, despite the example of this successful operation, it is estimated that less than 25 per cent of the country's candy bar operators use bulk machines to any great extent. Usually, the reason has been to meet competition. They have tended to scoff at the penny machines. If this is true, few have realized that every industrial plant opened to a candy bar vender becomes automatically a plus market for bulk machine selling. When workers have spare pennies, they are potential impulse customers for penny items as well as for the nickel products offered.

On the debit side there are a few



FILLING STATIONS and small stores are basic locations for bulk venders but big opportunities also lie in combining penny venders with other types of vending in industrial locations. Continuing high demand for new bulk equipment shows that this sector of automatic merchandising remains solid type of operation.

points to be mentioned also. Inflation works the other way by making the smaller penny operator's real income less attractive than before the war, even tho it may be as high in dollars. One solution may be to try to service a greater number of machines and thus increase his volume.

Cost of operation, other than for supplies, has gone up for the bulk machine operator, too. Equipment, for example, costs about 75 per cent more than before the war. Here, however, the increase has been smaller than might be expected. Penny machine manufacturers probably would have had to sell their current products at 100 per cent above pre-war prices, except that they have cut cost corners, building machines with less expensive but just as efficient materials. Brass, an expensive material, has been eliminated from post-war machines, but efficiency of the machine has not been impaired thru substitution of steel.

Increased taxes and other overhead items also enter the picture.

Even after all of these negative factors have been taken into consideration the picture still appears bright for the penny machine operator—if his operation is well-managed.

Biggest Job: Picking Supplies

Biggest management requirement comes in selecting supplies. Altho his special advantage is in being able to vary size of portion vended, the operator must be careful to temper such variations to the public's idea of what constitutes a salable amount

for 1 cent. There are definite limits to this possibility.

The objective should always be to give the largest number of pieces of quality merchandise possible. Quality candy is always the smartest policy in automatic merchandising. In nuts, objective should be to procure the best quality of nut in size range which enables vending of the largest number of pieces.

Second Need: Service

Second big requirement for penny operators is adequate servicing to maintain the good name of penny venders. Occasionally a rash of bad publicity hits the penny vender trade, and usually it is traced to the poor servicing job being done on a very few machines. The bulk operator's future depends upon maintaining public confidence.

Third requirement—and this is directed to new operators—is to know something about the business before buying machines and setting up an operation. Despite the demand for penny equipment, there already has been a certain amount of irresponsible, high-pressure selling of penny equipment with inexperienced beginners as the target. Altho the penny machine represents a relatively small investment, the new operator should have some idea of the kind of business automatic merchandising is before making that investment. Established manufacturers and distributors of this equipment are ready to help him.

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CIGARETTE VENDOR

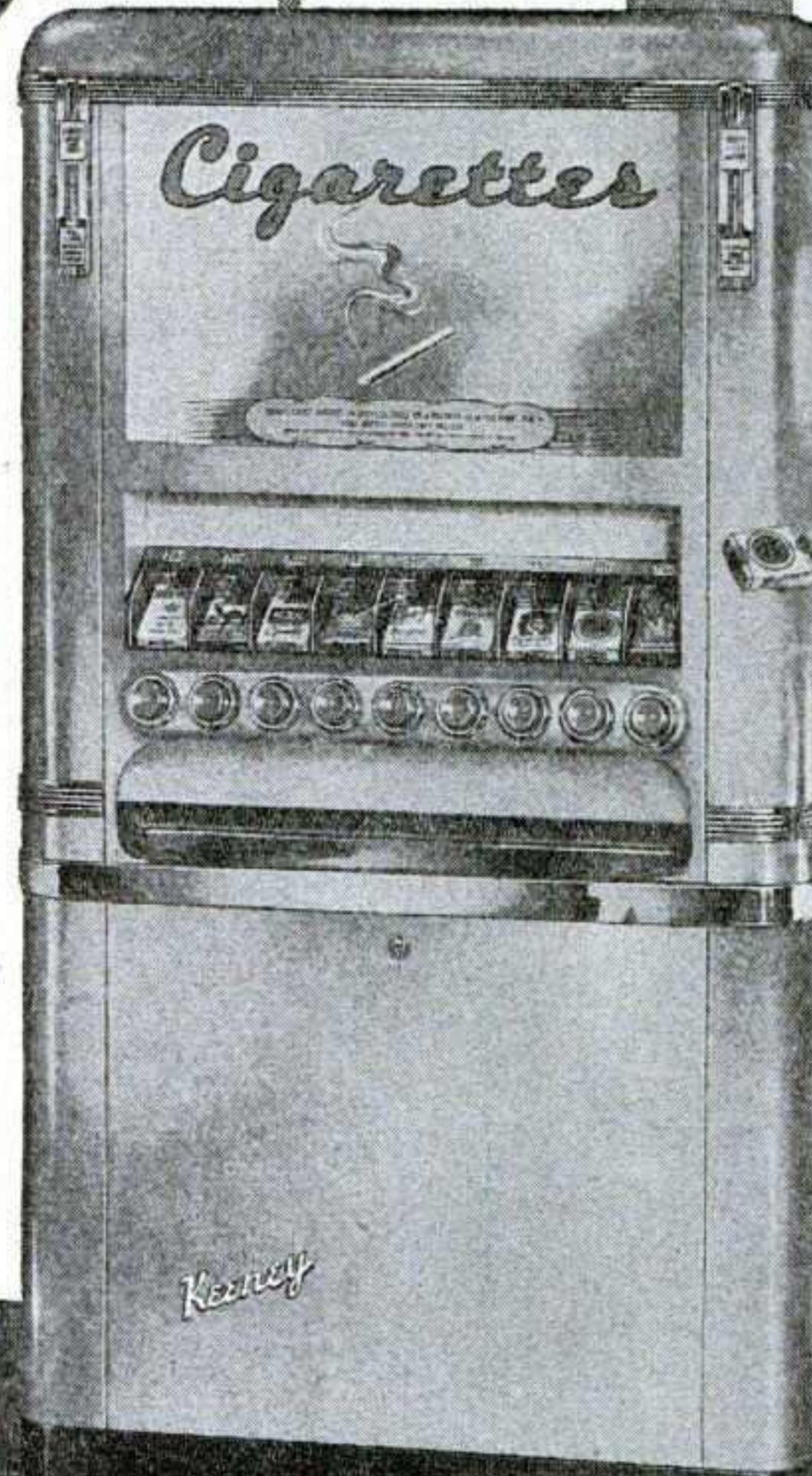
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2600 WEST FIFTIETH STREET, CHICAGO 32, ILLINOIS

POPCORN'S BIG YEAR

During 1947 popcorn vending led the industry in expansion, but with eight manufacturers now in production the future looks brighter than ever

By **DICK HODGSON**

THE popcorn vending industry has grown up. During the past year no one phase of the coin machine industry has taken such large strides forward as has this field, which has come of age in the short period of one year.

Altho there are no accurate figures available to indicate just how many coin-operated popcorn vending machines are in operation in the nation today, reliable estimates indicate that the figure is well in advance of 30,000—a notable figure since a year ago it was hard to find a popcorn vender on location. Add to this the fact that more popcorn machines are being placed on location today than at any time during 1947 and the role of popcorn venders in the coin machine industry swings clearly into view.

Another factor adds to the impressiveness of the popcorn vending business—the trend toward inclusion of popcorn venders on other types of vending machine routes.

Diversification Trend

During the past year most of the machines placed into operation were operated by specialist operators whose only operation was popcorn vending. Today, however, a great number of the machines rolling off the assembly lines of popcorn vender manufacturers are being sold to candy, cigarette, beverage or other types of operators.

Popcorn itself is increasing in popularity. Several popcorn industry leaders have attributed this partially to the influence of the coin-operated popcorn vender which makes fresh, hot popcorn available where previously only cold, packaged varieties were to be had. Because of this feature of popcorn venders, many locations that would never have thought of offering popcorn to customers are now proving to be some of the best spots.

One of the greatest limiting factors to popcorn vender expansion has also been solved—the comparative high cost of machines. Certain types of machines are available today for less than \$100, which means that locations that would not provide enough business to support a more costly machine can now be added to operators' routes.

Use Pre-Popped Corn

However, cost has not limited the growth of more expensive machines. Regardless of price, tho, there has been a definite trend in the development of new machines to provide dispensers of pre-popped corn rather than devices which pop the corn automatically upon the insertion of a coin. A few years ago most efforts expended on experimentation with popcorn venders were toward the development of a fully automatic machine which would pop and season corn itself. This idea seems to have fallen by the wayside, as only one firm has followed it thru to actually develop such a machine and put it into production, while some seven manufacturers are presently in pro-

duction with coin-operated dispensers.

One reason behind this change of thinking about popcorn venders has been the development of better methods of popping corn and more satisfactory means of packaging such corn for storage and shipment. Today vending machine operators may purchase pre-popped corn as much as two or three months ahead of time and have it fresh when they want to use it. One Chicago firm has marketed a type of packaging suitable for popcorn storage which it claims will keep popcorn fresh indefinitely.

Simple Operation

Popcorn venders present a simpler operating problem than most types of venders. Service calls generally are fewer, as bulk supplies of popcorn can be left with location owners, who merely open the storage compartment of the machine and pour it in when required. The only service task that remains for the operator, with the exception of repairs and cleaning of the machine periodically, is to deliver the corn and collect the coins.

Many operators prefer to do all of the servicing themselves, but, even so, the time expended allows for many calls in a single hour. This factor has been one of the main reasons for the desire of operators of other types of equipment to include popcorn venders on their routes. Servicing a popcorn vender alongside a candy vender, for example, would take but a few minutes extra.

Another reason for the popularity of popcorn venders has been their adaptability to rising prices. Because it is possible to adjust the quantity of popcorn delivered, any rise in op-

erating or merchandise costs can be compensated for immediately.

Another reason for the vast development that has taken place in the popcorn vending field is that a lot of smart merchandising has been expended in that direction. One of the leaders in that field has been Auto-Vend, Inc., of Dallas, which was able to get the jump on the field by being the first firm to get into post-war full production with its venders.

Auto-Vend, Inc.

Formerly known as T & C Company, Auto-Vend has accounted for over half of the locations with popcorn venders today with its 'Pop' Corn Sez machines. Auto-Vend not only supplies the machines to operators but follows thru and supplies pre-popped corn from two large plants—'Pop' Corn Sez of Pennsylvania in Philadelphia and the Sun Puft Popcorn Company of Florida, located in Jacksonville.

The 'Pop' Corn Sez machine is well known to operators thruout the country. It stands approximately five feet high and is fully automatic. It is designed for dime operation. Corn is stored in a special plastic dome, which is illuminated and has a metal top which opens for refilling. Corn is heated by a special heating element in the cabinet.

Auto-Vend has recently introduced a new theater model for use in heavy traffic locations. It consists of three standard "Pop" Corn Sez machines in one unit with a single dome. The capacity of this machine is more than three times that of the regular vender. Three spouts and coin mechanisms makes it possible to serve three customers at the same time.

Daily output of machines at the Auto-Vend plant in Dallas has reached the 100 mark, making immediate delivery on orders possible.

Dale's Pop Corn Maid

Lowest priced machine presently in full production is the Pop Corn Maid counter model machine manufactured by the Dale Engineering & Sales Company, Chicago. Priced well under \$100, the machine is available with or without a stand for conversion to a floor model and for operation on either a nickel or dime.

National distributor for the machine is Jack Nelson & Company, Chicago. Jack Nelson Sr., head of the firm, reports that sufficient quantities of the machine are ready for shipment and orders are being filled as received.

Cabinet is all aluminum with a hammerloid finish. A window in the front of the machine displays the corn. Vender has a floating mech-

anism for positive dispensing and operates on a regular push coin chute. Size is 37 inches high and 17 inches wide. It has a capacity of six gallons of pre-popped corn—sufficient for 35 dime portions or 70 nickel portions. Base for floor use has a storage compartment for additional corn supply.

Electro-Serv, Inc.

Another counter model machine is manufactured by Electro-Serv, Inc., Peoria, Ill. Altho of larger capacity than the Pop Corn Maid machine, the Electro-Serv machine is only 38 $\frac{3}{4}$ inches high with a base 16 $\frac{3}{4}$ inches square. Corn storage compartment holds enough corn to vend 106 5-cent bags or 53 10-cent bags.

C. E. Bobenmyer, president of the firm, reports that altho the firm is presently busy moving into a new large plant in Peoria, which will allow for production of about 500 units per month, enough of a backlog of machines has been built up to take care of orders until February, when the new factory will be in operation.

Electro-Serv vender has an ivory enamel finish with polished aluminum trim. Popcorn is heated only in the lower part of the storage compartment, keeping stored corn fresh until ready for vending. A special base is available to convert the machine for use as a floor model, and special wall brackets make it possible to mount the vender on a wall.

Hawkeye Popt-Corn Vender

Newest machine in the popcorn vender field is the Hawkeye Popt-Corn Vender being produced by the Hawkeye Novelty Company, Des Moines.

Altho between 600 and 700 pilot models of the machine have been on test locations for some time, the company is just now swinging into full production with the vender. Production is expected to reach 1,000 units a month by February.

Altho the Hawkeye machine is electrically heated and illuminated, operation is manual. Vender has an aluminum cabinet with baked enamel finish. It is 61 by 15 by 16 inches and weighs 67 pounds. A corn storage compartment at the top of the machine holds two bushels of pre-popped corn. Windows on the two sides and front of the storage compartment display the stored corn. A (See Popcorn's Big Year on page 120)



POPCORN VENDERS: WHO MAKES THEM

'POP' CORN SEZ
Auto-Vend, Inc.
Dallas

POP CORN MAID
Dale Engr. & Sales Co.
Chicago

ELECTRO-SERV
Electro-Serv, Inc.
Peoria, Ill.

HAWKEYE POPT-CORN VENDER
Hawkeye Novelty Co.
Des Moines

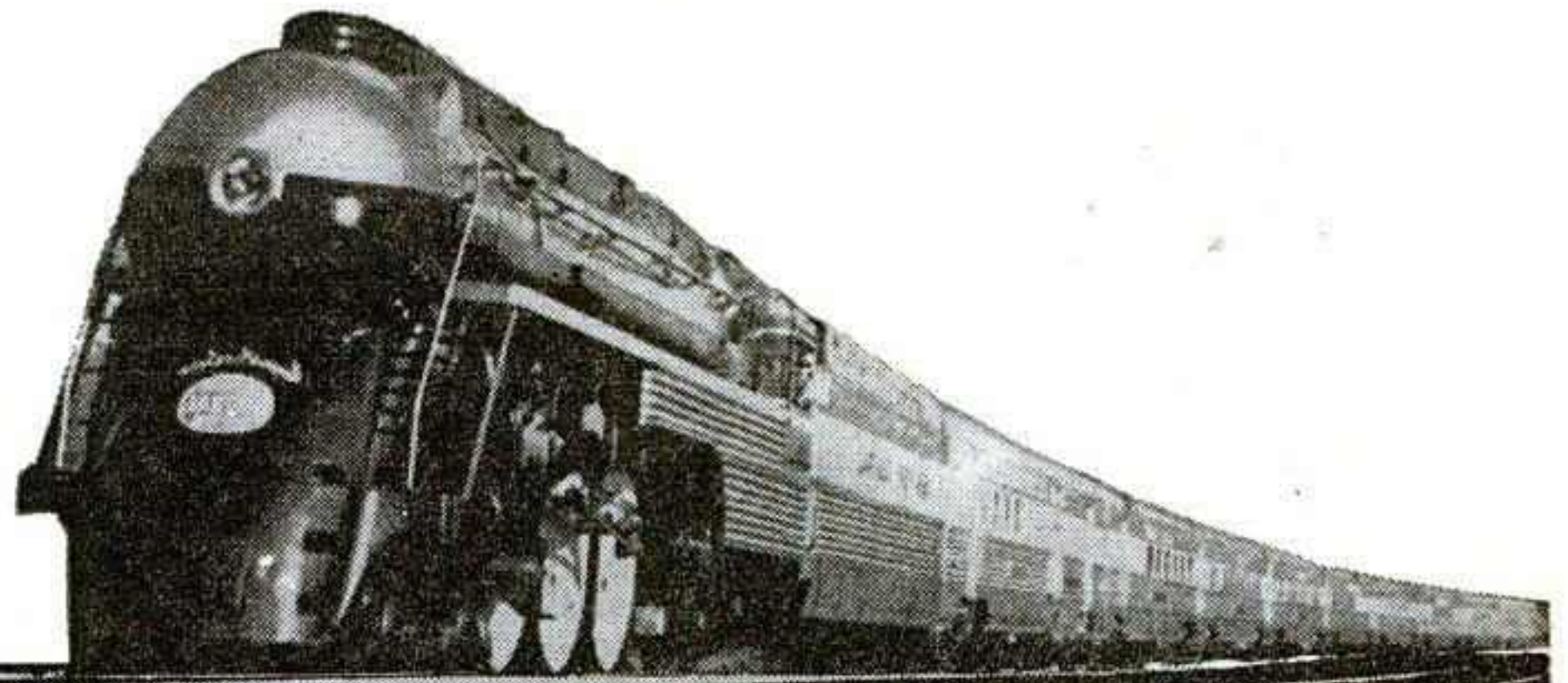
KUNKEL POPCORN VENDER
Kunkel Metal Products Co.
Los Angeles

LANDIS ARISTOCRAT
Landis Manufacturing Co.
Santa Monica, Calif.

THE POPMASTER
Stylon Manufacturing Co.
Long Beach, Calif.

MINIT-POP
Viking Tool & Mch. Corp.
Belleville, N. J.

OHIO and WESTERN PENNSYLVANIA



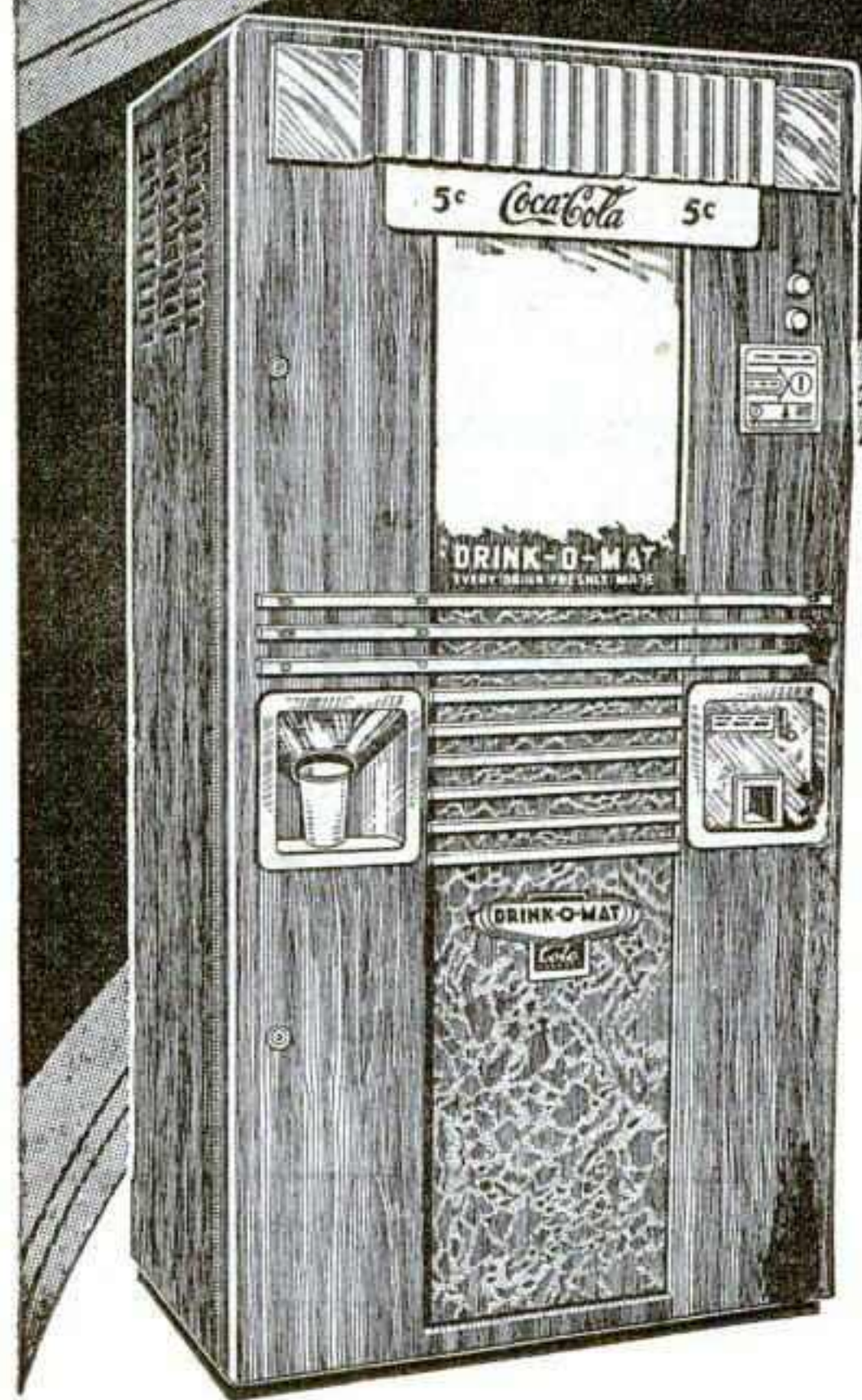
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DRINK-O-MAT

Coca-Cola

CUP DISPENSER

featuring

COOLER-CARB



There's a green light shining all the way down the rails as two more states, Ohio and Western Pennsylvania, prepare for Drink-O-Mat. It will be a complete success from the start as it has been in other operations throughout the country.

It's a miracle machine! A thoroughly proven, amazingly efficient cup dispenser that serves freshly made, ice-cold, sparkling drinks in 6 seconds.

It's the only machine with COOLER-CARB! This entirely new unit instantly DRY refrigerates and carbonates each drink AS served and achieves complete sanitation.

Twelve years of combined manufacturing and operating experience have resulted in Drink-O-Mat's all around superiority with such outstanding features as . . . Automatic Changer, 1000 Cup Capacity, Foam Control, Drink Adjuster and other perfections that mean constant performance and profits.

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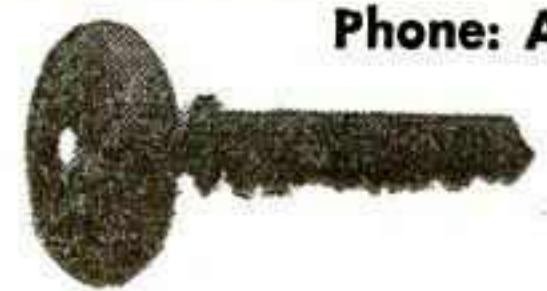
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GUIDE TO VENDING MACHINE MANUFACTURERS

This list of vending machine manufacturers is classified according to type of equipment produced for convenient use by operators. Names of number of manufacturers are thus repeated if they manufacture more than one type of equipment.

BULK (candy, gum, nut)

Adams-Fairfax Corp.
5721 W. Jefferson Blvd.
Los Angeles

Advance Machine Co.
4641 N. Ravenswood Ave.
Chicago

Alkuno & Co., Inc.
408 Concord Ave.
New York

Andrews & Co.
660 S. Rochester Rd.
Clawson, Mich.

Asco Vending Machine Exchange
55-57-59 Branford St.
Newark, N. J.

Atlas Manufacturing & Sales Co.
12220 Triskett Rd.
Cleveland

Columbus Vending Co.
2005-13 E. Main St.
Columbus, O.

Fielding Manufacturing Co.
217 Clinton St.
Jackson, Mich.

Ford Gum & Machine Co., Inc.
Lockport, N. Y.

U. G. Grandbois Co.
Michigan Ave. and Graff St.
Kalamazoo, Mich.

Hancock Manufacturing Co.
Jackson, Mich.

Hawkeye Novelty Co.
1754 E. Grand Ave.
Des Moines

Holli-Ware Manufacturing Co.
506 S. Wabash Ave.
Chicago

Mills Automatic Merchandising Corp.
21-30 44th Rd.
Long Island City, N. Y.

Munro-Matlock Co.
Euclid 71st Bldg.
Cleveland

Norris Manufacturing Co.
553 Wager St.
Columbus O.

Northwestern Corporation
1006 E. Armstrong St.
Morris, Ill.

Regal Manufacturing Co.
Whitewater, Wis.

Silver King Corp.
622 Diversey Blvd.
Chicago

R. D. Simpson Co.
136 E. Gay St.
Columbus, O.

Victor Vending Machine Co.
5711 W. Grand Ave.
Chicago

CANDY BAR

Advance Machine Co.
4641 N. Ravenswood Ave.
Chicago

Alkuno & Co. Inc.
408 Concord Ave.
New York

American Vending Corp.
1401 Fairfax Trafficway
Kansas City, Kan.

Andrews & Co.
660 S. Rochester Rd.
Clawson, Mich.

Automatic Canteen Company of
America
Merchandise Mart
Chicago

Coan Manufacturing Co.
1070 Helena St.
Madison, Wis.

Mills Automatic Merchandising Corp.
21-30 44th Rd.
Long Island City, N. Y.

National Vendors, Inc.
5055 Natural Bridge Rd.
St. Louis

Rowe Manufacturing Co.
31 E. 17th St.
New York

Shipman Manufacturing Co.
1326 S. Lorena St.
Los Angeles

Star Vendors of California, Inc.
509 N. Fairfax Ave.
Los Angeles

Stewart Products
315 W. Putnam
Greenwich, Conn.

Stoner Manufacturing Corp.
328 Gale St.
Aurora, Ill.

U. S. Vending Corporation
Board of Trade Bldg.
Chicago

Vendall Company
2323 Wolfram St.
Chicago

Vendors, Inc.
Washington Grand Bldg.
520 N. Grand Blvd.
St. Louis

CHEWING GUM (1c stick)

Alkuno & Co., Inc.
408 Concord Ave.
New York

G. V. Corp.
41 E. 42d St.
New York

Kayem Products Co., Inc.
8161 Santa Monica Blvd.
Hollywood

Mills Automatic Merchandising Corp.
21-30 44th Rd.
Long Island City, N. Y.

Pulver Co.
Box 33
Rochester, N. Y.

Stewart Products
315 W. Putnam
Greenwich, Conn.

The Machine With
a Heart



Motor Driven
Strikingly Attractive
Many New Features
Mechanically Right

THE LANDIS "Aristocrat"

The World's Finest Automatic Popcorn Vendor

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My customers have complimented me time and time on the nice appearance of your new machine. It's the finest on the market.

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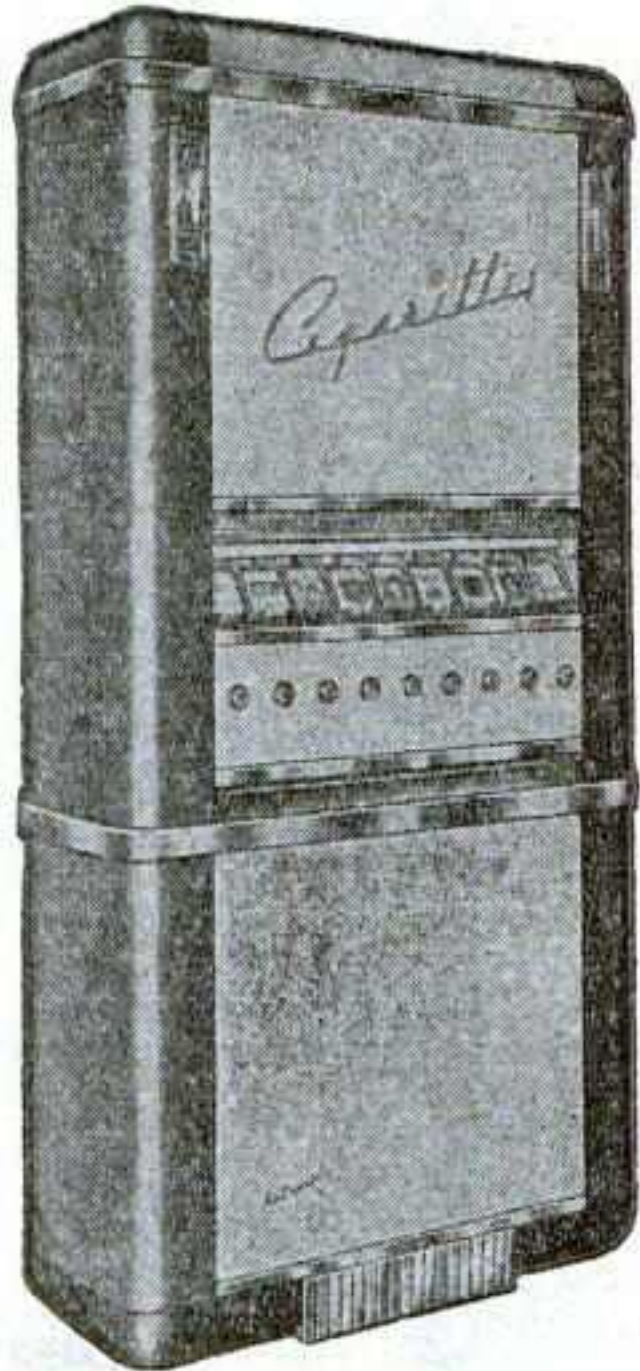
334 No. Normandie

Phone NOrmandy 2-8309

Los Angeles 4, Calif.

NATIONAL

STEALS THE SHOW!



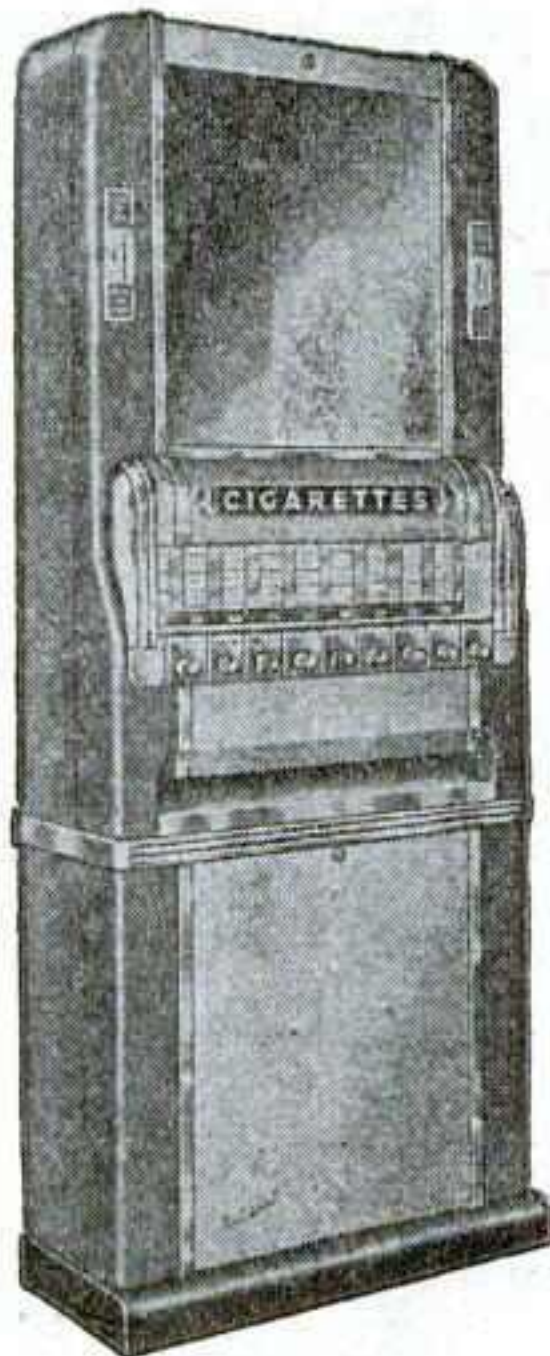
MODEL 9E

The finest electrically-operated Conventional Type Cigarette Merchandiser.

All you could hear at the N. A. M. A. Convention in Chicago was "NATIONAL! NATIONAL! NATIONAL!" And no wonder. For Operators from the entire nation found in NATIONAL'S complete line the last word in automatic merchandising machines ... tops in PERFORMANCE, in DESIGN, in QUALITY ... the only automatic vending machines that are TRULY automatic. Still first in the industry ... still the trailblazer in modern vending machine development. All "EYES" are now on NATIONAL.

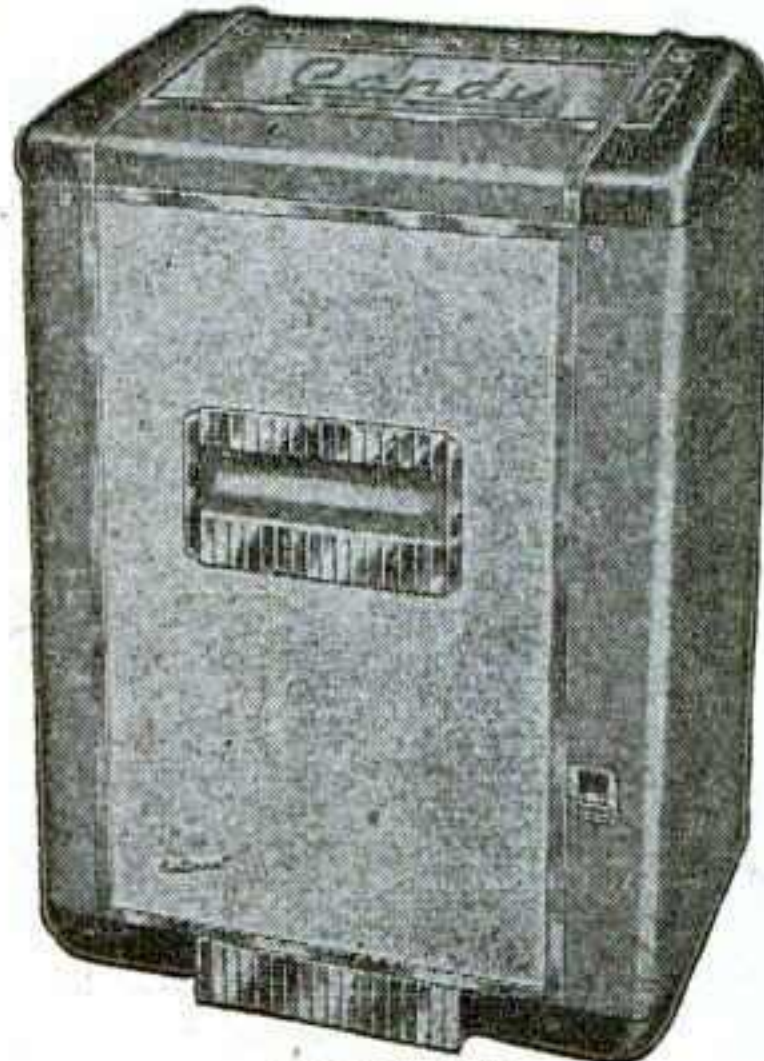
Only NATIONAL Merchandisers are TRULY Automatic!

Right: Model 9EC—The ONLY modern Electrically-Operated, Console Type Cigarette Merchandiser ... Below: Model 8CE—The newest and finest Electrically-Operated, Console Type Candy Merchandiser.

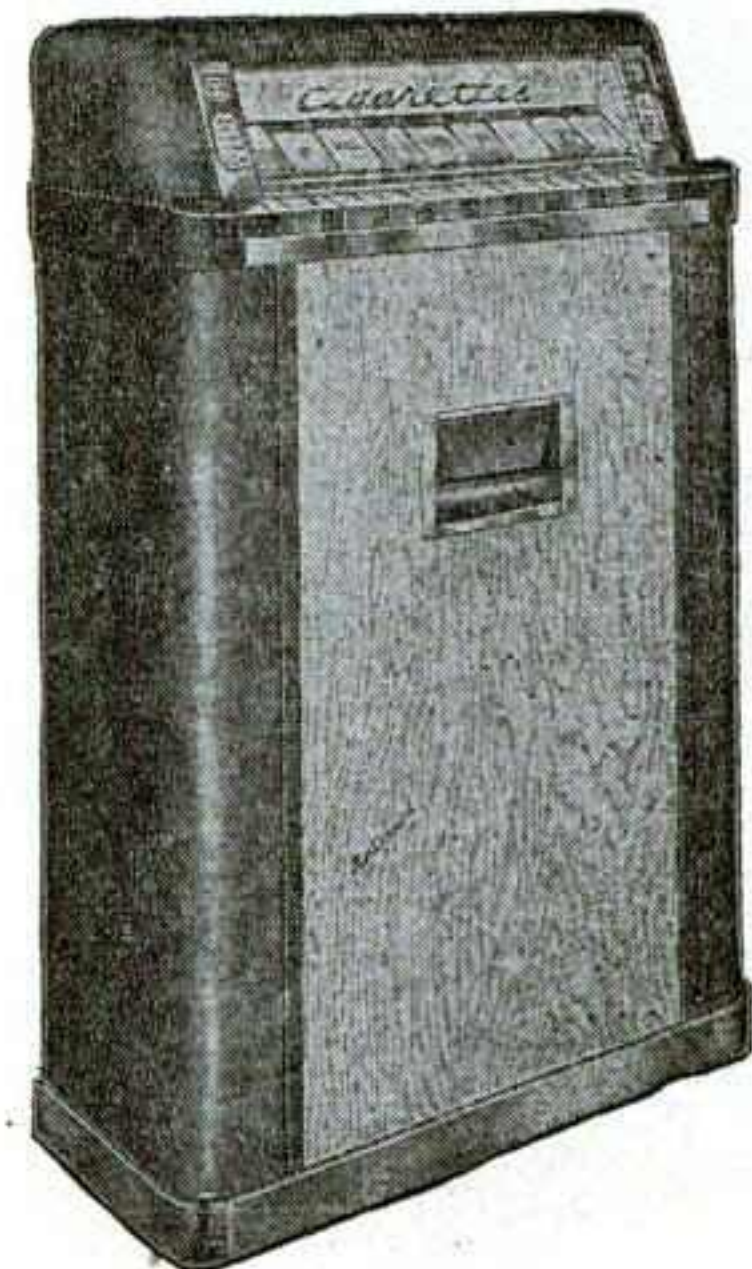


MODEL 9M

America's No. 1 Conventional Type Manually-Operated Cigarette Merchandiser.



MODEL 8CE



MODEL 9EC

NATIONAL VENDORS, Inc.
 5055 Natural Bridge Ave. St. Louis 15, Mo.

Manufacturers of the finest electrically and manually operated cigarette and candy automatic merchandising machines—Both Console and Conventional Models. A NATIONAL for every type of location.



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AUTOMATIC VENDING MACHINES

PX

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THE NAME THAT MEANS

AUTOMATIC VENDING TO MILLIONS

FORWARD IN '48

Because Lehigh was started right—because it has a sound and far-reaching business policy—and because it has large resources and ample facilities—Lehigh is looking forward to a banner year in '48—a year that will carry everyone associated with it to real prosperity.



STANDARD VENDORS DIVISION

Lehigh Foundries, Inc., EASTON, PA.

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NEW UNEEDA, 8 COLS.	\$159.50	NATIONAL 930 SPEC.	\$ 82.50
NEW UNEEDA, 6 COLS.	149.50	NATIONAL 930	75.00
NEW DU GRENIER CHALLENGER, 7 COLS.	125.00	NATIONAL 630, 150 PACK CAP.	32.50
UNEEDA MODEL 500, 9 COLS., 350 PACK CAP.	\$115.00	ROWE ROYALS, 10 COLS.	105.00
UNEEDA MODEL 500, 400 PACK CAP.	115.00	ROWE, 6 COLS., 150 PK.	32.50
UNEEDA MODEL E, 15 COLS.	72.50	DU GRENIER "W," 9 COLS., 300 PACK CAP.	62.50
UNEEDA MODEL E, 12 COLS.	62.50	DU GRENIER "S," 7 COLS., 210 PACK. CAP.	50.00
UNEEDA MODEL E, 8 COLS.	57.50	DU GRENIER, 6 COLS., 150 PACK CAP.	32.50
NATIONAL 950, K.S.	110.00	DU GRENIER, 4 COLS., 100 PACK CAP.	25.00
NATIONAL 750, K.S.	87.50	STEWART-McGUIRE, 8 COLS.	35.00



CANDY MACHINES

NATIONAL 9-18, 9 COLS.	\$110.00	UNEEDA, 5 COLS., 102 BAR CAP.	\$ 75.00
ROWE DELUXE, 120 BAR CAP.	100.00		

5¢ GUM AND MINT MACHINES
9 Col., Cap. 250\$22.50 | 7 Col., Cap. 150\$15.00

10¢ CIGAR MACHINES 7 Col., Cap. 175\$32.50
Single Col., Cap. 50 22.50

SPECIAL!
Du Grenier Champion,
11 Col., 485 Pack Cap.
\$80.00

TOP EQUIPMENT—UNCONDITIONALLY GUARANTEED
One-Third Deposit With Orders—Balance C. O. D.
Parts and Mirrors available, including the 25c vending changeover parts for all makes and models.

UNEEDA VENDING SERVICE

"THE NATION'S LEADING DISTRIBUTOR OF VENDING MACHINES"
166 CLYMER STREET Evergreen 7-4568 BROOKLYN 11, NEW YORK

CHEWING GUM (5c package)

- Automatic Canteen Company of America
Merchandise Mart
Chicago
- Bill Fryer Associates
166 W. Jackson
Chicago
- Coan Manufacturing Co.
1070 Helena St.
Madison, Wis.
- Kayem Products Co., Inc.
8161 Santa Monica Blvd.
Hollywood
- Shipman Manufacturing Co.
1326 S. Lorena St.
Los Angeles
- Stewart Products
315 W. Putnam
Greenwich, Conn.

CIGAR

- Alkuno & Co., Inc.
408 Concord Ave.
New York
- Amity Manufacturing Corp.
224 Washington St.
Perth Amboy, N. J.
- Cigaromat Corp. of America
303 Fourth Ave.
New York
- Frost Vending Machine Corp.
90 Waters St.
Boston
- Malkin-Illion Co.
396 Coit St.
Irvington, N. J.

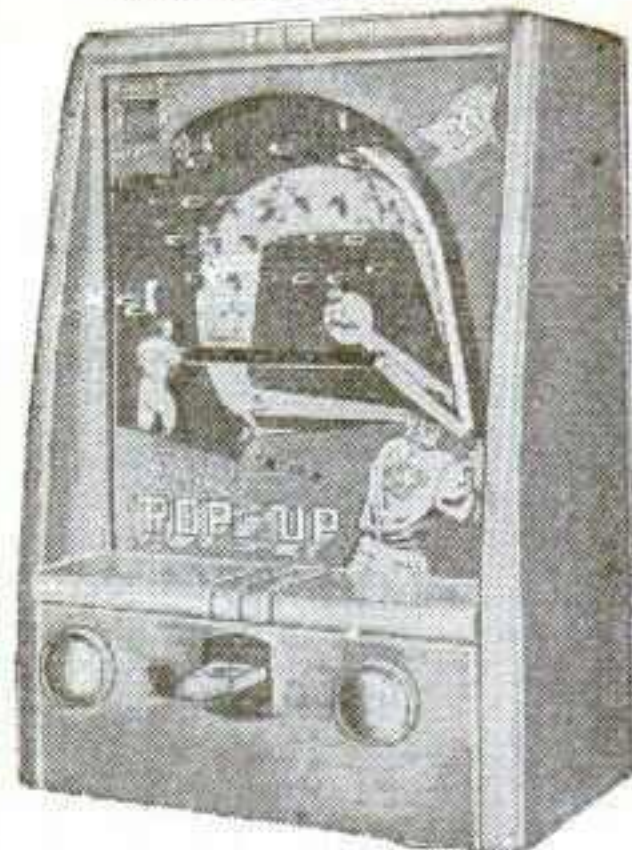
CIGARETTE

- Compton Co.
165 Pine St.
Abilene, Tex.
- Eastern Electric Vending Machine Corp.
1775 Broadway
New York
- Frost Vending Machine Corp.
90 Waters St.
Boston
- General Coin Products Corp.
Syracuse
- Lehigh Foundries
Lehigh Drive and Adamson St.
Easton, Pa.
- J. H. Keeney & Co.
2600 W. 50th St.
Chicago
- National Vendors, Inc.
5055 Natural Bridge Rd.
St. Louis
- Rowe Manufacturing Co.
31 E. 17th St.
New York
- Stewart Products
315 W. Putnam
Greenwich, Conn.
- U-Need-A-Vendors, Inc.
288 Frelinghuysen Ave.
Newark, N. J.

COFFEE

- Automatic Canteen Company of America
Merchandise Mart
Chicago
- Bert Mills Corp.
143 N. Wabash Ave.
Chicago
- Coffee Vendors of America
308 W. Washington Blvd.
Chicago
- Knapway Devices
1400 Main St.
Kansas City, Mo.

CLOSING OUT!



MARVEL'S POP-UP Only \$14.50 Ea.
Brand New In Original Cartons.
Originally listed at \$49.50.



Northwestern

DELUXE
1c and 5c
\$27.00
With
PLASTIC GLOBE
\$30.20

All other models in stock, ready for shipment.
Northwestern Model 33 Ball Gum, \$11.40 Ea.; 25 or more, \$11.10 Ea.

BRAND NEW IMPS

EITHER 1¢ OR 5¢ PLAY Cig. or Fruit Reels
\$12.95 ea.
LOTS OF 12 OR MORE
5 or More, Ea.\$18.75
Sample 14.50



QUANTITY PRICES TO WHOLESALE BUYERS

MILLS VEST BELL

SIZE 8"x8"x8", 5c
OPERATOR'S PRICE
\$65.00
Rebuilt, \$49.50.



A pocket-size slot with automatic payout system. Awards from 3 to 20 nickels.

SLIGHTLY USED

ADAMS GUM MACHINES
LATEST MODEL—6 COLUMN
\$20.00 EACH

Model N (4 Col.)	Ea.\$17.50
GUM (BOX OF 100)50c
50 Boxes to Crate	
RAIN-BLO—ALL SIZES	
100 Lbs. to 999 Lbs.\$44 Lb.
1000 Lbs. Up\$33 Lb.
Full cash with order. Packed in 25-lb. cartons. Minimum shipment freight prepaid, 100 lbs. Less than 100 lbs., freight collect.	
A.B.T. Challengers\$49.50
A.B.T. Stands 7.50
32-Lb. Pipe Stands 4.50
Double Cross Bars 1.00
Triple Cross Bars 1.50

WRITE FOR COMPLETE LIST!
1/3 deposit must accompany all orders.

RAKE COIN MACHINE EXCHANGE

609 SPRING GARDEN ST., PHILA. 23, PA.
LOmbard 3-2676

NEW BULK VENDORS

- Victor Model V Globe Type 1 to 23, Ea.\$12.50
- Victor Model V Globe Type 24 or More 11.75
- Victor Model K Globe Type 1 to 23, Ea. 12.95
- Silver King, 1¢ or 5¢ 13.95
- Silver King, 1¢ or 5¢, 2 to 5, Ea. 12.50
- Silver King, 1¢ or 5¢, 25 or more 10.55
- Silver King Ball Gum Vendors, price same as above.
- Silver King Hot Nut Machine 29.95
- Columbus 462B, 5¢ all purpose 13.75
- Columbus 462B, 5¢ all purpose, 2-11 12.75
- Columbus 462B, 5¢ all purpose, 12-47 12.25
- Advance Model D Ball Gum 13.75
- Advance Model D Ball Gum, 2 to 11, Ea. 11.90
- Advance Model D Ball Gum, 12 to 49, Ea. 11.40
- CASH TRAYS, Brand New, 8 to Carton, Ea. 6.95

IMMEDIATE DELIVERY FROM STOCK ON ALL MODELS
Send for Free Catalog and Quantity Prices on All Machines.
1/3 Deposit Required With Orders.
Address All Mail to Dept. B.

FRANK DISTRIBUTING CO.

605 SPRING GARDEN ST. PHILA. 23, PA.
(MArket 7-5191)

U-NEED-A VENDORS

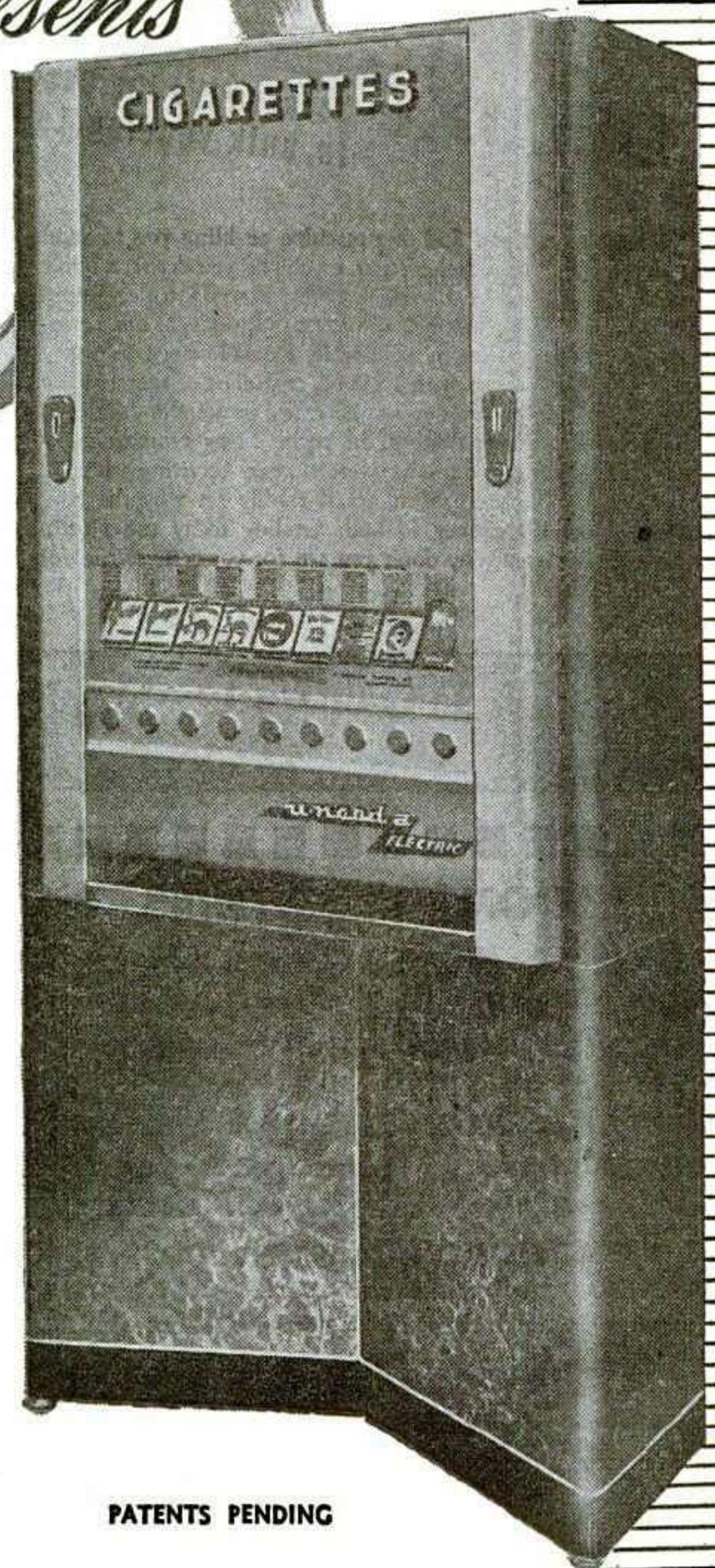
Proudly Presents

**"THE CIGARETTE MACHINE
OF DISTINCTION"**

THE NEW
U-NEED-A ELECTRIC

**14 REASONS WHY YOU MUST SEE THE NEW
U-NEED-A ELECTRIC
Cigarette Machine
At the C.M.I. Convention
Jan. 19th to Jan. 22nd
Booths 78-79-80
Sherman Hotel • Chicago, Ill.**

1. Largest capacity, holds more packs than any other cigarette machine. (9 column machine, 612 packs . . . 612 books of matches.) (7 column machine, 476 packs . . . 612 books of matches.)
2. Sells cigarettes from 15c to 40c.
3. Takes nickels, dimes or quarters.
4. One slot for all coins.
5. Drop a quarter, get a nickel change on 20c pack.
6. Machine adjustable to sell at 3 different prices; price changes made by the simple turn of dial.
7. Adjustable to dispense matches free with cigarettes or sell for 1 cent.
8. A "column Empty" sign flashes when column is all sold out.
9. Equipped with unbreakable mirrors.
10. All electrical parts assembled on two separate units—both replaceable in a few seconds.
11. "Three-Point" locking feature on doors makes it 100% jimmy-proof.
12. Vends king size or regular size cigarettes without an extra installation or removal of any parts.
13. Brushless motor for longer life.
14. Cabinet designed by Norman Bel Geddes.



PATENTS PENDING

U-NEED-A VENDORS, INC.
288-308 Frelinghuysen Ave. Newark 5, N. J. Bigelow 3 1767



**Smart Operators
are buying
nothing
but**

Northwestern

DELUXE Because it's the best buy
in bulk vending today!

Where else can you find one machine enabling you to vend either a penny or nickel portion, or, should you desire, a quick change and you have a straight penny or straight nickel unit. The straight nickel machine dispenses five, three, or one penny portion. Each portion is adjustable, too! No need to worry about making money with DeLuxe, regardless of merchandise costs. But this is just one of the many outstanding features. When you stop and think of its positive slug protection—accurate vending of all products—quick, easy servicing with the handy in-a-door mechanism, you'll readily see why the boys making the big money in bulk vending today use Northwestern DeLuxe. Why don't you see for yourself? Write for complete details.

THE NORTHWESTERN CORPORATION
86 EAST ARMSTRONG ST.—MORRIS, ILLINOIS

"DON'T MISS THIS"

HILCO-VENDS

BORDEN'S CHOCOLATE COVERED ICE CREAM BAR

INQUIRE AT BOOTH #35, HOTEL SHERMAN, JAN. 19-22

Electrically Refrigerated DeLuxe Ice Cream Bar Vender by Hilco

Some Exclusive Franchised Distributorships Available.

UNIVERSAL DIST. CO.
210 N. EWING Phone: Newstead 7001 ST. LOUIS 3, MO.
Walter Gummershimer, National Sales Representative

FOR SALE

HOT NUT VENDORS

Have fifty-two nut vending machines left, guaranteed identically the same machine as advertised page 90, November 22nd issue of BILLBOARD. . . . First order received takes lot at \$20.00 each. Complete F. O. B. Arlington, Va.

BUSH AGENCY, RADIO BLDG., ARLINGTON, VA.

- Lyme Manufacturing Co., Inc.
427 W. 34th Terrace
Kansas City, Mo.
- Manning & Lewis
30 Ogden St.
Newark, N. J.
- Rudd-Melikian, Inc.
1947 N. Howard St.
Philadelphia

COIN CHANGERS

- A. B. T. Manufacturing Co.
715-723 N. Kedzie Ave.
Chicago
- Bell Products Co.
2000 N. Oakley Ave.
Chicago
- Coin-O-Matic Cashier, Inc.
800 W. North Ave.
Chicago
- Douglass Manufacturing Co., Inc.
263 St. John St.
Portland, Me.
- Frost Vending Machine Corp.
90 Waters St.
Boston
- Johnson Fare Box Co.
4619 N. Ravenswood Ave.
Chicago
- Mills Industries, Inc.
4100 W. Fullerton Ave.
Chicago
- National Rejectors, Inc.
5100 San Francisco St.
St. Louis
- Universal Coin Changer Corp.
311 West Ave.
Los Angeles
- Vendo Co.
7400 E. 12th St.
Kansas City, Mo.

COOKIE

- Garwood Metal Co.
Garwood, N. J.
- Mills Automatic Merchandising Corp.
21-30 44th Rd.
Long Island City, N. Y.
- Statler Manufacturers Corp.
2112 Broadway
New York

DAIRY DRINK

- Ex-Cello Corp.
1200 Oakman Blvd.
Detroit
- Ideal Dispenser Co., Inc.
539 S. McClun St.
Bloomington, Ill.
- O. D. Jennings & Co.
4309 W. Lake St.
Chicago
- Kalva Venders, Inc.
605 W. Washington Blvd.
Chicago
- Milk-O-Mat Corp.
500 5th Ave.
New York
- Selector Products Co.
3800 Park Ave.
St. Louis

HOT NUT

- Alkuno & Co.
408 Concord Ave.
New York
- Asco Vending Machine Exchange Corp.
55-57-59 Branford St.
Newark, N. J.
- Munro-Matlock
Euclid 71st Bldg.
Cleveland

Pistachios

**JUST ARRIVED
NEW CROP**

ask for **ZALOOM'S**

4 STAR RED OR WHITE

Perfect for Vending Machines and Packages. No outer skin, no blemishes. The Finest and Fastest Selling Grade of Pistachios.

- packed in 5-lb. moisture-proof bags
- 12 5-lb. bags to a carton

"4 STAR WHITE"—with the pure, thin, white salt coating.

"4 STAR RED"—with the pure, certified, attractive red color.

**DELICIOUSLY ROASTED & SALTED
RECOGNIZED DISTRIBUTORS IN
ALL TERRITORIES
WRITE US TODAY**



Zaloom & Co.
AMERICA'S ORIGINAL
MASTERS IN IMPORTING, ROASTING
AND SALTING OF PISTACHIO NUTS
122 HUDSON ST., NEW YORK 13, N. Y.

CHARMS

MADE OF STERILE PLASTIC

**Specially Engineered
For Vending Machines
Proven Display and
Sales Value**

13 Varieties, Ass'd. Colors
75% Luminous

\$4.50 per 1000
SAMPLES ON REQUEST

VECO SALES
2639 N. RACINE
CHICAGO 14, ILL.

All or Any Part of
2,500# 5/8"

BALL GUM

31c per pound

Cash with order

WM. R. HARRIS
731 Broadway Paducah, Ky.

The "New Look" in Electric Cigarette Merchandising!

**TWO FULL YEARS
ON-LOCATION PERFORMANCE**

THE FIRST ELECTRIC CIGARETTE MACHINE

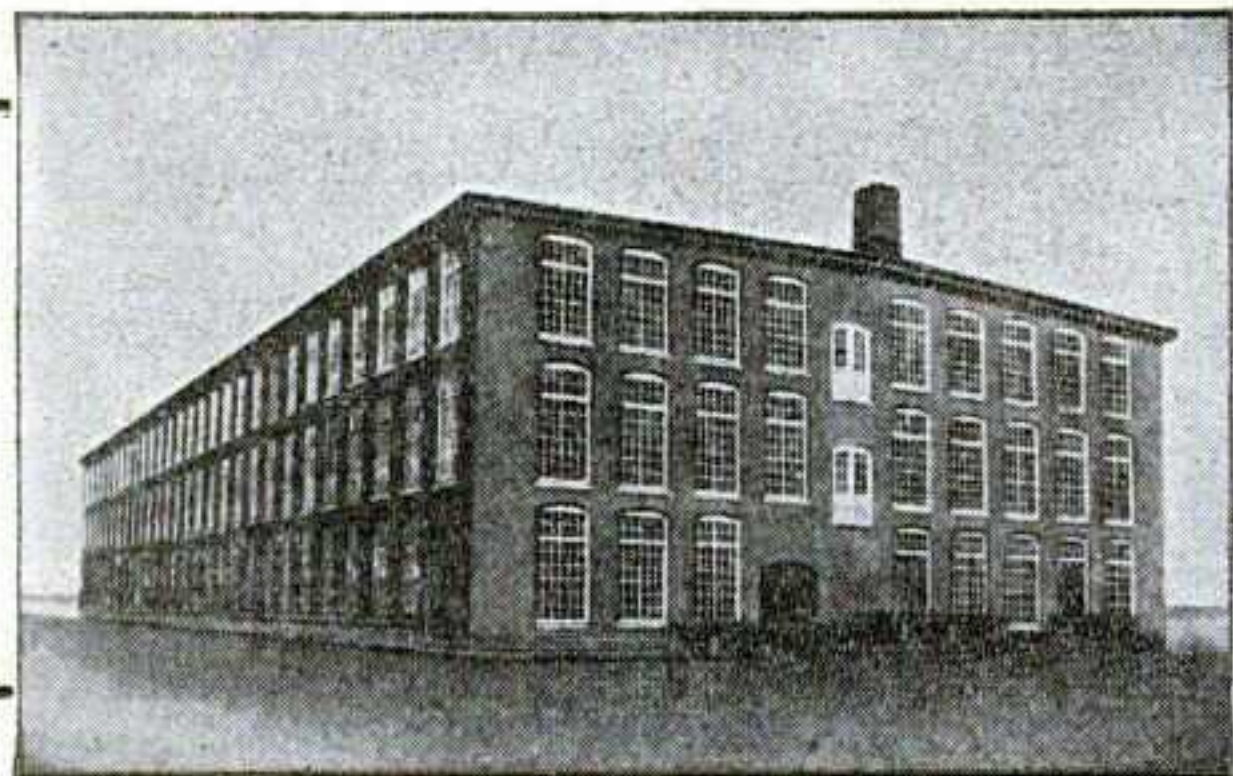
ELECTRO, the all-electric cigarette machine, is **two full years** ahead of all other electric cigarette machines.

ELECTRO is easy to operate, **MAGIC TOUCH DELIVERY**, beautiful in design, efficient, space-saving (only 44 inches high) and requires a minimum of servicing.

A PROVEN TESTED MONEY MAKER

ELECTRO is **not** an experiment. Already used successfully by hundreds of operators in thousands of locations from Maine to California, **ELECTRO** has been acclaimed as the greatest achievement in the history of automatic cigarette merchandising.

Anticipate your 1948 requirements for this machine **NOW**. **WRITE, WIRE or PHONE** your orders **TODAY** to insure prompt delivery.



World's Largest Cigarette Machine Factory
Producing the World's Finest Electric Cigarette Machine
NOW IN FULL PRODUCTION

Due to heavily increased demand, production has been doubled at our new plant. This is the largest cigarette merchandising machine factory in the world.

A Product of C-8 Laboratories

EASTERN ELECTRIC VENDING MACHINE CORP.

General Motors Bldg., 1775 Broadway, New York 19, N. Y.

NEW KAYEM

ASPIRIN VENDING MACHINE

Now available for immediate delivery. Territories now open for distributors. Distributors, contact us for prices and territories available. Operators, contact us for your local distributors' addresses.

McCLURE DISTRIBUTING CORP.

703 N. Vandeventer St. Louis, Mo. 3423 Main St. Kansas City, Mo.

Silver King Corp.
622 Diversey Blvd.
Chicago

Tropical Trading Co.
716 W. Madison St.
Chicago

White Machine Co.
104-06 Livingston St.
Newark, N. J.

ICE CREAM

Revco, Inc.
1412 E. Church St.
Deerfield, Mich.

Vendi-Freeze Corp.
3085 Reynard Way
San Diego, Calif.

JUICE

Beaver Machine & Tool Co.
203 Edison St.
Syracuse

Snively Vending & Sales Co.
Winterhaven, Fla.

Telecoin Corp.
12 E. 44th St.
New York

LAUNDRY — AUTOMATIC

Ald, Inc.
3406 N. Lincoln Ave.
Chicago

F. L. Jacobs Co.
1043 Spruce
Detroit

Telecoin Corp.
12 E. 44th St.
New York

POPCORN

Dale Engineering & Sales Co.
6820 Howard St.
Skokie, Ill.

Electro-Serve, Inc.
Commercial Merchants Bank Bldg.
Peoria, Ill.

Emerson Brothers' Manufacturing Co.
2431 W. Washington Blvd.
Los Angeles

Hawkeye Novelty Co.
1754 E. Grand Ave.
Des Moines

Kunkel Metal Products Co.
1623 S. Los Angeles St.
Los Angeles

Star Metal Manufacturing Co.
Trenton & Ann Sts.
Philadelphia



DELUXE

Here is truly the industry's most outstanding single unit merchandiser — 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.

Less than 25 \$27.00
Less than 100 26.75
100 or more 26.25

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 \$14.40
Less than 100 13.95
100 or more 13.55



33 BALL GUM

You can't beat the 33 Ball Gum Vendor. 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.

(3 1/2-lb. Globe)
Less than 25 \$11.40
Less than 100 11.10
100 or more 10.80
(5-lb. Globe 15¢ Extra)

MODEL 33

Imagine! A low-priced peanut vendor containing such features as slug ejector, self-clearing coin slot, foolproof mechanism and being actually sanitary. Yet Model 33 offers a host of other advantages. A trial proves its superiority. Porcelain enamel or Hammerloid finish in many colors.

Less than 25 \$12.60
Less than 100 12.40
100 or more 12.25



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 \$10.85
Less than 100 10.60
100 or more 10.35
(6-lb. Globe 15¢ Extra)

SEE IT AT CMI SHOW!



New! 1948

POSTMASTER STAMP VENDER

Vends direct from THREE Government rolls... no folder expense! Efficient! Guaranteed! Outstanding!

Write for Circular

DAVAL PRODUCTS CORP.
1512 N. FREMONT ST., CHICAGO 22, ILL.

SPECIAL OFFER

4 Columbus Ball Gum Machines and
4100 Balls 3/4" Bubble Gum... \$48.75

(Late Models—New Guarantee)

Shipman Duplex Stamp Machines... \$18.00

Shipman Triplex Machines... 23.50

Lowest prices on Bubble Gum, Pee Wee Beans, Charms, Stands.

McBRIDE WHOLESALE COMPANY

P. O. Box 5215 Memphis, Tenn.

The Choice of Operators
who want the BEST!

Because
They're
BUILT
FOR
OPERATING!

TRADE-INS · PARTS
GLOBES · STANDS
BRACKETS · PISTACHIO
NUTS · PEANUTS · GUM
CANDY · CHARMS

Everything for the trade.
A complete service — write
for free list — operators hand
book 25c.

All quotations net F.O.B. Factory subject
to change without notice.

NORTHWESTERN SALES
AND SERVICE COMPANY
4105 16th Avenue Brooklyn 4, N. Y.
Windsor 8-3600



comes
The



REVELATION

of Another Kind of "Man of Distinction", the American Coke Drinker

NEWS

***AMAZING NEW SOFT DRINK CUP VENDOR TO SELL MILLIONS OF COKES TO MILLIONS OF DISTINCTIVE COKE DRINKERS**

location tested
superbly designed
unexacting maintenance
magnificent performance
meets all known sanitary requirements
takes only 6 seconds to make blended
splendid ice cold soft drinks

**SENSATIONALLY
PRICED AT
ONLY**

995.00

F. O. B. FACTORY

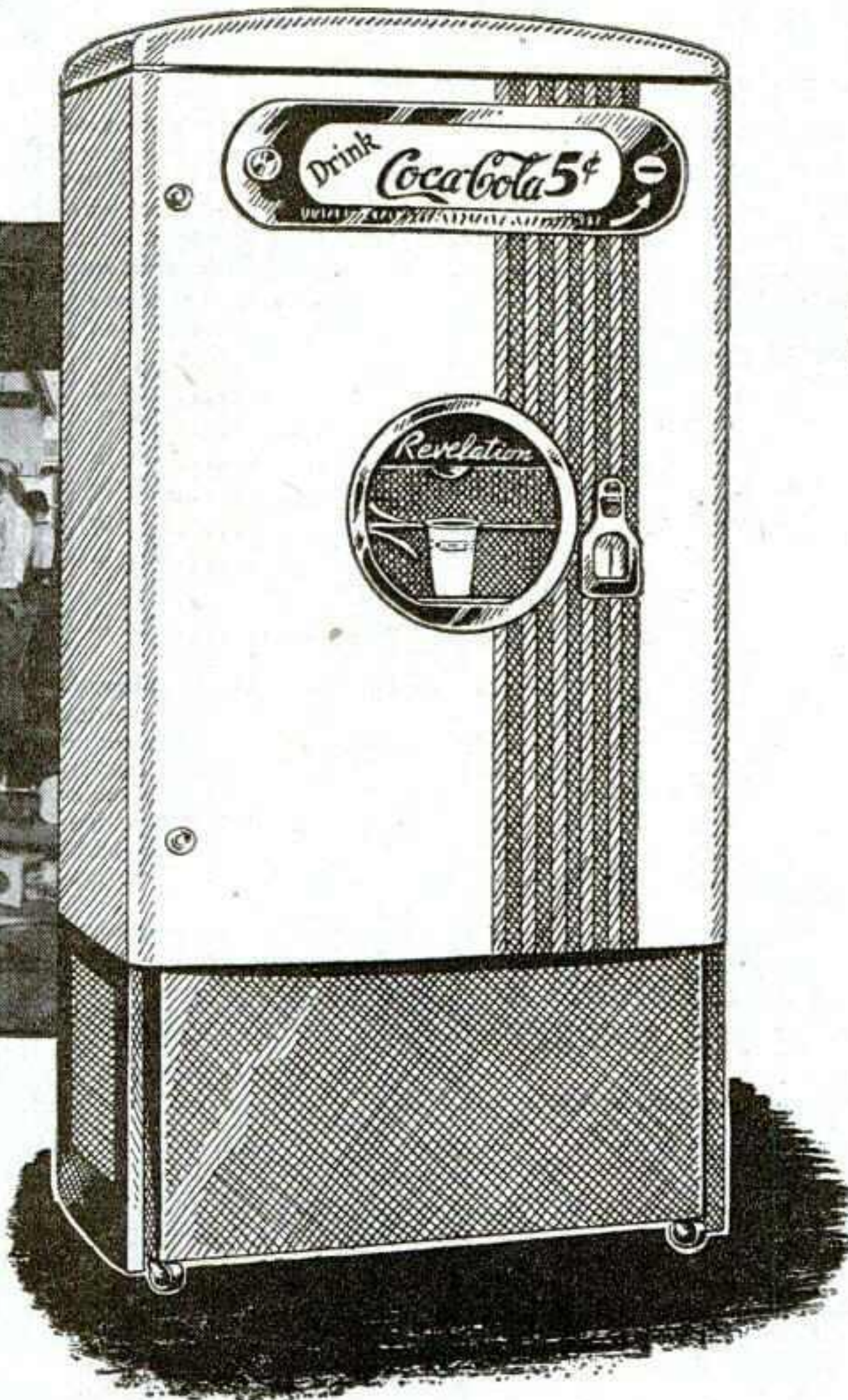
Millions of Men of Distinction (coke drinker style) to service with soft drinks, day in and day out, year after year... That's right... Distinctively outstanding REVELATION, the advanced custom-made automatic soft drink cup vendor, is ready to cater to those countless coke drinkers who are ready to spend their distinguished dollars to quench their distinctive thirsts... REVELATION is made from the finest materials... trouble free mechanism... foam control... automatic change maker (optional)... superlative refrigeration and carbonation systems... WHAT A PRODUCT... WHAT A PROFIT MAKER... WHAT A PRICE.

NOW IN QUANTITY PRODUCTION

10 years of mechanical know how have gone into the making of the REVELATION... 104,000 square feet of bustling factory space is now turning out quality units at a quantity pace.



SEE THE REVELATION
AT BOOTH NO. 170
SHERMAN HOTEL CHICAGO




INTERSTATE SALES

QUENCHES YOUR PROFIT THIRST

3709 WEST PICO BOULEVARD
LOS ANGELES 6, CALIFORNIA
ROchester 9129

A LIMITED NUMBER OF EXCLUSIVE
FRANCHISED TERRITORIES AVAILABLE



**1948
IMPS**


1¢ or 5¢
Cigarette
or Fruit

\$12.95

Lots
of 12

\$13.75, Lots of 5. Sample, \$14.50. Here's the tiniest Bell in the world. A brand new Three Reel Counter Game that is worth its weight in gold. Finished in brilliant colors.

**SHIPMAN
TRIPLEX STAMP
MACHINE**



Brand new!
Vends 1¢, 3¢
and 5¢ Air-
mail Postage
Stamps.

Sluggproof,
compact,
foolproof.

Immediate
Delivery.

Operator's
Price
\$39.50

STAMP FOLDERS
For Shipman,
Schermack, Vic-
tory.

10,000 ... \$ 5.75
25,000 ... 13.95

Distributors Inter-
ested in selling our
advertised ma-
chines, write for
details.

Write for Catalog on Bulk Vendors, Games, etc.

PARKWAY MACHINE CORPORATION
623 W. NORTH AVE., DEPT. B Phone: Madison 1447 BALTIMORE 17, MD.

A-1 SALESMEN WANTED

For one of the best propositions in the vending machine field.
Unusually large earnings. Territories available in all States now.
BOX D-204, The Billboard, Cincinnati 22, Ohio

Stylon Corp.
3307 E. Gage Ave.
Huntington Park, Calif.

T. & C. Company
3612 Cedar Springs Ave.
Dallas

Viking Tool & Machine Corp.
2 Main St.
Belleville, N. J.

Compton Co.
165 Pine St.
Abilene, Tex.

Daval Products Corp.
1512-14 N. Fremont St.
Chicago

POSTAGE STAMP

Advance Machine Co.
4641 Ravenswood Ave.
Chicago

Automatic Dispenser Co.
9018 W. Olympic Blvd.
Beverly Hills, Calif.

Northwestern Corp.
1006 E. Armstrong St.
Morris, Ill.

Postage Stamp Machine Co.
33 W. 60th St.
New York

Schermack Products Corp.
1174 W. Baltimore
Detroit

Shipman Manufacturing Co.
1326 S. Lorena St.
Los Angeles

Automatic Machines, Inc.
971 N. La Cienga Blvd.
Los Angeles

Automatic Sanitary Vender Corp.
21 Bayard St.
New Brunswick, N. J.

University Press
655 Sixth Ave.
New York

Commercial Controls Corp.
Rochester, N. Y.

POST CARD

Exhibit Supply Co.
4222 W. Lake St.
Chicago

International Mutoscope Corp.
44-01 Eleventh St.
Long Island City, N. Y.

Metropolitan Coin Machine, Inc.
203 Sands St.
Brooklyn

(See Guide to Mfrs. on page 121)



Copyright 1947—Leon "Hi-Ho" Silver, Inc.

A DREAM COME TRUE

FOR BULK VENDING MACHINE OPERATORS

You need not fear overstocking when you order nuts processed by California Almond Orchards, Inc. Their exclusive method of packing in 5-lb. tins assures absolute freshness when you open the tin. You form a pouring spout with the top of the opened tin, and following its use, return the top to its original shape and re-close with the special "Tite-Fit" lid to keep the nuts fresh long after the tin has been opened.

Here is the complete line that we carry in the nut family—all packed in 5-lb. tins.

Almonds	85c lb.
Super Mix	80c lb.
Cashew-Almond Mix	70c lb.
Cashew Butts	60c lb.
Vend Mix	39c lb.
Peanut Mix	29c lb.
Blanched Virginia Peanuts	35c lb.
Spanish Peanuts	26c lb.


(F. O. B. San Francisco)

**VENDSIZE
PAN CANDIES**

PACKED IN 40 LB. CASES ONLY

BOSTON BEANS 22¢ LB.
RAINBOW BEANS 22¢ LB.
LICORICE BEANS 22¢ LB.

QUANTITY PRICES ONLY
F. O. B. SAN FRANCISCO



ALMONDS

ROASTED · SALTED · VACUUM PACKED

PACKED BY
CALIFORNIA ALMOND ORCHARDS

Incorporated
Distributed By
LEON "HI-HO" SILVER, INC.
760 Hayes St., San Francisco, Calif.


Net Weight — 5 Pounds

California Almond Orchards, Inc., located in the "Almond Bowl of America," has a large, modern plant, equipped with specially designed machinery to French Fry all kinds of nuts in pure coconut oil and pack them in air-free 5-lb. tins, and, believe me, they are bending over backwards to meet my rigid specifications for processing nuts for your machines.

**VICTOR'S NEW MODEL K
FIRST IN THE MARKET**

FEATURING .

- PLASTIC MERCHANDISE WHEEL, guaranteed non-corrosive.
- Body of PORCELAIN ENAMEL.
- Built-In Merchandise Delivery Chute of PORCELAIN ENAMEL.
- Merchandise Hopper of PORCELAIN ENAMEL.
- Coin Mechanism of PORCELAIN ENAMEL.
- "Wide-Open" Assembly for quick, easy servicing. If you prefer globes can be filled in warehouse and installed on location in 30 seconds.



with PORCELAIN ENAMEL FINISH

**DISTRIBUTOR FOR
ADVANCE MACHINES**

- BALL GUM
- SANITARY NAPKIN
- 5c HERSHEY BAR
- 5c GUM

**SKY-HIGH
PROFIT MAKERS**

Terms: One-Third Down, Balance C. O. D., or Send Cash With Order and Save C. O. D. Charges. RUSH YOUR ORDER TODAY TO

LEON "HI-HO" SILVER, INC.

760 Hayes Street San Francisco, Calif.
Phone: Market 1107-3

**Write today for
ROCK BOTTOM PRICES**

on the following:

BALL BUBBLE GUM
RAIN-BLO BUBBLE GUM
PRIZE BALL GUM

Priced as low as
31¢ per lb.

Freight paid to your door on gum orders. "Does your jobber do this?"

SMALL BOSTON BAKED BEANS
SMALL RAINBOW PEANUTS
LICORICE LOZENGES

SALTED SPANISH PEANUTS
SALTED VIRGINIA PEANUTS

Can now supply Candy-Coated chewing gum—Chicklet Style. Assorted Colors and Flavors. 960 count to pound. Packed 30 lb. to carton

180 pounds — **\$68.40**

LESS THAN 180 LBS. 40c PER LB.

Full Cash With Order.
F. O. B. Factory.

**VICTOR VENDING CORP.
MACHINES**

Can be bought on
Time Payment.
16 weeks to pay for same.

You will find it better to deal with

ROY TORR LANSDOWNE PENNA.

a fortune in popcorn
with

EVER FRESH

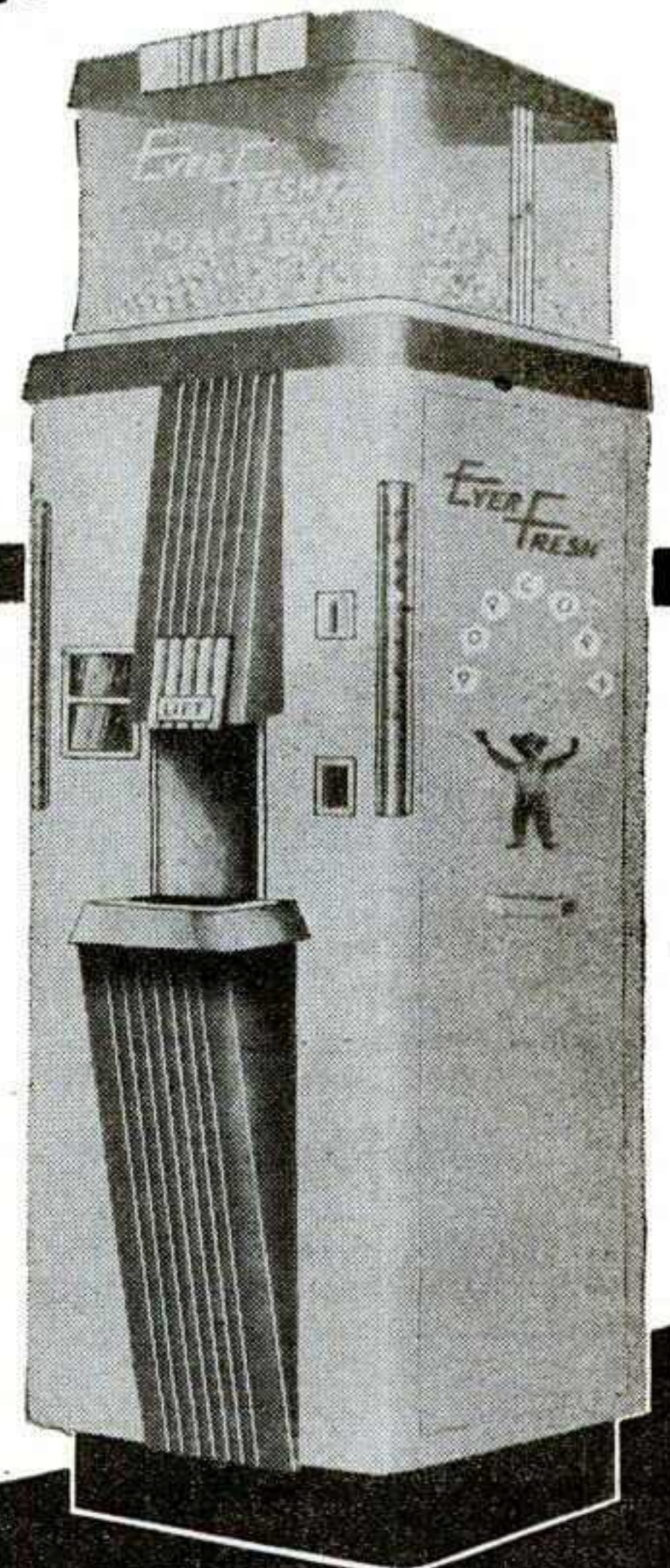
QUALITY AT A PRICE

AN ENTIRELY NEW APPROACH TO AUTOMATIC POPCORN SALES



Faultlessly Engineered and
Brilliantly Designed — featuring:

- 1. Animation
- 2. Thermostatic Heat Control
- 3. Positive Popcorn delivery eliminating "bridging"



Your visit to Chicago during the CMI show this year will produce exciting results when you see the new and completely modern Ever Fresh Popcorn dispenser.

Manufactured by the Linco Tool & Machine Co., Ever Fresh represents the height of modern engineering applied to one of the most profitable of all items — Popcorn.

For over 25 years, Linco has been manufacturing for such firms as General Electric, Westinghouse, Rexall Stores and the Gillette Safety Razor Co.

Size 18"x18"x60"
Capacity: 6 lbs. of corn

See Ever Fresh at
a private showing

CONGRESS HOTEL
CHICAGO

JAN. 19th through JAN. 22nd

Exclusive Distributing
Franchises Available.



LINCO TOOL & MACHINE CO.
DESIGNERS & MANUFACTURERS

264 Arlington Street, Watertown 72, Mass. • Watertown 4-0110-0111

MODEL "A"
MADE TO SELL FOR ONLY
\$199.50

F.O.B. FACTORY

Popcorn's Big Year

(Continued from page 108)

mirror backs up the compartment. Cabinet has an illuminated plastic top.

Machine comes in two models, one with a single heating unit for normal locations and another with a double heating unit for heavy traffic locations. Operation is with either a nickel or a dime. Vender has a corn hopper with adjustable bins for different sized portions of corn to be vended.

One of the first firms to make a coin-operated popcorn vender and put it into production was the Kunkel Metal Products Company, Los Angeles. Firm began making popcorn venders in 1936. Several of its pre-war machines are still on location throught the country.

At present Kunkel is in production with a new model. Production on the vender began in July, 1947. New Kunkel vender is set for nickel operation as was its pre-war prede-

cessor. Standing 62 inches high, it is 16 inches square and weighs approximately 67 pounds. Upper part of the machine has large glass sections so that the corn may be seen. National distributor for the Kunkel machine is Norsocamerica of Los Angeles.

Landis Aristocrat

Recently placed into production is the Landis Aristocrat coin-operated popcorn vender by the Landis Manufacturing Company, Santa Monica, Calif.

Landis vender features adjustable popcorn delivery, which allows the operator to regulate the amount of

corn delivered. It is adjustable to either nickel or dime operation and is fully automatic, operating from a motor shaft.

A single heating unit keeps only the amount of corn about to be delivered hot. A warmer maintains constant temperature in the remainder of the corn. Machine is 60 by 18 by 18 inches and has an illuminated plexiglas top with a metal cap. It is loaded from the top and has a storage compartment in the side of the base which will hold 10 gallons of corn in addition to the six gallons in the top compartment.

National distributor for the machine is J. R. Giesler & Associates, Los Angeles.

Stylon Popmaster

Stylon Manufacturing Company, Long Beach, Calif., is presently producing a floor model popcorn vender known as the Popmaster. Distributors report that they are making deliveries as orders are received.

Popmaster is 66 by 18½ by 16 inches and weighs 75 pounds. It has a 15-gallon one-piece plexiglas storage bin at the top of the machine with a cast aluminum top hinged on the left side for refilling. Cabinet has a baked enamel finish with polished aluminum trip.

Machine has a two-stage electric heating unit. Operation is mechanical with a push-down type operating lever.

Viking Minit-Pop

Only fully automatic popcorn vender is manufactured by the Viking Tool & Machine Corporation, Belleville, N. J. Known as Minit-Pop, the Viking machine pops corn freshly each time a coin is inserted.

Machine is 62 by 26 by 17 inches. Popping temperature is scientifically controlled at all times. The Minit-Pop vender is in production and in operation in numerous sections of the country.

Insertion of a dime in the coin slot of the machine starts it in operation. A measured cup of corn is visibly dumped into the popping hopper. Hopper oscillates, keeping the corn in motion. When the corn has been popped according to pre-timing of the machine, the hopper lights and pours the corn thru a chute into the waiting bag.

One of the biggest advantages of the Minit-Pop machine has been its novelty value. Crowds frequently gather around the vender to watch it operate.

Along with the coin-operated machines, many operators have gone into the operation of manually operated popcorn venders on their routes. Such machines are generally counter warmers which are designed to vend a set portion of corn when a lever is actuated.

Among the manufacturers of this type of machine are Auto-Vend, Inc.; Dale Engineering and Sales Company and ABC Popcorn Company, of Chicago.

Auto-Vend's machine is similar to its 'Pop' Corn Sez floor model without a coin mechanism, automatic delivery or base. The Dale machine is identical to their coin-operated model except it lacks a coin mechanism.

ABC's vender is known as the Little Giant Dispenser and is designed only for manual operation. It has an eight-gallon capacity which can be increased by use of a larger plastic storage compartment cylinder. Measurements of the standard ABC Little Giant Dispenser are 28 by 15 by 12 inches. Any sized portion may be dispensed.

YOU GET ALL 3

with the ORIGINAL COLORED BUBBLE BALL GUM!

Leaf Rain-Blo—the original colored bubble ball gum—is setting the bubble gum "crowd" on fire! Kids everywhere insist on the bigger, brighter more colorful bubbles they blow with Leaf Rain-Blo. They buy one Rain-Blo color, then another and still another to get all the colors of the rainbow. Buying three times as much Rain-Blo as ordinary ball bubble gum we can't keep up with the nation-wide demand.

Packed in assorted colors, so kids get blue, yellow, red centers and combine them for other colors. There's a pot of gold at the end of this Rain-Blo. Get your share! Mail the coupon right now and be sure to order enough!

QUALITY LEAF RAIN-BLO...

- Made of finest quality pure ingredients, delicious flavor.
- Coated in 8 Bright Colors.
- Gum centers: Red, Yellow and Blue.

ALL SIZES AVAILABLE

THE "CHALLENGER"

THREE MACHINES IN ONE
The Most Attractive Three Unit Hot Nut
Machine Produced.

TROPICAL TRADING CO.
716 W. Madison St. Chicago 6, Illinois

LEAF RAIN-BLO



Packed in 25 lb. cartons,
minimum shipment 4 cartons.

MAIL COUPON TODAY!
FIRST COME!
FIRST SERVED!

LEAF GUM COMPANY Dept. B
1135 N. Cicero Avenue, Chicago 51, Illinois

Gentlemen: Rush full information on
Leaf Rain-Blo, the Original Colored Bubble Ball Gum.

NAME OF COMPANY

ADDRESS

CITY ZONE STATE

YOUR NAME

Guide to Vending Machine Manufacturers

(Continued from page 118)

RAZOR BLADES

- Automatic Dispenser Co.
9018 W. Olympic Blvd.
Los Angeles
- Gem Vending Manufacturing Co.
3471 W. 140th St.
Cleveland
- Munro-Matlock
Euclid 71st Bldg.
Cleveland
- Shipman Manufacturing Co.
1326 S. Lorena St.
Los Angeles

SANDWICH

- Automatic Canteen Company of America
Merchandise Mart
Chicago
- Radio Chef, Inc.
310 S. Racine St.
Chicago
- Vendomatic Corp.
34 W. 33rd St.
New York

SCALES

- A. B. T. Manufacturing Co.
715-723 N. Kedzie Ave.
Chicago
- American Scale Manufacturing Co.
3206 Grace St., N.W.
Washington
- J. F. Frantz Manufacturing Co.
8022 S. Racine Ave.
Chicago

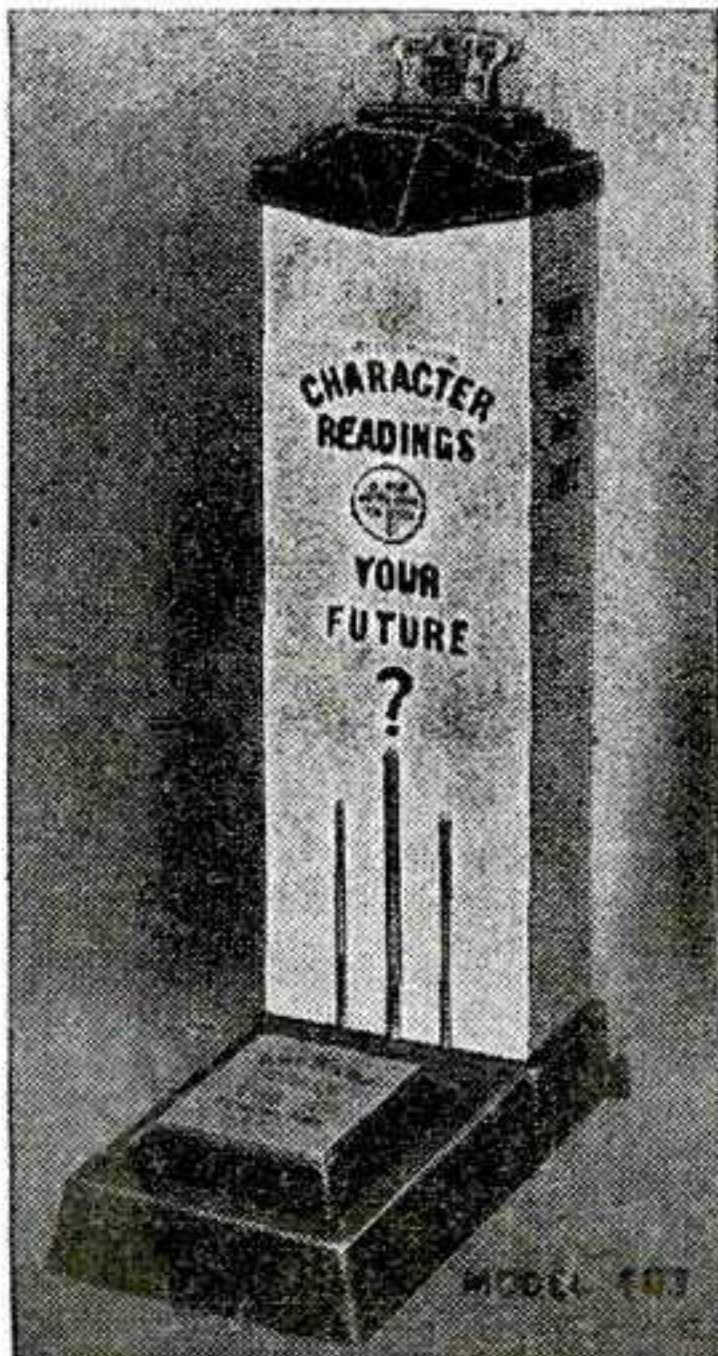
- Hamilton Scale Co.
214 Oliver St.
Toledo
- Ideal Weighing Machine Co.
1012 W. 43rd St.
Los Angeles

SERVICE

- American Locker Co., Inc.
(parcel locker)
211 Congress St.
Boston
- Automatic Towel Cabinet Co. (towel)
205 E. Adams Ave.
Detroit
- Ralph W. Brown (insurance)
97 N. Sixth St.
Columbus, O.
- Hospital Specialty Co.
(sanitary napkin)
1991 E. 66th St.
Cleveland
- King Manufacturing Co.
(steam cabinet)
504 Neck Rd.
Brooklyn
- Kinmont Manufacturing Co.
(shoe shine)
5555 E. Slauson Ave.
Los Angeles
- Nik-O-Lok Co. (toilet lock, seat,
germicidal lamps)
110 N. Illinois St.
Indianapolis
- Sanitex Co. (sanitary napkin)
14182 Myers Rd.
Detroit
- Trans Meter Corp. (ticket)
62 William St.
New York

**They Are In Stock
Awaiting Your
Order**

**THE GREATEST MONEY
MAKING SCALE ON
THE MARKET, AND
100 PER CENT
AUTOMATIC
NO KNOBS OR HANDLES
TO TURN—THE COIN
DOES ALL THE
WORK**



Gets locations and holds them. A fortune or character reading with each weight, and a slot for each month of the year.

WRITE OR WIRE TODAY FOR DETAILS

AMERICAN SCALE MFG. CO.

3206 Grace St., N. W. Washington 7, D. C.
Cable Address: "AMSCA"

**FREE Trial
Package**

**PETER PAN
GUM** corporation

Announces

The latest Vending Machine best seller

5/8" BALL GUM Rainbow Colors—
Each Individually Flavored

FREE 5 lb.

**TRIAL PACKAGE
TO ANY OPERATOR**



**Send in the coupon below with
your business card or letterhead**

**PETER PAN GUM CORP. DEPT. M
834 STERLING PLACE, BROOKLYN 16, N. Y.**

Please send me, without obligation, your FREE Trial Package of Peter Pan 5/8" Ball Gum—Individually colored and flavored.

Name

Address

City State.....

No. of machines operated

IT'S FREE--SEND FOR IT TODAY!

Headline Performance
with **UNIVENDOR**

VENDS CANDY AND ASSORTED MERCHANDISE FROM 5c to 20c

UNIVENDOR heads the sales parade in every location—tempting every customer with a wide variety of assorted merchandise. Simple adjustment sets the columns for items most popular at each location.



- ★ SWINGING DOOR—FREE WHEELING MECHANISM
- ★ STEEL CONSTRUCTION—CHROMIUM TRIM
- ★ IMPROVED COIN MECHANISM
- ★ AUTOMATIC "OUT SIGN"
- ★ ATTRACTIVE MERCHANDISE DISPLAY
- ★ ADJUSTABLE BASE

Other UNIVENDOR models are available in Junior 6 column, Senior 8 column, and 8 and 16 column Theatre design—and in wall models. Write today—for illustrated literature.

Stoner Mfg. Corp., Aurora, Illinois

SOFT DRINK — BOTTLE

- American Vendors, Inc.
750 South La Brea
Los Angeles
- Autovend Co.
3619 Broadway
Kansas City, Mo.
- Bastian-Blessing Co.
4201 Petersen Ave.
Chicago
- Bernitz Manufacturing Co.
2125 Indiana Ave.
Kansas City, Mo.
- California Aircraft Engineering Co.
750 S. La Brea
Los Angeles
- Carton Cooler Co., Inc.
1401 Woodward
Kansas City, Mo.
- Dispensers, Inc.
1627 Franklin St.
Wilmington, Del.
- General Vending Machine Corp.
549 W. Washington Blvd.
Chicago
- Glascok Brothers' Manufacturing Co.
Muncie, Ind.
- Ideal Dispenser Co., Inc.
541 S. McClune St.
Bloomington, Ill.
- F. L. Jacobs Co.
1403 Spruce St.
Detroit
- Kalva Venders, Inc.
605 W. Washington
Chicago
- Mills Industries, Inc.
4100 Fullerton Ave.
Chicago

SEE IT AT CMI SHOW!



New! 1948

POSTMASTER STAMP VENDER

Vends direct from THREE Government rolls... no folder expense! Efficient! Guaranteed! Outstanding!

Write for Circular

DAVAL PRODUCTS CORP.
1512 N. FREMONT ST., CHICAGO 22, ILL.

MODERNIZE

your cigarette machines with our distinctive picture mirrors



• Thirty designs to choose from.

An ordinary picture cannot do the mirrors justice. The mirrors are illuminated from the rear, thereby giving the picture a life-like appearance.

BOOTHS 191-192

Write us for complete details and pictures of the designs.

SCOTTO MUSIC CO.

1000 E. EL CAMINO AVENUE
NORTH SACRAMENTO, CALIF.

- Portable Elevator Manufacturing Co.
Dept. E-20
Bloomington, Ill.
- The Selectivend Corp.
1820 Wyandotte
Kansas City, Mo.
- Stewart Products
315 W. Putnam
Greenwich Conn.
- Tip Corporation of America
Marion, Va.
- U. S. Vending Corp.
Board of Trade Bldg.
141 W. Jackson Blvd.
Chicago
- Vendall Division
Hydro Silica Corp.
Gasport, N. Y.
- Vendo Co.
7400 E. 12th St.
Kansas City, Mo.
- Vendorlator Manufacturing Co.
400 Railroad Ave.
Fresno, Calif.
- Westinghouse Electric Corp.
306 4th Ave.
Pittsburgh

SOFT DRINK — CUP

- American Vending Corp.
1401 Fairfax Trafficway
Kansas City, Kan.
- American Vendors, Inc.
750 S. La Brea
Los Angeles
- Automatic Canteen Company of America
222 W. North Bank
Chicago
- C. C. Bradley & Son
N. Franklin & Goodwin Sts.
Syracuse
- California Aircraft Engineering Co.
750 S. La Brea
Los Angeles

BANTAM TRAY VENDOR
IMMEDIATE DELIVERY

\$12.50

Vends Almonds, Candy, Nuts. One hand operation. Use with or without tray.

Write for circular

Atlas Mfg. & Sales Corp.
12220 TRISKETT RD. • CLEVELAND 11, OHIO
ESTABLISHED 1928

NEW & REBUILT VENDING MACHINES

- Selective Candy Bar Vendors
- Bulk Merchandisers Scales
- Drink Vendors Gum Machines
- Special Vending Equipment

Tell us just what you need. We will be glad to quote you promptly.

6926 W. Roosevelt Rd.
Oak Park, Illinois



FOR VENDING MACHINES and SUPPLIES write RUSS THOMAS CO.

2189 Central Ave., Memphis 4, Tenn
Telephone: 2-6410

HAMILTON

The Low Cost,
High Income
**PENNY
WEIGHING
SCALE!**

See us at
**CHICAGO
CONVENTION
SHERMAN HOTEL
Jan. 19, 20, 21, 22**
See Joseph Ringers
General Mgr.

It's here! Hamilton offers you the lowest priced penny personal weighing scale on the market. With all these features... Modern Design... Light Weight... Rugged Construction (can be transported in any position without harm to the scale)... simple to install and adjust, even a child can do it... and it carries a *Lifetime Guarantee!* You can double or triple the number of scales you have in operation with Hamilton, the scale that more than pays for itself.

*Distributors—Exclusive Territories Open
Write for full story

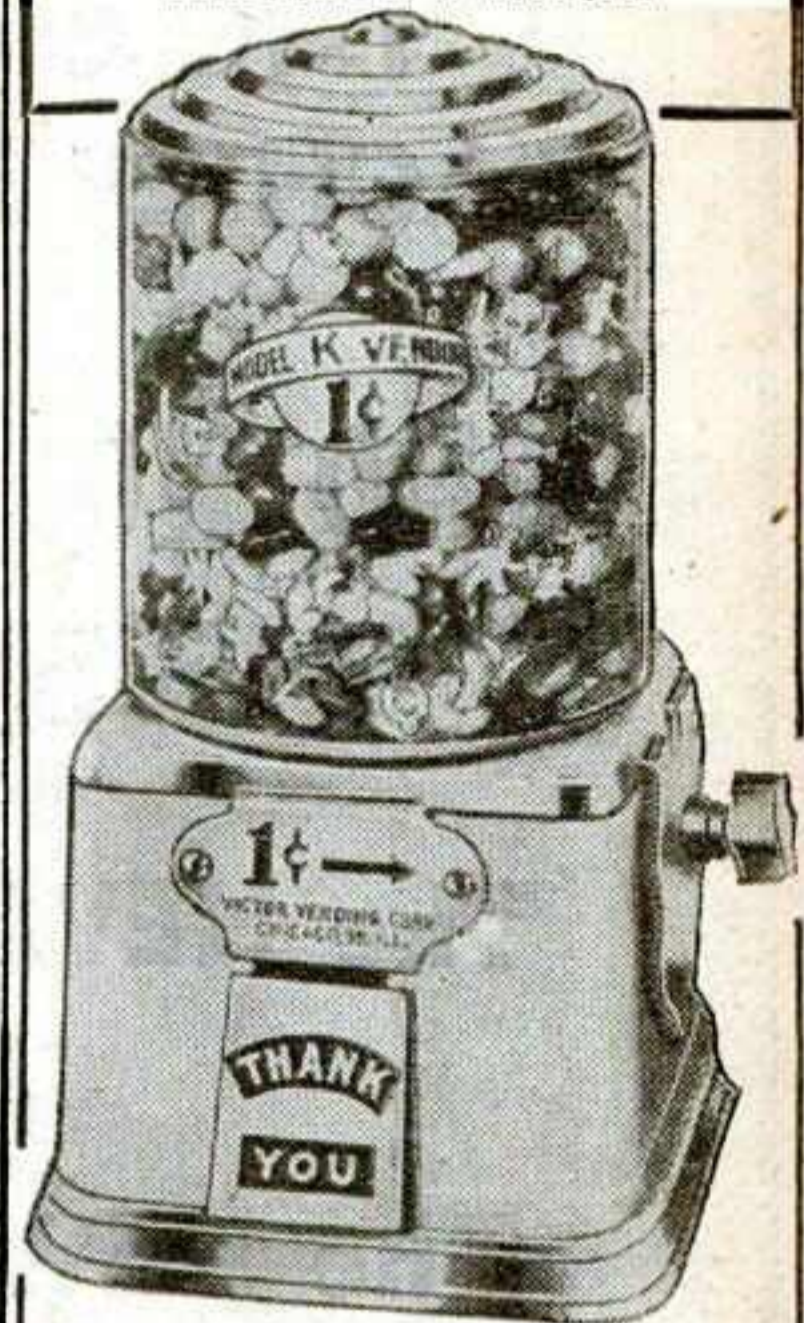
**HAMILTON SCALE
COMPANY**

214 OLIVER ST., TOLEDO 4, OHIO



- Drink-O-Mat Industries, Inc.
360 Merrimac St.
Lawrence, Mass.
- Ex-Cell Products Corp.
1233 S. Wabash Ave.
Chicago
- Interstate Engineering Corp.
2250 E. Imperial Highway
El Segundo, Calif.
- Lion Manufacturing Co.
2640 W. Belmont Ave.
Chicago
- Mills Industries, Inc.
4100 Fullerton Ave.
Chicago
- National Automatic Dispenser, Inc.
Greenwich Ave. & Walnut St.
Montclair, N. J.
- Spacarb Corp.
311-317 E. 23rd St.
New York
- Square Manufacturing Co.
3259 Broadway
Chicago
- Standard Gas & Equipment Co.
Bayard & Hamburg Sts.
Baltimore
- Standard Products Co.
505 Boulevard Bldg.
7310 Woodward
Detroit
- Stewart Products
315 W. Putnam
Greenwich, Conn.
- Supervend Corp.
2506 Cedar Springs
Dallas
- Thirst Aid, Inc.
521 5th Ave.
New York
- The Vensom Co.
P. O. Box 589
Montgomery, Ala.
- Westinghouse Electric Corp.
306 Fourth Ave.
Pittsburgh

VICTOR'S New MODEL K With PORCELAIN ENAMEL FINISH

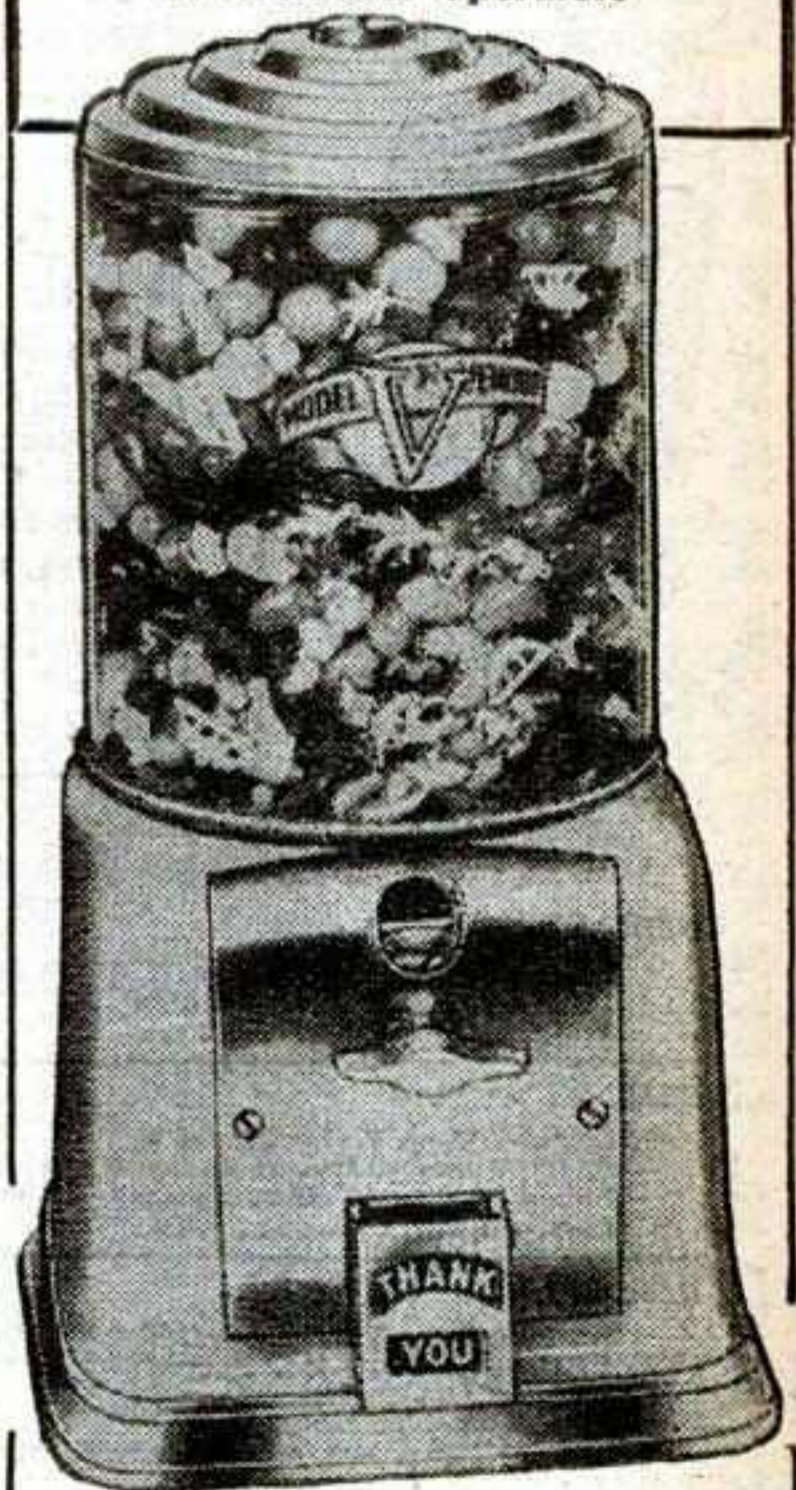


Featuring...
**PLASTIC MERCHANDISE
WHEEL**

- Guaranteed Non-Corrosive Regardless of Climate or Merchandise Vended.
- Porcelain Enamel Body
 - Porcelain Enamel Delivery Chute
 - Porcelain Enamel Merchandise Hopper
 - Porcelain Enamel Coin Mechanism
 - Quick, Easy Servicing
 - Capacity: 5 to 6 Lbs. Bulk Merchandise or 1000-1200 Balls of Gum, 1/2", 3/8" and 3/4".

VICTOR'S MODEL V

The Choice of Thousands
of Successful Operators



Globe Type or DeLuxe Cabinet Type for Vending All Types of Bulk Merchandise. Capacity: 5 to 6 Lbs. or 1000-1200 Balls of Gum. Cabinet Type 25% Greater.

**WRITE FOR COMPLETE DETAILS
AND PRICES**

VICTOR VENDING CORP.
5711 Grand Avenue Chicago 39, Illinois
Tel.: NATIONAL 0220

Increase your LOCATION PROFITS!
IMMEDIATE DELIVERY

TRIANGLE VENDOR

New modern design for vending match style package. Plenty of eye appeal. Made of Cast Aluminum. Sturdy construction, magnetic coin receiver. 72 package capacity.

- Light Weight
- Fool Proof
- Safety Wall Fastener
- Theft Proof
- Guaranteed

**WRITE OR
WIRE TODAY**

See Us at
Monarch
BOOTH 104
Hotel Sherman
Chicago
Jan. 19, 20, 21, 22

TRIANGLE SALES, INC.

5042 WINTHROP AVE.

CHICAGO 40, ILL.

TYPEWRITERS

- Marlyn C. Ford
Jacksonville, Fla.
- Pacific Electron Products Corp.
1550 Hays Ave.
Long Beach, Calif.
- Typo-O-Matic Service Co.
17 E. 42nd St.
New York

MERCHANDISE (miscellaneous)

- Advance Machine Co. (pencil)
4641 N. Ravenswood Ave.
Chicago
- Automatic Book Vending Corp.
(pocketbooks)
381 4th Ave.
New York
- Auto-Newsy, Inc. (newspaper)
305 Tobin Ave.
Renton, Wash.
- Dixie Cup Co. (paper cups)
Easton, Pa.
- International Mutoscope Corp.
(photo machine, voice recorder)
44-01 11th St.
Long Island City, N. Y.
- International Vending Machine Corp.
(package mdse.)
425 5th Ave.
New York
- Kayem Products Co., Inc.
(vitamin, dental kit)
8161 Santa Monica Blvd.
Hollywood
- Lewel Aspirin Machine Co. (aspirin)
Fort Worth
- Lily-Tulip Cup Corp. (paper cups)
122 E. 42nd St.
New York

STAR BRAND BALL GUM BUBBLE BASE

OUTSELLS ALL OTHER GUM. EYE-CATCHING COLORS, LARGER CENTERS,
SMOOTHER CHEWING.

30¢ lb. IN 5,000 LB. LOTS!

130 count — 25 lb. cases
31c lb., 2,500-4,999 lb. Lots • 32c lb., 1,000-2,499 Lots
• 33c lb., 100-999 lb. Lots

FREIGHT PREPAID!

TERMS: 1/3 Cash with order,
balance C. O. D.

ORDER TODAY FOR IMMEDIATE SHIPMENT
VIKING SPECIALTY CO., 530 GOLDEN GATE AVE., SAN FRANCISCO, CALIF.

COME OUT AND SEE ★ THE GREATEST ACHIEVEMENT IN ★ VENDING MACHINES

The NEW Model **K**
&
The NEW Model **V**
VICTOR **V**ENDING CORPORATION

5701-13 W. Grand Avenue Chicago 39, Illinois

CONVENTION SPECIALS!

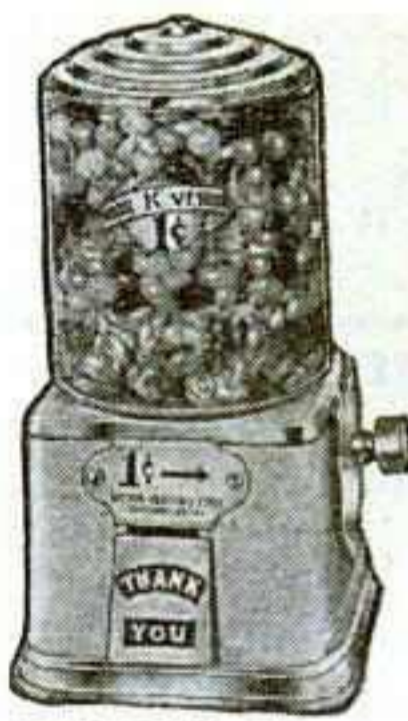
ANYONE WHO CLIPS THIS AD AND MAILES IT TO US ON OR BEFORE FEBRUARY 29TH WILL BE ENTITLED TO THE PRICES QUOTED ON THE DEALS LISTED BELOW



YES!

We, as a distributor, prepay the freight on the following:

Orders for 3 or more cartons of Rainbow Peanuts or Boston Baked Beans or 100 lbs. of 5/8" Bubble Ball Gum.



VICTOR MODEL V

DEAL #1
5 Globe-Type Victor Model V, \$58.75, plus 50 lbs. Bubble Ball Gum, all for **\$72.50**

DEAL #2
5 Globe-Type Victor Model V, \$58.75, plus 40 lbs. of Boston Baked Beans or Rainbow Peanuts, all for **\$67.15**

DEAL #3
5 Globe-Type Victor Model V, \$58.75, plus 60 lbs. Spanish Peanuts, all for **\$70.75**

VICTOR MODEL K

DEAL #4
5 Victor Model K, \$64.75, plus 50 lbs. Bubble Ball Gum, all for **\$78.50**

DEAL #5
5 Victor Model K, \$64.75, plus 40 lbs. of Boston Baked Beans or Rainbow Peanuts, all for **\$73.15**

DEAL #6
5 Victor Model K, \$64.75, plus 60 lbs. Spanish Peanuts, all for **\$76.75**

Prices quoted on above merchandise only hold for complete deals. Write for quantity prices on Rainbow Peanuts, 5/8" Bubble Ball Gum, Boston Baked Beans and Burnt Peanuts. 1/2 Deposit, F. O. B. Brooklyn, N. Y.; Balance C. O. D.

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EXCLUSIVE VICTOR DISTRIBUTOR IN NEW YORK
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Manufacturers' Agents Sales Co.
(liquid dispenser)
935 Market
San Francisco

One-Use Toothbrush Corp.
(dental kit)
14408 Calvert St.
Van Nuys, Calif.

Vendomatic Corp. (books)
34 W. 33rd
New York

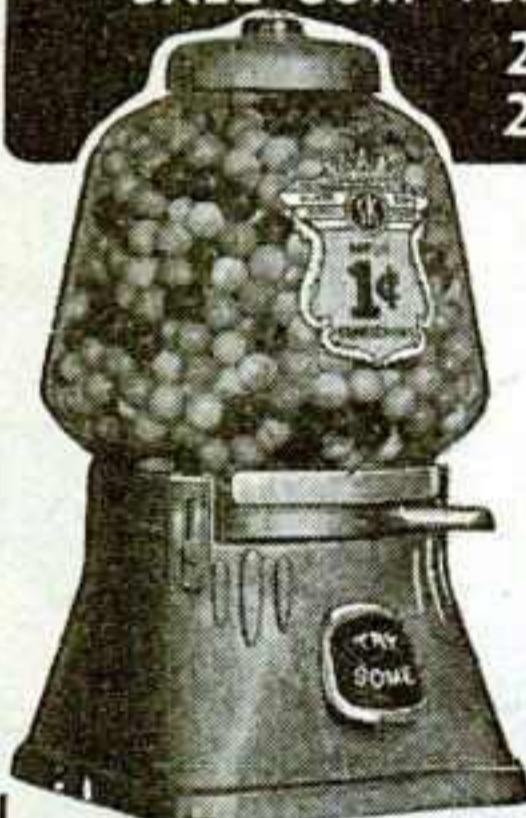
Ven Dures, Inc. (vitamin)
430 Medical Arts Bldg.
Seattle

Warner & Sons (voice recorder)
300 N. Lake St.
Pasadena, Calif.

Wilcox-Gay Corp. (voice recorder)
Charlotte, Mich.

Silver-King's NEW "PRIZE-KING" BALL GUM VENDOR

2 for 5c
2 for 1c



Sensational new 2 for 1c and 2 for 5c ball gum vendor. Puts ball gum vending in 5¢ field with appeal to adults as well as children. Bigger play and bigger profits for all types of locations. The most sensational ball gum vendor ever developed!

(Patent Pending)

AT ALL BEST DEALERS OR WRITE
SILVER-KING CORP.
622 DIVERSEY PARKWAY, CHICAGO 14, ILL.

ALL SILVER KINGS

Can be bought on
TORR TIME PAYMENT PLAN
16 weekly payments. Write for details.
ROY TORR
Lansdowne, Pa.

Douglass Shoeshiner At CMI Show; Name N. Y. Area Distrib

SAN FRANCISCO, Jan. 17.—The Douglass Automatic Shoeshining Machine will be displayed at the Coin Machine Show in Chicago, M. L. Parent, head of Parent Distributing Company, national sales agents for the equipment, said. Attending the show with Parent will be G. G. Jamieson, president and general manager of the Douglass Automatic Shoeshining Company, a California corporation.

Parent said that the displays of the machine staged by Charles L. Ward and Karl Beattie in the East had been satisfactory. The national sales manager said that Dime-Shine, a partnership of Ardie Zuckerman and Sam Cohen, had been named to distribute the equipment in the New York vicinity.



FOR BEST RESULTS USE BRAND NEW 1948 SILVER KINGS

1¢ Ball Gum—1¢ Peanuts
5¢ Almond Candy—5¢
Hot Nut, etc. Write for special quantity prices.

Bubble Ball Gum—
Any Size, Any Quantity.
Stands, Cement Filled.
35c PER LB. \$3.50 EACH
DEVICES NOVELTY SALES CO.
467 N. Milwaukee Ave. CHICAGO 10, ILL.
Exclusive Silver-King Distributors
Chicago and Suburbs

PROVEN Money Makers!



WHY PAY MORE???

BUY DIRECT—SAVE 40%

TOM THUMB Venders are time tested. Thousands in operation. Die cast, precision built—2 sizes, 1 1/2", 3" interchangeable mechanism.

You should be able to earn \$5.00 to \$6.00 a week net per machine.

ORDER FROM STOCK—Immediate delivery (money-back guarantee on sample).

WRITE FOR PRICES AND BULLETINS. (We distribute Victor Vending Machines.)
FIELDING MFG. CO., INC.
258 W. Pearl St. Jackson, Mich. Department BB-24

Look, Look, Look...

ATTENTION SCALE OPERATORS!

START THE NEW YEAR WITH
BRAND NEW EQUIPMENT



Arist-o
\$87.50

Here is the opportunity you have been waiting for, offered by J. F. Frantz Mfg. Co.

The internationally well-known Arist-o and Mir-o scales at a substantial reduction.

Remember... there is no substitute for quality: they are the scales with the greatest earning power on the market. You can install them in any location because of their modern design and size. The beautiful finish, the streamlined column and guaranteed mechanism are all features of the Frantz Arist-o and Mir-o Scales.

Write or wire direct to factory for full particulars to fit your individual needs whether you handle one scale or a thousand. See us first.

ALL FORMER MODELS PAGES SCALES TAKEN ON TRADE.

1/3 Deposit, Balance on order C. O. D.
The Arist-o former price \$115.00
Now For \$87.50
The Mir-o former price \$125.00
Now For \$97.50



Mir-o
\$97.50

THEY'RE HERE AND YOU CAN GET THEM IMMEDIATELY

J. F. Frantz Mfg. Co.

8022 SO. RACINE AVENUE
CHICAGO 20, ILLINOIS

**K-25
GUESS-ER
SCALE**



**ALL-MECHANICAL
OPERATION**

Available now for immediate shipment, the famous K-25 Guess-er Scale. Thoroughly reconditioned, beautifully refinished, mechanically perfect.

\$149.50 EACH

\$49.50 with order, balance \$10.00 per month.

When ordering on credit plan supply four commercial references or deduct 2% for cash with order. These ready to ship. Wire, phone or mail your order today.

**The VENDING
MACHINE CO.**
FAYETTEVILLE NORTH CAROLINA
U.S.A.

CIGARETTE MACHINES

**REAL LOW PRICES
READY FOR LOCATION**

National 9-30	\$ 47.50
Rowe 7-Col. Mint & Gum. Ea.	10.00
DuGrenier W's, 9 Col.	47.50
DuGrenier 7-Col. Mod. S. Ea.	27.50
DuGrenier Champ, 8 & 11 Col.	60.00
DuGrenier 7-Col. Challenger, New	100.00
Phillips 10¢ Cigar Mach., wall type, coin return, 50 capacity. Ea.	15.00
Rowe Aristocrat, 6 Col., operates on all combinations of 20 or 25 cents—a real buy—150 capacity. Ea.	22.50
Penny Inserting Mach., foot model	47.50
Half Deposit.	Phone: BA 9-0608

HARRIS VENDING

2717 N. Park Ave. Philadelphia, Pa.

WRITE FOR OUR CATALOG

VENDORS' SPECIALS

Mdse. Stands, Solid Steel—Weight 35 Lbs.	\$4.50
Double Plates for Two Machines	1.15
BUBBLE GUM—140 Count and 170 Count—25 Lb. Cartons. Per Lb.	.35
1/3 Deposit, Balance C. O. D. Fast Delivery.	

VEEDCO SALES CO.

2113 Market St. Philadelphia 3, Pa.

**BRUSH-UP
SHOE SHINER**
1st and ONLY

IT CLEANS
IT SHINES
IT BRUSHES



NOW DELIVERING \$189.50

Tested and proven to get big money. Made of steel to last a lifetime. Flashy in appearance. 1,000 hotels, cafes, recreation centers, bus stops, etc., waiting for this machine. Coin operated for 5c or 10c play.

WANTED: Distributors, Jobbers, Representatives Everywhere

**ASK AT DESK FOR ROOM, BILL SIROS
ALSO BOOTH DISPLAY**

SIROS MFG. CO. 1001 Louisiana, Houston, Texas



ADVANCE BALL GUM VENDORS

Sample	\$13.75
2 thru 11	11.90
12 thru 19	11.40
50 and up	11.00

**"TOT" Brand Premium
5/8" Bubble Gum
40c Lb.
Rain-Blo
Bubble Gum
38c Lb.**

**FREIGHT PAID ON BALL GUM
100 Lbs. or More. Less Than 100
Lbs. F. O. B. Paducah.**

YES, WE HAVE—

- Boston Baked Beans
- Spanish Peanuts
- Cinnamon Peanuts
- Pistachios



**VICTOR
MODEL V**

Globe Type..\$11.75
Cabinet Type. 13.75

Terms: 1/3 Deposit,
Bal. C. O. D.

T. O. THOMAS CO.

1572 JEFFERSON

PHONE: 2131

PADUCAH, KY.



**IT'S NEW; IT'S PATENTED; IT'S THE ONLY ONE
VAN-LITE POCKET LIGHTER
FILLING STATION**

- World's largest chain drug reports \$20 from each machine monthly—others better.
- Will soon be operating in all club cars and stations of large Eastern Railroad Company.
- Locations no problem.
- \$2.00 invested in fluid returns \$10.24. Everyone who has 25¢ has a lighter. Leave supply of fluid with location. He refills—you make collections once monthly.
- Whatever you vend you still count your profits in pennies.
- Height, 19"—Base, 24"—Chicago Lock—Chromium Plated—Suction Cups.

WRITE — WIRE — PHONE TODAY!

WESSON DISTRIBUTING CORP.

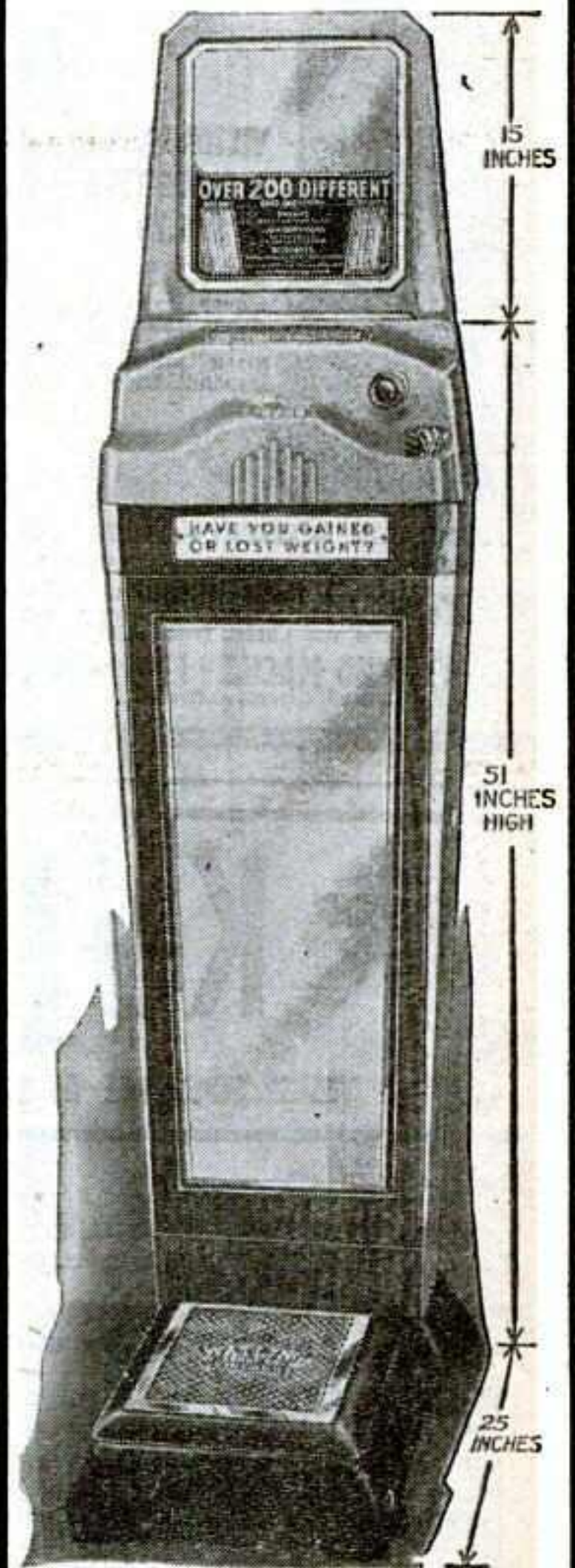
1060 BROAD STREET

NEWARK 2, NEW JERSEY

PHONE: MITCHELL 2-6003

**199%
PROFIT**

**• NOT A NOVELTY •
BUT AN INVESTMENT**



**200
FORTUNE TELLING
SCALE**

NO SPRINGS

HOW SCALE OPERATES

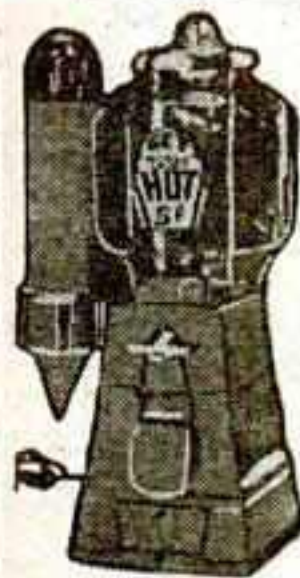
1. Step on the platform.
2. Turn the knob on the right until you get the question you want answered between the red lines.
3. Put a penny in the slot and the scale does the rest. You get your correct weight and your fortune for one cent.

**Invented and Made Only By
Walling Manufacturing
Company**

4650 W. Fulton St. Chicago 44, Ill.
Est. 1889—Telephone: Columbus 2770
Cable Address: WATLINGITE, Chicago

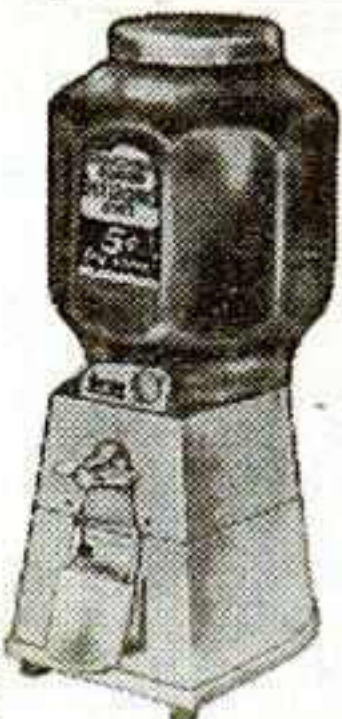
BUY ON OUR 16 WEEK PAYMENT PLAN!

50% WITH ORDER, BALANCE 16 EQUAL PAYMENTS
MINIMUM ORDER, 25 MACHINES



ASCO 5c HOT NUT VENDOR \$29.50

Not only the finest hot nut vendor on the market, but this amazing price reduction makes it a must! A big earner.



ASCO 5c STANDARD ALL-PURPOSE VENDOR \$17.50

Built to bring you big profits with Pistachios and other bulk products. Large capacity. Proven performance.



VICTOR MODEL V GLOBE TYPE \$11.75

The famous year in, year out money maker. Vends Ball Gum and all other bulk products. Dependable.

1c-5c MASTER New Model \$17.50

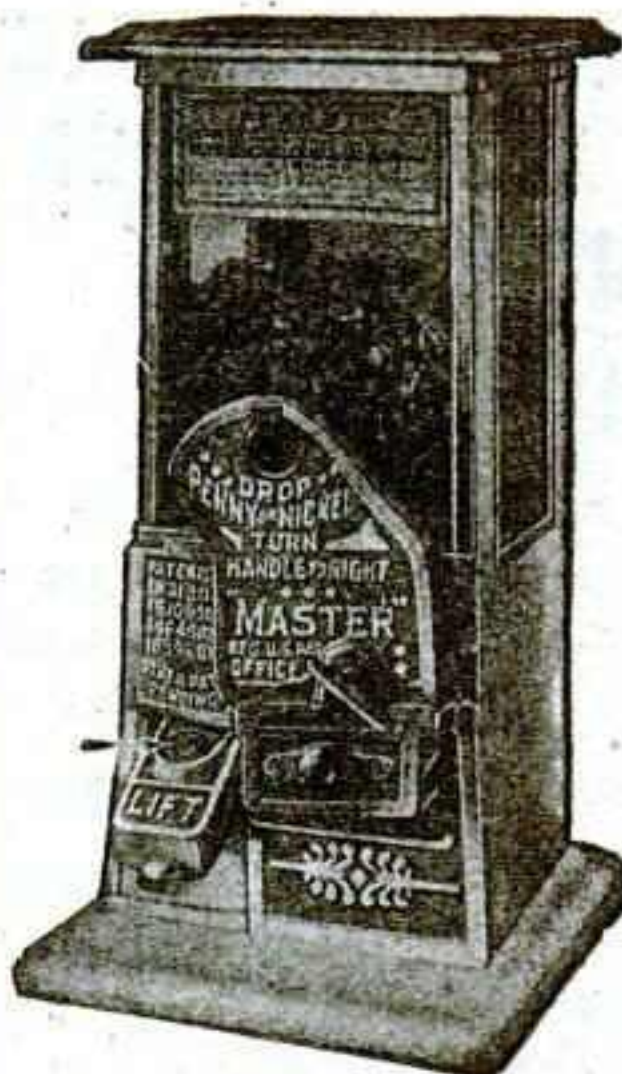
The Original penny-nickel vendor brought up to date. Vends Ball Gum and all other bulk products. Slug rejector. A terrific machine.



IMMEDIATE DELIVERY—ORDER NOW
SEND FOR CREDIT APPLICATION.
Complete Line of Vending Machine Equipment, Merchandise and Supplies at Low Prices. Send for Latest Price List.
ASCO VENDING MACHINE EXCHANGE CORP.
65 Branford Street, Newark 5, N. J.

NORRIS MASTER VENDING MACHINE OPERATORS SAY:

"Here's profits for me"
1 ONE 2 TWO 3 THREE



Master Operators: At last the time has come when you can vend ball gum at 2-1c and make money. We offer you that opportunity with the Triangle 1-2-3 attachment which can be easily installed in all Master vending machines. This is the novel way to merchandise ball gum and keep the customers interested until the machine is empty. The first penny inserted receives one ball; 2d, two; 3d, three, which means the customer will be inclined to spend at least three pennies at a time. If you ball gum sales have slumped recently, don't wait, order this attachment today and watch your business pick up.

Price \$1.35 each

F. O. B. Minneapolis.
1/3 Deposit, Balance C. O. D.

Distributors, Write or Wire for Quantity Prices.

TRIANGLE SALES COMPANY

3116 W. 28th St.

Minneapolis 5, Minnesota

BACK OF EVERY KUNKEL AUTOMATIC POPCORN VENDOR

"MODEL K"

30 YEARS' EXPERIENCE IN BUILDING COIN OPERATED MACHINES

Compare:

PRICE—\$189.50 F. O. B. Los Angeles, Calif.

QUALITY—Top grade materials and workmanship throughout.

PERFORMANCE—Count the trouble-free years of performance with any operator against any other machine.

THESE FEATURES

- 5c or 10c mechanism (optional).
- Means for varying amount of corn vended.
- Beautiful Baked Enamel Finish.
- Sturdy Steel Cabinet.
- Slug rejector mechanism.
- Low Electric Consumption.
- Can be refilled without operator calling.
- Easy to service and clean.
- Maximum capacity with minimum size, 16"x16" wide, 62" high.
- 67 pounds approx. net weight.



Listed by Underwriter's Laboratories

PRACTICAL DEPENDABLE

Operators! Write for Name of Your Nearest Distributor

NORSOAMERICA

356 S. BROADWAY
MADison 6-3746

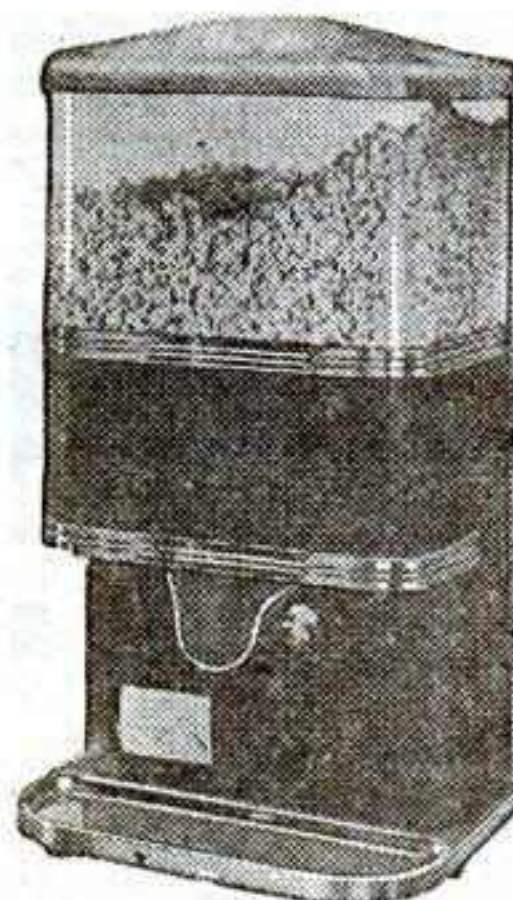
LOS ANGELES 3, CALIF.
Cable Address: NOSOAM

The "Little Giant"

HOT POPCORN DISPENSER

- Modern
- Practical
- Economical

Illuminated plastic. Stainless steel trim. Chromalox heating elements (not a bulb). Gravity feed and shut off. Bagging companies and vending operators will find that servicemen can handle these dispensers in addition to present routes.



Write for information on why it is more profitable to operate dispensers without a coin chute. Eight gallon capacity. Measurements 15" by 12" by 29". Portions controlled by size of bag or bowl.

Manufactured by

ABC POPCORN CO.

Wholesale and Supplies

3441 W. North Ave. Chicago 47

DICKens 3375

SUPPLIERS OF

Raw Corn, Seasoning, Boxes, Bags, Pre-Popped Corn.

TRIAL OFFER

ON PURCHASE OF FIVE DISPENSERS \$57.50 each

For a period of 30 days, if the purchaser is dissatisfied for any reason, a full refund will be made upon the return of the dispensers in good condition.

CIGARETTE MACHINES FULLY RECONDITIONED — REPAINTED — READY FOR LOCATION 1948—SPECIAL SALE PRICE—1948

ROWE 8-COL. IMPERIAL	\$70.00	DU GRENIER "W", 9-COL., 300 CAP.	\$45.00
ROWE 10-COL. PRESIDENTS	110.00	DU GRENIER "WD", 9-COL., 386 CAP.	45.00
NATIONAL 9-30, 270 CAP.	55.00	DU GRENIER OHAMP, 11-COL., 405 CAP.	77.50
NATIONAL 9-50, KING SIZE, EXTRA CAP.	87.50	U-NEED-A-PAK "E", 8-COL.	60.00
NATIONAL 9-A, KING SIZE, EXTRA CAP.	87.50	U-NEED-A-PAK "E", 8-COL.	45.00
CANDY MACHINES			
NATIONAL 9-18, 182 CAP.	\$87.50	ROWE, 120 CAP.	\$85.00
U-NEED-A-PAK, 102 CAP.	65.00	U-SELECT-IT, 54 BAR CAP.	45.00
ONE CENT ROWE GUM MACHINES, IN WORKING ORDER	10.00	ONE CENT JENNINGS PEANUT MACHINES, IN WORKING ORDER	10.00

FURST & SCHWARTZ, INC. 512 GRAND ST. BROOKLYN, N. Y. EVERGREEN 7-2234

"In-the-Field" Equipment Featured at Chicago Show

(Continued from page 104)

Weaver will man the booth. Daval Products Corporation, Chicago, will show its Postmaster Stamp vender. Douglass Automatic Shoeshining Company, Oakland, Calif., will show its Shoeshiner, and has reserved a suite in the Sherman Hotel for special entertainment. Officials present at booth and room will be G. G. Jamieson, president and general manager, and firm's Parent Distribution Company officials, M. L. Parent, Charles L. Ward and Jarl D. Beattie.

Drink-O-Mat Corporation, New York, will show a cup-type soft drink vender. Eastern Electric Vending Machine Corporation, New York, has as a booth display its Electro Electric Cigarette vender, with Lewis A. Jaffe, Meyer S. Starr and Joseph P. Marcelle in attendance. Empire Coin Machine Company, Chicago, will present the Landis Aristocrat popcorn vender. Guardian Electric Company, Chicago, has scheduled a multiple exhibit of control systems, relays, solenoids, and its Computit unit.

Hart-Leese Company, Everett, Wash., will be at the show with a coin changer and coin counter. Hawk-eye Novelty Company, Des Moines, will feature a popcorn vender. Howard Machine Products Company, will present a display of coin-operated portable typewriters at its headquarters, 2754 W. Diversey. The Hospital Specialty Company, Cleveland, has planned a showing of its complete line of sanitary venders. Present will be L. E. Emsheimer, R. S. Friedman and J. R. Fillebrown.

Voice Recorder

International Mutoscope Corporation, Long Island, will show its Voice Recorder, photo machine and post card vender. Interstate Associates, Los Angeles, has booth space for its Revelation soft drink cup type vender. Officials on hand will be George Klor, J. J. Greenfield, S. I. Greenfield, J. Oland and George and Leonard Greene. Jack Nelson & Company, Chicago, has an exhibit consisting of the Pop Corn Maid hot popcorn vender, Cash Trio bulk venders, Victor vending machines and stands. Jack Nelson Jr. and Sr. will be on hand, as will H. A. Lehrter, Howard Cederberg, Tom Joy and R. Martini.

Malkin-Illion Company, Irvington, N. J., will show its cigar vender. J. F. Frantz Manufacturing Company,

Chicago, will exhibit scales. Monarch Coin Machine Company, Chicago, will display coin counting machines, popcorn, ball gum, nut and candy venders. Personnel will include Roy Bazelon, Clayton Nemeroff, Carl Huppert and Harold Pincus. National Rejectors, Inc., St. Louis, is presenting a showing of its slug rejectors, actuating devices, coin changer, timers, and electric coin devices.

O. D. Jennings & Company, Chicago, will show its milk vender. U-Need-A Vendors, Inc., Newark, N. J., will display electric cigarette venders. Officials present will be Jake Breidt, Murray and William Wiener, Leo Willens, Ken Paddock, Ed Dierichx, Jack Feinberg, Jack Rosenfeld, Sam Yaras, Abe Stept, Sam Stern. Knapway Devices, Inc., Kansas City, Mo., will present hot coffee and soup venders. Shipman Manufacturing Company, Los Angeles, will spotlight display on stamp, candy bar and bulk venders.

Rudd-Melikian, Inc., Philadelphia, will present the Kwik-Kafe hot coffee vender. Attending the booth will be L. K. Rudd, president; S. L. Lubber, sales manager; J. Williams, Chicago sales; Robert Bacon, Atlanta sales; W. Towner, Texas sales; H. Smoot, California sales, and B. Hyde, Cleveland sales.

Serv-A-Shine, Inc., Waukesha,

Chicle From Brazil

WASHINGTON, Jan. 17.—More chewing gum for the American market may result from studies on the possibility of Brazilian production and export on a large scale by chicle, chief gum ingredient, Commerce Department announced this week.

Brazil has called in U. S. experts to examine the country's chicle potentiality, and the experts are agreed that the Brazilian product compares favorably with the Mexican variety. When treated, Brazilian chicle makes gum identical with that on the American market, including the kind favored by bubble-gum addicts, said Commerce.

Wis., will devote its booth to its shoeshine machine. Scientific Machine Corporation, New York, will feature vending and service machines. Universal Enterprises, Youngstown, O., is presenting a liquid vender. U. S. Vending Corporation, Chicago, has planned a special display in its board of trade building office.

Wilcox-Gay Corporation, Charlotte, Mich., is showing its Coin-Recordio, automatic voice recorder. Firm personnel present will include C. M. Wilcox, W. L. Hasemeier, F. T. Lang, W. G. Hymes, Bob Cain, Ed Bracy, Don Zimmerman, Marlin Masters and W. J. Sullivan. Watling Manufacturing Company, Chicago, will show coin-operated scales.

Pennies make dollars FASTER with the

Ideal Aristocrat!

GUARANTEED 5 YEARS

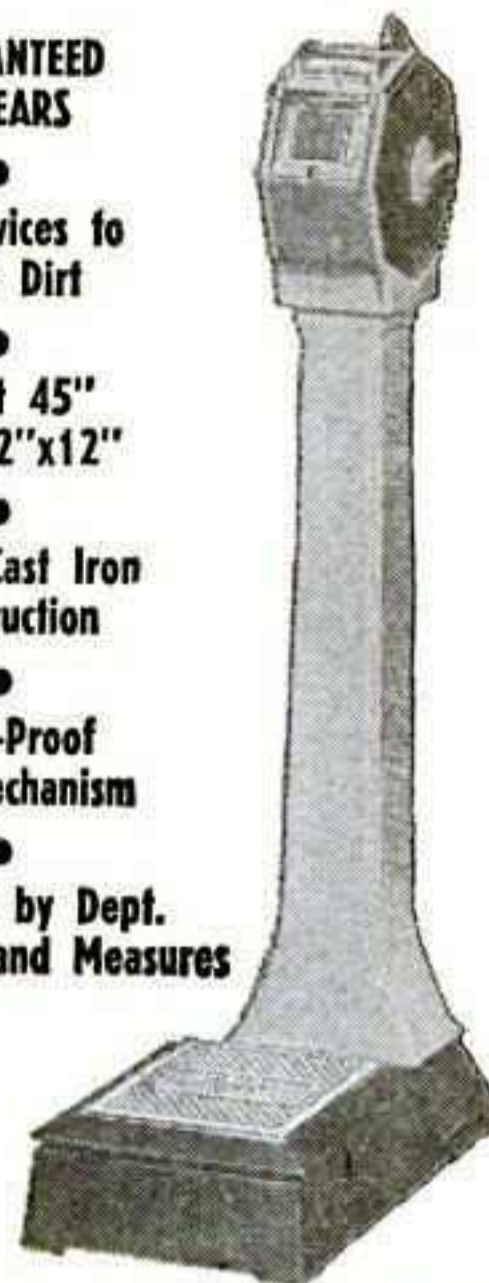
No Crevices to Catch Dirt

Height 45" Base 22"x12"

Sturdy Cast Iron Construction

Cheat-Proof Coin Mechanism

Approved by Dept. of Weights and Measures



WRITE TODAY FOR FOLDER GIVING TABLE OF EARNINGS AND DETAILED INFORMATION.

IDEAL WEIGHING MACHINE CO.

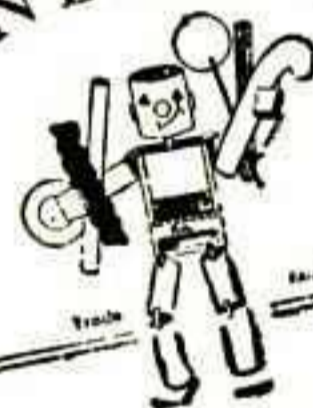
1002 W. 43rd St., Los Angeles 37, Calif.

HERE ARE THE FACTS

ON Alkuno's unique Candy Merchandisers

Forty Vendors, Inc.
141 E. SANDFORD BOULEVARD
NEW YORK, NEW YORK
MOunt Vernon 7-3718

CANDYMAN



New York City Office
600 E. 57th Street
NEW YORK 17, N.Y.

January 8, 1948

Mr Kuno Hamann
Alkuno Company, Inc.
406 Concord Avenue
New York 54, N. Y.

Dear Mr. Hamann:

The results of your unique Candy Merchandisers have amazed me so, that I feel prompted to compliment you in fan mail fashion.

Very frankly, at first I felt that a machine made to vend hard candies and gum would not be too profitable since our experience has shown that these items averaged only a small percentage of the sales when placed in our regular 5¢ bar venders.

However, your machines have changed my mind completely. I see now that when candies are sold in their own machines, (especially in one as attractive as yours) the sales skyrocket.

As proof of the sales made, here's the serviceman's report on two machines for a period of 24 days.

Total sales on a combination (Lifesavers, Charms & Gum) and a Lifesavers' machine, were 1754 packages - gross sales \$87.90.

Taking into consideration the fact that your machines were placed next to our regular candy venders, the sales were surprisingly high.

We have had quite a bit of favorable comment on your venders because of the luxurious cabinet design which certainly has sales appeal.

By the way, the serviceman found the machines to be extremely easy to service and mechanically excellent. I can use more of your unique merchandising machines on all my locations.

Very truly yours,
S. Quaranta
S. Quaranta

sq/LT

ALKUNO & CO.
408 Concord Avenue,
Bronx, New York,
MElrose 5-7757

MECHANICAL
MANUFACTURING
LABORATORIES



FOR SALE

FIVE 750-DRINK CAPACITY
SNEAD CUP BEVERAGE DISPENSING
COIN MACHINES

All new machines, some of them have never been on location, others only a few days. Priced for immediate sale . . . \$650 each F. O. B. Little Rock, Arkansas. This is a real sacrifice and the best buy on cup dispensers in the country. Call, wire or write

THE KAY CO.

215 UNION MEMPHIS, TENN.

CIGARETTE MACHINES

CHAMPIONS DuGRENIERS
9 and 9-11 Champions, good operating condition. Original finish, \$55.00.

THIS WEEK'S SPECIAL

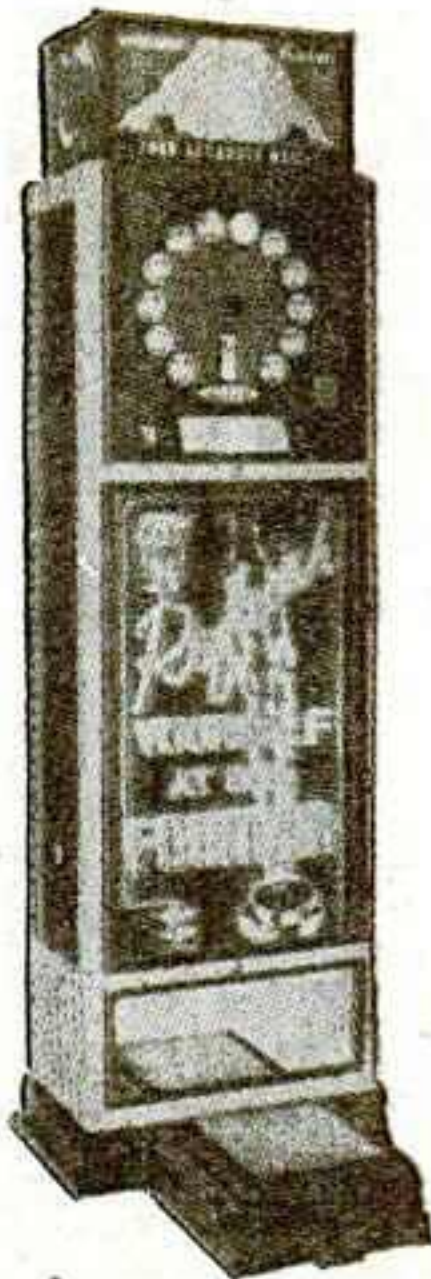
W and WD DuGreniers, \$50.00.
Overhauled and Refinished.

1/3 deposit on all orders.
WE BUY CIGARETTE MACHINES
Phone: EVergreen 6-4244

Central Vending Machine
Service Company
3967 PARRISH ST. PHILADELPHIA 4, PA.

K-80 ASTROLOGY SCALE

Expertly rebuilt
\$169.50
Includes 18,000 (6 sets)
Astrology Tickets
1c Coin Chute



CAPRICORN
DECEMBER 22 to JAN. 19
1. TEMPERAMENT No. 1.
While you are generally accurate and poised mentally, this period will find you influenced by flighty ideas. The best antidote for this negative condition, which may show itself as gloom, is to focus your mind on optimistic thoughts, control your nerves and avoid excitability. You must. (continued on next Card No. 2 about YOUR SUBCONSCIOUS MIND). 10

Tickets for
ASTROLOGY SCALE \$5.00
for Set of 3,000
1/3 Deposit with Order

The VENDING MACHINE CO.
FAYETTEVILLE, NORTH CAROLINA
U. S. A.

5/8" BUBBLE BALL GUM

38 Lb. Cs. (21 1/2¢ Per 100)	\$12.95
6 Cs. Lots, Prepaid @	12.75
25 Lb. Leaf Rain-Blo, 5/8"	8.85
6 Cs. Lots, Prepaid @	8.50
25 Lb. Leaf Bubbl-Chews, 5/8"	8.35
6 Cs. Lots, Prepaid @	8.00

PEE WEE BOSTON BAKED BEANS

35 Lb. Cs. (1200 to Lb.)	\$ 8.95
--------------------------------	---------

McBRIDE WHOLESALE CO.
P. O. Box 5215 Memphis, Tenn.

FAMOUS EPPY CHARMS

Series #1	Series #2
\$3.50	\$4.50
per M	per M

Six other charm and prize items available from us. Write in and ask for free samples.

SAMUEL EPPY & CO., INC.
113-08 101ST AVENUE
RICHMOND HILL 19, L. I., N. Y.



JACK SCHOENBACH

I put the shop on the honor system . . .

and told the boys to tell the customers that some really special "Specials" are coming up.

Now I'm off to **CHICAGO** to meet all my good friends from all over the country (and the world).

See you at the **ADVANCE BOOTH!**

J. SCHOENBACH

DISTRIBUTOR OF ADVANCE VENDING MACHINES

1647 Bedford Avenue, Brooklyn 25, N. Y.



The Original AUTOMATIC VOICE RECORDER

Popularity Voice Records

IT'S NOT COMING—IT IS HERE NOW!
Cash In Today!

Don't experiment—get tried and tested equipment

- Units are trouble free
- Highest quality
- 200 record capacity
- Easily serviced
- Fully automatic
- Attractive cabinets

REAL MONEY MAKERS

Made in	BOOTH MODEL.....	\$750.00
2 Sizes	COUNTER MODEL.....	550.00

The Designers of WARNER AUTOMATIC VOICE RECORDER have over 25 years' experience in the recording field.

WARNER & SONS

300 NO. LAKE ST. PASADENA 4, CALIF.



HEADQUARTERS FOR THE FIRST CHOICE OF SUCCESSFUL OPERATORS

MASTER #2

PENNY-NICKEL COMBINATION VENDOR

Handles Pistachios or Any Other Merchandise. Time Tested and Proved. **\$17.50**

"TEENY" California Almonds—Packed in handy wax-lined 5-lb. boxes, with 8 boxes packed in a shipping case. Per Lb.	90c
CASHEW BUTTS, packed in wax-lined 10-lb. cartons. Per Lb.	50c

Complete Stock of Parts for MASTER VENDORS

TERMS: 1/3 Deposit, Balance C. O. D., F. O. B. New York, N. Y.

FACTORY DISTRIBUTOR
TRI-STATE VENDING CO.

561 10th Avenue New York, N. Y.

"Don't Gamble," Use '48 "SILVER KING" BALL GUM VENDOR



(PATENTS PENDING)

No missing—no adjustments

Handles 140, 170, 210 count gum, no breakage, and positive delivery.

If you want the best trouble-free ball gum vendor, try the new improved '48 "Silver King."

Nut and Ball Gum Vendors, 14-5¢. U. S. and Foreign Coins

AT ALL THE BEST DEALERS OR WRITE

SILVER-KING CORP.
622 Diversey Parkway CHICAGO, ILL.

FOR SALE! IN LOTS!

- 50 Cash Trays, in Original Cartons. For Lot
 - 10 National Cigarette Vendors. For Lot
 - 50 Double Column 1 1/2 Nut Vendors. For Lot
 - 50 6-Column Adams 1 1/2 Gum Vendors. For Lot
- BRAND NEW Silver VENDORS**
King and Columbus
All Types of Nuts—Candy—Bubble Gum—Adams Tab Gum.
WRITE FOR PRICE.

WANTED
All Types of Counter Games.

Immediate Shipment.
Send 1/3 Deposit, Balance C. O. D.
CAMEO VENDING SERVICE
432 W. 42nd St., New York 18, N. Y.
Phone: Medallion 3-1344

OPERATORS' SPECIAL

Expand Your Route the Economical DANCO Way!

- Advance 1c Model D Ball-Gum. \$10.00
 - Victor 1c Model V Cab. Type... 10.50
 - Master 5c Bulk Vendor..... 10.00
 - Imps, 1c or 5c Models..... 12.50
- 1/3 Deposit, Bal. C. O. D.

WE CARRY A COMPLETE LINE OF NEW AND EXPERTLY RECONDITIONED MACHINES. WRITE FOR PRICE LIST.

Danco Coin Machine Co.
1304 E. Baltimore St., Baltimore 31, Md.

BALL GUM

Regular and Bubble

38c lb.

100 lbs. or over, Freight Prepaid; less than 100 lbs., F. O. B. Birmingham.

BIRMINGHAM VENDING COMPANY

2117 3d Avenue North
Birmingham 3, Alabama

Juke Box Displays In Chicago

Phono Parts Mfrs. Repped At CMI Show

Vie for Ops' Interest

CHICAGO, Jan. 17.—Vieing for the interest of juke box operators attending the annual coin machine show here next week will be the manufacturers of parts and accessories for phonographs.

Included in the group will be 14 firms. Only five, however, will concentrate most of their exhibit on items for juke box operators. These firms are Buckley Music Systems, Inc., Chicago; Coin Machine Parts Supply, Milwaukee; Jacobs Novelty Company, Stevens Point, Wis.; Lowell Metal Products Corporation, St. Louis, and Scotto Music Company, North Sacramento, Calif.

Buckley will display its juke box accessory line featuring the Buckley wall box.

Repair, Replacement Parts

Coin Machine Parts Supply plans on exhibiting its full line of electrical repair and replacement parts and phonograph amplifiers. On hand at the show to answer technical problems of juke box operators and distributors will be Coin Machine Parts Supply staffers Irvin I. Aaron, A. Kramer, A. L. Tilton and C. C. Kruse.

Louis Jacobs and W. H. Ross, of Jacobs Novelty, will display their lightweight tone arm for juke boxes, which operates with a three-fourth ounce needle pressure. Display will include a special needle for use with the Jacobs tone arm.

Metal type ceiling speaker baffles, exhibited for the first time, will be featured by the Lowell Metal Products Corporation. Ben W. Lowell, firm president, will head a delegation of Lowell officials at the show. Others who will be there include J. H. Shocklee, vice-president, and W. T. McGary, T. W. Stevens, Max (See *Phono Parts Mfrs. on page 141*)

Cleveland Ops Take Special RR Car to Coin Machine Show

CLEVELAND, Jan. 17.—Fourteen active members of the Cleveland Phonograph Merchants' Association (CPMA) will leave here tomorrow (18) in a special car on the Nickel Plate Railroad to attend the four-day Coin Machine Industries (CMI) exhibit which runs Monday (19) thru Thursday (22) at the Hotel Sherman, Chicago.

In the group will be CPMA president, Jack Cohen, of J. C. Music Company; Vice-President Sanford Levine, Atlas Music Company; Herman Cohen, J. C. Music; Robert Levine, Atlas Music Company; Robert Pinn, of O. & O. Amusement Company; Edward Kenney, Kenney Amusement Company; Joe Solomon and Ben Mart, of J. B. Company; Lewis Berger, of American Amusement Company; George Zolos, of Prospect Phonograph Company; James Burke, of Modern Music Company, and Harry Lief, of Lief Automatic Music. Virginia Holcomb, CPMA secretary, will accompany the group.

Beg Pardon

CHICAGO, Jan. 17.—Thru an error, the wrong ad plate appeared on page 109 of *The Billboard's* January 17 issue. Advertisement announced an open house at the Rock-Ola Manufacturing Corporation's plant, and gave open house dates in February. Rock-Ola's open house will be held January 19-22 to coincide with the Coin Machine Industries Convention and Show.

Show New Juke Box At Wichita Hotel

WICHITA, Kan., Jan. 17.—Prominent coin phonograph operators of Kansas were guests of E. M. Schultz, president of Record Distributors, at a preview showing of the new Rock-Ola models held January 10 and 11 at the Lassen Hotel. Operators included Jerry Adams, Consolidated Distributors, Kansas City, Mo.; Cappy Edwards, Dodge City, Kan., and Harold Roten, of McPherson, Kan.

Record Distributors also handle Mercury and Temp records.

Four Firms To Display at Coin Machine Show; Four Plan Exhibits Elsewhere

Aireon, Filben To Display New Models for First Time

CHICAGO, Jan. 17.—Altho the majority of juke box manufacturers will not have displays on the exhibit floor of the coin machine show at Hotel Sherman here next week, most of the big names in the music machine business will have their latest equipment on exhibition somewhere in Chicago during showtime—January 19-22.

Only four phonograph firms will have juke boxes in the Sherman exhibition hall. Three others, however, will display their products at suites in the Morrison Hotel here and a fourth will display its full line at its local distributor's showrooms for show visitors.

Latest 1948 equipment will highlight most of the displays. Two firms—Aireon Manufacturing Corporation and National Filben Corporation—will display new 1948 juke boxes for

the first time.

Four firms that will have displays at the show, itself are AMI, Inc.; Mills Industries, Inc.; Packard Manufacturing Corporation and Pantages Maestro Company.

AMI, Inc., will display its Model A 40-selection juke box along with its 40-selection wall box. Also on display at the AMI booth will be Automatic Hostess telephone music units.

Present at the AMI display to demonstrate equipment will be John W. Haddock, L. C. Force, J. R. Calderon, G. M. West, H. H. Vandervee, D. C. Beeby, M. J. Giblin and Paul Nelson.

Mills Industries, Inc., plans to display its 20-record, 40-selection Constellation juke box at the show. Several top Mills officials will be present at the firm's booth.

Packard Manufacturing Corporation, Indianapolis, will display its complete juke box line in its exhibition hall booth. Featured will be the Packard Manhattan commercial phonograph.

Representing the Packard firm will be Homer E. Capehart, Joseph Rattliff, Charles Pariler, William P. Bolles and Tony Hicklin.

Wired Music Exhibit

Pantages Maestro Company, Hollywood, will feature its wired music equipment at the show. Included in its exhibit will be control panels, location equipment and alphabetical record files. Displayed for the first time will be Pantages's wired music lockout assemblies.

J. Harry Snodgrass and Hugh Hood will come from California to represent the firm at the show.

Displays at Other Hotels

Holding special displays at the Morrison Hotel will be the Aireon Manufacturing Corporation, National Filben Corporation and Rock-Ola Manufacturing Corporation.

Aireon will display its new, low-price 1948 juke box for the first time along with other equipment. Several officials of the firm will be on hand to help Regional Manager Fred Mann explain the features of the new Aireon equipment to juke box operators.

National Filben's display will feature the firm's self-contained juke box (*The Billboard*, January 17). Also on display will be the complete Filben Mirrocle Music line. Bert Davidson, general manager, will be in charge of the exhibit.

Rock-Ola's 1948 Magic-Glo juke box will be the feature attraction of the firm's Morrison Hotel exhibit. Altho many operators have seen the new phonograph in distributor showings held thruout the country recently (*The Billboard*, January 10), others will see it for the first time during the show. Several new accessory items will be exhibited at the same time.

Illinois Simplex, local distributing firm, will hold an open house at their showrooms for visitors wishing to inspect phonographs and music equipment of the Rudolph Wurlitzer Company. Illinois Simplex headquarters are at 831 South Wabash.

Disk Makers All Ready For Coin Machine Show

CHICAGO, Jan. 17.—Eight recording companies will have exhibits to present their products to juke box operators attending the 1948 coin machine show in Chicago next week, and officials of these firms and many others will be on hand personally to talk with coinmen.

Recognizing the important role played by juke box operators as record buyers and their vital role as record promoters, personnel of diskeries will do all they can to cement the link between themselves and operators during the show.

Apollo Records is featuring the personal appearance of vocalist Dean Martin, now headlining entertainment at the Chez Paree here. Representing the firm at its booth will be Hy Siegal, president; I. B. Berman, vice-president; Mrs. I. B. Berman, treasurer, and Arthur Freeman, Chicago branch manager.

Columbia Records, Inc., will feature a display of translux strips in constant motion which will show the complete roster of Columbia artists to convention visitors. Paul Southard, vice-president in charge of sales; S. J. Hein, sales manager; John

Birge, advertising manager, and J. Lucas, J. Bott, W. Neilsen and C. Spadone, district manager, will be on hand to greet coinmen.

Decca Distributing Company, of Chicago, will have Sellmann C. Schulz, William Glaseman, A. Weiner, Norman Wienstroer, Edwin Russell and Clarence Goldberg at its show booth to present Decca disks and needles to guests.

King Record Distributing Company officials, Sydney Nathan, Howard Kessel, Al Miller and Bob Ellis, report that they will be present at the Sherman exhibition hall to greet operators.

Five representatives of Mercury Records will be on hand to welcome juke box operators to the firm's exhibit. Led by I. B. Green, president, the group includes Art Talmadge and John Hammond, vice-presidents; James Hilliard and Max Lipin.

Other record firms which will have exhibits include Capitol Records Distributing Company of Hollywood; Miracle Record Company, Chicago, and Radio Corporation of America's RCA Victor division of Camden, N. J.

See Music Dept. for This Info

Among the stories of interest to the coin machine industry to be found in the Music Department of this issue of *The Billboard* are: **MUSICRAFT REFINANCING APPROVED.** Will float bond issue to wipe out debts.

PETRILLO APPEARS BEFORE CONGRESSIONAL LABOR COMMITTEE. Complete coverage of James C. Petrillo's appearance before the Hartley committee.

COLUMBIA TO RECORD A CAPELLA. Diskery to cut new hits sans instrumental backing. It is also planned to record a non-union string band in Philadelphia.

Honor Roll of Hits, pop charts and Record Reviews will be found in the special CMI supplement this week.

HIT TUNE PROMOTION

PPOINTING up how a well-knit organization can readily get behind a clever promotional idea, try it out, and once having established its merit sell it to both the industry and the public is the Hit Tune Party idea developed by the Cleveland Phonograph Owners' Association (CPMA).

Altho the seed of the idea was actually planted as long ago as February 1, 1941, when the Hit Record of the Month advertising campaign sponsored by the same association was launched, the Hit Tune Party idea for all practical purposes had its debut on the night of March 28, 1947, when some 3,000 record fans jammed the Cleveland Public Music Hall to pick the Greater Cleveland hit tune for the following May.

However, any account of the Hit Tune Party idea would not be complete without some mention of the behind-the-scenes activities of the 1941 development of the Hit Record of the Month. Idea originated with Jack Cohen, who was then CPMA vice-president. Among the pioneer users of remote control equipment in his area, Cohen felt that a well-planned advertising campaign would lead to an increase in play on his equipment. He took the idea to his association, which after weighing the possible advantages of the idea, decided to give the hit tune idea a three month's test. Program was assured its initial backing when the membership voted to assess itself 15 cents per machine per month.

Cohen and the association then began to look around for an advertising man who could get the maximum results from the idea. Sam Abrams, of the Ohio Advertising Agency, Cleveland, was the man chosen to do the advertising job. Following this a committee headed by Cohen passed on all promotional plans and presented them to the membership for approval.

Integral parts of the success of the original idea were hit tune ads appearing in Cleveland newspapers, tie-ups with local department stores that publicized their record departments via radio and other media. All tunes selected thru the hit record campaign were picked by the ballot-

ing of CPMA operators and the tune receiving the most votes was placed in the No. 1 spot on members' machines.

While the original hit record idea proved an immediate success and was halted only by the start of World War II, the Hit Tune Party idea born in 1947 surpassed the scope and the efforts of the earlier idea. To begin with, the party idea was co-sponsored by CPMA and *The Cleveland Press*, which gave the original 1947 party an intensive one-week build-up with feature stories and art.

To get the idea under way, Cohen, now CPMA president, together with Jimmy Ross, of the association, worked hand in hand with Charles Schneider, promotion director and music critic of *The Press*, on details for the first party. Disk jockeys from Cleveland's four stations as well as two local orchestras added to the program's build-up.

Prizes Awarded

Whereas the hit record selections used in the pre-war campaign were picked by the operators themselves, the hit tune party plan was launched with the idea of tying in the public—juke box customers and potential customers—with the whole promotion. Record distributors also were made to feel that they had a stake in the party idea by being allowed to submit their choices of top releases. Finally, it was arranged that the tunes would be played on one of the association's juke boxes after first being introduced by one of the several disk jockeys appearing at the party. In order not to favor any particular make of music machine, the piece of equipment to be used at the party was picked out of a hat the previous afternoon. To create additional interest in the first hit party, valuable prizes were awarded to record fans in the audience who won music quiz contests sponsored by the newspaper and the association.

The huge turnout at the first party assured the party series success at least temporarily, and the co-sponsors decided to continue the event as a regular monthly affair. Second party followed much the pattern of the first but was held in the afternoon so that more of the teen-age

group could be on hand to take part in the balloting.

By the time the third party date rolled around in June the alert CPMA had decided that injecting as much variety as possible in the type of hit tune party held would in all probability add to the interest of the promotion program. Therefore the June party was held with the voting audience composed of 70 members of the Cleveland Summer Orchestra, which had presented one of its Pop Concerts at the Public Hall. Harmonica artist Larry Adler was guest star. With Adler co-operating in handling the orchestra's ballots, the musicians gathered around the new juke on the stage of the hall and finally picked a non-jive tune. Like previous selections the tune was placed in the No. 1 spot on the association's more than 3,000 music machines.

The fourth party was held just before the final showing of a stage play presented in Cain Park, Cleveland's open-air summer theater, with the cast of the play taking an active part in tabulating the votes for the top tune. In addition to all the usual festivities of earlier parties—disk jockey participation and the playing of tunes on a juke selected from a hat—this party was highlighted by prize awards of several record albums, compliments of CPMA, its co-sponsor *The Cleveland Press* and the record distributors.

Air Audience

Later hit tune parties have been held on association picnics and were tied in the local premieres of pictures featuring hit selections and finally the hit tune parties were held as radio programs, with the listening audience sending in its votes for the top tunes after the new releases were played by disk jockeys over regularly scheduled Sunday p.m. programs.

Altho the pattern of the presentation for each Hit Tune Party backed by CPMA varied somewhat with each successive party, the basic idea behind the promotion remains the same—that hit tunes are actually made, or can be made, if the song itself is basically good and the promotion behind the tune is well organized and capably handled. Actu-

A clever promotion idea helps increase play on Cleveland juke boxes as operators and the public lend their support

By TOM McDONOUGH

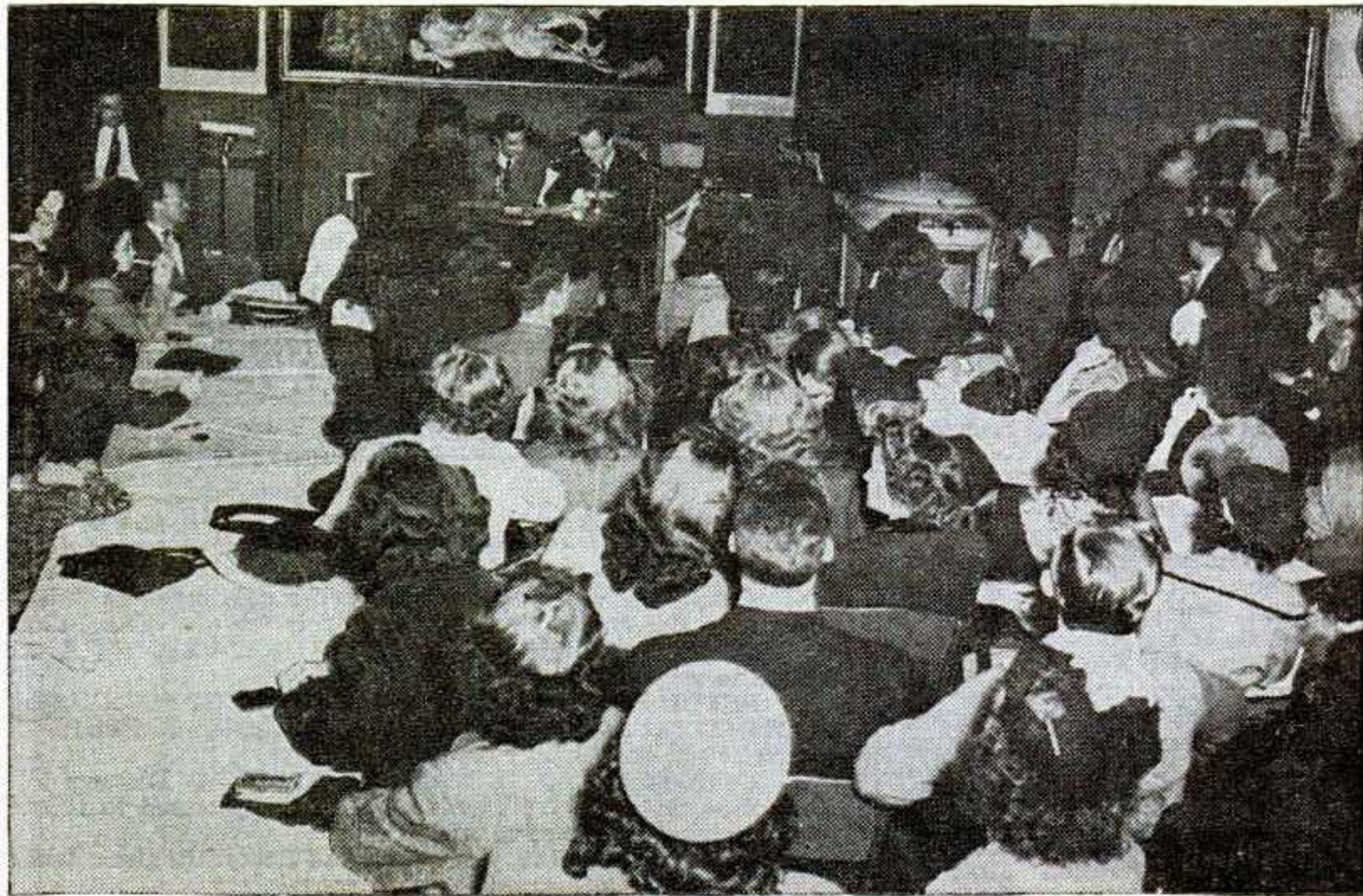
ally, the tune successfully pushed by CPMA in its No. 1 spot on juke boxes in Cleveland thru the aid of the tune parties has not always been among the first 10 tunes as indicated by national surveys. In some instances the tunes that were picked as hit of the month did not have a heavy following nationally until some time after the Cleveland operators' association had picked them as its tune to be plugged for a particular month.

After the CPMA tune parties began receiving national recognition, several other active music associations began inquiring about the setting up of similar promotion programs for metropolitan areas in which their music machines were located. However, the only association to actively follow thru on formulated hit tune plans was the Music Machine Owners' Association of Eastern Pennsylvania (MMOEP), with headquarters in Philadelphia. This group, with the co-operation of a well-known night club owner in Philadelphia, started a series of Saturday morning Click Tune of the Month parties, which were held in the Click Club, a theater-night club.

Altho there seems to be no other concrete examples of monthly tune parties by other music groups under foot at this time, the merits of CPMA's promotion for the juke box industry as a whole and the Cleveland group in particular are obvious. In the first place the program has stimulated both juke box play and record sales in that area. In addition, the Hit Tune Party gives Cleveland operators an excellent publicity program.



MAX MINK, manager of Cleveland's RKO Palace Theater, plays a juke box set up in his theater to promote a monthly hit tune pick.



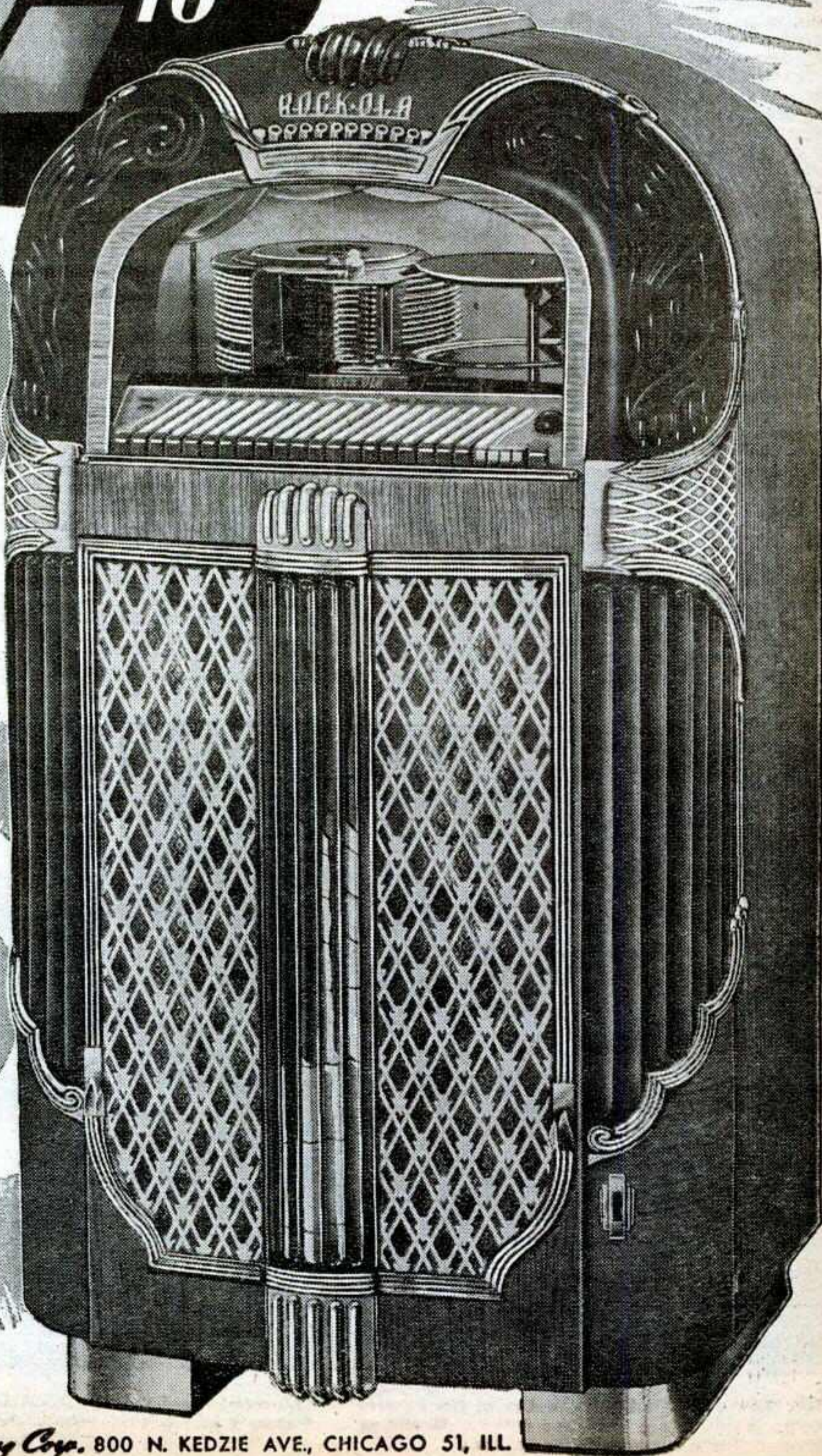
HIT TUNE PARTIES are attended by hundreds of Clevelanders. Here a group assembled in the Victory Room of Chin's Golden Dragon Restaurant looks on as disk jockey Howie Lund broadcasts over WJMO during the party. Guests are Nellie Lutchler and Johnny Desmond.

ROCK-OLA

Magi- olo

Money- making Giant

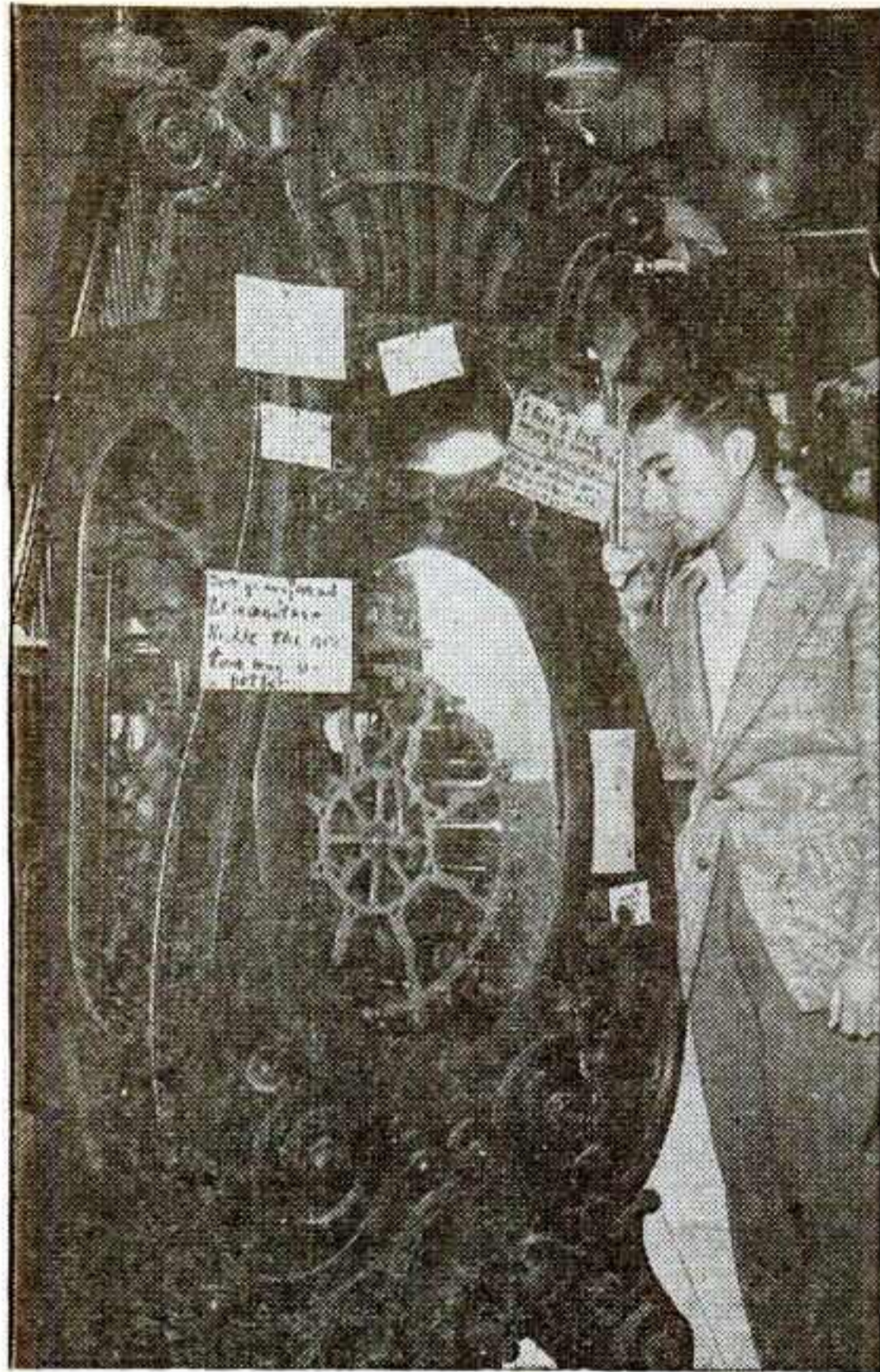
— of the entire
phonograph industry



ROCK-OLA Manufacturing Corp. 800 N. KEDZIE AVE., CHICAGO 51, ILL.

THE JUKE BOX'S 60TH BIRTHDAY

The invention of the phonograph in 1888 by Thomas A. Edison led to the first juke box. Today, 60 years later, it is more popular than ever



the early history of the coin phonograph stems from difficulties that arose in marketing the talking machine to business houses. High-pressure tactics of that era, however, coupled with the fact that the machine was not originally exploited as an amusement device, held back its entertainment possibilities.

devices on a "State rights" basis—he formed 30 subsidiary companies which were given leases by North American for limited periods to do business in a special territory. Each of these phonograph companies sub-leased the machines to subscribers for an annual rental of \$40, 50 per cent of which reverted to the North American Company.

But the Edison machine, a crude unit powered by an expensive electric motor, lacked the simplicity and refinements essential for a successful business device. In addition to requiring much servicing and meeting opposition from stenographers, the machine's operation was not well understood. Thus it was not long before the territorial phonograph companies began to find that business houses would seldom renew their leases on the machines. Experience was revealing that the widest and only immediate market for the phonograph was the amusement field.

First Models

Just who dropped the first nickel into a phonograph is unrecorded, but the first coin model appears to have been developed by Louis Glass, general manager of the Pacific Phonograph Company. This firm, which controlled California, Arizona and Nevada under the North American plan, finding dwindling returns from business machine rentals, developed a nickel-in-the-slot cabinet for the phonograph. On November 23, 1889,

it placed the first coin-operated phonograph in the Palais Royal Saloon in San Francisco.

This particular machine had four individual listening tubes. To hear the recording it was necessary to place a coin in one of the four slots, each of which controlled a tube. During its first six months of operation, this machine earned over \$1,000 in nickels, and by May, 1891, Glass had 14 similar coin phonographs placed on locations thru San Francisco.

In the course of patenting his coin device, Glass traveled East where he met Felix Gottschalk, secretary of the Metropolitan Company, which held the Edison phonograph franchise for New York City. Gottschalk, observing the financial success that the nickel-operated weighing machine was enjoying, decided to extend the coin-operated principle to talking machines. He headed the Automatic Exhibition Company of New York, which was incorporated in February, 1890, with a capital stock of \$1,000,000, to market a 5-cent phonograph. Gottschalk purchased the rights to Glass's multiple-tube cabinet and combined it with the patents he controlled.

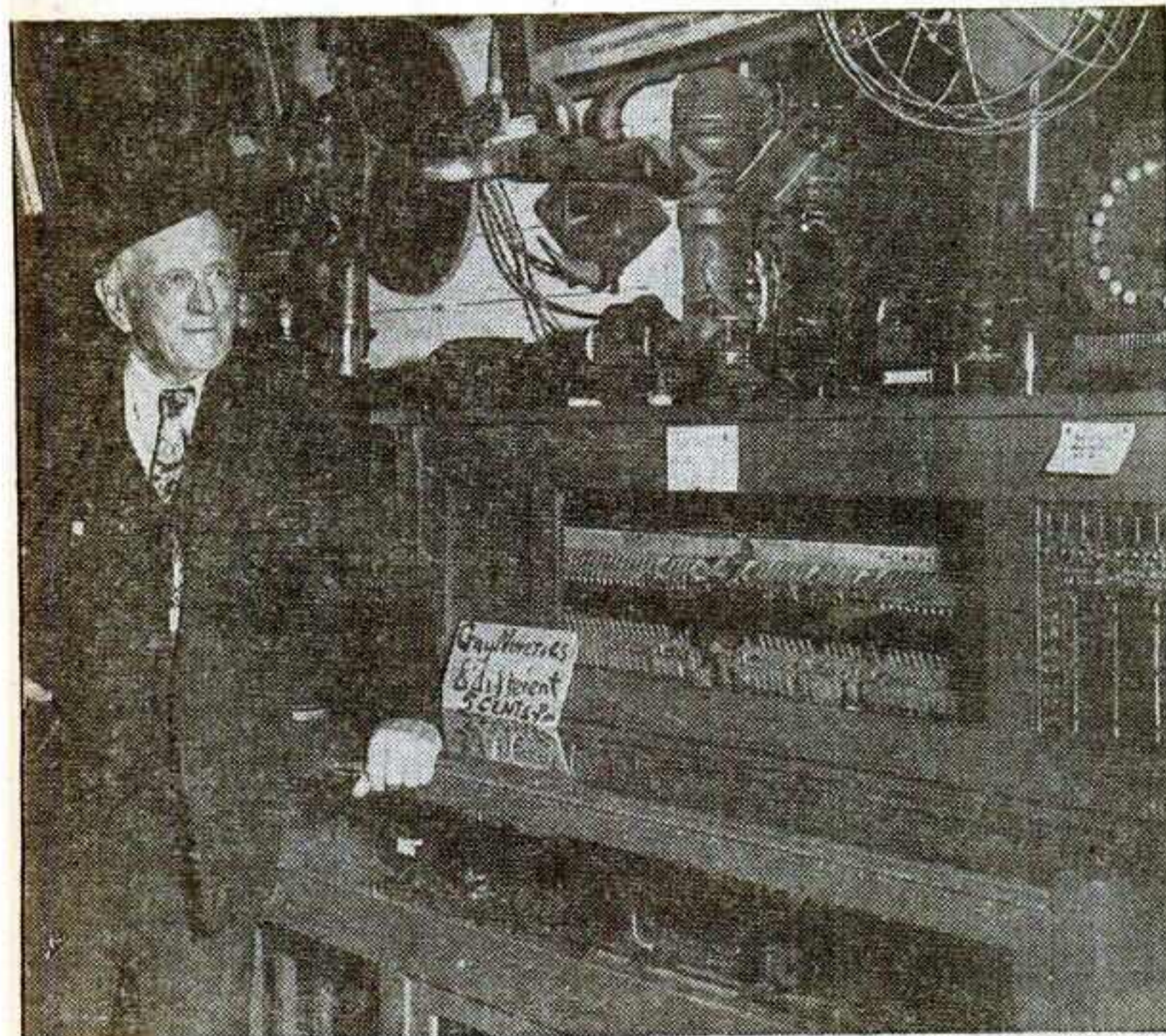
The coin model produced by Automatic was a four-and-a-half foot high, glass-topped wooden cabinet which housed a single cylinder Edison machine and a storage battery. Operating on the principle of the coin breaking an electric circuit, the cylinder

THE modern multiple-selection juke box can be directly traced back to Thomas A. Edison's first "improved" talking machine produced in 1888. Today, in 1948, the 60th anniversary of the phonograph has placed in our public places of entertainment, in our homes, and firmly established itself as a "must" in our methods of entertainment, today's ultra-efficient and pleasant-to-look upon selective reproducers of recorded music.

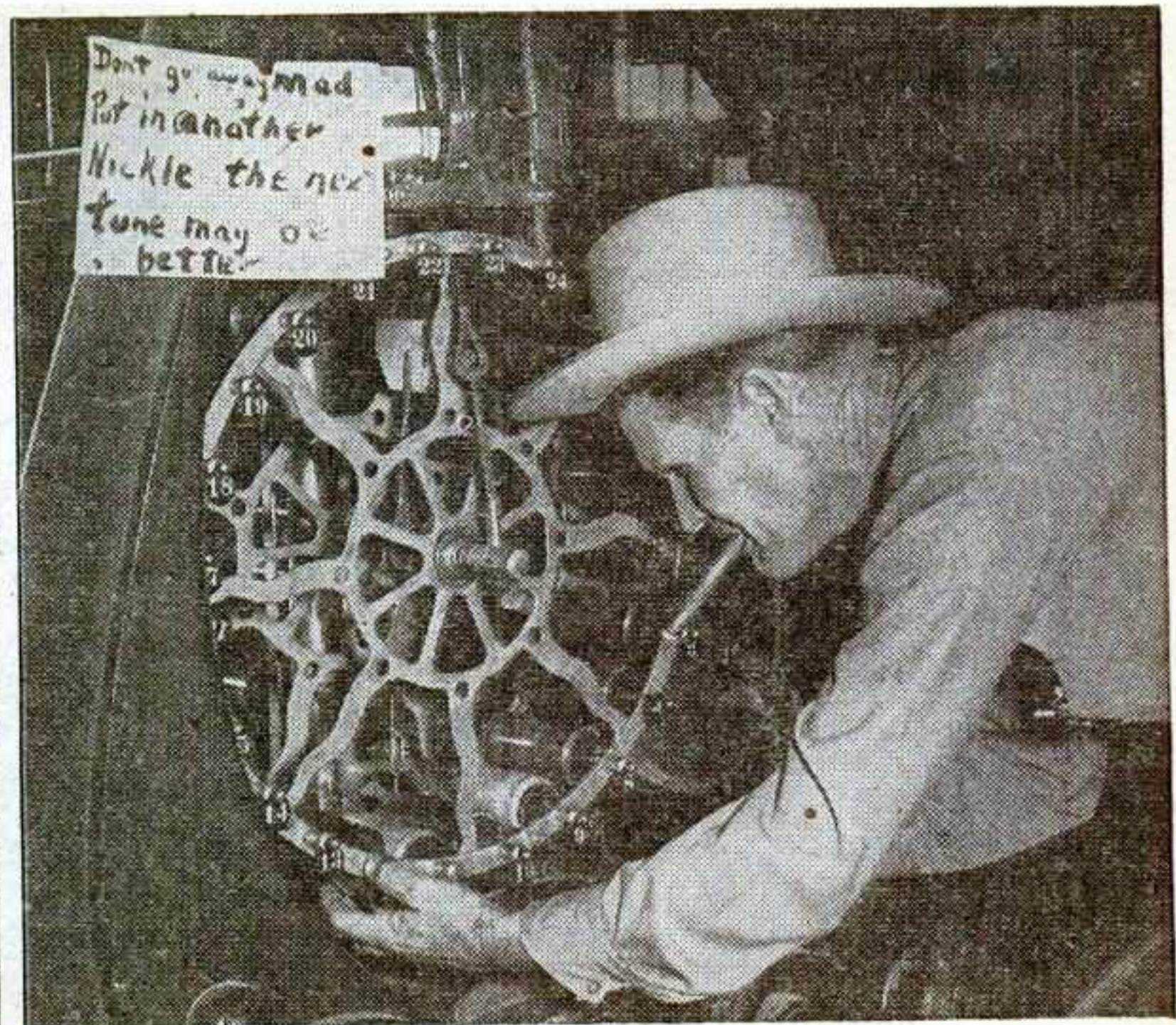
Beginning of nickel-in-the-slot sound reproduction in 1889 was the result of adaptation of Edison's invention from a reproducer of speech to one of music. Originally, the device was intended to serve as a business instrument, nearest example of which is the present dictaphone (which retains the original cylinder method of reproduction). Actually,

In the short period between the invention of the talking machine and its introduction to the coin slot, it had already invaded the realms of "big business." In 1888, Jesse B. Lippincott, the Pittsburgh millionaire, formed the North American Phonograph Company, capitalized at \$6,000,000. This concern became the selling agent for Edison's phonograph while the inventor retained the manufacturing rights. Edison and Lippincott both thought that the machine's commercial future lay in its ability to substitute for a stenographer, and they sought to exploit it as a dictaphone. Hoping to emulate the success the new telephone industry was then enjoying, Lippincott decided that the phonograph was much too valuable to sell outright.

Following the business practice of the day—which was to exploit patent



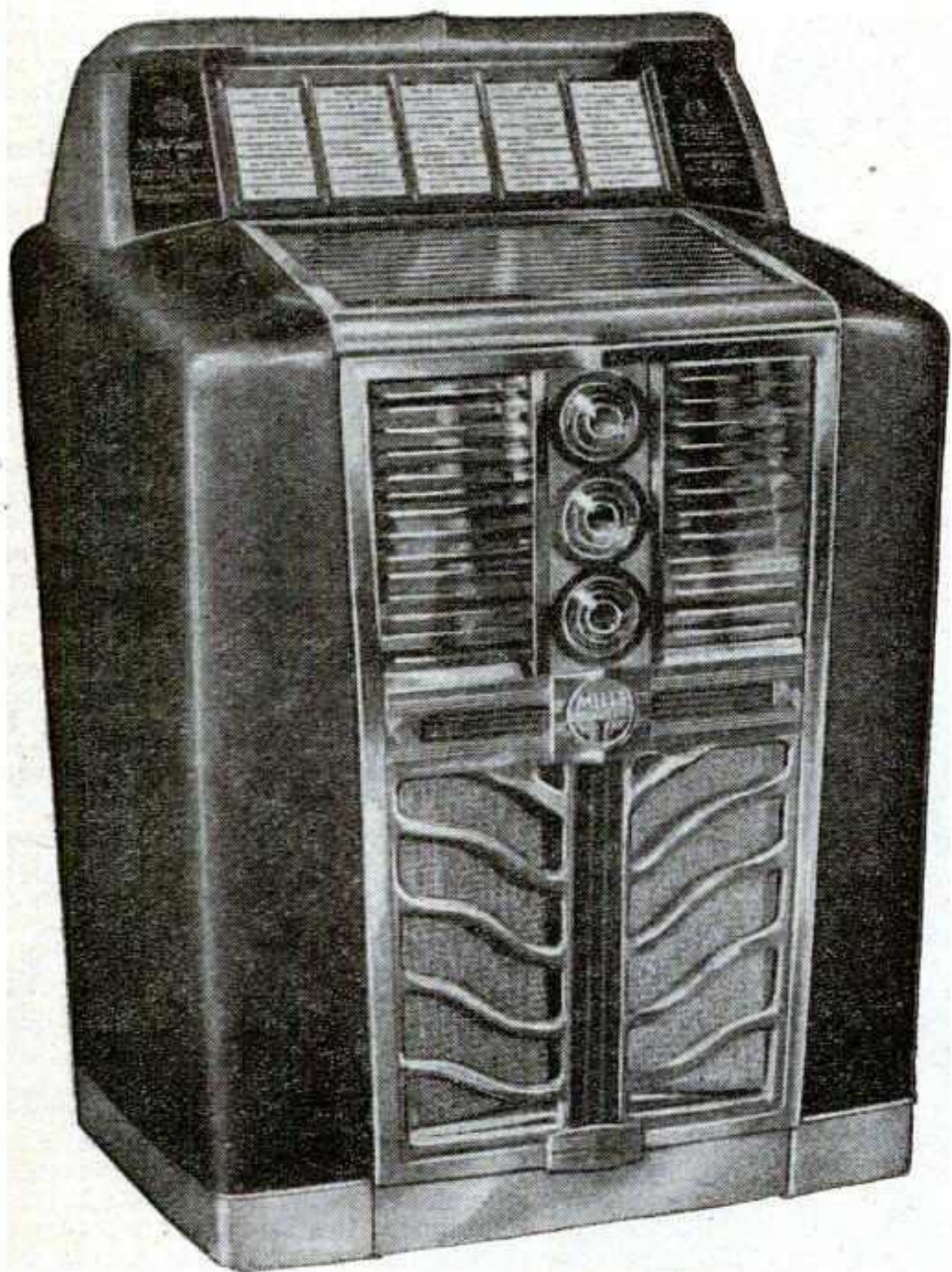
WILLIAM PARKER LYONS, owner of the Pony Express Museum, Arcadia, Calif., listens to the melodious music of a forerunner of today's juke box which still is in operation in his museum.



ANOTHER MUSEUM PIECE gets adjustments by N. T. Mitchell, general manager of the museum. The old roll-type juke box is still able to grind out tunes of the gay '90s for sightseers.

If it's a Mills, I always play it—
it has everything!

The public prefers
THE MILLS CONSTELLATION
The coin box concurs



Mills Industries, Incorporated, 4100 Fullerton Avenue, Chicago 39, Illinois

OPERATORS, ATTENTION!

TOP PRICES PAID FOR USED RECORDS

Sell to Chicago's Largest Distributor of Used Records.

WE PAY THE FREIGHT

Visit us in our new location or call now for price quotation.

Used Record Exchange

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We Purchase Records All Year Round

record was set in motion by a side push bar. Patrons listened to the machine grind out a selection by means of a pair of stethoscopic rubber ear tubes that were connected to the front of the cabinet.

Same Operation Problems

A cross between a toy and a scientific wonder, 750 of these machines were placed in operation from Maine to Montana, averaging \$2 a day in earnings. Subject to mechanical failure and slugging, the machines also collected a vast quantity of paper wads, plugs and buttons, and by 1891 the Automatic Company was forced to develop an improved model that was less susceptible to slugs and

easier to service. That music machine operation hasn't changed much in 55 years can be noted from the Automatic Company's merchandising comments: "Receipts increase or decrease in various machines as the records, which are changed daily, are good or mediocre, and different localities require different attractions."

At the first convention of the phonograph companies held in Chicago in May, 1890, Gottschalk and Glass described the income that lay in coin operation, and an automatic machine was displayed. Many of the struggling phonograph companies snatched at the idea of obtaining steady revenue from the coin machines to finance their main objective of marketing a

business device. Automatic offered these concerns an exclusive contract whereby a monopoly was obtained for its cabinet in some areas. These contracts operated under an involved system of cross-leasing, in which the Automatic Company furnished cabinets and coin mechanisms, while the local phonograph company supplied Edison phonographs and serviced the machines. Net profits were divided evenly between the two concerns.

Altho the North American Company owned 15,000 shares in the Automatic Company's venture, Edison opposed the use of the coin-machine as he felt that it nullified efforts to make the phonograph a serious business device. Local phonograph companies were cautioned not to foster the coin-phonograph at the expense of the business machine. The immediate revenue derived from nickel-in-the-slot operations however made that branch of the talking-machine field popular with several of the territorial concerns. The Columbia Phonograph Company, operating in Washington, Maryland and Delaware, advertised as early as June 15, 1890, that it would place coin-phonographs on the premises of persons desiring them "provided there is a fair chance of profit to the company." Within five months this concern had 100 coin machines on location in drugstores, hotels and depots in Washington and Baltimore.

First Exhibition

By the time the second annual phonograph convention was held in New York in June, 1891, 16 of the 19 companies present were in the coin-phonograph field, operating a total of 1,249 machines. Largest operators were the New York Company with 175, the Old Dominion (Virginia) Company with 155, and the Columbia Company with 142. Many of the local concerns had balked at the high percentage demanded by the Automatic Company and had developed their own coin mechanisms. At this convention no less than six new nickel-in-the-slot devices were displayed, averaging about \$50 in price. Cabinets were similar in style to those of the Automatic Company, with square or slanting glass tops and rubber ear tubes, and were made in hardwood, oak, sycamore, cherrywood and mahogany.

Typical of the boom operations of this period was the experience of the Missouri Phonograph Company. This concern had some 50 coin-phonographs in operation in St. Louis by June, 1891, and was amazed when one of their first machines grossed \$100 in one week. The company employed two "inspectors" who serviced the phonographs twice every 24 hours. Similarly, the Louisiana Phonograph Company reported one of its New Orleans machines had taken in \$1,000 in April and May, 1891, the initial months of operation. No commissions were paid to location owners in these early days as the phonograph was considered a business booster, particularly for drugstores and saloons.

As the North American Company had not encouraged the use of phonographs for entertainment, it remained for the territorial companies to produce their own records which they sold at prices ranging from \$1 to \$2. Of dubious acoustic and entertainment quality, there was no means at this time of reproducing the cylinders and each record was an individual master. Waxings were turned out mainly by the Columbia Phonograph Company of Washington, which featured the U. S. Marine Band, the Third Artillery Band, Shakespearean and humorous recitations, and John Y. Atlee's "Wonderfully Effective Whistling." New York, New Jersey and Ohio concerns also produced recordings, which they claimed could be used for 5,500 playings. As records were fragile, easily broken, there was little opportunity to test this claim. In St. Louis, the Missouri Phonograph Company was somewhat amazed to find that tavern locations favored church hymns, and

Announcing...

Coin-Recordio

by WILCOX-GAY

THIS NEW, SELF-OPERATING RECORDER

makes "talking letters" "at the drop of a coin"



Everybody wants to hear how they sound. Millions of people will want to send "voice letters" to their family—office—sweetheart—children or friends. Others will want to send a "voice greeting" for anniversary, birthday or holiday. Each COIN-RECORDIO is your individual, independent salesman in these lucrative locations:

- Theaters
- Hospitals
- Night Clubs
- Dance Halls
- Roller Rinks
- Restaurants
- Tourist Camps
- Cigar Counters
- Filling Stations
- Colleges and Schools
- Stores
- Depots
- Hotels
- Resorts
- Taverns
- Army PX'S
- Coin Arcades
- Service Clubs
- Veteran's Clubs
- Building Lobbies

Profit-Producing Features of COIN-RECORDIO

NO ATTENDANT—COIN-RECORDIO is entirely automatic—at the insertion of a quarter it goes through the complete recording-playing cycle and delivers a completed recording. Automatically shuts off when machine is sold out.

LIGHTWEIGHT—Constructed of sturdy, durable materials, COIN-RECORDIO is semi-portable; can easily be moved to best traffic locations. Has automatic voice volume control for too soft or too loud speech. Deutsch re-settable locks used throughout.

COMPACT—Only 29½" high, 21¼" wide and 28½" deep (without base), the compact COIN-RECORDIO can be installed in numerous small-space locations. It is entirely self-contained,

including A.B.T. slug rejector, tamper-proof play counter and strong, separately-locked cash box. Weight—168 lbs.

TROUBLE-FREE—Built by the famed Wilcox-Gay Corporation, pioneer recording manufacturer, COIN-RECORDIO is engineered to operate day in and day out with the minimum of attention. Entire mechanism in 3 compact units. Each unit easily serviced.

ECONOMICAL—COIN-RECORDIO holds 200 economical, lightweight, fiber discs and is equipped with a long-lasting Precious-Metal-Tipped playback needle. All mechanism is completely enclosed in tamper-proof cabinet. Recordings may be played on any phonograph.

PRICE \$645 without base

F.O.B. Charlotte, Mich.

Recordio
T. M. REG. U. S. PAT. OFF.

by WILCOX-GAY

write or wire...

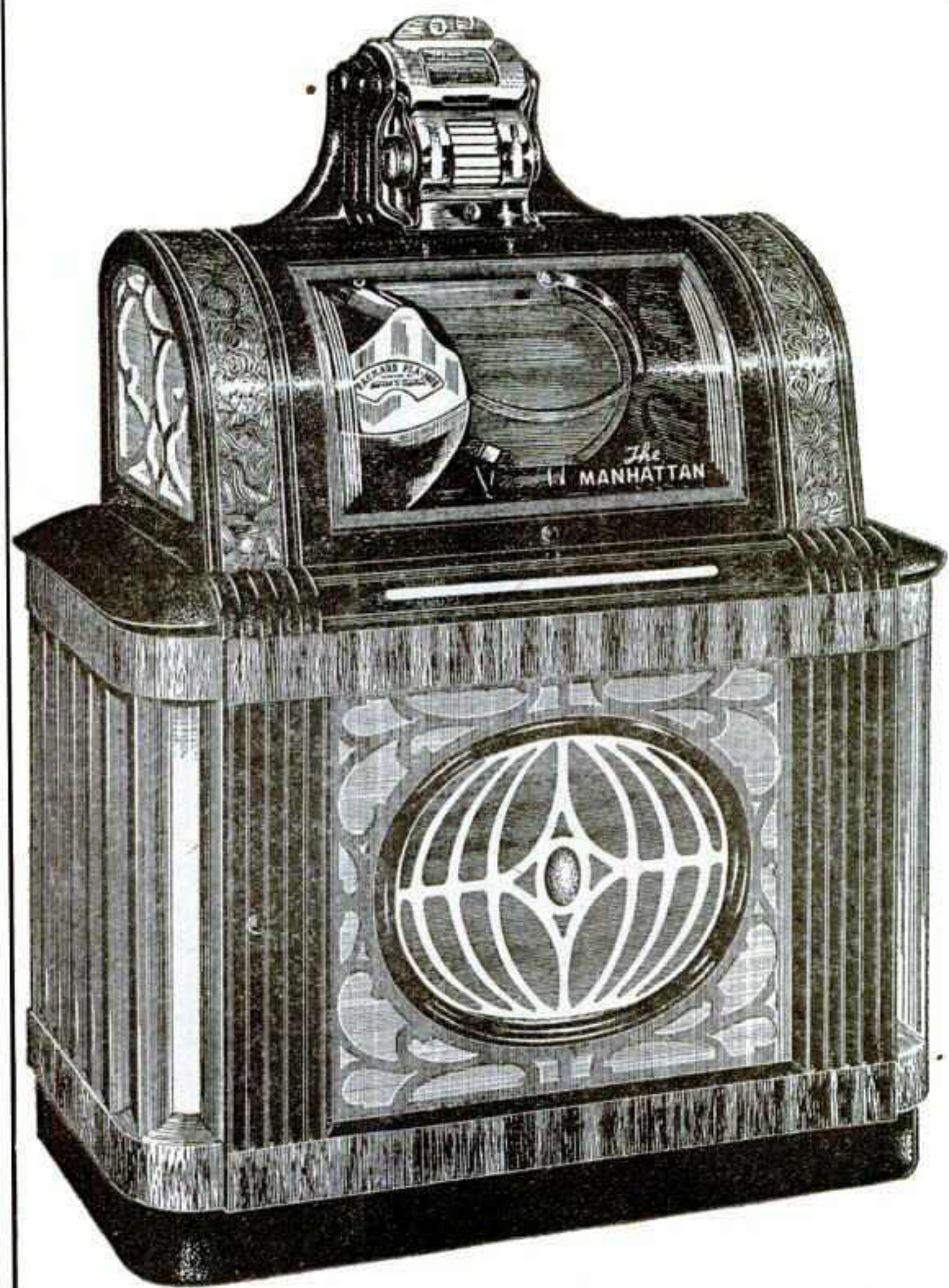
For additional information on this sensational new

See COIN-RECORDIO at

1948 COIN MACHINE EXHIBITION, Space 23-24 . . . January 19-22, 1948, Sherman Hotel, Chicago

WILCOX-GAY CORPORATION • CHARLOTTE, MICHIGAN

it's a Homer!



Operators, from Maine to California, are praising Packard's new "direct to Ops" sales plan.

And operator enthusiasm is already reflected in "Manhattan" sales which have *soared* since the plan was announced a few days ago . . . (*Billboard*, December 27).

Here's why —

- ① The new plan enables you Operators to pay *from earnings instead of from capital.*
- ② And it leaves you "take home" profits afterwards.
- ③ In short, the new plan gives you the *higher-earning* postwar equipment you need . . . at prices and terms you can afford to pay . . . in order to establish your *business and future* securely!

If You Can't Visit Us At The Chicago CMI Show . . . WRITE

PACKARD MANUFACTURING CORP. NAME.....

INDIANAPOLIS 7, INDIANA ADDRESS.....

FOR FULL DETAILS! CITY.....STATE.....

THE "Manhattan"
 CREATED BY HOMER E. CAPEHART
 Copyrighted material

WE DOOD IT!

THE
NEW '48

FILBEN

HAS
PRICE
BEAUTY
RELIABILITY

Roosevelt Room 2nd floor
JAN. 19th-21st
**HOTEL
MORRISON**

the No. 1 hit of the barroom circuit was *Nearer My God to Thee*. In Cleveland the top nickel-nabber was *Night Alarm*, a band recording describing a fire, complete with calls of firemen, ringing bells and horses' hoofs, and this primitive example of sound effects was played by delighted patrons for years.

Middle Man Enters

Meanwhile, the North American Company was finding its rental system unsuccessful, and by July, 1891, was permitting territorial companies to sell the phonograph outright. However, the high price of \$190 for a battery model precluded any mushroom growth of coin operation. Seeking sales, the local companies began to invade each other's territories and the North American Company was eventually forced to take over the right to sell phonographs nationally, paying the local concerns 10 per cent of the sale price on machines marketed in their areas.

Once the initial harvests had been reaped on the novelty of the coin-phonograph, location operation gave way to the exhibition or coin parlors. What was perhaps the first phonograph parlor had been opened in Cleveland in September, 1890, by James L. Andem, president of the Ohio Phonograph Company. Andem realized that the single cylinder machine could only coax one nickel from a customer, and decided to group a dozen machines in one location where patrons were apt to listen to several phonographs in succession. This was the first attempt to furnish "selectivity." The parlor was serviced by an attendant who looked after the machines and made change. The attractive surroundings and the variety of recordings drew the family trade, and by 1893 this was the usual method of operation for the several thousand coin-phonographs then in use. When other automatic devices such as kinetoscopes, scales, strength testers, electric shockers,

etc., were added to the phonograph parlor, it developed into the Penny Arcade.

Edison Organizes Company

In 1894 the North American Phonograph Company went into bankruptcy, and Edison organized the National Phonograph Company to market the phonograph as a music machine. In addition to a line of home models, this concern made coin-operated machines, most of which were variations of the Edison M-Coin Slot Phonograph. Operated by a storage battery and housed in a substantial four-foot high oak cabinet with the single cylinder phonograph works displayed under a glass cover, this nickel-phonograph had been developed by the Kansas Phonograph Company and was equipped with ear tubes or a polished brass horn. Variations of the Edison electric coin models appeared under the name Ajax, Imperial, Regal, Climax, Vulcan and Majestic, while Bijou and Excelsior were the spring-motored editions. About 1906 the machines were standardized in the Windsor (battery), Eclipse (DC), and Acme (AC), selling for \$65. Similar coin machines were produced after 1895 by the rival American Graphophone Company (Columbia), which used a Bell & Tainter graphophone in lieu of the Edison phonograph. In 1898 this concern produced what was the all-time low-priced coin-phonograph, the spring-operated Eagle, a nickel-in-the-slot counter model that sold for \$20! But without the magic of Edison's name on machine display cards, operators found the nickel-pulling power of the graphophone limited.

Disk-Type Boxes

Next development to appear on the music machine scene was the disk music box. This type of coin-operated music machine was imported into the United States in 1893 and remained musically superior to the phonograph until 1903. It was in

MODERNIZE

YOUR PRESENT EQUIPMENT BY CONVERTING YOUR MECHANISMS TO OUR DISTINCTIVE MIRROR CABINETS

Adaptable to 12" and 15" speakers.

Amplifier shelf will hold any size amplifier.

Adjustable to any mechanism.

OUTSTANDING FEATURES

1. Location name plates that are easily changeable. These put you in solid with your location.
2. Thirty different mirror designs to choose from.
3. Any special design made for \$10.00 additional.
4. Our mirrors are interchangeable. Changing mirrors yearly saves buying new equipment.
5. Glass bricks for various lighting effects.
6. Our electric selector is cheat-proof and will operate on any mechanism with adapter.
7. Our electric selector is equipped with guardian accumulator switches, 5-10-25¢ National slug rejector.



BOOTHS 191-192



What is Tailored Music?

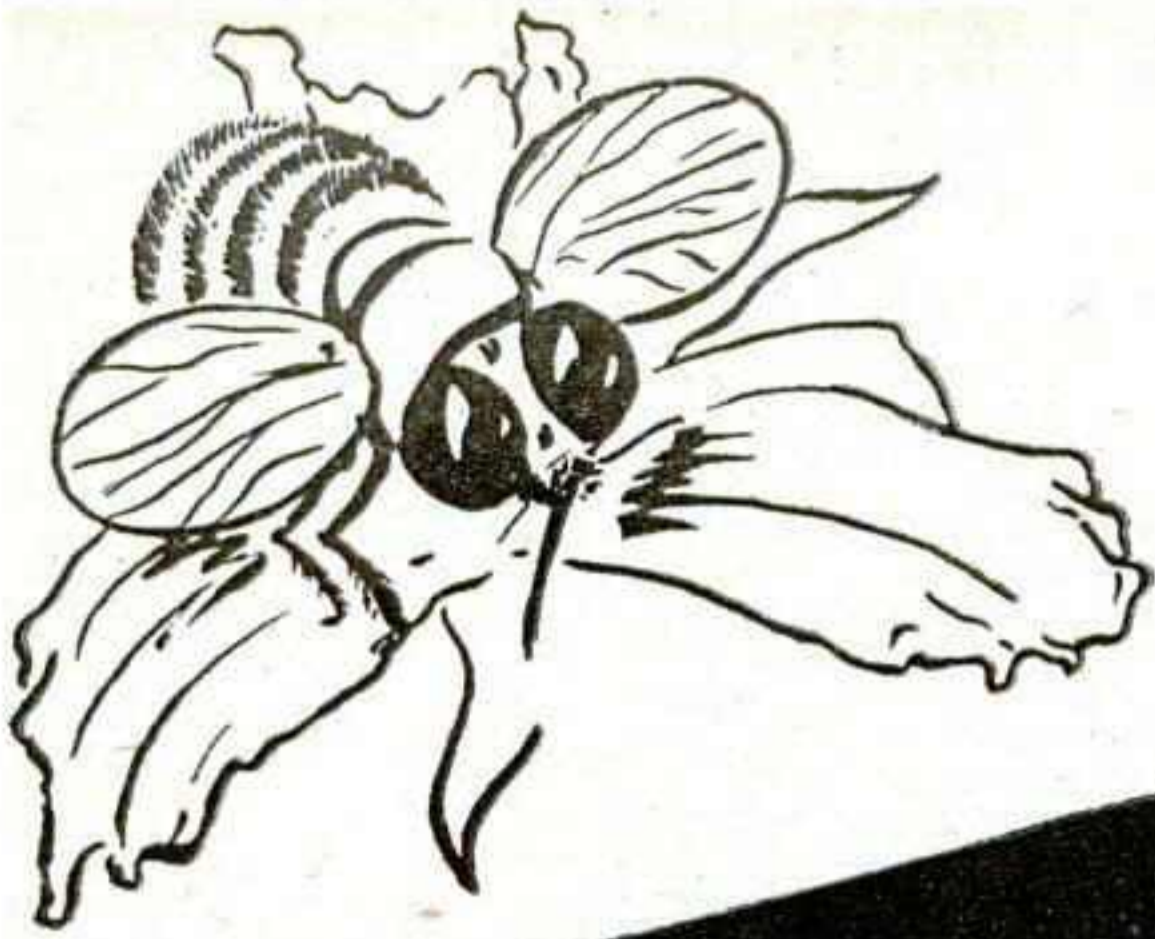
Ans.: Giving your location a mirror scene that fits your particular type of atmosphere.

Manufactured by

SCOTTO MUSIC COMPANY

1000 E. EL CAMINO AVENUE

NORTH SACRAMENTO, CALIF.



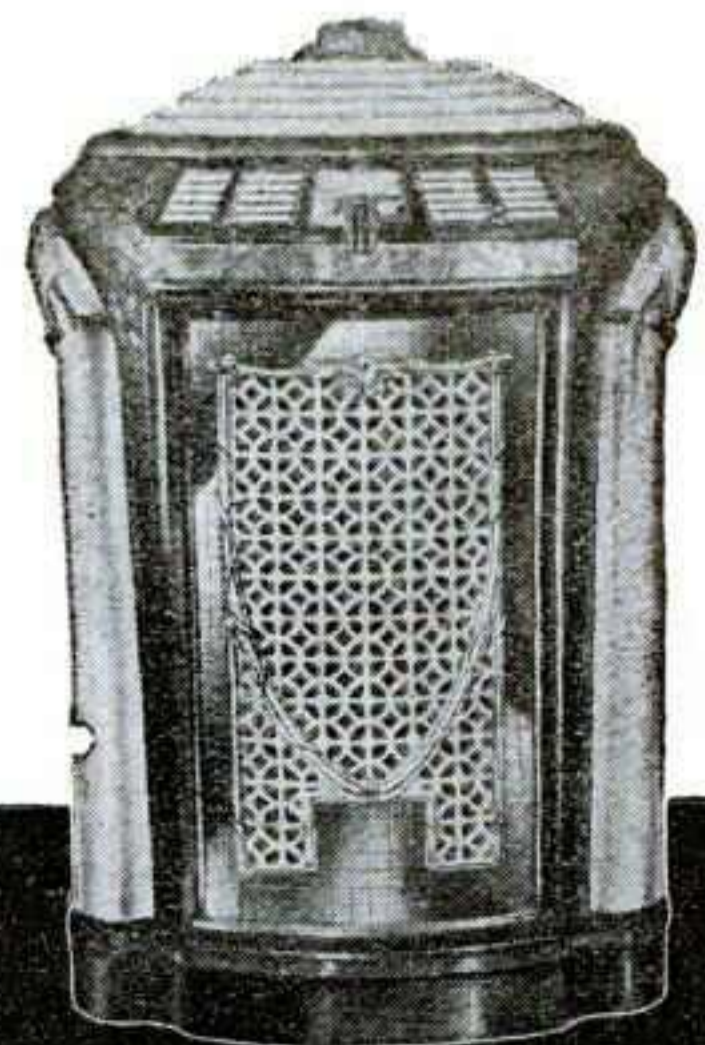
busy as a BEE

Seeburg
1902 • DEPENDABLE MUSIC SYSTEMS • 1946

wall-O-matics

EXCLUSIVE SEEBURG DISTRIBUTORS
CENTRAL AND SOUTHEASTERN OHIO,
WEST VIRGINIA & WESTERN VIRGINIA

Like a bee collecting honey, Seeburg Wall-O-Matics in a location are always busy collecting extra nickels, dimes and quarters. They invite more customers to play by making it easy to pick tunes anywhere in the location. They make it a real pleasure to select music by having all 20 top hits visible at one time . . . and by giving accurate selection of the correct tune wanted. Best of all . . . Seeburg Wireless Wall-O-Matics need no unsightly wiring to install. Just plug 'em in and pick up the extra profits on every round.



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WALL BOX

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COIN MACHINE SHOW

1893 that Gustav A. Brachausen, employed by the Polyphon Musik Werke, which manufactured the Polyphon, a tube sheet music box in Leipzig, Germany, was sent to this country to assist in the establishment of the Regina Music Box Company. New firm was to produce the machines at Jersey City and Rahway, N. J. Brachausen developed a device which made coin operation foolproof by utilizing an automatic slot-closing mechanism to prevent jamming while the box was playing.

By 1898 Brachausen was successfully marketing both penny and nickel-operated Regina music boxes. Tunes in these machines were changed by the operator periodically replacing the single tune sheet. Similar machines were soon made by several other firms; they were the Criterion, made by the M. & J. Paillard Company, N. Y., which controlled a coin device developed by Langfelder in 1894, and the Symponium, a duplicate of its German namesake, produced at Asbury Park, N. J. However, these concerns and several others devoted most of their output to music boxes for home use.

With the spring music disk box becoming common in American homes, it became apparent that the novelty appeal of the coin-operated models was declining. This trend in public fancy, which was to be duplicated in future music machine operation, was shifted back in favor of the coin equipment in 1898 when the Regina Company developed an automatic selective coin music box. The same year, the first nickel-in-the-slot Peerless Player Piano was produced. Coin pianos became crowd entertainers on commercial locations, while the selective coin phonograph was featured in the arcades.

Regina's selective mechanism enabled the machine to automatically change, select and repeat tune disks. According to the firm's 1900 advertising copy: "It raises at will, any desired tune disks from the receptacle

in which the disks are contained, places and adjusts it automatically, and having rendered it, places it in its original position."

This machine was equipped with a piano sounding board to give it volume. It was placed in a mahogany, oak or rosewood cabinet that averaged six feet in height, and used a 27-inch disk. It was the custom to sell this machine to individual locations, mainly restaurants, cafes and ice cream parlors. Price of the machine varied with the type of cabinet, but was usually over \$500. The Regina Company stocked over a thousand different tune disks, and until 1905, successfully competed with the coin phonograph and player piano.

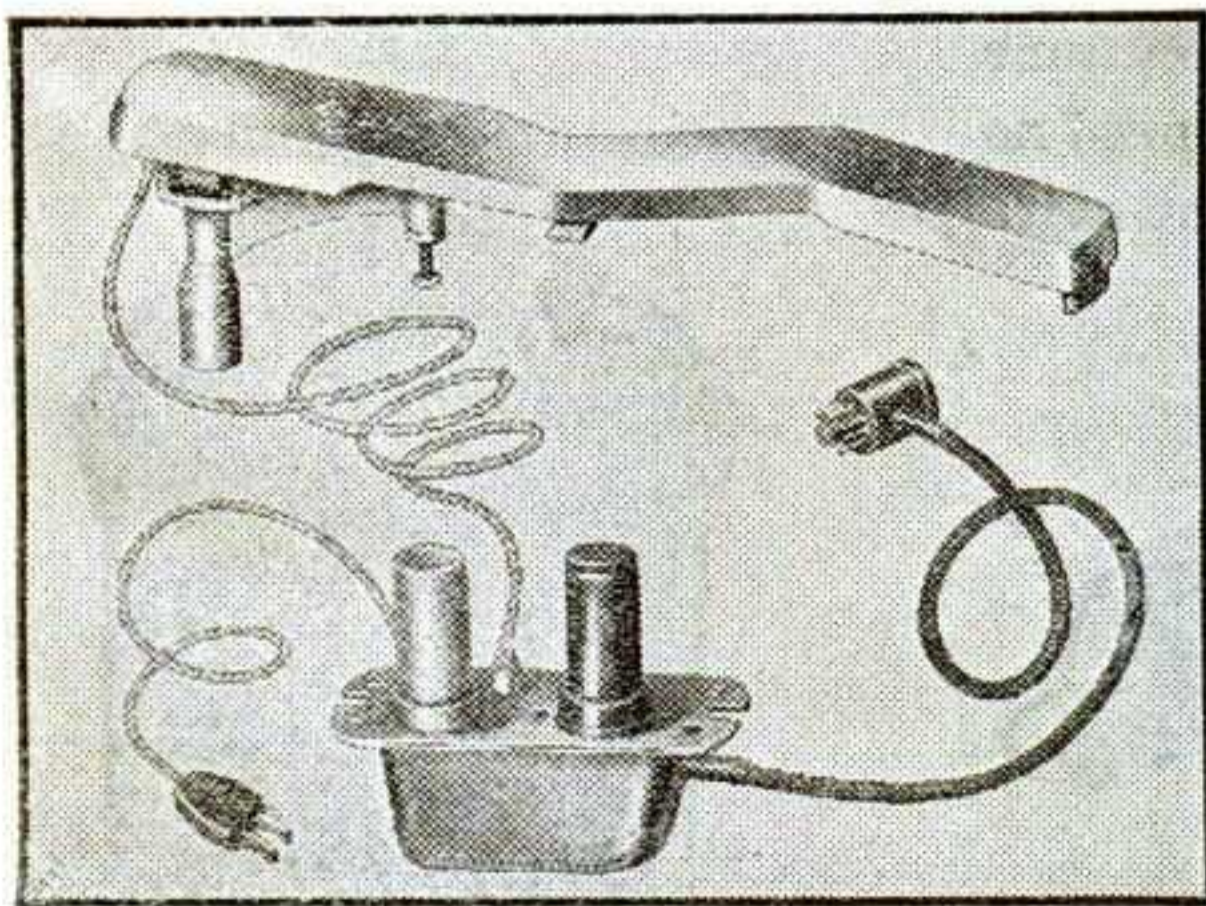
"Talking Pictures"

About 1903 efforts were made to increase the nickel-pulling abilities of the phonograph by creating "talking pictures." A mechanism was developed that contained drop cards within the phonograph cabinet, the cards clicking off to illustrate the selection a cylinder record played. Penny and nickel cylinder coin machines of this type included a model made by Mills Novelty Company, of Chicago, the Illustraphone (Hawthorne & Sheble, Philadelphia), the Callophone and Scopephone (Caille Brothers, Detroit) and the Illustrated Song Machine (Rosenfeld Company, New York). In 1906 the Valliquet Novelty Company of Newark, N. J., produced the Discophone, the first of these machines to use a disk instead of a cylinder record.

Phonograph operators had realized that the commercial value of the machine would increase in direct ratio to its entertainment resources, and efforts were made to develop a model that would play more than one record. One of the first such devices was the Multiplex, made in New York in 1896 by the Multiplex Phonograph Company. Attached to an Edison phonograph and holding five cylinders, the nickel-in-the-slot model was

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A Good Tip at a Good Time



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BOOTH 204
(DOWNSTAIRS)

Something entirely new in a reproducer that will make money for you

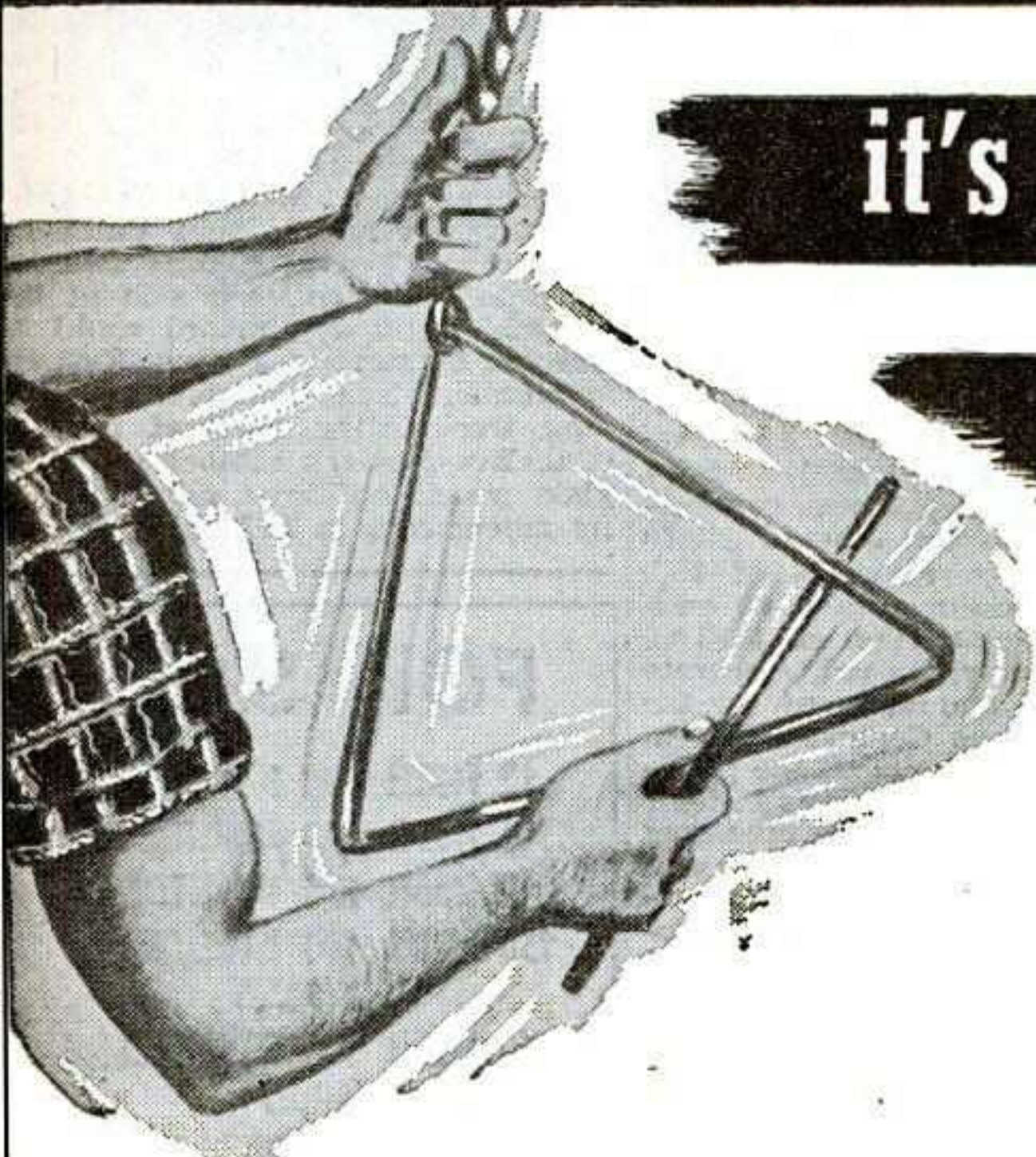
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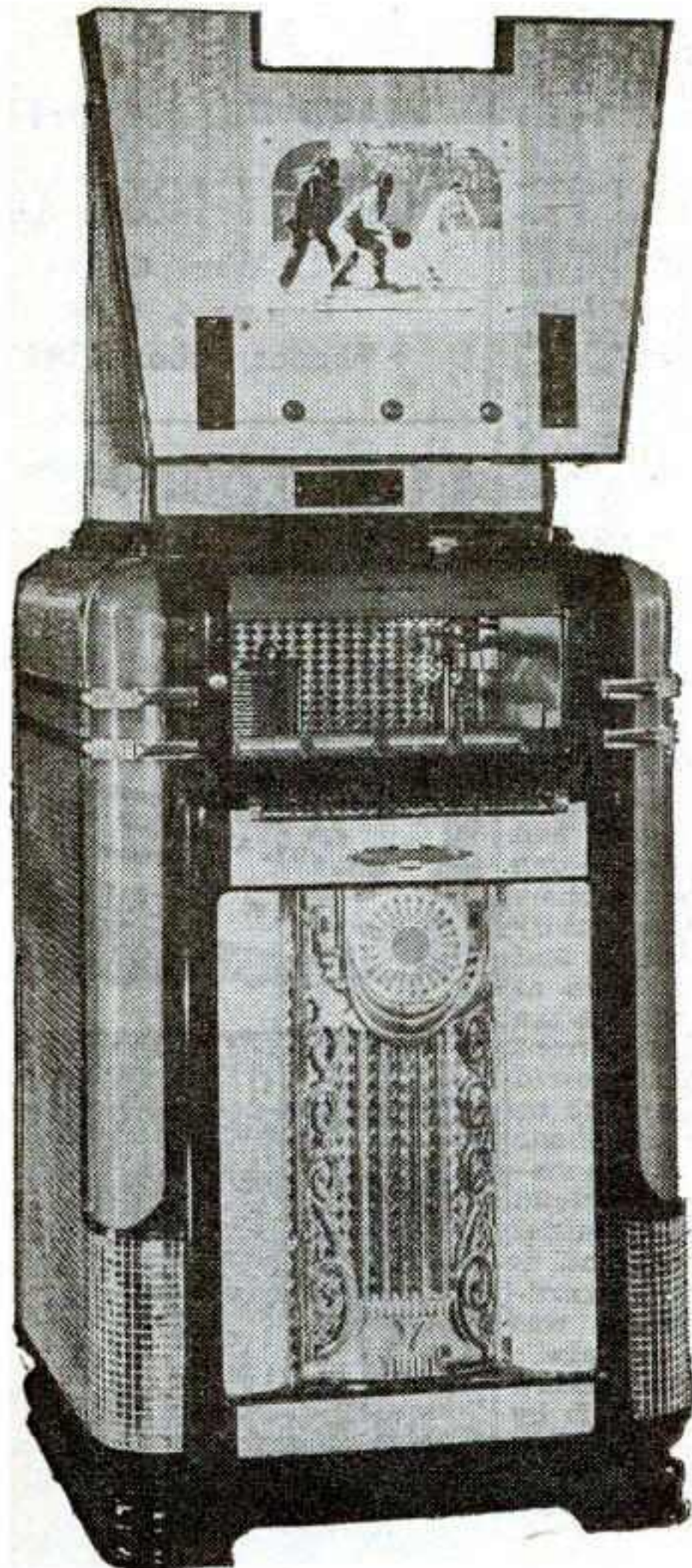
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Featuring **PUSH BUTTON SELECTION**

BUILT AS ONE UNIT — with joint amplifier, speaker and coin chute



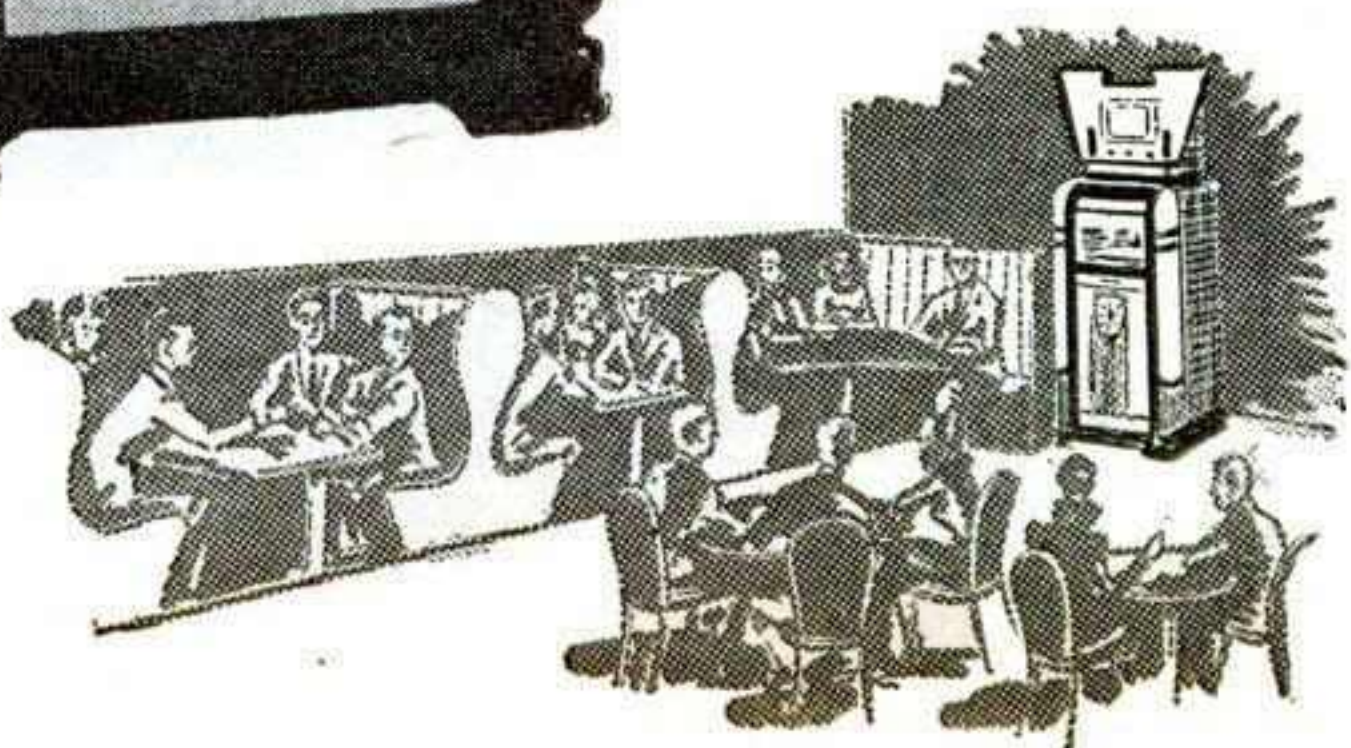
Anyone can play a juke box. Anyone can play Speedway's Telejuke. They simply press a button for whichever television station or record is desired and deposit a coin. The picture comes on the screen instantly, in perfect, sharp focus, or the record plays as in customary Juke Box operation.

It's a "natural!" A tremendously profitable combination that enables you to get the "front" money you must have to survive. Completely practical and made for coin-operated, self-service, public use, Speedway's Telejuke features many brand new, revolutionary "firsts" such as . . . push-button television tuning (simple enough for a ten year old child to operate) . . . television unit built in 4 replaceable sections for instant servicing . . . synchronized timers for both sections so that play can be switched from television to phono and vice versa without depositing additional coins.

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equipped with a mechanism whereby a patron could manually shift and play the records in rotation. Non-selective and using ear tubes, the Multiplex attachment sold for \$150 and did not prove a commercial success.

It was almost 10 years later before the Regina Company of Rahway, N. J., produced the Automatic Reginaphone. Marketed at the close of 1905, this machine held six cylinder recordings mounted on spindles which revolved around a common center. When a coin was placed in the machine the spindles successively rotated individual cylinders into playing position. Intended for arcades and locations, the Reginaphone was equipped with either ear tubes or a speaker horn. Improvements in this machine resulted in the introduction in 1908 of the Regina Hexaphone, which featured a tune-selecting device by which the patrons choose any one of the six cylinders they wished to hear. While arcade models had eartubes, Hexaphones manufactured as crowd-entertainers for cafe and saloon locations concealed the speaking horn within the cabinet. With the development of the disk coin phonograph, the Hexaphone gradually lost its popularity, but its idea of concealing the speaker horn was eventually adopted by all coin phonographs.

Meanwhile, the Multiphone Company, of New York, had developed a selective nickel-in-the-slot cylinder phonograph with a large magazine wheel carrying 24 records. Known as the Multiphone, this machine had records mounted on shafts extending at right angles from the perimeter of a circular conveyor that resembled a miniature ferris wheel. The spokes of the wheel were numbered to indicate 24 selections, and a projecting lever was used by patrons to turn the wheel until the desired recording was manipulated under the playing mechanism. Occupying a massive bronze or mahogany cabinet

which was eight feet high, three feet wide and one and one-half feet deep, the Multiphone was intended by its designer to be shaped like a harpsichord but actually resembled a giant vase. The front and sides of the cabinet were of beveled glass, and one winding of a crank at the bottom would play 18 records. Early models had a speaker horn which was later incorporated into the top of the cabinet.

Multiphone Folds

The story of the Multiphone is a unique chapter in coin phonograph history, and represents an attempt at large-scale chain operation. In 1905 the manufacturers placed seven test models on location for a one-year period and discovered that each machine averaged a gross of \$501. Paying locations a 20 per cent commission, and with record costs of \$12.50 and maintenance expenses of \$25, the machines claimed to have each netted an annual take of \$363.50. Companies were organized to operate the machines manufactured by the parent Multiphone Company, and in 1906 these concerns placed the phonograph on a percentage basis in their territories. Stock in these operating companies was sold to the public and dividends were paid from the machines' net earnings, 50 per cent going to the stockholders and 50 per cent to the operating concern which used its share of the profits to buy more Multiphones, valued at \$250 each. However, the stock promoters had failed to foresee the development and competition of rival coin phonographs and player pianos, which were being sold outright to location owners, and in 1908 the Multiphone Company found itself bankrupt.

Last of the cylinder coin phonographs was the Concertophone, a selective machine with a revolving magazine containing 25 records. First marketed in 1906 by the Skelly Manufacturing Company of Chicago and retailing for \$325, this machine was powered by a spring mechanism. Housed in a six-foot cabinet with a speaker horn protruding from the top, and utilizing the Columbia Company's 20th Century Loud Speaking Graphophone, the Concertophone emphasized its volume and crowd-entertaining abilities. It was operated by setting a metal dial on the side of the cabinet at the number desired, and then manipulating a slide bar to maneuver the selected cylinder into playing position.

This machine was later improved so that once the selective dial had been set and the patron wound the crank on the side of the machine several times, records automatically shifted on the playing mandrels and then automatically shifted back at the end of the tune. To attract the curious the cabinet had a glass front and a reflecting mirror which showed the machine's movements, and on its initial locations the Concertophone earned as high as \$10 a day. This machine was also made for household use in a smaller parlor-sized model minus the coin attachment, and is probably the first home record-changer. The Concertophone was antiquated by the success of Gabel's Automatic Entertainer, a disk record coin machine which preceded it by several months.

Victor-Col Deb Disks

It was not until 1902 that Victor and Columbia began to offer the cylinder record serious competition with disks. One of the initial attempts to market a coin-operated disk phonograph was made at this time by the Universal Talking Machine Manufacturing Company of New York thru a German subsidiary. Proving impractical on Berlin locations, no attempt was made by the concern to produce this single-record machine in the United States. About 1905 Julius Wilner, of Philadelphia, developed a nickel-in-the-slot machine which played a dozen 10-inch

disk records in rotation. When a coin was placed in the machine, the lowest record in a magazine would be lifted on to the turntable for playing, while a sound box came forward with a new needle to play the recording. Lacking selectivity, the production of the Wilner machine was limited.

The first successful disk machine was John Gabel's Automatic Entertainer, a spring-operated selective coin phonograph using 24 10-inch records, produced in 1906 by the Automatic Machine & Tool Company of Chicago. Twelve records were located in racks on each side of the turntable, and any record could be selected by turning a knob. Entirely automatic, this machine had a 40-inch long transmitting horn at the top of its five-foot oak cabinet and large glass panels on three sides to keep its movements in full view. A new

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- 12 MODEL 750 E WURLITZERS
- 6 MODEL 850 WURLITZERS
- 2 MODEL 950 WURLITZERS
- 150 MODEL 100 WURLITZER WALL BOXES
- 10 MODEL 145 WURLITZER STEPPERS
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WURLITZER 780, COLONIAL... 219.50

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TURN YOUR USED RECORDS
\$\$ INTO CASH \$\$

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WILL PICK UP WITHIN 100 MILE RADIUS

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RECORD MASTERS OF ALL DESCRIPTIONS. MUST BE FREE FROM DEFECTS AND ALL LEGAL ENCUMBRANCES. WRITE COMPLETE DETAILS. PRINCIPALS ONLY.

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Announcing MICHIGAN'S GREAT PHONOGRAPH CONVENTION

FEB. 2, 1948

Business Session, 1:00 p.m., Crystal Ballroom,
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Banquet and Star-Studded Show, 7:30 p.m.,
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Wire or Phone for Reservations at Once!

MICHIGAN AUTOMATIC PHONOGRAPH OWNERS' ASSOCIATION

712 Ford Bldg.

Detroit 26, Mich.

Phone CHerry 4662

feature was a handle on the front of the cabinet which changed both the record and the needle and wound the motor with one turn. Above the turntable was a magazine holding 50 needles, one of which was fed for each record. Another new idea was the sound box which was controlled and led horizontally over the record by a screw attachment. Equipped with a magnetic coin-detector, the Automatic Entertainer was the direct forerunner of the present day juke box.

1905-1906 Important Years

It is probably no historical accident that the Multiphone, Reginaphone, concertophone and Automatic Entertainer were all produced in the 1905-06 period. For the coin music machine was not only concerned with records in different types of equipment within its own field but was beginning to compete with a new form of entertainment—the motion picture.

With the advent of radio, coin-operated pianos, already hard hit by the earlier prohibition measure which took away the greater portion of their patrons, gave forth their last clinking renditions and joined the music box as a purveyor of coin-operated music. It was not until 1934 that the birth of coin music devices turned the tide and the present juke box industry, evolved from an almost forgotten parent-industry of tinkling music boxes and rattling pianos, carried its tunes on wax across the nation and over the world.

NEW RECORD SERVICE FOR 'OPERATORS'

Gordon Leary's, Inc., has all of the records that you need for your operation. You don't have to buy from a dozen sources to get the ones that will fill the "cash-box"! We charge full list price as in a retail store—BUT to more than make up for that—we will allow you FIFTEEN CENTS EACH for all of your used records that you ship in the form of a CREDIT MEMO. Figure out for yourself what your used records are bringing you now—and you'll see that our offer beats all competition!



DISTRIBUTORS WANTED

The best nationally known commercial phonograph manufacturer has available a few lucrative territories for reliable distributors and jobbers under a radically new distributing plan. Must be financially responsible. Those interested who can qualify write Box D-131, o/o The Billboard, Cincinnati 22, Ohio. All replies kept strictly confidential.

It's MAGIC MUSIC Telephone Music Box for BOOTH or COUNTER

Write Now for Complete Story
MODERN MUSIC, INC.
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Shaffer Promotes Civic Good Will

COLUMBUS, O., Jan. 17.—Furthering public good will toward the coin machine business, the Shaffer Music Company here has donated several used phonographs to churches, charitable institutions and organizations for their recreation rooms and youth canteens. The firm is receiving many compliments for helping to combat juvenile delinquency in this area.

Among the local groups that have recently received coin phonographs from the Shaffer firm are St. Stephens Teen Canteen, Nelson Memorial Presbyterian Church, Big Sisters Home, Central Community House and the Wilson Avenue Church of Christ.

In addition to contributing music machines, the Shaffer firm is doing all it can to encourage operators to carry on a similar effort in their own immediate communities.

"Thoughtless" Is Hit Tune Choice Of Clevelanders

CLEVELAND, Jan. 17.—Members of the Cleveland Phonograph Merchants' Association (CPMA) picked the song they want to feature as Hit Tune of the Month in Cleveland in their last regular meeting January 8. CPMA president, Jack Cohen, said the group unanimously voted for *Thoughtless*, a new tune written by Carl Lampl, Cleveland sportswear manufacturer and songwriter, and musician Buddy Kaye.

Cohen said the association was particularly anxious to push this tune because it represents the work of a Clevelander. The tune was written in December, with Lampl composing the music and Kaye writing lyrics. Kaye and his quintet then made a test recording which Cohen distributed to all members of the association, who played the disks with favorable response.

The tune was published by Feist and recorded before the December 31 record ban deadline. Recordings have been made by Guy Lombardo, Decca; Gordon MacCrae, Capitol; Vic Damone, Mercury; Doris Day and the Modernaires, Columbia; Larry Green and the Satisfiers, RCA Victor; George Olson, Majestic, and Curt Massey, on Coast Records.

Phono Parts Mfrs. Repped at Chi Meet

(Continued from page 129)

Marston and B. G. Twyman, sales representatives.

Scotto Music Company will be represented by Del B. Scotto, Velma Scotto, and Mr. and Mrs. Art Foster. Featured in the Scotto booth will be three special mirror cabinets for music equipment. Scotto's music master cabinet is designed to accommodate all types of phonograph mechanisms; their Remote Master for use with hideaway mechanisms, and their Melody Master for use with voice panels for telephone music. All three cabinets will be displayed.

Other firms, which will feature items of direct interest to juke box operators, include General Electric Corporation, Cleveland; Heath Distributing Company, Macon, Ga.; Hirsch Coin Machine Corporation, Washington; Jack Nelson & Company, Chicago; National Rejectors, Inc., St. Louis; Relay Service Company, Chicago; Sylvania Electric Products, Inc., New York; United Manufacturing Company, Chicago, and Wilco Corporation, Chicago.

Four Needle Manufacturers Prepare Plans for Exhibits

CHICAGO, Jan. 17.—Featuring refinements in their products, four manufacturers of needles designed especially for heavy-duty use on commercial phonographs will have exhibits at the coin machine show here next week.

With needles now in sufficient supply, manufacturing firms are plugging in earnest for the coin machine trade.

Aero Needle Company, of Chicago, said it would announce a revision of prices downward which will affect needles shown by them in their coin machine show booth. Both the straight-shank Red Devil and the curved-shank Original will be displayed by Aero. Bill Hemminger and Dan Malone will represent the firm at the show.

M. A. Miller Manufacturing Company, Chicago, plans to display at the show for the first time their four new Carillon dynamic coin machine needles. Miller has designed large-scale models of all four needles the firm makes for juke box use. Models are 50 times the size of the standard needle. New Carillon needles are

tipped with a precious metal alloy given the designation of CDX-3 by the firm. Representing the firm at the show will be Melville A. Miller, F. Bernard Miller and Leroy W. Mintz.

Permo, Inc., Chicago, will feature a new tip on their Permo Point round needles designed to prolong needle life and make for less record wear. The Permo display will have illustrations showing the complete manufacturing process in needle making. Both needles made especially for juke box use by the firm will be displayed.

Permo representatives at the show will be Arthur J. Olsen, E. C. Stefens, Sherman Pate, R. F. Goetzen, Gail Halliday, E. J. Crowley, Douglas Hudson and Hosea Strother.

A fourth needle displayer will be Duotone Company, Inc., of New York.

Maine Distrib Firm Shows New Juke Box

PORTLAND, Me., Jan. 17.—Maine Automatic Music Company here, distributors for Rock-Ola in Maine, New Hampshire and Vermont, recently held a showing for the new Magic-Glo in the English Room of the Graymore Hotel.

WE BUY USED PHONO RECORDS

MERVIS TRUCKING COMPANY
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750E	325.00	600K Walnut	155.00	
780M Colonial	290.00	500K Walnut	145.00	
850 Walnut	275.00	600R	140.00	
		Victory 42/600	135.00	
1422 ('46), Like New	\$450.00	ROCK-OLA	Commando	\$175.00
'39 Deluxe	175.00	'39 Standard	165.00	
Empress	\$125.00	MILLS	Throne	\$100.00
Classic	\$175.00	SEEBURG	Vogue	\$150.00
Colonel	165.00	Mayfair	135.00	
Major	165.00	Regal	125.00	
9800, ES, also		Remote, Complete	100.00	
8800, ES	150.00	CABINETS, Refinished Like New	\$25.00 additional	

25% Deposit—Balance C. O. D.

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100 PER CENT SKILL!

TAKES IN MORE MONEY PER DOLLAR INVESTED THAN ANY GAME MADE!

5 Balls **\$37.50** F. O. B. CHICAGO
For One Cent

5 BALLS FOR 5 CENTS, \$41.25

ORDER TODAY! Try for 10 days. Money Back if Not Satisfied. . . You Keep Receipt!

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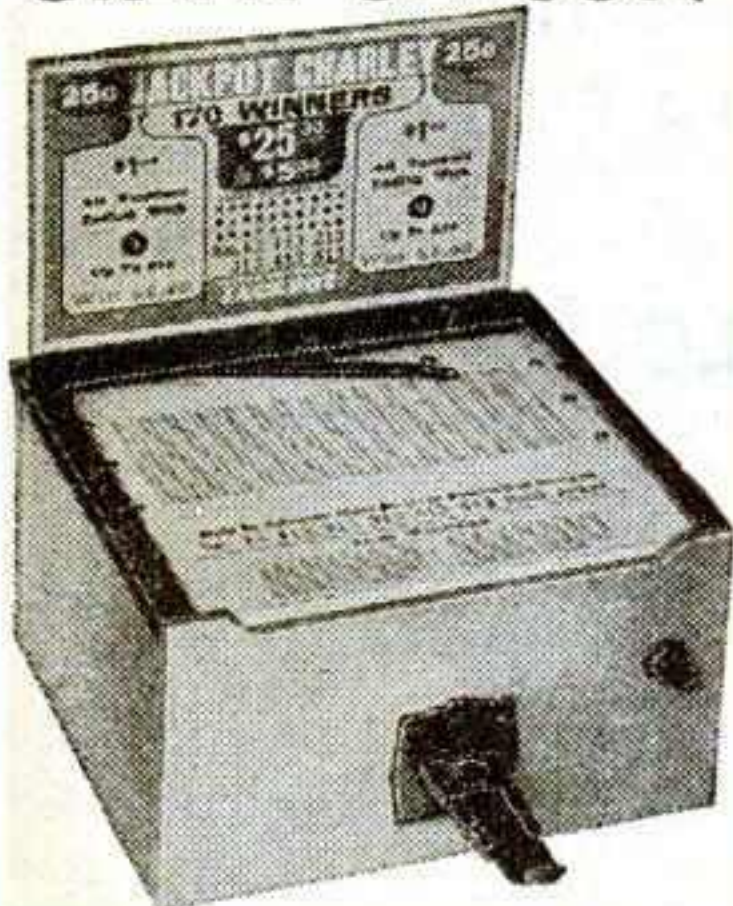
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4201 NORFOLK ST. LOUIS 10, MO.

Directory of Distributors

(Continued from page 103)

Pace Manufacturing Co.
2901-17 Indiana Ave.
Chicago

- ALBUQUERQUE, N. M.—P. & B. Novelty Co., 1015 W. Candelaria Rd.
- BALTIMORE—Mar-Matic Sales Co., 27 W. Biddle St.
- BUTTE, Mont.—H. B. Brinck, 825 E. Front St.
- COLUMBUS, O.—Central Ohio Coin Machine Exchange, 184 E. Town.
- DENVER—Superior Distributor Co., 11716 W. Colfax Ave.
- EVANSVILLE, Ind.—Automatic Amusement Co., 1000 Pennsylvania St.
- FAYETTEVILLE, N. C.—Vending Machine Co., 207 Franklin St.
- KANSAS CITY, Mo.—Automatic Coin Machine Co., 13 W. Linwood Blvd.
- LA FAYETTE, Ind.—Milner Sales Co., 516 N. Ninth St.
- LOS ANGELES—Paul Laymon, Inc., 1503 W. Pico Blvd.
- LOUISVILLE—Ohio Specialty Co., 539 S. Second Ave.
- MIAMI—U-Need-A Vender Distributing Co., 300 N. W. 27th Ave.
- MINNEAPOLIS—Bush Distributing Co., 250 W. Broadway.
- NASHVILLE—Automatic Sales Co., 421 Broad St.
- NEWARK, N. J.—Runyon Sales Co., 123 W. Runyon St.
- NEW ORLEANS—Crown Novelty Co., 920 N. Howard.
- NEW YORK—Runyon Sales Co. of New York, 593 10th Ave.
- PITTSBURGH—B. D. Lazar Co., 1635 Fifth Ave.
- POPLAR BLUFFS, Mo.—Frank Harris Sales Co., 430 S. Broadway.
- RAWLINS, Wyo.—Household Appliance Shop.
- RENO, Nev.—Western Coin Machine Exchange, 254 Lake St.
- SALT LAKE CITY—Stewart Sales Co., 1361 Main St.
- SAN FRANCISCO—Golden Gate Novelty Co., 701 Golden Gate Ave.
- SEATTLE—Puget Sound Novelty Co., 114 Elliot Ave., W.
- SHREVEPORT—Lees Novelty Co., 1004 Spring St.
- SOPERTON, Ga.—Sparks Specialty Co.
- TUCUMCARI, N. M.—P. & B. Novelty Co., Box 1092.
- WASHINGTON—Silent Sales System, 635 "D," N. W.
- WICHITA, Kan.—Matheny Vending Co., 564 W. Douglas Ave.

Packard Manufacturing Co.
2900 Columbia Ave.
Indianapolis

(For distributor list see the Juke Box Supplement distributed with this issue.)

Parent Distributing Co.
600 Sixteenth St.
Oakland 12, Calif.

(National Sales Reps. Douglas Shoe Shine Machine)

- BROOKLYN 12, N. Y.—Dime-Shine, Inc., 1834 Pitkin Ave.
- DALLAS—Southwest Tablet Mfg. Co., Amusement Division, 2110 Corinth St.
- FOND DU LAC, Wis.—United Distributing Corp., 34 N. Main St.
- HONOLULU 10, T. H.—Herring Distributing Co., 2908 Kalia St.
- LOS ANGELES—Shine Distributing Co., 2307 W. Pico Blvd.
- OTTAWA, Kan.—Smith & Co., P. O. Box 241.
- SEATTLE—Seattle Coin Machine Co., 3225 Western Ave.
- VINCENNES, Ind.—Vincent Distributing Co., 429 N. 3d St.

Rock-Ola Mfg. Corp.
800 N. Kedzie Ave.
Chicago

(For distributor list see the Juke Box Supplement distributed with this issue.)

J. P. Seeburg Corp.
1510 Dayton St.
Chicago

(For distributor list see the Juke Box Supplement distributed with this issue.)

Shipman Manufacturing Co.
1326 S. Lorena
Los Angeles 33
(Stamp Machines & Candy Venders)

- BALTIMORE—Parkway Machine Corp., 623 W. North Ave.
- DALLAS, Tex.—C. R. McAdams, 6353 Velasco St.
- EVANSTON, Ill.—K. Huntington, 312 Asbury Ave.
- HOUSTON—Central Distributors, 2613 Milam.
- MIAMI—Schwartz Distributing Co., 1800 S. W. 17th St.
- MILWAUKEE—Jones Stamp Service, 540 N. 20th St.
- NEW YORK—Globe Distributors, 17 W. 60th St.
Mike Munves Corp., 510 W. 34th St.
- OAKLAND, Calif.—Standard Specialty Co., 3021 38th Ave.
- OAK PARK, Ill.—R. H. Adair Co., 6924 W. Roosevelt Rd.
- PADUCAH, Ky.—T. O. Thomas Novelty Co., 1572 Jefferson St.
- PHILADELPHIA—Veeco Sales Co., 2113 Market St.
- SAN FRANCISCO—Viking Specialty Co., 530 Golden Gate Ave.
- BILOXI, Miss.—United Novelty Co., Inc., 111 W. Division St.
- BIRMINGHAM—H. & L. Distributing Co., 1524 2d Ave., N.
- BOSTON—Associated Amusements, Inc., 846 Commonwealth Ave.
- BUFFALO—Alfred Sales, Inc., 1006 Main St.
- CHICAGO—Coven Distributing Co., 3181 N. Elston Ave.
- CINCINNATI—Sicking, Inc., 1401 Central Pky.
- CLEVELAND—Lake City Amusement Co., 1621-33 Superior Ave.
- CORPUS CHRISTI, Tex.—Corpus Christi Novelty Co., 1332 Agnes St.
- DALLAS—Walbox Sales Co., 1503 Young St.
- DENVER—Jones Distributing Co., 1454 Welton St.
- DES MOINES—Atlas Music Co., 221 9th St.
Paster Distributing Co., 615 10th St.
- DETROIT—King Pin Distributing Co., 3004 Grand River Ave.
- EL PASO—Reichel Distributing, 1212 N. Copia St.
- FAYETTEVILLE, N. C.—The Vending Machine Co., 207 Franklin St.
- HARTFORD, Conn.—Reliable Coin Machine Co., 192 Windsor St.
- HOUSTON—Coin Machine Sales Co., 3804 Travis St.
- JACKSON, Miss.—United Dixie Co., Inc., 617 W. Capitol St.
- JACKSONVILLE, Fla.—Alcorn & Cate, 1705 Pearl St.
Southern Music Distributing Co., 3927 Main St.
- KALAMAZOO, Mich.—King Pin Equipment Co., 826 Mills St.
- KANSAS CITY, Mo.—United Amusement Co., 3410 Main St.
- LITTLE ROCK—Ark.-Tenn. Distributing Co., 507-11 E. Markham St.
- LOS ANGELES—Paul A. Laymon, Inc., 1429-31-1503 W. Pico Blvd.
- Minthorne Music Co., 2916 W. Pico Blvd.
- LOUISVILLE—Ohio Specialty Co., 539 S. Second St.
- MACON, Ga.—Heath Distributing Co., 217 3d St.
- MEMPHIS—Southern Amusement Co., 628 Madison.
- MIAMI—Christopher-Luker Co., 763 S. W. 8th St.
- MILWAUKEE—Paster Distributing Co., 1618 W. Wells St.
- MONTGOMERY, Ala.—Franco Distributing Co., 24 N. Perry St.
- MOOSIC, Pa.—Sterling Service.
- NASHVILLE—Hermitage Music Co., 423 Broadway.
- NEWARK, N. J.—Runyon Sales, 123 W. Runyon St.
- NEW ORLEANS—Dixie Coin Machine Co., Inc., 912 Poydras St.
- NEW YORK—Ben Becker Sales Corp., 444 W. 50th St.
- OMAHA—Frankel Distributing Co., 1209 Douglas St.
- ORLANDO, Fla.—Southern Music Distributing Co., 503 W. Central.
- PHILADELPHIA—Active Amusement Machines Co., 666 N. Broad St.
David Rosen, 855 N. Broad St.
- PHOENIX, Ariz.—Minthorne Music Co., 512 W. Washington St.
- PITTSBURGH—Atlas Novelty Co., 2217 5th Ave.
B. L. Lazar Co., 1635 5th Ave.

EVERYTHING MUST GO! USED PHONOS

ALL MACHINES GUARANTEED FOR 90 DAYS

- Mills Thrones... \$ 59.50
- Rock-Ola 1940 Playmaster. Adapted for 30-Wire Boxes 129.50
- Rock-Ola Premier 119.50
- Rock-Ola Standard (Dial) ... 119.50
- ★ Seeburg Hi-Tone, Remote 149.50 ★
- Wurlitzer 500 . 119.50
- Wurlitzer 616 Plain 49.50
- Wurlitzer 616 Life-Up 59.50
- Wurlitzer 600K Victory 119.50
- Wurlitzer 600R Victory 99.50

RUSH YOUR ORDERS!

1/3 Deposit With Order—Bal. C. O. D.

Scott-Crosse Co.

1423 Spring Garden Street
Philadelphia, Pennsylvania
RIttenhouse 6-7712

FOR SALE! POKER ROLL PALACE

25 TABLES complete with stools, displays, showcases, outside and inside lights — rolling steel doors.

ALSO

A.B.T. SHOOTING GALLERY

10 New 1947 A. B. T. Guns. Special 18-Foot Target by A. B. T. Air Compressor—5,000 Cartridges. 50,000 B.B. New—Thousands used. Many New Extra Parts.

THESE TWO STORES OPERATED PAST TWO YEARS IN A NEW PARK IN THE ROCK-AWAYS—

3-yr. lease. Low rent—can get longer term.

MONEY MAKER

One partner retiring, the other has too many other interests.

COST OVER \$25,000.00 TO INSTALL

SELL FOR \$15,000.00

Will Finance Half

Will be in Chicago C.M.I. show NAAMO Booth.

AL MEYERS

ROCKAWAY PARK, N. Y.

2 STRIKES & SPARES BOWLING MACHINES

1—Never Used, but Uncreated
1—Used. Come and Get Them.

\$800 CASH FOR BOTH

RAY OAKES & SONS

3114 Cleveland Ave., Brookfield, Ill.
Phone: Brookfield 7624

PORTLAND, Ore.—Jack R. Moore Co., 1615 S. W. 14th Ave.
 Western Distributors, 1226 S. W. 16th.
 PORTSMOUTH, Va.—O'Connor Vending Machine Co., 824 Crawford St.
 RICHMOND, Va.—O'Connor Vending Machine Co., 2320 W. Main St.
 SALT LAKE CITY—Jones Distributing Co., 127 E. 2d S.
 SAN ANTONIO—Pan American Sales Co., 824 San Pedro St.
 SAN FRANCISCO—Jack R. Moore Co., 348 8th St.
 SEATTLE—Jack R. Moore Co., 100 Elliott, W.
 SPOKANE—Jack R. Moore Co., N. 4 Bernard St.
 SPRINGFIELD, Mass.—Becker Novelty Co., 97 Dwight St.
 ST. LOUIS—Jack Rosenfeld Co., 3218 Olive St.
 ST. PAUL—Mayflower Distributing Co., 2218 University Ave.
 SYRACUSE—Rex Coin Machine Distributing Corp., 821-829 S. Saline.
 TOLEDO—Toledo Coin Machine Exchange, 814-16 Summit.
 TORONTO—Toronto Trading Post, 736 Yonge St.
 TULSA, Okla.—Cliff Wilson Distributing Co., 1121 S. Main St.

Tipman Manufacturing Co.
 26 S. Lorena
 Los Angeles 33
 (Pin-It Machines only)
 BOSTON—Precision Bilt Co., 19 Arlington St.
 BUFFALO—Alfred Sales, Inc., 1006-1008 Main St.

Tipman Manufacturing Corp.
 8 Gale St.
 Chicago, Ill.

ATLANTA—Wally Sipple, 1271 Eastridge Rd., S. W.
 BEAUMONT, Tex.—M. C. Doumany, Box 1982.
 BROOKLYN—Furst & Schwartz, 512 Grand St.
 CHICAGO—Donald N. Buck, 7804 Colfax.
 COLLAND, MICH.—Thomas Smith, 489 College Ave.
 LOS ANGELES—Stan Rousso, 858 S. Flower.
 PORTLAND, Ore.—D. H. Burcham, 917 S. W. Oak.

SHAKER HEIGHTS, O.—J. R. Fox, 3562 Ingleside Rd.
 ST. CHARLES, Ill.—J. E. Naughton, 861 Geneva Rd.
 WOLLASTON, Mass.—Ralph Littlefield, 108 Bromfield.

Tradio Company
 1001 First Ave.
 Asbury Park, N. J.

ARDMORE, Okla.—The Millshane Co., P. O. Box 565.
 ATLANTA—Production Engineering Co., 350 Woodward Way, N. W.
 BELMONT, Mass.—Lee Loumos, 12 Clyde St.
 BIRMINGHAM—H & L Distributors, 1524 Second Ave., No.
 BOONEVILLE, Ark.—W. R. Allen & Co., 160 Main St.
 CHATTANOOGA—Tradio, Inc. of Tennessee, 628 James Bldg.
 CHICAGO—Bradley Distributors, 1652 N. Damen Ave.
 CRANBROOK, B. C., Can.—R & M Sales & Sports Shop, P. O. Box 432.
 DALLAS—B & R Sales, P. O. Box 5684, 1628 N. Industrial Blvd.
 DETROIT—Detroit Tradio, 1150-54 National Bank Bldg.
 HONOLULU—Pacific Sales Factors, 437 Ward Ave.
 LOS ANGELES—Coast Enterprises, 3709 W. Pico Blvd.
 MIAMI—Tradio of Florida, 814 N. Miami Ave.
 NEW ORLEANS—F. E. Downs, 808 Carondelet St.
 NEW YORK—Tradio Corporation of New York, 377 Fourth Ave.
 OAKLAND, Calif.—Sambert Distributing Co., 585 Mandana Blvd.
 PHILADELPHIA—Tradio of Philadelphia, 2221 N. Salford St.
 PHOENIX, Ariz.—Frank P. Samperi, 246 S. First St.
 PORTLAND, Ore.—Specialty Sales Co., 1515 S. W. Fifth Ave.
 PORTSMOUTH, Va.—Tri-State Tradio, 808 Middle St.
 PUEBLO, Colo.—Henry B. Andreasen, 1022 Greenwood Ave.
 SAN JUAN, Puerto Rico—The Schroder Agencies, P. O. Box 4661.
 WICHITA, Kan.—L. J. Morefield, National Truck Stop System, Inc., 1411 Union Bank Bldg.
 WINNIPEG, Man., Can.—M. A. Doyle Amusement Co., 195 Oxford St.
 YORK, Neb.—Northwest Distributing Co., 304 Grant Ave.

U. S. Vending Corporation
 Board of Trade Bldg.
 141 W. Jackson Blvd.
 Chicago 4, Ill.

ALBANY, N. Y.—Universal Vendors, 788 Broadway.
 BOSTON—J. J. Golumbo & Co., 1119 Commonwealth Ave.
 BUFFALO—J. H. Winfield & Co., 916 Main St.
 CLEVELAND—The Markepp Co., 4310 Carnegie Ave.
 DETROIT—Ashley Distributing Co., 3155 Grand River Rd.
 DULUTH 2, Minn.—Twin Ports Sales Co., 230 Lake Ave., S.
 INDIANAPOLIS—P. J. Distributing Co., 821 N. Illinois St.
 KANSAS CITY, Mo.—United Amusement Co., 3410 Main St.
 KERRVILLE, Tex.—Texas Vending Co., 818 Water St.
 MEMPHIS—Parker Products Co., 648 Riverside Dr.
 MILWAUKEE—United Coin Machine Co., 6304 W. Greenfield Ave.
 OMAHA—Midwest Popcorn Co., Inc., 868 Saunders-Kennedy Bldg.
 PHILADELPHIA—London Distributing Co., Keystone Bldg., 261 N. Broad.
 PHOENIX, Ariz.—Kelly Distributing Co., 611 W. Washington St.
 PITTSBURGH—Little America Frozen Foods, Inc., 36th & Butler St.
 PORTLAND, Me.—North New England Vending Machine Co.
 SAN FRANCISCO—Western Distributors, 46 Kearny St.
 ST. LOUIS—Musical Sales Co., 2632 Olive St.
 TULSA, Okla.—Cliff Wilson Distributing Co., 1121 S. Main St.
 VICKSBURG, Miss.—A. O'Neill Co., 1800 Mulberry St.

Rudolph Wurlitzer Co.
 North Tonawanda, N. Y.
 (For distributor list see the Juke Box Supplement distributed with this issue.)

Awaiting Court Ruling on Phoenix Pinball Ordinance

PHOENIX, Ariz., Jan. 17.—Ignoring a demand by one commissioner that the city "enforce the pinball ordinance to the letter," other commissioners and Mayor Ray Busey this week decided to let the issue ride until there is a Superior Court ruling on a contested ordinance which established a \$1,000 fee for each operator and a \$100 license for each machine.

The one commissioner, Gordon Smith, noted at a commission meeting Tuesday (13) that the city was candidly admitting there was no enforcement of the ordinance. He demanded rigid enforcement and recommended a sweeping ordinance placing heavy license fees on "all coin-operated" devices, including juke boxes.

Advocates License Overhaul

Smith's remarks termed the measure a fund-raising procedure and advocated a complete overhaul of license fees and taxes on public amusement devices.

While his proposal won some support from Commissioner Walter Maxwell, the matter was dropped after Mayor Busey suggested that when the courts have settled the controversy, he might ask the commission to call a conference of PTA members, juvenile authorities and others to determine whether or not there is, in their opinion, a connection between juvenile delinquency and the coin devices.

City Attorney Jack Choisser said he would file an answer to the pinball operators' injunction request within a few days. The operators contend the stiff license fee will force many small operators out of business and make it possible for a few big companies to form a monopoly in the city.

Coven Distributing Adds Line of Radio, Tele Sets to Lists

CHICAGO, Jan. 17.—Ben Coven, head of Coven Distributing Company, announced the addition of television and radio equipment to firm's line this week. It is stressed as an accommodation for operators, who make up about 90 per cent of the new lines' customers.

Special emphasis is being placed on television sets, Coven said. In the radio line, custom designed table sets are being featured. Both video and radio units are being sold to the general public within a prescribed area, in addition to the coinmen customers.

ROLLOWS' FUTURE

(Continued from page 84)

necessarily follow, their belief is that smaller size can be translated into lower cost.

One factor in the price picture seems fairly assured. If legislative matters are favorably resolved in the interests of rolldowns, then manufacturers can devote a greater part of their engineering talent to the games. Insuring a longer popular run to their output by increased player appeal, quantity production over a substantial period of time can pare costs.

FACTORY CLOSEOUT!
SHOOTING STARS
 In Original Cartons
 \$74.50 each
\$69.50 EACH IN LOTS OF 5

Fast! Flashy! Exciting Action! High Score—Disappearing Skill Hole! A Real Money Maker!

SHOW VISITORS, SEE IT AT OUR DISPLAY ROOMS

Terms: 1/3 Dep., Balance C. O. D.
ATLAS NOVELTY CO.
 2200 N. Western Ave. Chicago 47, Ill.

COIN MACHINE PARTS
 FOR ALL TYPES OF PIN GAMES, SLOTS, ROLL-DOWNS AND PHONOGRAPHS

Write for Our LATEST PRICE LIST

COIN MACHINE SERVICE CO.
 1547 N. Fairfield Ave., Chicago 22, Ill.
 Phone: Humboldt 3476

In addition to the well known Voice-O-Graph, Photomatic, Atomic Bomber, Mutoscope Movies and Post Card Vendors, we will have on display, for the first time, several new members of the Mutoscope family of profit makers.

For Over 50 Years Leading Operators Have Relied On Mutoscope.

INTERNATIONAL MUTOSCOPE CORPORATION
 ESTABLISHED 1895
 44-01 ELEVENTH STREET, LONG ISLAND CITY 1, N. Y.

Chicago:

Joe Schwartz, National Coin Machine Exchange, returned from a week's business trip thru Ohio. Joe has put his showroom into fine shape for show visitors this week, with entire staff and secretary and book-keeper, Betty Semack, on hand to greet all callers. . . . Jimmy Martin, James H. Martin & Company, reports he added the Rainbow record line to his stock January 12. Visitors during the week included Saul Silver, cigarette operator from South Bend, Ind., and his wife, Frances.

Monarch Coin Machine Company welcomed a number of callers during the past week, Clayton Nemeroff says. Visitors included Blain Hill, Westfield, Wis.; Henry Nelson, Detroit; Chris Christensen, Michigan City, Ind.; Harold and Al, of B & H Music, South Pekin, Ill.; Doc Howington, Freeport, Ill., and Bob McLean, Kenosha, Wis. Bob was one of the happiest boys among the lookers-in, Clayton says. Reason: he had become a grandpa earlier in the week. His son and daughter-in-law are the parents of the newest addition to the McLean family—a boy. Clayton states that the Monarch showrooms are rigged up special this week as a "second" showing, the first being the CMI booth. "Everything's on display," he says.

Al Sebring and Harry Salat, Bell Products Company, will be very much in evidence at their firm booth at the big exhibit this week. Both boys anticipate a crowded four days and a high pitch of interest in the exhibits. . . . Coin Machine Service, headed by Harold Pincus, will occupy a portion of the Monarch Coin Machine Company's exhibit booth with a showing of its all-purpose replacement kit. Harold will be on hand daily. The kit contains complete replacement parts for rubber bumpers for pinball equipment, and has been widely distributed to operators during the past few months.

H. L. Burt, Silver King Corporation, says the firm's two-for-a-penny ball gum vender has been favorably mentioned by the Leaf Gum people. They point it up for use with their new small size ball gum, he states, and displayed a model at their display during the recent NAMA show.

Vendall Company is currently setting up a series of new distributors over the country to expand coverage of the Vendall candy machines, Bert Riel, sales manager, reports. . . . Adolph Raymond, A & M Music Company, believes in doing things the automatic way. Ray takes it for granted that the new jukeboxes will perform top-notch on location when they go thru their disk changing cycles, but he makes it a point to be in personal attendance when his wife turns on their new automatic washer. He loves to see the machine go thru its paces.

Buffalo:

Many Buffalo coinmen are planning to attend the CMI meet in Chicago. This year Al Bergman, head of Alred Sales Inc., one of the leading distributing firms here, has organized a sizable group to go together in a special Pullman car. Participants are: Herman Glaser, Ben Glaser, Morris Schnittman, John Radice, Mr. and Mrs. Bert Brown (Ace Amusement Company), Mr. and Mrs. Percy Gattrell, Arthur Coughlin (Queen City Vending Company), Jack Marine, and Mr. and Mrs. Alfred Bergman, all of Buffalo; plus out-of-towners Tom Sullivan and Dora Marsh from Syracuse, N. Y.; and Martin Levine (A-1 Amusement Company), Barney Rapp (Liberty Bell Amusement Company), and Ben Wolnitz (Gem Enterprises), all of Rochester, N. Y.

COINMEN YOU KNOW**Indianapolis:**

James Barley, pinball machine operator, was on coin row buying machines. . . . Frank Banister, Banister & Banister Distributing Company, visited Chicago last week on business.

Peter Stone, Indiana Automatic Sales Company, Rock-Ola distributor, called on operators in Evansville and Terre Haute last week and reported conditions favorable in that area. . . . Mr. and Mrs. Charles Hughes (he is an operator at Ladoga) entertained Mr. and Mrs. Stone over a recent week-end. . . . C. L. Medsker, Muncie operator, was buying new equipment on coin row. . . . S. T. Fowler, operator at Cambridge City, bought equipment on his recent visit here.

William Bolles, advertising manager, Packard Manufacturing Company, spent several days selecting records to be used in demonstrating the Manhattan phonograph at the CMI show in Chicago. . . . Charles Baker, Wabash Distributing Company, Clinton, was in on a buying spree. Tom Burch, operator, Muncie, came in for the same purpose. . . . Mrs. Blanche Janes, Janes Music Company, will attend the Chicago show. Her sister from the West Coast will meet her there and return to Indianapolis with Mrs. Janes for a visit.

Paul Jock, of P. J. Distributing Company, AMI distributor, and Jack Burrell and Tommie Thomas, salesmen for the concern, will spend the week at the Chicago show and get sales details on the new AMI 40-selection remote control wall box. . . . George Morgan, Peru operator, bought new equipment while on coin row last week. . . . Loyd Anderson, Automatic Distributing Company, Terre Haute, spent a day on coin row, buying equipment and parts. . . . Homer Capehart, Packard Manufacturing Company, has recovered from a recent attack of influenza.

San Francisco:

Tony Parina, of Messrs. Parina & Company, announced that his firm has been named by Statler Distributing Company to handle the Niks Biscuit Vender in the 11 Western States. . . . George D. O'Mea, salesman for the Jack R. Moore Company here, is soon to marry Shirley Silen. The couple was recently honored at a dinner party by John Ruggerio, manager of the local Moore office, and Mrs. Ruggerio. . . . Don Clark, of Clark Distributing Company, left this week-end for the Coin Machine Show in Chicago. . . . George Bennett, of George Murdock & Associates, on hand at the Rock-Ola open house to help entertain.

Bill Collier, of Viking Specialty Company, back from Chicago where he attended the NAMA show. With his partner, Don McClinton, the emphasis here is on the Drink-o-Mat machine the firm is handling in this city and Oakland. . . . Pierre-Ettlinger and Alf Friedenpahl are moving along with their new ice cream vending operation. They are using Revcos.

Joseph Sawaya and his partner, Stanley Grabowski, are kept busy making custom-built music units at their firm, Audio Specialties. . . . Bill Bond, sales manager for Cup-A-Matic, back at his desk following a trip to the NAMA convention. Oliver Hartman, president of the firm, commuting from his home in Tracy. . . . Leonard Baskfield, of the E. T. Mape Distributing Company, planning to attend the show in Chicago. He recently returned from Los Angeles, where he conferred with Ray Powers, manager of the branch in that city.

Detroit:

Edward A. Gorney, inventor of the Mercury athletic scale, was on the sick list last week. . . . Harry Erinstein, of Northway Tobacco Company, is leaving for Florida where he plans to spend several weeks looking over the operating field. His firm is planning a major expansion in their cigarette vender operations.

Seymour Freedman, of G-F Industries, who was in the vending machine distribution field, has expanded into the field of manufacturers' supplies. . . . Joseph O'Connor, of Consolidated Productions, manufacturing the Radiotel coin-operated radio, is expanding into the beauty parlor field.

Homer B. Stuart, of Advance Products Company, is increasing production on the new automatic coin changer, and is also planning additional improvements in a new model. . . . Samuel J. Rose, of King-Pin Company, is keeping in touch with his associate, J. R. Pieters, at the Kalamazoo headquarters by telephone these stormy days.

Bud Engelhart, of Wolverine Sales Company, back on the job after a recent illness, is experimenting with their new coin-operated television equipment on test locations. . . . Dr. Martin P. Freese, head of Continental Vending Machine Company, is leaving for a two-week business trip to California.

Floyd L. Kimball, of Mills Automatic Merchandising staff at Port Huron, got his army discharge papers back by mail from the burglar who got them with \$625—which was not returned—from the company safe. . . . Ben Newmark, Atlas Automatic Music Company, returned from a business trip.

Virginia Lord, Atlas Automatic Music Company, is reported making matrimonial plans. . . . Harry Lewiston has taken over sole ownership of Playland Amusement Center, following the dissolution of the Gayer & Lewiston Enterprises. His former partner, Archie Gayer, left for San Francisco.

Maritime Provinces:

John Jones, partner in the firm of Jones & Currie, is planning to take a trip thru the West Indies, Central America and South America before spring. Currie & Jones operates two arcades in St. John, N. B.; one in Halifax, N. S. Jones spends most of his time in St. John, while Wilfred Currie, the other partner, is in charge of Halifax operations. Firm also handles coin machines of all types. At the moment the firm is going ahead with the installation of stamp venders in eating places, drugstores and newsstands.

Reports from this area indicate that the demand for stamp venders and park meters has been increasing in recent months. Meters have been installed in the following centers in the province of Nova Scotia: Sydney, North Sydney, Yarmouth, Truro, and Lunenburg, with several areas of Halifax now under consideration. Currie just got back from Montreal, where he has been attending the Associated Screen News Convention. He reports that his firm will soon be handling distribution of 16mm. equipment for the maritime area.

There was a host of coinmen visitors in Chicago this week as coin machine operators, distributors and manufacturers from all over the country arrived a few days early to take care of business matters before the annual coin machine show.

New York:

A new snow storm, which struck suburbs and traveled as far north as Connecticut, disrupted operations early last week, altho operators in those areas reported they were able to service routes. With the snow melting here as fast as it fell, operations were near normal along 10th Avenue.

Thomas Pakenham, Freeport, L. I., operator, made the papers Monday (12) when fire destroyed his home. Pakenham saved his six children by passing them out a window to a policeman. . . . Herbert Klein, formerly in charge of the export department at International Mutoscope, has been named sales manager, succeeding Al Blendow, recently resigned.

Million-Dollar Playland Arcade has completed renovation of its interior. Three Electric Freezers have been delivered for use next spring. . . . H. F. Dennison, president of Videograph, spent Tuesday and Wednesday (13-14) in Buffalo, then left Friday for the Chicago Coin Machine Industries (CMI) show.

Al Koondel, Empire Automatic Corporation, Brooklyn, has completed remodeling of his headquarters on Coney Island Avenue. . . . Joe Milano Jr., American Ven-Ding Company, New Haven, Conn., managed to keep up with service calls despite the snowstorm. Joe reported his firm is now handling nut, gum and candy machines.

Earl Backe, National Novelty Company, Long Island, teamed up recently with Alrich Man Jr. to win the tennis championship of the Height Casino in Brooklyn. Backe will take time off from his operation to compete in a national tennis tournament in Boston next August. . . . The 20th Century, New York Central Limited and the Pennsylvania Railroad Broadway Limited sold out to coinmen from this area on their way to Chicago for the CMI show.

Nat Cohn, Modern Music Sales president, says he will make his headquarters at the Sherman Hotel during the Chi show, and will spend part of his time lining up distributors for his new Gem Records label. . . . Francis Soffa, former secretary to the late Mike Spector, has joined Lewis London, London Distributing Company, Philadelphia.

Modern Distributing magazine preparing a feature on venders. . . . Phil Nussbaum, brother of the office manager of AMOA, Ruth Nussbaum is planning to start a vending machine route. . . . Al Bloom, prexy of Speedway Products, will have his son Howard, with him when he shows his coin-operated tele-juke at the Morrison Hotel in Chicago this week. . . . Playland Arcade, on Broadway, doing well with a popcorn machine it installed recently.

Des Moines:

Meeting of coin machine operators from all points in Iowa will be held in Des Moines during February with the Des Moines distributors spearheading the conference. The meeting will be the first State-wide gathering of the operators in recent years and is being called to discuss a more favorable percentage for the operators and other problems.

Irv Sandler, of the Sandler Distributing Company, reported a large turnout of operators for the showing of the new Rock-Ola at both the Des Moines and Omaha offices. Art Weinand, sales manager for Rock-Ola, attended the Omaha showing. . . . Dick Eaton, of Cedar Rapids, Ia., has taken over the Herman Paster Distributing Company, distributors of Wurlitzer machines. The company will be known as the Eaton Distributing Company. Details of the change will be announced later.



METAL TYPER DISCS

Plain and Colored

Priced From \$7.50 Per 1,000

SAMPLES ON REQUEST

TYPER MACHINES

New and Used
Parts, Supplies,
Expert Repair Service

Write For Prices

STANDARD SCALE CO.

4333 DUNCAN AVE., ST. LOUIS 10, MO.

BEST BUYS!

Must be right or return for
full refund

ROLLOFFS

Genco Advance Rolls	\$239.50
Genco Total Rolls	100.00
Big City	275.00
Double-Up (Roll Over Buttons)	175.00
Tally Roll (Roll Over Buttons)	125.00
Tally Roll	75.00
Tri-Score	99.50
Total Roll, Conv. to 800,000 Score, With Roll Over Buttons	150.00
Genco Play Ball	60.00

ARCADE

Tumbler	\$150.00
Boomerang	95.00
Heavy Hitter (Used)	95.00
Red Ball (Pool Game)	60.00
Western Deluxe Baseball	75.00
Western Major	100.00
Scientific Batting Practice (Refin- ished)	50.00
11" 6" Bowl-a-Way (1946 Skee Roll)	60.00
Goatee	95.00

1/3 Deposit, Balance C. O. D.

Wisconsin Novelty Co.
3734 N. Green Bay Ave., Milwaukee 6, Wis.
Locust 0100

OPERATORS

WRITE FOR THESE MONEY MAKERS

BANK BALLS, 9 Ft.	\$179.50
BANK BALLS, 12 Ft.	199.50
STRIKES 'N' SPARES	495.00
BOMBER BALL, 9 Ft.-12 Ft.	89.50

All Reconditioned and Refinished.

NEW BEST HANDS, Special	\$ 22.50
NEW SKILL THRILLS, Special	27.50

50% OFF ON ALL RECONDITIONED
SLOTS!

ALL LATEST PIN TABLES AVAILABLE.

PACKARD PHONOGRAPHS,
SPEAKERS, WALLBOXES.

U. S. VENDING REFRIGERATED
CANDY MACHINES.

TWIN PORTS SALES CO.

230 Lake Ave., So., Duluth, Minn.
2029 Washington Ave., So.,
Minneapolis, Minn.

FIVE BALLS

Kilroys, Baffle Cards	\$85.00 Ea.
Surf Queens, Big Hits, Big Leagues	35.00 Ea.
South Seas, Streamliners	25.00 Ea.
Sky Blaxers	15.00 Ea.

All in Top Shape. Terms: 1/3 Deposit.

C. & M. Specialty Co.

832 Camp St. New Orleans, La.

CLOSE OUT BARGAINS!!

5¢ Mills Black Cherries (Like New)	\$155.00
5¢ Mills Black Cherries (Like New)	185.00
5¢ Mills Smokers	45.00
5¢ Pace Krinkle Finish, '46	115.00
5¢ Pace Krinkle Finish	125.00
5¢ Pace Krinkle Finish, '46	135.00
5¢ Roll-ette Jr.	80.00

MATHENY VENDING COMPANY, INC.
564 West Douglas, Wichita 12, Kansas

**Taylor Resigns Mills
Sales Co. Position**

OAKLAND, Calif., Jan. 17.—Warren H. Taylor has resigned as general sales manager of the Mills Sales Company, Ltd., it was announced last week by A. H. Bouterious, president.

During his many years with Mills Sales, Taylor was regarded by his associates and fellow coinmen as an outstanding leader in the coin machine field. He also became widely known for his work in civic affairs.

Taylor resigned for personal reasons, the firm announcement stated, and his plans for the future were not made known.

WEST SIDE WEEKLY SPECIALS!

ROCK-OLA COMMANDO (Perfect)	\$ 99.50
SEEBURG WIRELESS CONSOLE (Perfect)	115.00
WURLITZER 600 ROTARY (Perfect)	95.00

WRITE FOR COMPLETE LIST

1/3 Deposit, Balance C. O. D., F. O. B. Warehouse

WEST SIDE DISTRIBUTING CORP.

698 Tenth Avenue (49th Street) New York 18, N. Y.
Phone Circle 6-8464



what
the
H&L?

here's
what:

The foremost distributor in the South of all types of coin equipment — music machines, games, automatic vendors.

A twenty-year reputation, second to none, for carrying only the best lines and selling them fairly, honestly, without misrepresentation.

A host of friends among the operators in Georgia and Alabama who, when they think of equipment, think . . .

GO TO H & L!



Morris Hankin



Jack Lovelady

DISTRIBUTORS INC.

708 Spring Street North West, Atlanta, Georgia
1524 2nd Avenue, North, Birmingham, Alabama

LONDON'S SHOW TIME SPECIALS!

EXTRA! Pfanstiehl Needles . . .
 REGULARS OR SPECIALS: **35c EA.** Lots of 1000 — **37c EA.** Lots of 100
SPECIAL #18 ZIP CORD—1½c PER FOOT

PIN TABLES

ALL CLEANED, CHECKED, READY FOR IMMEDIATE LOCATION! SPECIFY 1ST AND 2ND CHOICE WHEN ORDERING.

\$24.50 EACH — 5 FOR \$100.00

Glamour Majors, '41	White Sails Sport Parade	Lone Star	Capt. Kidd
Vacation Bomb the Axis	Play Mate	Metro	Hold Over
Seven Up	Barrage	Line Up	Super Charger
Box Score	Double Feature	Dough Boy	Spot Pool
Hi Hat	Play Ball	Big Chief	Boom Town
Big League	Golden Gate	C. I. Joe	Entry
Border Town	Roxy	School Days	Twin Six
Jolly	Stop and Go	Ten Spot	Belle Hop
Eagle Squadron	Big Show	Limelight	Tops
Airport	Dixie		
	Gold Star		

\$39.50 EACH — 4 FOR \$130.00

5-10-20	Jungle	Hi Dive	Kismet
	Exh. Bowling Alley	Four Aces	

Keep 'Em Flying . . .	\$ 69.50
Western Baseball . . .	49.50
Nudgy	139.50
Sky Chief	59.50
Surf Queen	59.50

Acme Coin New Pinball Mfr.

CHICAGO, Jan. 17.—E. Palermo and Joseph Prisbie announced the formation of the Acme Coin Machine Manufacturing Company here this week with the introduction of the firm's first game, a five-ball novelty pin game. Firm will manufacture pinball and console equipment.

Palermo and Prisbie were formerly active in the coin amusement game field under the name of South Side Engineering Company. This firm is now inactive and will shortly be liquidated completely.

Acme Coin's first game, Casba, was originally shown last September, but not produced, under the South Side Engineering firm name. Palermo stated that the first production run on the game is now being undertaken under the new company name. A number of test models have been built and placed on location.

Play Described

Casba, featuring a night club motif on playfield and backboard, has a possible high score of 900,000. One special diamond bumper offers player a free repeat game when hit while illuminated; it lights up at predetermined intervals. Field includes two 1,000-point bumpers, five 5,000-point bumpers and five 10,000-point bumpers. Two kick-out pockets each score 50,000 points and two covered side kicker tunnels also count for 50,000 points each. For simplified servicing, 90 per cent of the mechanism is installed in the backboard, firm officials state.

Acme Coin will act as its own national distributor and is currently planning a number of regional distributor appointments. Firm is showing the game in a private suite at the Sherman Hotel this week, Palermo said.

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\$7.00 PER 1,000

Manufactured from Precision Dies from Finest Quality Aluminum. Standard Thickness. Satin Finish.

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 ½ With Order, Balance C. O. D.

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PHONOGRAPHS

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WURLITZERS	ROCK-OLA	SEEBURG
412 \$ 49.50	Imperial 20 \$ 49.50	Gem \$ 94.50
618 79.50	Standard or DeLuxe . . . 119.50	Regals or Crowns . . . 139.50
24 and 24A 89.50	Masters or Supers . . . 139.50	Plaza or Mayfair . . . 124.50
600-R 99.50	1946 Rock-Olas	Classics or Vogues . . 194.50
500K or 600K 125.00	Write for Prices	Colonel or Envoy, ES 250.00
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780-M 229.50	Playmaster 124.50	8800 or 9800, ESRO 210.00
780-E 249.50		8200, ES 200.00
1015 (like new)		8200, ESRO 235.00
Write for Prices		

AIREONS, Used, Like New. \$250.00
 Write for Quantity Prices

PHONOGRAPH ACCESSORIES

Seeburg Selectomatic, 20-Selection, 24-Wire, Ea. \$ 5.00	Rock-Ola Dial-a-Tune Wall and Bar Boxes, Ea. \$ 5.00
WS2Z Seeburg Wireless Wallomatics . . . 19.50	Wurlitzer Model 125, 5-10-25¢ Wall Boxes, Ea. 15.00
3-Wire Seeburg Wired Wallomatic . . . 15.00	Buckley 24-Selection Wall Boxes, Ea. . . 5.00
WS10Z Seeburg Wireless 5-10-25 Wallomatic 39.50	
WB1Z Seeburg Wireless 5-10-25 Baromatic 44.50	

MISCELLANEOUS

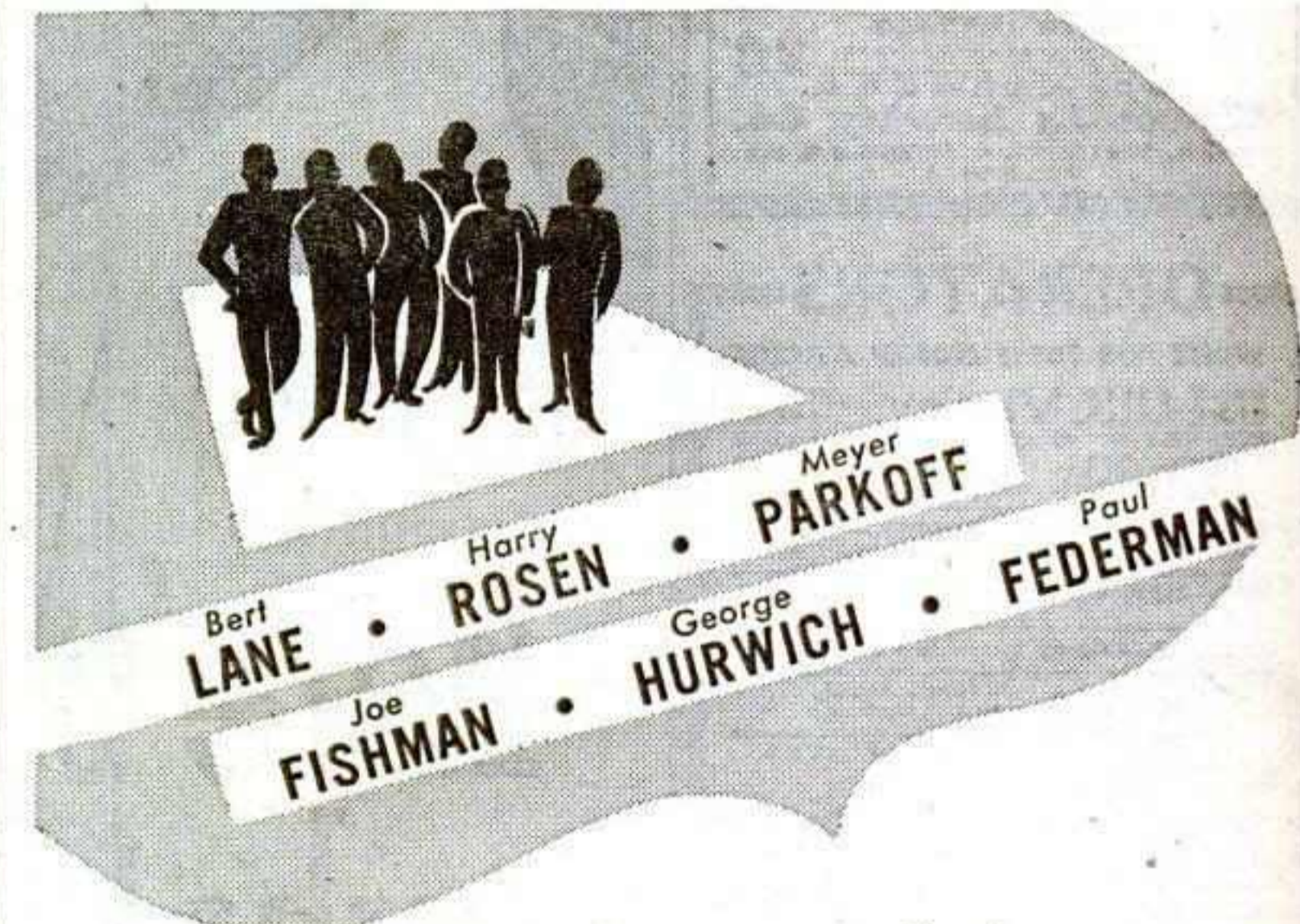
A.B.T. Challengers, slightly used . . . \$ 24.50	Atomic Bomber (floor sample) \$149.50
A.B.T. Challengers (New) Write for Price	Pokerino (like new) 49.50
Gottlieb 3-Way Grippers 12.50	Baily Rapid Fire, crating included . . . 49.50
Genco Advance Roll, like new Write for Price	Boomerang (like new) 99.50
Chicago Coin All Star Hockey, crating included 49.50	Roll-a-Ball (Firestone), like new . . . 99.50
Scientific Batting Practice, crating included 49.50	Tally Roll (like new) 99.50
Keeney Air Raider, crating included . . . 49.50	Pinch Hitter (like new) 99.50
Tall Gunner, crating included 49.50	Chicken Sam, with Rifle Range Conv., crating included 49.50
Bang-a-Deer, crating included 74.50	Champion Hockey, crating included . . 29.50
Score-a-Barrel (like new) 99.50	Goatee, crating included 124.50
Skill Roll (like new) 99.50	Mills Owl, crating included 15.00
	Total Rolls (like new), crating included 124.50

TERMS: 1/3 DEPOSIT, BALANCE C. O. D.

PHONE: KILBOURN 7323

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New Roll-Down For Chi Coin

CHICAGO, Jan. 17.—Chicago Coin Machine Company will begin production on a roll-down adaptation of its Bermuda pinball game this week, according to Edward Levin sales manager. The pinball model will remain in full production to meet demand.

Bermuda roll-down features five pinball-size balls. With exception of plunger and open player end required in roll-down type games, game retains same play field and back-board design as that in the pinball model.

See HYMIE ZORINSKY

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UNITED MFG. COMPANY O. D. JENNINGS & CO.
WILLIAMS MFG. CO.

"We Can Deliver Magic Glo Rock-Olas"

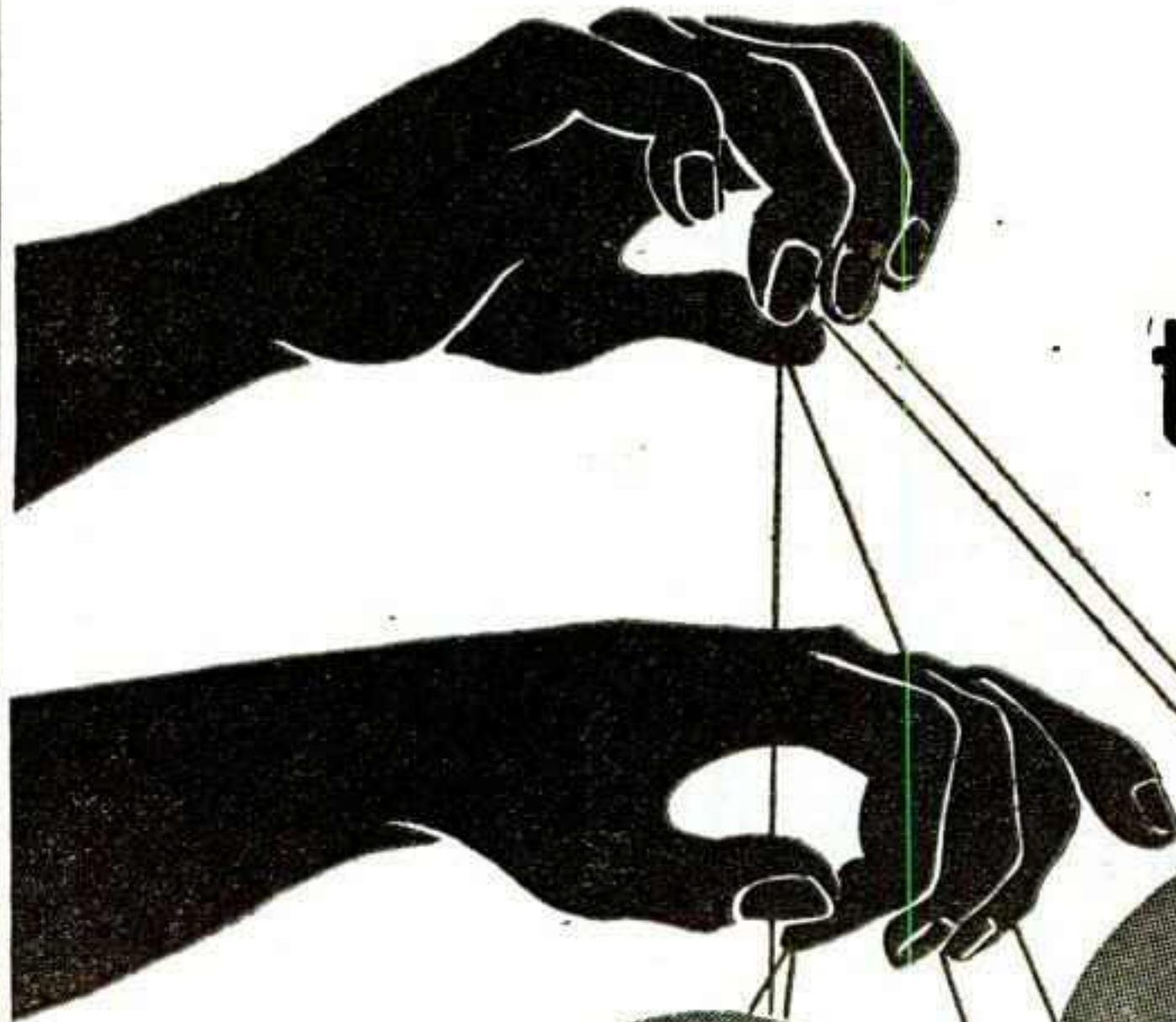
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They Will Be Different Write for advance photograph now!

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PIN BALLS \$29.50 Ea.
Air Circus, Big Parade, Boloway, Bombardier, Bosco, Bubbles, Catalina, Defense, Eagle Squadron, 5-10-20, Four Aces, Jeep, Hollywood, Home Run '42, Idaho, Invasion, Flat Top, Keep 'Em Flying, Knockout, Marvel Baseball, Top o' the Streamliner, Sky Chief, Mustang, Venus, Victory, Yankee Doodle, Yanks, American Beauty, Sentry, Kismet, Midway, G.I. Joe, Horoscope, Marines at Play.

PIN BALLS \$19.50 Ea.
A.B.C. Bowler, All American, Argentine, Bandwagon, Belle Hop, Big Chief, Dixie, Dude Ranch, Polo, Gold Star, Jungle, Legionnaire, Monicker, Play Ball, Slugger, School Days, Sport Parade, Spot Pool, Stratoliner, Sunbeam, Ten Spot, Wildfire, Hi Hat, South Paw, Zig Zag, Star Attraction.

PIN BALLS LATE
Big Hit \$ 69.50
Big League 69.50
Surf Queen 69.50
Step Up 79.50
State Fair 89.50
Smarty 115.00
Suspense 79.50
Dynamite 89.50
Stage Door Canteen 59.50
Spellbound 79.50
Super Score 79.50
Midget Races 89.50
Rio 89.50
Ballyhoo 139.50
Honey 139.50
Havana 119.50
Kilroy 99.50
Lucky Star 129.50
Mangle 149.50
Framingo 179.50
Miss America 139.50
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Carousel 129.50
Gold Ball 139.50
Rocket 119.50
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Rock-Ola Standard \$109.50
Rock-Ola DeLuxe, '39 149.50
Rock-Ola Master, '40 159.50
Rock-Ola Super 179.50
Seeburg Hideaway, RC 249.50
Singing Towers 89.50
Aireon, Like New 295.00
AMI Highboy, 40 Selections 295.00
Wurlitzer 600-R 99.50
Wurlitzer 500, Victory Cabinet 145.00
8 Wurl. #125 Wall Boxes, Ea. 15.00
8 Seeburg Bar Boxes, RC 35.00
616 Wurlitzers 89.50

ARCADE EQUIPMENT
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Tommy Gun, Late 79.50
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Jack Rabbit, New 300.00
Buckley Diggers 99.50
Rotary Pushers 265.00
Pop Up, New 25.00
Champ Basketball, New 49.50
Pokerino, Scientific 199.50
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Wurl. Skee Rolls, 14-Ft. 165.00
10 1/2-Ft. Premier Skee Rolls WRITE

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Mills Black Cherry 5¢ \$248.50
Mills Jewel Bells 10¢ 248.00
Mills Golden Falls 25¢ 248.50
Mills Vest Pockets 50¢ 74.50
Jennings Std. Chief 269.50
Jennings Club Chief 324.00
Grotchen Columbia 279.50
Watling Rotatop 334.00
Pace DeLuxe Chrome 289.50
\$1.00 Pace DeLuxe 399.00
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10¢ Blue Fronts 89.50
25¢ Blue Fronts 99.50
5¢ Brown Fronts 99.50
10¢ Brown Fronts 108.50
50¢ Chiefs 249.50
50¢ Blue Fronts 249.50
\$1.00 Chief 475.00

CONSOLES
Draw Bells, Ea. \$275.00
Deluxe Draw Bells, Ea. 325.00
Wild Lemons, New, Ea. 542.50
Double Ups, New, Ea. 542.50
Keeney Gold Nuggets, 5¢-25¢ 800.00
50 5¢ Jumbo, F.P. Ea. 39.50
25 5¢ Silver Moon, F.P. Ea. 39.50
25¢ Jumbo Parade, C.P. 119.50
5¢ Jumbo Parade, C.P. 89.50
25 5¢ Paces Reels, Comb., F.P. Ea. 49.50
5¢ Paces Reels, C.P. 49.50
5¢ Bobtalls, F.P. 39.50
5¢ Watling Big Games, F.P. 39.50
Bally Triple Bells, 5¢-10¢-25¢ 545.00
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COUNTER GAMES
1¢ Sparks, Check P.O. \$12.50
1¢ Daval Marvels 19.50
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5¢ COPPER, GOLD AND BLUE, Hammerloid Finish \$149.50
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25¢ COPPER, GOLD AND BLUE, Hammerloid Finish 179.50
(Drill Proof and Knee Action)

Announce Full Production on Strike Alley

NEW YORK, Jan. 17.—After two years of engineering, development and testing, Strike, Inc., this week announced that its coin-operated automatic bowling alley game, Strike, was now in full production and would be introduced formally to the trade at the Coin Machine Industries (CMI) show next week in Chicago.

Features of the new game, as reported by the firm, are as follows: No pins or cables involved; a back glass which is fully protected from player-damage; three sizes, to fit any location, including 17, 22 and 27-foot lengths; National Rejector coin mechanism; 10 frames for one coin insertion (price per game will probably be 10 cents); a mechanism that is completely assembled in one compact unit which, in the case of a breakdown, can be removed and exchanged quickly; separate locked coin box, and duck pin-type bowling balls.

Scoring Features
Scoring on the new game is accomplished by rolling the ball over a series of disks arranged in the same manner as regular bowling pins. A special disk, located between the one-three combination, gives the player a strike if contacted on the first ball, or a spare is scored if hit with the second ball.
Strike, Inc., is a New Jersey corporation which is making its debut in the coin-operated field with this game. Headquarters are at 125 Virginia Avenue, Jersey City. Officers of the firm include Robert S. Cronk, president; John J. O'Neill, vice-president in charge of sales, and James J. Hill, production engineer.

PHONO SALESMAN
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PACE THE BIGGEST NAME IN BELLS
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BAFFLE CARD ... 79.50
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BIG PARADE 34.50
BOLAWAY 19.50
CAPTAIN KIDD . 19.50
DOUBLE BARREL . 39.50
EAGLE SQUADRON 29.50
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JEEP 19.50
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CANTEEN 49.50
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SUPER LINER ... 69.50
SURF QUEEN 39.50
SUSPENSE 69.50
TEN SPOT 19.50

USED SLOTS
Mills Black Cherry, 10c (Orig.) \$149.50
Mills Chrome, 10c, (Rebuilt) .. 129.50
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SPECIALS
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Silver Streak (New) 149.50
Triple Bell, Like New—5-10-25 625.00

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60 - 61 - 62

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BRAND NEW CLOSE OUTS
Perfect condition. Business conditions force us to sacrifice this equipment. All in original crates.
Two (2) 5¢ Keeney Super Bonus Bell \$475.00 each
Two (2) 5¢ Jennings Super DeLuxe Club Console 345.00 each
One (1) 10¢ Jennings Super DeLuxe Club Console 350.00
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5 ROCK-OLAS 1947 MODELS \$350.00 Each

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WILL SERVE YOU BEST
WILL ALSO SAVE YOU MONEY
TRY US BEFORE YOU BUY AND SEE. WE CAN SELL YOU ANYTHING NEW YOU WANT. LOOK AT THESE LOW PRICES.

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- 5 Chicago Coin Baseballs 125.00
- 5 Bally Deluxe Draw Bells 250.00
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600K 109.50	Commander, Cadet, Maestro, Major 149.50	DeLuxe 119.50
600 99.50	Plaza 89.50	Standard 109.50
24 Victory 78.50	Casino 89.50	Playmaster & Spectravox 99.50
616, III. 59.50	Regal 89.50	Twin Twelve 69.50
616, Plain 49.50	Royal 69.50	5-Wire Cellar Job 69.50
50 39.50	Rex 30-Wire Cellar Job 59.50	Monarch 59.50
	1941 Factory RC Special 159.50	

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Seeburg S-20-1Z 3.95
Seeburg 3-Wire Baromatic 22.50
WS-2Z Wireless 19.50
DS-20-1Z 3-Wire 15.00
Wurlitzer 120 5.00
Rock-Ola Dial-a-Tune 3.50

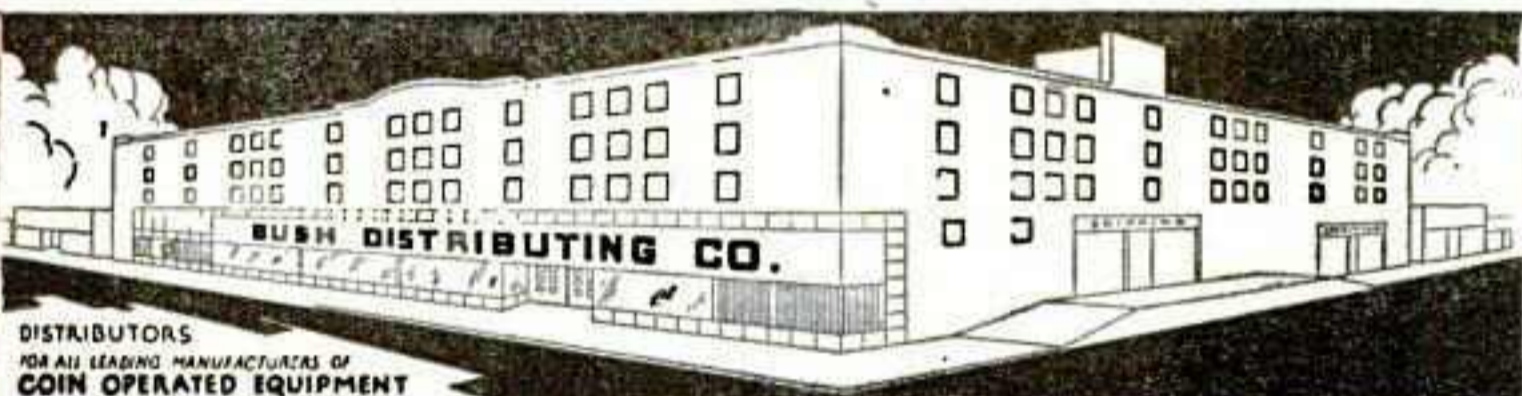
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1946 Used 3-Wire and Wireless Boxes Write	Talking Gold Write
Seeburg Remote Console Write	Wireless\$189.50
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Mills 3 Bells 149.50	MILLS BLACK CHERRY BELL, 5¢ ..\$109.50
RECONDITIONED *** REFINISHED	Mills Orig. Chrome Bell, 25¢ 129.50
STRIKES 'N' SPARES	MILLS WAR EAGLE, 25¢ 79.50
All New Improvements, Including New Type Cables, \$499.50	MILLS VEST POCKET BELLS, Late . 35.00
BRAND NEW IN ORIG. CRATES ..\$699.50	DAVAL FREE PLAY, Brand New ..\$ 19.50
***** ONE BALL PAYOUTS *****	DAVAL Mex. Baseball, Brand New . 29.50
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AMERICAN DERBIES 39.50	KONTEST BOMBER, Roll Down, F.S. \$ 49.50
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SPORT PAGE 25.00	

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MILLS 1948 BONUS BELL
MILLS 1948 MELON BELL

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Mills 10c War Eagle 74.50
Mills 25c War Eagle 79.50
Mills Blue Front, 5c 89.50
Mills Blue Front, 10c 94.50
Mills Blue Front, 25c 99.50
Mills Brown Front, 5c 89.50
Mills Brown Front, 10c 94.50
Mills Brown Front, 25c 99.50
Mills Bonus Bell, 5c 119.50
Mills Bonus Bell, 10c 124.50
Mills Silver Chrome, 5c 139.50
Mills Silver Chrome, 10c 144.50
Mills Silver Chrome, 25c 149.50
Pace Comet, 5c 49.50
Jennings Chief, 5c 59.50
Jennings Chief, 10c 64.50
Jennings Chief, 25c 69.50
Jennings Bronze Chief, 10c 89.50
Jennings Black Hawk Chief, 25c 89.50



BRAND NEW 1947 MILLS 5c Q. T. \$115.00

A-1 Reconditioned Equipment on Our Floor for Immediate Delivery: PHONOGRAPHS, CIGARETTE VENDING MACHINES, PIN GAMES, ARCADE EQUIPMENT, COUNTER GAMES, CONSOLES AT PRICES YOU'LL FIND HARD TO BEAT!

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SEE AMERICA'S LARGEST DISTRIBUTORS OF BELL MACHINES!

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ALL PHONES: CAPITOL 8244

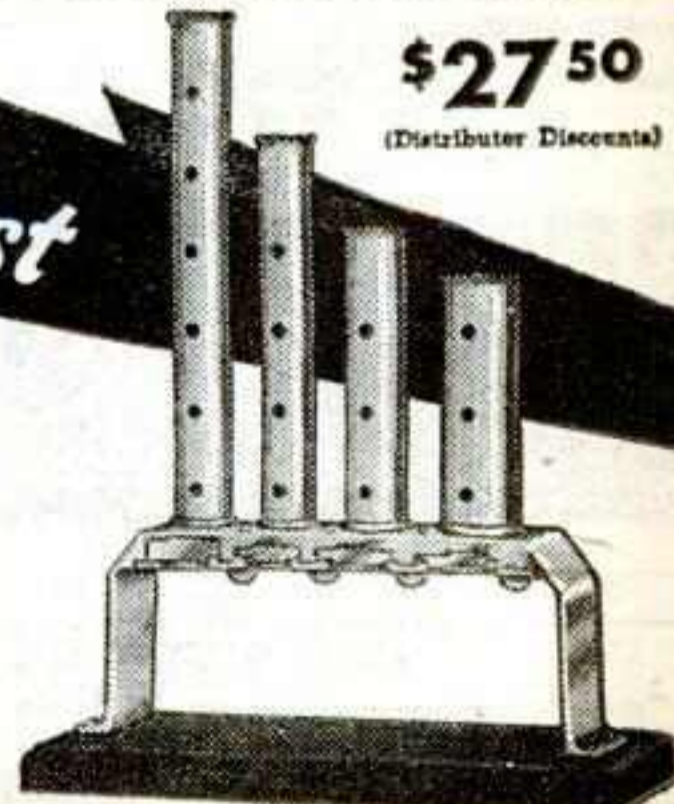
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\$27.50 (Distributor Discount)

The Master Changer

- All metal, highly polished chrome finish.
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SEATTLE 1, WASH.



M. S. GISSER, Sales Mgr.

AT THE COIN MACHINE CONVENTION MEET

MORRIS GISSER, Hotel Sherman
 SOL WEISS, Hotel Sherman
 DAVE LIEBLING, Hotel Hamilton

OUTSTANDING VALUES

50 Panorams\$195.00	2 Tally Rolls\$ 75.00
125 Exhibit Merchantsmen 85.00	5 Advance Rolls ... 250.00
2 Sportsman Roll Downs 99.50	2 Slightly Used Muto-scope 1946 Voice-o-Graphs 575.00
10 Total Rolls 125.00	2 Photomatics, 1947. Write
6 Pinch Hitters 95.00	8 Boomerangs 122.50

USED CIGARETTE VENDERS

6 15-Col. U-Need-A-Pak Cigarette Venders\$ 95.00
2 7-Col. S. & M. Cigarette Venders 65.00
6 10-Col. Rowe Presidents Du Grenier Champions, Clean Shape, 7, 9 and 11 Col. 75.00

PENNY TARGET

Ball Gum Vendors, Brand New, legal everywhere. Returns penny or gives 1 ball gum for each penny. Samples \$49.50. Write for special quantity prices.

GENCO'S BING-A-ROLLS

The Best in Roll Downs. Write or wire for price.

BRAND NEW SCALES

Watling Tom Thumb Jr. ... Write	Watling 500 Write
Ideal Lo Boy\$125.00	Marion Scale 97.50

Subject to quantity discount.

5 Strikes & Spares, \$450.00 ea.

ARCADE EQUIPMENT

2 Lite-o-Leagues\$175.00	1 Evans in the Barrel 110.00
2 Rapid Fires 110.00	1 Pitchem & Katchem 85.00
1 Scientific Baseball 95.00	2 Exhibit Iron Claws 69.50
Jafco 8 Ft. Barrel Roll 150.00	3 Ten Strikes 69.50
2 Batting Practices 95.00	3 Chicken Sams 95.00
3 Keeney Air Raiders 110.00	3 New Bowl-a-Scores 125.00
5 Heavy Hitters 110.00	Champion Hockey 85.00
Blow Ball 135.00	Keeney Submarine 95.00
6 Scientific Pokarinos, latest, like new 175.00	Evans Super Bomber 195.00
Texas Leaguer 39.00	1 Scientific Field Goal 165.00
1 K.O. Fighter 150.00	2 Rotary Claw Type 175.00
1 Drive Mobile 165.00	2 Sky Fighters 145.00
1 Bally Defender 145.00	2 Western Baseballs 95.00
1 World Series 95.00	1 Goalee 175.00

BUBBLE BALL GUM

Finest Quality — 35¢ per pound. Packed 25 pounds to a carton.

USED CONSOLES

3 Mills 4 Nickel 4 Bells\$150.00
1 Mills 3 Bells 245.00
3 Baker's Pacers, D.D. 175.00
2 Bally Big Tops, C.P. 79.50
2 Bally Club Bells, Comb. 95.00
3 Keeney 5¢ Super Bells, Comb. 95.00
8 Keeney 5-5-5-25 Super Bells 225.00
1 Keeney 5¢ Super Bonus Bell 300.00
1 Silver Moon, F.P. . 89.50
4 Paces Reels, Comb. 75.00
2 Bob Talls, F.P. . 89.50
2 Draw Bells, Bally.. 315.00
3 Keeney 3-Way Super Bonus Bells 850.00
3 Keeney 2 Way Super Bonus Bells 550.00

IMMEDIATE DELIVERY

FACTORY DISTRIBUTORS

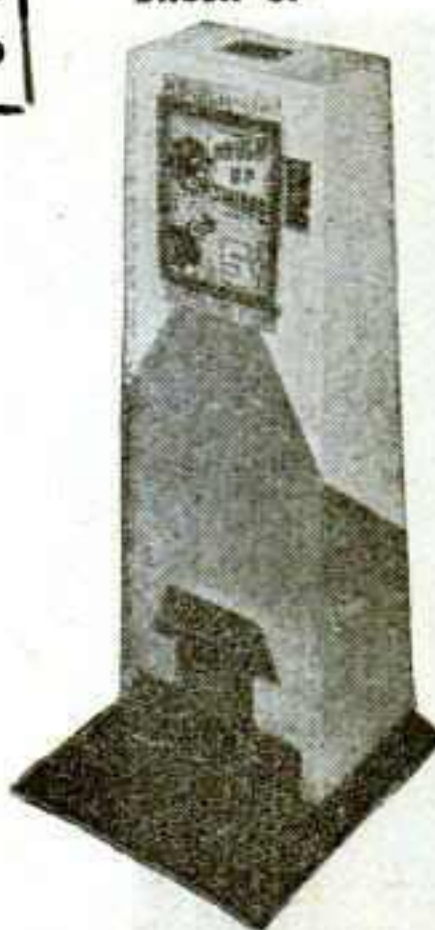
Exhibit's STAR LITE Exhibit's TREASURE CHEST

Chicago Coin's BERMUDA
 United's TROPICANA
 Keeney's HI RIDE
 Keeney's COVER GIRL
 Keeney's GOLD NUGGET
 Evans' Consoles
 Jennings' CHALLENGERS
 WRITE

SPECIAL

24 Brand New Packard Wall Boxes..\$29.00

BRUSH UP



SHOE SHINE MACHINES

The finest, perfect operating machines produced. Immediate delivery, collects 10¢ or 5¢ for half-minute operation. Attractively priced, write or call.

TERMS: 1/2 DEPOSIT REQUIRED WITH ALL ORDERS. BALANCE C. O. D., F. O. B. CLEVELAND.

Cleveland Coin Machine Exchange

2021-25 PROSPECT AVE. CLEVELAND 15, OHIO
 Phones: PProspect 6316-17

AAMONY Vote Names Officers And New Board

NEW YORK, Jan. 17.—With Joe Hahnen retaining his post as president, members of the Associated Amusement Machine Operators of New York (AAMONY) elected a full slate of officers at a meeting in the Manhattan Center here Thursday (15), as well as a seven-man board of directors. Prior to Thursday's election, AAMONY officers served in a provisional capacity.

In addition to Hahnen, those voted into office by the roll-down operators were: Louis Rosenberg, vice-president; Murray Lax, treasurer; Sol Tabb, recording secretary; Isidore A. Gabe, financial secretary, and Norman Goldberg, sergeant at arms. The board of directors for 1948 will be composed of Philip Kurtz, David Friedman, Sam Kramer, Herman Silver, Charles Bernoff, Louis Price and Al Bodkin.

CONVENTIONEERS! BE SURE TO VISIT US WHEN YOU ARE IN CHICAGO



COLUMBIA DOUBLE JACKPOT BELL SPECIAL

\$85.00 Ea.



Factory re-conditioned like new.

Changeable right on location in a few moments' time to 1-5-10-25¢ play. Cabinet rebaked to give new machine appearance. Size: 18 3/4" high, 14 1/2" wide, 12" deep, 50 lbs. wt.

1/3 DEPOSIT, BAL. C.O.D., F.O.B. CHICAGO
 WRITE FOR FREE NEW CATALOG!
 WE BUY USED SLOTS AND COUNTER MACHINES—WRITE US!

Send for complete list of Coin Operated Equipment and Counter Games. Complete line of Salesboards and Tickets. We Repair Machines.

Abco Novelty Co.
 133 W. RANDOLPH ST. HAYMARKET 1695 CHICAGO 7, ILLINOIS

Louis Boasberg

SAYS:

don't accept our word, but ask any operator or distributor who has purchased a NEW ORLEANS NOVELTY COMPANY used game, and he will tell you that our games are the finest used games on the market. Before any game leaves 115 Magazine Street, said game must be thoroughly checked in the following ways:

1. It must be made mechanically perfect by expert mechanics with worn out parts replaced by brand new factory parts.
2. The game must be cleaned, brightened and made to look like new by the most expert workmen, using the finest materials obtainable.
3. The game must be percentaged perfectly to give the correct number of free plays to insure maximum player appeal.
4. The game must be thoroughly checked and rechecked before leaving our office. This insures that the game is ready to operate just as soon as it is placed on location.
5. Our games are packed properly and carefully by experts.

NEW ORLEANS NOVELTY COMPANY

115 Magazine St. New Orleans 12, La.
 (Phone: RA 4607 or CA 5306)

DON'T KNOCK YOURSELF OUT! GET SET FOR '48, '49, '50, '51, '52 AND ON AND ON AND ON WITH BALLY EQUIPMENT

SEE YOU AT THE BALLY BOOTHS 57, 58, 59, 60, 61, 62

BEN BECKER SALES CORP.

REGIONAL BALLY DISTRIBUTOR FOR NEW YORK, NEW JERSEY AND NEW ENGLAND
 444 W. 50th St., New York 19, N. Y.
 Phone Plaza 7-0588

PALISADES IS NOW DELIVERING! SENSATIONAL NEW BALLY 5 BALL GAME MELODY

ALSO READY FOR DELIVERY Keeney—Cover Girl; Chicago Coin—Bermuda; Williams—Sunny; Exhibit—Treasure Chest; United—Tropicano; Gottlieb—Lady Robin Hood.
 A complete list of pre-war and post-war used equipment for New York Operators. Service and parts for all Consoles and Bell Machines.

PALISADE SPECIALTIES COMPANY

498 ANDERSON AVENUE CLIFFSIDE 6-2892 CLIFFSIDE PARK, N. J.
 20 MINUTES FROM NEW YORK CITY.

READY FOR OPERATION!

\$30 EACH OR 4 FOR \$100!

OSCAR AND LIGHTNING CLOSE-OUT WRITE FOR PRICES

SHOWBOAT
 SPOT POOL
 MAJORS
 DIXIE
 STAR ATTRACTION
 SEVEN UP
 A.B.C. BOWLER
 SNAPPY, '41
 JUNGLE
 DEFENSE
 VICTORY
 BOLAWAY

TEN SPOT
 BELLE HOP
 DOUBLE PLAY
 SLUGGER
 WILD FIRE
 SCHOOL DAYS
 MIAMI BEACH
 ALL AMERICAN
 SECOND FRONT
 PURSUIT
 FLICKER
 CHAMP

ON DECK
 SPORTS PARADE
 PARADISE
 GOLD STAR
 TWIN SIX
 SHORT STOP
 MARINES AT PLAY
 HOROSCOPE
 LIBERTY (Bally)
 G.I. JOE
 STRATOLINER

1/3 Deposit With Order, Balance C. O. D.

Mid-State Co.

2369 MILWAUKEE AVE., CHICAGO 47, ILL.

Phone: Everglade 2545

Red "Hot" Coins

WEST HEMPSTEAD, N. Y., Jan. 17.—Police here hope to catch red-handed the thief who stole \$34.50 from Leon Shore's roadside stand Wednesday (7). It seems the money, all in nickels, dimes and quarters, was dyed red and was used by Shore to stimulate juke box play. When the operator comes around to empty the cash box, he returns the red coins to the proprietor. The red aniline dye comes off on the hands, Shore explained.

Electro-Serve Into New Building; Will Increase Facilities

PEORIA, Ill., Jan. 17.—C. E. Bobenmeyer, president of Electro-Serve, Inc., here, announced this week that the firm has temporarily suspended manufacturing operations on Electro-Serve hot popcorn venders in order to move into a new factory.

According to Bobenmeyer, a sufficient backlog of machines has been built up to handle any orders while the moving operations are taking place. Present plans are to resume production the latter part of February.

New Electro-Serve Peoria plant is two stories high with 50-foot frontage and is 150 feet in depth. Production estimates are that it will be possible to turn out approximately 500 venders per month in the new plant. However, Bobenmeyer reports that it will be possible to at least double such production if sales require it.

Electro-Serve has manufactured and distributed popcorn vending machines since 1939.

New Groetchen View Mach. for Juvenile Trade

CHICAGO, Jan. 17.—Groetchen Tool & Manufacturing Company will introduce a new view machine, Camera Chief, during the Coin Machine Industries' convention, Ed Hanson, firm official, announced today (17).

Designed primarily for juvenile appeal, viewer is of the penny type and presents a series of nine pictures of famous cartoon characters. Groetchen has arranged to include such comic book characters as Captain Marvel, Tarzan, Flash Gordon, etc., among those to be shown. Pictures, which are in three colors and appear three dimensional thru the viewer, may also include scenic points about the country. Individual cards flip into place so as to furnish a story continuity, Hanson said.

New amusement machine, weighing approximately 10 pounds, is eight inches high and wide and 12½ inches long. Finished in various colors and illustrating cartoon characters on its cabinet, Camera Chief is actuated by a lever and pictures are brightly

1948 Convention Year for Denver

DENVER, Jan. 17.—The Denver Convention and Visitors' Bureau, official tourist agency here, announced last week that 1948 looms as one of the city's best convention years.

Clarence Hockom, bureau manager, said more than 100 State and national conventions already have been booked for this year, a greater number than at a similar date last year. Some 238 conventions and meetings were held in Denver last year.

It was estimated by Hockom that the 64,500 delegates spent \$3,918,215 during actual convention days for a daily average of \$10,735. The meetings were attended by an average of 271 persons daily with the average convention lasting three days.

In booking the meetings, Hockom explained the bureau makes it a practice to stagger them thruout the year to avoid housing difficulties and to create a year-round income from the meetings.

Also to be shown at the Groetchen booth is a new Columbia Royal club model bell.

Halifax Distributor To Handle Film Line

HALIFAX, N.S., Jan. 17.—Wilfred Currie, of Jones & Currie, well-known arcade owners and distributors of coin machines, has announced plans for entering the 16mm. distribution field. New enterprise will include distribution in the maritime provinces.

Jones & Currie have two arcades in St. John, N. B., and one in Halifax. In addition the firm distributes shooting gallery equipment, parking meters, stamp venders, coin phonographs and voice recorders.

COIN-OPERATED EQUIPMENT WORKS BETTER WHEN YOU USE FAMOUS



TRADE MARK REG. U. S. PAT. OFF.

An efficient anti-friction compound in clean, white powdered form. Aids lubrication, keeps games in operation longer. Improves function of slug rejectors, coin slides, runways, mechanisms. Non-conductor of electricity. Handy container. See your distributor, or write.

SCIENTIFIC LUBRICANTS CO.

3467 N. Clark St. Chicago 13, Illinois

EMPIRE'S SUPERMART

WORLD'S LARGEST COIN MACHINE DISTRIBUTING HOUSE

VISIT BOOTHS 92-93-94 AT THE CMI SHOW

- #### NEW PIN GAMES
- LADY ROBIN HOOD .. W
 - UNITED TROPICANA .. R
 - CHICOIN BERMUDA .. I
 - EX. TREASURE CHEST .. T
 - WMS. SUNNY .. E
 - KEEN. COVER GIRL ..

- #### NEW ONE BALLS
- CHICOIN SEA ISLE .. \$189.50
 - EXH. STAR LITE .. 189.50
 - CHICOIN PLAY BOY .. 149.50
 - EX. TALLY-HO .. 179.50
 - KEENEY HI RIDE .. 190.00

- #### ROLL DOWN GAMES
- GOLD MINE .. \$385.00
 - BING-A-ROLL .. 499.50
 - CHI. ROLL DOWN .. 385.00
 - BALLY HY-ROLL .. 499.50
 - BUCCANEER .. 499.50
 - ESSO ARROWS .. 499.50
 - PRO-SCORE .. 499.50

- #### NEW COUNTER GAMES
- ABT CHALLENGER .. \$ 49.50
 - FOLDING STAND .. 11.95
 - BASKET BALL, 1¢ .. 34.50
 - GOTT. GRIP SCALE .. 29.50
 - GRIP-VUE .. 49.50
 - DAVAL BEST HAND .. 24.50
 - MARVEL CIG. REELS .. \$ 39.50
 - MEX. BASEBALL .. 29.50
 - SKILL THRILL .. 24.50
 - FREE PLAY .. 24.50
 - IMP, 1¢ or 5¢ .. 14.50

- #### NEW SLOTS
- JENNINGS LITE-UP CHIEF ..
 - JENNINGS STANDARD CHIEF ..
 - MILLS JEWEL BELL ..
 - MILLS BLACK CHERRY ..
 - COLUMBIA, JP .. \$109.50
 - VEST POCKETS .. 65.00
 - DE L. COLUMBIA .. \$129.50
 - MILLS Q.T. .. 115.00

- #### SLOT SAFES, STANDS
- CHICAGO METAL REVOLVING SAFES—
 - UNIVERSAL, Single, \$79.50; Double .. \$116.75
 - BOX STANDS .. \$27.50 • FOLDING STANDS .. 12.50

- P & S "KICKER" TOM TOM .. \$309.50

- #### NEW CONSOLES
- BAL. WILD LEMON .. \$542.50
 - BAL. DOUBLE UP .. 542.50
 - BAL. TRIPLE BELL .. 895.00
 - JENN. CHALLENGER .. 695.00
 - EVANS BANGTAILS .. 671.50
 - EVANS RACES .. 931.00
 - EV. WINTERBOOK .. 826.00
 - EV. CASINO BELL .. 637.50

- #### NEW VENDORS
- ARISTOCRAT POP ..
 - CORN VENDORS .. \$225.00
 - SILVER KING, 1¢ or 5¢ ..
 - NUT OR B.G. .. 13.95
 - SILVER KING HOT ..
 - NUT VENDOR .. 29.95
 - VICTOR MODEL K .. 12.95
 - VICTOR MODEL V, 1¢ ..
 - GLOBE TYPE .. 12.50
 - 5¢ 4-WAY MINT .. 27.50
 - FRANTZ SCALE .. 115.00
 - MARION SCALE .. 97.50

NEW BAT-A-BALL UPRIGHT MODEL \$84.50 JR., WITH STAND 29.50

RECONDITIONED 5 BALLS

- LUCKY STAR \$169.50
- CROSSFIRE .. 149.50
- HONEY .. 149.50
- MAISIE .. 145.00
- RANGER .. 139.50
- PLAY BOY .. 139.50
- ROCKET .. 139.50
- HAVANA .. 139.50
- RIO .. 129.50
- CYCLONE .. 129.50
- CAROUSEL .. 129.50
- TORNADO .. 129.50
- CLICK .. 129.50
- MYSTERY .. 129.50
- VANITIES .. 119.50
- KILROY .. 119.50
- SMOKY .. 119.50
- BALLYHOO .. 109.50
- DYNAMITE .. 99.50
- SMARTY .. 99.50
- SHOW GIRL .. 99.50
- SUPER SCORE .. 99.50
- BAFFLE CARD .. 99.50
- SEA BREEZE .. 99.50
- OPPORTUNITY .. 99.50
- SPELLBOUND .. 99.50
- SUPERLINER .. 99.50
- FAST BALL .. 79.50
- STEP UP .. \$ 79.50
- MID. RACER .. 44.50
- CANTEEN .. 44.50
- SURF QUEEN .. 44.50
- BIG LEAGUE .. 44.50
- BIG HIT .. 44.50
- LITE-O-CARD .. 39.50
- YANK DOODLE .. 39.50
- FLAT TOP .. 39.50
- LIBERTY .. 39.50
- SKY CHIEF .. 39.50
- BIG PARADE .. 39.50
- AIR CIRCUS .. 39.50
- KNOCK OUT .. 39.50
- SOUTH SEAS .. 39.50
- SANTA FE .. 39.50
- BRAZIL .. 39.50
- 5-10-20 .. 39.50
- BOSCO .. 39.50
- HI HAT .. 39.50
- PRODUCTION .. 34.50
- SEA HAWK .. 34.50
- JUNGLE .. 34.50
- BOLAWAY .. 34.50
- SHOW BOAT .. 34.50
- VENUS .. 34.50
- ABC BOWLER .. 34.50
- SEVEN UP .. 34.50

SLOTS

- 50¢ WATLING ROLATOP, 3-5 .. \$145.00
- 5¢ MILLS BONUS BELL .. 119.50
- 5¢ MILLS ORIG. CHROME, 2-5 .. 109.50
- 5¢ MILLS BLUE FRONT, ORIG. .. 89.50
- 10¢ BROWN FRONTS .. 109.50
- 25¢ MILLS CLUB CONSOLE .. 149.50
- 10¢ JENN. SILVER CHIEF .. 99.50
- 5¢ JENN. CLUB CONSOLE CHIEF .. 109.50
- JENN. CIGAROLA XV .. 99.50
- JENN. LITE-UP CHIEF, 10¢ .. 225.00

ARCADE

- LIBERATOR OR PERISCOPE .. \$ 79.50
- UNDERSEA RAIDER .. 139.50
- AIR RAIDER .. 69.50
- BIOCYCLE, EXH. .. 189.50
- DRIVEMOBILE .. 189.50
- FOOTBALL, IDEAL .. 189.50
- HOCKEY, CHICOIN .. 89.50
- HOCKEY, CHAMPION .. 49.50
- LIFT-O-GRAPH .. 195.00
- RAPID FIRE .. 74.50
- WATL. GUESSER SCALE .. 149.50
- SKY FIGHTER .. 129.50
- SUPER BOMBER .. 149.50
- SUPER TORPEDO .. 109.50
- TEN STRIKE, '46 MOD. .. 189.50
- TEN STRIKE .. 69.50
- VITALIZER, EXH. .. 79.50
- WHIZZ, WITH STAND .. 59.50
- ABT CHALLENGER, Plastic Top .. 32.50

ONE BALLS

- VICTORY SPECIAL, Auto. Shuf. .. \$249.50
- CLUB TROPHY, F.P. .. 74.50
- BLUE GRASS, F.P. .. 69.50
- PIMLICO, F.P. .. 79.50
- RECORD TIME, F.P. .. 69.50
- TURF KING, P.O. .. 99.50
- JOCKEY CLUB, P.O. .. 89.50
- LONGSHOT, P.O. .. 69.50
- KENTUCKY, P.O. .. 74.50
- SPORT KING, P.O. .. 64.50
- VICTORY DERBY, Auto. Shuf. .. 159.50

CONSOLES

- BALLY TRIPLE BELL .. \$595.00
- DE LUXE DRAW BELL, New .. 399.50
- DRAW BELL, Regular .. 275.00
- 25¢ DE LUXE DRAW BELL .. 375.00
- 5¢ KEEN. BONUS SUPER BELL .. 345.00
- 25¢ KEEN. BONUS SUPER BELL .. 395.00
- BAKER'S PACERS, D.D., J.P. .. 395.00
- HI HAND, COMB. .. 99.50
- WATLING BIG GAME, P.O. or F.P. .. 69.50
- 5¢ PACE SARATOGA SR., P.O. .. 69.50
- JENN. FAST TIME, P.O. .. 59.50
- BALLY BIG TOP, P.O. or F.P. .. 69.50
- MILLS JUMBO, LATE HEAD .. 69.50
- EVANS LUCKY STAR .. 109.50
- GALLOPING DOMINOS, J.P. .. 119.50
- MILLS 4-BELLS, 5-5-5-5 .. 99.50

ONE-HALF DEPOSIT WITH ORDER, BALANCE C. O. D. OR SIGHT DRAFT

Empire Coin MACHINE EXCHANGE

1012-14 MILWAUKEE AVE. • Phone EVERGLADE 2600 • CHICAGO 22, ILL.

Assoc. Office: ROBINSON SALES CO., 7525 GRAND RIVER AVE., DETROIT. Ph: Tyler 7-2770

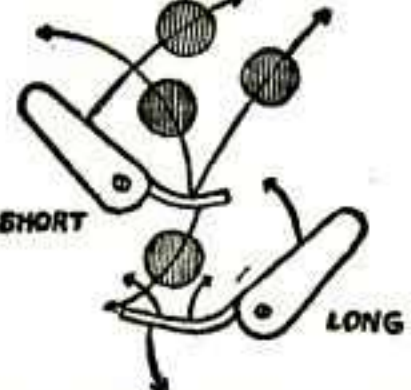
NEW LOW PRICE PFANSTIEHL NEEDLES

35c ea. LOTS OF 1000
37c ea. LOTS OF 100
Finest Needle Made.

Mail Orders Filled Same Day Received.
1/3 With Order, Balance C. O. D.
RUSH ORDER TODAY

415 Frelinghuysen Ave., Newark 5, N. J.
Phone: Bigelow 8-3524

BUY YOUR "PIGGY FLIPPERS" FROM US



Pigtails can be adjusted or removed. They are chrome plated and will fit any flipper game. Price 15¢ each, sold only in lots of 10 or more.

For non-flipper games we have a set of six flipper bumpers, bearings, rods, wire, bakelite control buttons, instructions, etc. Price \$9.50. Immediate delivery.

If not satisfactory money will be refunded.

DIXIE NOVELTY CO. COVINGTON, TENN. PHONE 511

JACKPOT BELL
5c — 10c — 25c

FACTORY REBUILT
LOOK AND OPERATE
LIKE NEW

GUARANTEED
\$150.00

**AUTOMATIC OR GUARANTEED
JACKPOT MODELS**



TRACK ODDS \$650.00
PARLAY LONG SHOT 750.00

Thoroughly Factory Rebuilt

BRAND NEW BUCKLEY MUSIC BOX
24 Selections \$25.00 32 Selections

USED MILLS 4 BELLS \$150.00

NEW FOURWAY COIN CHANGERS 27.50

REBUILT WATLING J. P. BELL, 5c. 75.00

GET OUR COMPLETE LIST OF SLOT PARTS

Buckley Manufacturing Co.

4223 WEST LAKE STREET • • • CHICAGO 24, ILLINOIS

PHONES: VAN BUREN 6636-6637-6638-6533

**Start Campaign
Enforcing Mpls.
Coin Game Tax**

MINNEAPOLIS, Jan. 17.—Minneapolis police have initiated a campaign to enforce a city ordinance which requires \$50 license fees for each coin-operated amusement game.

License fees were due last November 1, but as yet nearly 400 of the 1,000 amusement machines here are unlicensed, according to David Little, police license inspector.

A 10 per cent penalty for each month in which the devices have operated without permits is being levied and machines which continue to be operated without licenses will be confiscated, he warned.

Minneapolis recently boosted its fees 33 1/3 per cent.

**New Law Makes Bell
Possession Offense**

SAN JOSE, Calif., Jan. 17.—Ordinance making possession of bell machines a misdemeanor, subject to imprisonment or fine, was passed Monday (12) by the Santa Clara County Board of Supervisors.

Pinball games are not banned by the ordinance, but the district attorney was given wide power to determine if certain types of pinball games were used for gaming purposes. If so, the ordinance gives him power to confiscate such machines, pending passage of another stricter ordinance making their possession unlawful.

The ordinance also bans playing of pinball games by minors under 18 years of age.

**CMI Lauded by
Chi Officials for
Orphan's Benefit**

CHICAGO, Jan. 17.—Coin Machine Industries, Inc. (CMI) was recently commended by the Chicago Department of Welfare for providing Christmas entertainment for Chicago orphans at a local theater.

A. E. Rose, department of welfare commissioner, stated in a letter to Louis Mayer, RKO Palace Theater: "On behalf of the staff contact committee, which sponsored the Christmas program, I want to express our appreciation to the Coin Machine Industries, Inc., and the Palace Theater for the tickets to the showing of *Pinocchio* December 23. . . . We are very grateful for your generous gift and assure you it brought happiness to many children."

CMI acted as host to more than 2,000 children from Chicago orphanages at the special showing of the movie.

**Daniel V. Huguenin
Leaves J. R. Moore**

PORTLAND, Ore., Jan. 17.—Mrs. Jackson R. Moore, largest stockholder of the Jack R. Moore Company, has announced the resignation of Daniel V. Huguenin as firm director of sales. Huguenin is returning to newspaper work, his former field.

Mrs. Moore came into ownership of the largest block of stock at the death in November of her husband, Jackson R. Moore. The First National Bank, of Portland, has accepted executorship, with attorney Robert T. Jacob as temporary president.

Moore distributing company has headquarters here and branches at Seattle, Spokane and San Francisco.

GENERAL DISTRIBUTING COMPANY

DISTRIBUTORS FOR

WILLIAMS MFG. CO.
UNITED MFG. CO.
J. H. KEENEY & CO.

*The House That
Sells Quality*

VICTOR VENDING CORP.
AMERICAN VENDING CORP.
HAMILTON SCALE CO.

COVERING ALL OF TEXAS, OKLAHOMA AND NEW MEXICO

CONTACT US FOR THE VERY LATEST IN NEW EQUIPMENT

WILLIAMS' SUNNY
UNITED'S TROPICANA
KEENEY'S COVER GIRL

WILLIAMS' ROLL DOWN BOX SCORE
UNITED'S ROLL DOWN SINGAPORE
KEENEY'S GOLD NUGGET

VICTOR'S MODEL V VENDERS
VENDIT CANDY VENDERS
HAMILTON SCALES

ALSO DISTRIBUTORS FOR:
NORTH TEXAS, OKLAHOMA, NEW MEXICO.
THE PHONOGRAPH THAT SELLS MUSIC

ROCK-OLA MFG. CORP.

BARGAINS IN USED EQUIPMENT

ORDER FROM STORE NEAREST YOU

PHONOGRAPHS
12 Record Phonos. . . \$ 35.00
Commandos 125.00
Rock-Ola DeLuxe . . . 125.00
Rock-Ola Super 150.00
Wurlitzer 800 225.00
Wurlitzer 850 225.00
Wurlitzer 950 225.00
Seeburg Major RC . . . 225.00
Rock-Ola 1422 450.00

2812 MAIN ST.
DALLAS, TEXAS

1906 LEELAND AVE.
HOUSTON, TEXAS

325 E. NUEVA ST.
SAN ANTONIO, TEXAS

3000 ALAMEDA AVE.
EL PASO, TEXAS

119 SO. WALKER AVE.
OKLAHOMA CITY, OKLAHOMA

GAMES
Dynamite \$ 95.00
Mexico 125.00
Torchy 125.00
Carousel 125.00
Havana 125.00
Nudgy 125.00
Ginger 150.00
Victory Specials 150.00
Daily Races 250.00

ONE-THIRD CASH WITH ORDER—BALANCE C. O. D.

NOW \$150⁰⁰

5c-10c-25c ROL-A-TOP BELLS

WE CAN FURNISH ALL TYPES OF REEL COMBINATIONS TO MEET YOUR REQUIREMENTS:

**1 Cherry Pay 2 — 1 Cherry Pay 3 — Mystery 3-5 Payout, Standard
— Mystery 3-5 Payout, Club — No Lemon on First Reel**

DON'T WRITE—WIRE!

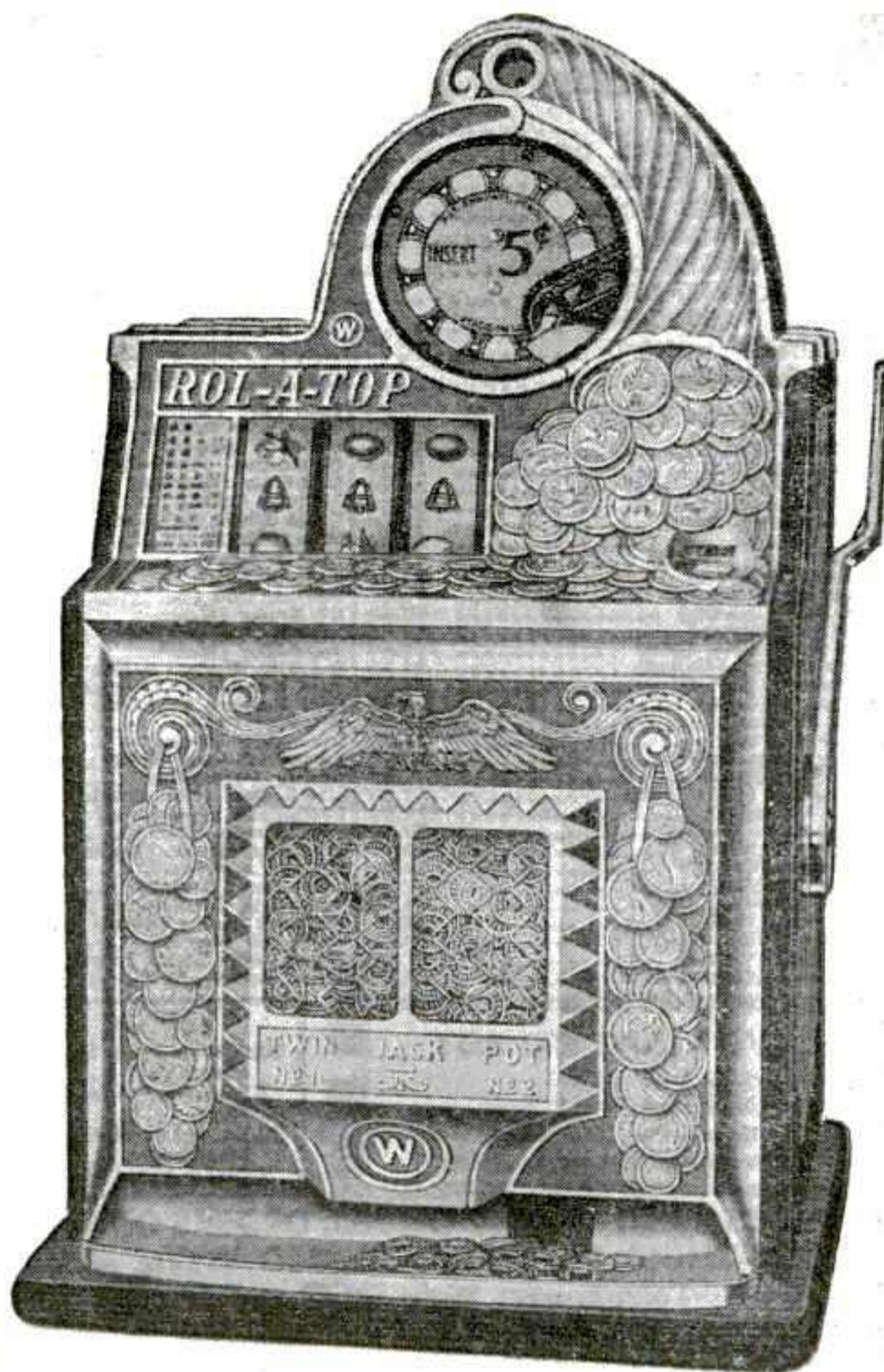
BOOTHS 12-13-14

WATLING MFG. CO.

Est. 1889 — Tel.: COL. 2770

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BALLY ENTRY (slightly used), P. O.	385.00
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KEENEY TWIN BONUS BELL, 5c-5c	499.50
KEENEY TWIN BONUS BELL, 5c-25c	499.50
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Advance Roll\$229.50 | Sportsman Roll\$149.50
Total Roll\$99.50

PHONOGRAPHS

Rock-Ola Standard	\$129.50
Rock-Ola Master	159.50
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Seeburg Regal	129.50
AMI 40-Set. Highboy	175.00
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Personal Music Boxes	\$ 9.50
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Limited Quantity.

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Super Roll	\$179.50
Bat-a-Ball (Stand)	25.00
Bowling Games	30.00
Bowling Games (Barrel)	65.00
Bolascore	60.00
Bally Rapid Fire	40.00
Super Triangle	95.00
Ten Strike, '46 Model	150.00
Ten Strike, '47 Model	195.00
Rolascore	175.00
Tally Roll	95.00
Bally Heavy Hitter	79.50
Amusematic Tumbler	150.00
Evans Double Up (Kick-Out)	195.00
Rollaball	150.00

1/3 Deposit, Balance C. O. D.

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LOOK US UP AT THE SHERMAN HOTEL . . . ASK THE ROOM CLERK FOR OUR SUITE. IF WE HAVEN'T WHAT YOU NEED, WE KNOW WHERE TO GET IT!

NEW MACHINES — Immediate Delivery

BALLY MELODY	\$279.50
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KEENEY COVER GIRL	279.50
MARVEL GOLD MINE	269.50
UNITED TROPICANA	Soon
WILLIAMS SONNY	279.50
1948 Rock-Olas	788.00



Leonard J. Goldstein

USED FIVE BALLS

Air Circus (Exhibit)	\$ 17.50
Arizona (United)	21.50
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Bosco (Genco)	17.50
Captain Kidd (Genco)	17.50
Cyclone (Williams)	89.50
Dynamite (Williams)	72.50
Fast Ball (Exhibit)	57.50
Four Aces (Genco)	17.50
Gold Ball (Chic. Coin)	119.50
Grand Canyon (United)	21.50
Hollywood (Marvel)	21.50
Horoscope (Gott.)	17.50
Idaho (United)	21.50
Jungle (Genco)	17.50
Kilroy (Chic. Coin)	89.50
Laura (Williams)	21.50
Legionnaire (Chic. Coin)	17.50
Malsie (Gottlieb)	112.50
Midget Races (Bally)	53.50
Mystery (Exhibit)	89.50
Oklahoma (United)	21.50
Ranger (Exhibit)	127.50
Riviera (United)	21.50
Sea Breeze (United)	48.50
Showgirl (Williams)	78.50
South Seas (United)	21.50
Spellbound (Chicago Coin)	58.50

Spot Pool (Gottlieb)	\$ 17.50
Stage Door Canteen (Post-War)	37.50
Stop Up (Genco)	89.50
Streamliner (United)	21.50
Superliner (Gottlieb)	49.50
Tornado (Williams)	84.50
Trade Winds (Williams)	21.50
Zeta (Stoner)	17.50

ARCADE & MISCELLANEOUS

Advance Roll (Genco)	\$240.00
Air Raider (Keeney)	37.50
Atomic Bomber (Mutoscope)	104.50
Bat-a-Ball (Munvas)	19.50
Baseball, Western Deluxe	57.50
Card Vendors (Mutoscope)	22.50
Card Vendors (Exhibit)	22.50
Defender (Bally)	42.50
Duck Gun (Seeburg)	37.50
Goatee (Chicago Coin)	127.50
Hockey (Champion)	32.50
Lite League (Amusement)	43.50
Photomatic (Mutoscope)	390.00
Scale, Franz, New	85.00
Shoot the Chutes (Seeburg)	35.00
Smiley (American)	5.00
Submarine (Keeney)	38.50
Tally Roll (Firestone)	72.50
Undersea Raider (Bally)	82.50
Total Roll (Genco)	160.00
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World Series (Rock-Ola)	57.50

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- Bally Draw Bells
- Bally Post War 1 Balls
- United Post War Games
- State prices in your 1st letter.

MUSIC SPECIALS

Wurlitzer Twin Twelves in Metal Cab.	\$39.50 Ea.
2 Seeburg 20-Record Royal Phono	87.50 Ea.
20 Record Rock-Ola Imperial Mechanism	35.00 Ea.
7 Dial-a-Tune Wallboxes	3.00 Ea.

10 PER CENT DISCOUNT ON ALL ORDERS OF \$500 OR MORE!
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Amusematic Debuts Rio Rita Game

CHICAGO, Jan. 17.—Amusematic Corporation will debut a new roll-down game, Rio Rita, at the Coin Machine Industries show, firm heads Ted Kruse and Vince Connors have announced.

Game will feature high score play, two-player controlled flipper action levers and two kick-out pockets. Of a five-ball type, game will use pin-ball size steel balls. Name on backboard, Rio Rita, will light up, a letter at a time, after certain totals in scoring have been attained, until at high score entire name is illuminated.

Rio Rita is 22 inches wide, 49 inches long, stands 36 inches high at play-field level and 62 inches to top of backboard. Kruse and Connors state production will enable initial deliveries to begin next week.

Games License Fee Hiked by Minn. Town

RICHFIELD, Minn., Jan. 17.—Taking notice of a recent 33 1/3 per cent increase in amusement machine license fees in Minneapolis, this neighboring community boosted license fees on all amusement devices from \$15 to \$50 annually.

Village councilmen said old fees were not sufficient to cover administration and inspection costs.

Denver Meters Earn More

DENVER, Jan. 17.—Parking meter collections here for 1947 showed an increase of 22 per cent over 1946. In 1947 \$327,897 was collected and \$268,739 in 1946. The 1947 December receipts of \$32,301 showed an increase of 46.9 per cent over the \$21,983 collected in December, 1946.

ROGERS SILVERWARE FOR PREMIUMS, PRIZES, AWARDS

Now releasing limited lots of gorgeous 50-piece sets Win. Rogers Silverware, complete service for 8 persons, with new popular Hollow Handle grill knives, reinforced silver plated, unlimited guarantee. Two new lovely patterns, "Flair" and "Charmain."

SAMPLE SET, \$20.38
DOZ. SETS. EACH.....\$18.34

Tarnish Proof Chests—Extra

Majestic Cabinet Wood Chest \$6.00
Embassy Walnut Finish Chest 4.50
Commodore Leatherette Chest 2.25
These sets restricted for Prize, Premium or Gift distribution. A genuine opportunity to start a profitable Rogers Silverware deal. Cash or C.O.D.

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Late 1946's, '47's, '48's

PHONOGRAPHS

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Seeburgs, Wurlitzers, Rock-Olas and AMIs. State quantity and best cash price first letter.

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ROUTE OF AUTO. MUSIC MACHINES AND AMUSEMENT GAMES

In Northern Iowa. Write C. R. BROWN, 207 N. Federal Ave., Mason City, Iowa.

WILL TRADE

2-5¢, 2-10¢, 2-25¢ Jennings One Cherry P. Machines or Mills Brown Front for one Jennings Club Bell.

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HOLD THAT LOCATION!

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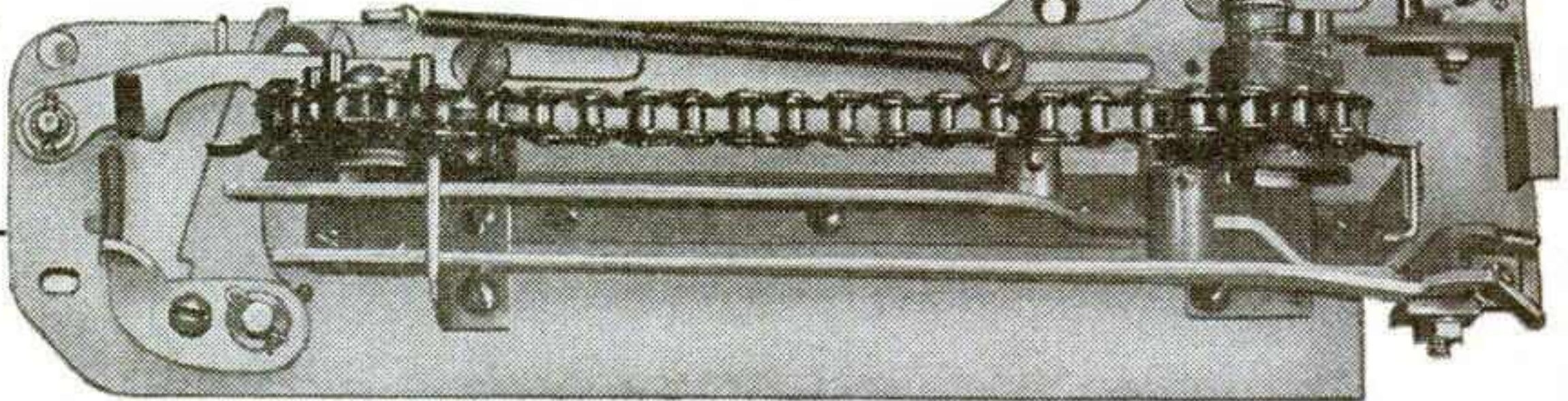
TROUBLE FREE CHAIN DRIVE CHUTES For all Models of Mills Machines

10 DAYS' FREE TRIAL — 1 YEAR GUARANTEE

TESTED AND PROVEN ON ALL TYPES OF LOCATIONS FOR 2 YEARS

Can be installed right on location in 5 minutes

- Won't Take Steel Slugs
- Throws Out Bent Coins
- Cannot Clog or Jam
- Coins Cannot Shingle
- Won't Take Any Coin Thicker Than a Good Coin
- Eliminates 99% of All Your Coin Chute Trouble Calls
- Made From the Best Materials
- All Wearing Parts Hardened
- Will Outwear 2 Machines
- Can Be Changed From One Machine to Another
- No Cutting—No Drilling—No Filing
- Fits Right in Place of Old Chute
- Self-Adjusting to Mechanism



MODEL "A"

Fits All Mills Chrome Bells From 1936 to 1941.

MODEL "B"

Fits All New Jewel Bells.

MODEL "C"

Fits All Club Royales.

MODEL "D"

Fits Brown Fronts, Blue Fronts.

MADE ONLY IN 5c-10c-25c PLAY

\$35.00

Your money back in 10 days if it does not prove what we claim. \$10.00 deposit, balance C. O. D.

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VALLEY SPECIALTY CO., INC.

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ROCHESTER 5, N. Y.

"20 YEARS OF COIN MACHINE MANUFACTURING"



MEMBER

So. Africa Juke Op Laments Disk Lack

CHICAGO, Jan. 17.—Recent issue of *The World's Fair*, British amusement weekly, carries mention of a letter from A. C. Jordan, who makes an annual visit to this country to call on coinmen in Chicago, Los Angeles and New York among other cities. In the letter he points out that juke box operating in South Africa has proved to be a highly successful venture in post-war years, held back only by a shortage of new records.

Jordan, who at one time was prominent in English coin machine circles, moved to Cape Town, South Africa, following the end of World War II and began all over again as a coin machine operator.

In his letter to the British publication Jordan makes special mention of the success he has had in building up a route of juke boxes. Jordan writes: "No less than 100 of these machines (juke boxes) are being operated successfully. The only snag is the difficulty of obtaining sufficient records."

Gottlieb & Co. In Production On New 5-Ball

CHICAGO, Jan. 17.—D. Gottlieb & Company is now in production on a new five-ball game called *Lady Robin Hood*, it was announced Monday (12) by Nate Gottlieb, firm official.

New Gottlieb product has for its subject a lady dressed in the attire of *Robin Hood*, of story book fame, and features flipper bumper action which accents player control by skill, first introduced by Gottlieb on *Humpty Dumpty*.

In *Lady Robin Hood* the player thru the central character of the game tries to light up the word "target" by hitting key bumpers located at the extreme corners of the game's playing surface and also in the center of the game. Each of these bumpers is identified by having one letter of the word "target" on it.

Player Control

As the game is played, the ball rolls thru a series of bumpers, kicker pockets and sequence bonus holes. However, buttons situated on both sides of the game near the player's end of the game control three flipper bumpers (for a total of six) and enable the player to influence the course of the moving ball by actuating the flipper bumpers at certain times. At all times the effective use of the flipper button control is governed by the timing and co-ordination displayed by the player. If the player does use the flipper bumpers skillfully he can add to his score. Bonus pockets also step up the player's score after a certain series of bumpers are hit.

Despite the action in the game and the use of flipper bumpers, *Lady Robin Hood* can be played in a short time. Gottlieb firm will display the new game at the Coin Machine Industries' convention and show at the Hotel Sherman, Chicago, January 19-22 in Booths 2, 3 and 4 in the hotel's Exhibition Hall.

Franchised Spacarb Operators To Meet

NEW YORK, Jan. 17.—Between 75 and 100 franchised Spacarb operators will gather here January 28 for the annual three-day convention of the firm, it was announced by I. Houston, president.

The convention will be held at the Lexington Hotel, and will include business sessions, addresses by guest speakers as well as the annual banquet.

K. C. NOVELTY CO. CLOSE-OUTS!

BUY 5 GAMES, DEDUCT 5%—CHECKED, CLEANED, SCRAPED USED 5 BALLS

Stage Door Canteen.....	\$ 35.00	Big League.....	\$ 39.50
Midget Racer.....	39.50	Suspense.....	39.50
Fast Ball.....	39.50	Sea Breeze.....	60.00
Step Up.....	60.00	Superliner.....	60.00
Smarly.....	60.00	Super Score.....	60.00
Spellbound.....	60.00	Show Girl.....	65.00
Surf Queen.....	39.50	Baffle Card.....	80.00
Havana.....	90.00	Rio.....	90.00
Kilroy.....	90.00	Tornado.....	94.50
Playboy.....	115.00	Cyclone.....	119.50
Carousel.....	115.00	Honey.....	125.00
Gold Ball.....	125.00	Lucky Star.....	119.50
Crossfire.....	119.50	Mexico.....	159.50

ROLL DOWN GAMES

2 Super Triangle. Ea.....	\$ 75.00
2 Total Rolls.....	125.00
2 Sportsman.....	125.00
2 Bally King Pin.....	75.00
20 New Bat-A-Ball, Jr., with bases. Each.....	19.50
1 Coin-O-Matic Changer, used, perfect.....	\$50.00

CONSOLES

Keeney 5c-25c Bonus Super Bells, like new.....	\$550.00
Bally Triple Bell, 5c-5c-5c, perf.....	550.00
Silver Moon.....	25.00
Bobtail.....	25.00
Big Top.....	25.00
Club Bell.....	39.50
Bally Sunray.....	39.50

Write for Close-Out Price on EXHIBIT TALLYHO, WILLIAMS GINGER, GENCO BRONCHO

We Will Buy, Trade or Exchange Any New Five Ball, Bally Draw Bell, Bally Double Up, Keeney Bonus Bell, Keeney Gold Nugget. Contact our Mr. Jack Kauffman at the Sherman Hotel in Chicago if you have anything to offer or exchange.

Terms—One-Third, Balance C. O. D.

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WITH THE GUARANTEED HEATING UNIT



BIGGER PROFITS from locations are a natural with the all-new Silver-King Hot Nut Vendor. Completely redesigned for sales-compelling eye appeal. Flashing ruby red jeweled top Vendor only

\$29.95

Cup Dispenser extra. See Your Dealer

SILVER-KING CORP.

622 Diversey Parkway, Chicago 14, Ill.

FOR SALE

60 New Victory Postage Stamp Vendors.

Ready for shipping. Price, \$1,490.00.

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MUSIC—ROLL-DOWNS

WURLITZER		SEEBURG	
Wurlitzer 616 Plain.....	\$ 45.00	Seeburg Rex.....	\$ 59.50
Wurlitzer 412.....	39.50	Seeburg Casino.....	69.50
Wurlitzer 616 Lite Up.....	59.50	Seeburg Plaza or Regal.....	79.50
Wurlitzer 24.....	75.00	Seeburg 8200 Conversion.....	79.50
Wurlitzer 600.....	100.00	Seeburg Gem.....	89.50
Wurlitzer 500.....	100.00	Seeburg Vogue.....	95.00
Wurlitzer 700.....	245.00	Seeburg Classic.....	99.50
Wurlitzer 750.....	259.50	Seeburg Cadet, ES.....	129.50
Wurlitzer 42/24 Victory.....	79.50	Seeburg Cadet, ESRO.....	159.50
Wurlitzer 41 Counter Model.....	79.50	Seeburg Envoy, ESRO.....	179.50
Wurlitzer 61 Counter Model.....	69.50	Seeburg Hi-Tone, ES.....	149.50
Wurlitzer 71 Counter Model.....	89.50	Seeburg Hi-Tone, EERC.....	189.50
WURLITZER MODEL #1015.....	495.00		
Wurlitzer Twin 12 Cellar Job.....	69.50		
Wurlitzer 24 Cellar Job.....	89.50		

MILLS		ROCK-OLA	
Mills Throne.....	\$ 69.50	Rock-Ola Windsor-Monarch.....	\$ 59.50
Mills Empress.....	99.50	Rock-Ola Standard.....	95.00

ARCADE AND ROLL-DOWNS			
Genco Advance Roll.....	\$225.00	Western Baseball.....	\$ 79.50
Square Sportsman.....	75.00	Western Baseball, Major League.....	89.50
Genco Total Rolls.....	75.00	Evans Ten Strike.....	49.50
Premier Roll-a-Score.....	55.00	Total Roll, With Bumpers.....	165.00
Roll-a-Score.....	50.00	Super Triangle.....	49.50
Esso Stars.....	125.00	One World, Roll Down.....	125.00
Pancoast HI Score.....	50.00	Sportsman—Blue Cabinet.....	145.00
Sportsman—Gray Cabinet.....	79.50	Tally Rolls.....	59.50
Total Roll, With Buttons.....	185.00	Buocaneer, Like New.....	250.00
Dynamic Roulette.....	199.50		

Send 1/3 Deposit, Balance C. O. D.

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SEE SEE The NEW MERCURY Athletic SCALE

At Booth 208 COIN MACHINE SHOW Hotel Sherman, Chicago, January 19-22

15 Different Moneymakers in One Great Machine



MERCURY STEEL CORPORATION

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PRICES SLASHED 20% EACH MONTH

We have cut the price on these machines 20% each month for the past six months, and will continue to cut 20% off each month until the machines are sold.

ARCADE			
1 Mills Quarto Scope Pook.....	\$18.00	1 Smile-a-Minute Photo Studio.....	\$ 67.00
2 Evans Tommy Guns.....	23.00	1 Runyon Super Triangle, New.....	155.00
2 Muto, Skyflights.....	35.00	1 Muto, Photomatic, Late Model.....	358.00
7 Muto, 5¢ Card Vendors, '44.....	42.00	1 Shipman Select-a-View, With Stand.....	85.00

ONE BALL PIN GAME	
1 Jockey Club Bally, P.O.....	\$42.00

SLOTS			
1 5¢ Columbia Bell, J.P.....	\$ 59.00	1 25¢ Mills Black Cherry Orig. (Floor Model).....	\$188.00
1 10¢ Jennings 4 Star Chief.....	45.00	1 5¢ Mills Black Cherry Orig. (Floor Model).....	116.00
1 5¢ Mills Brown Front.....	85.00	1 \$1.00 Pace DeLuxe Chrome Bell '46 (Floor Model).....	380.00
1 10¢ Mills Brown Front.....	90.00	1 50¢ Pace DeLuxe Chrome Bell '46 (Floor Model).....	156.00
1 25¢ Mills Brown Front.....	95.00	1 25¢ Pace DeLuxe Chrome Bell '46 (Floor Model).....	116.00
1 50¢ Mills Brown Front.....	260.00	1 10¢ Jennings Silver Super Chief.....	47.00
2 5¢ Mills Blue Front.....	80.00		
2 10¢ Mills Blue Front.....	85.00		
1 25¢ Mills Blue Front.....	90.00		
1 5¢ Mills Bonus Bell.....	149.00		

MISCELLANEOUS			
1 Keep 'Em Flying.....	\$ 27.00	1 Kirk Astrology Model 80 Scale.....	\$ 99.00
1 Marvel Catalina.....	23.00	2 Mills 5¢ Four Bell, Late Head.....	80.00
1 Chicago Metal Single Safe.....	64.00	1 Mills 5¢ Four Bell, Original Head.....	49.00
1 Daval Skill Thrill, "New".....	37.00	1 Rock-Ola Standard '39.....	200.00
50 Rolls 1 1/2 inch 250 ft. Direct Positive Drex Paper.....	3.00		
25 Rolls 2 inch 250 ft. Direct Positive Paper.....	3.00		
75 Gross 4 by 5 inch Direct Positive Paper.....	5.00		

STEWART NOVELTY COMPANY

1361 SOUTH MAIN ST. Wholesale Distributors TELEPHONES: 7-8171—7-1195 SALT LAKE CITY, UTAH



3 A.M.I. Top Flites	\$ 49.50 ea.	11 Rock-Ola '46	\$375.00 ea.
3 A.M.I. Streamliners	49.50 ea.	Late Packard Hideaway	250.00
3 Aireon	225.00 ea.	1 Seeburg 12	45.00
2 Mills Studio	39.50 ea.	1 Seeburg Colonel, Remote	200.00
5 Rock-Ola Commando	95.00 ea.	1 Seeburg Crown	100.00
2 Rock-Ola Counter Model (Repainted)	125.00 ea.	1 Seeburg Plaza	110.00
10 Rock-Ola DeLuxe	110.00 ea.	1 Seeburg Victory	95.00
1 Rock-Ola Imperial 20	65.00	Seeburg 8200	200.00
3 Rock-Ola Master	129.50 ea.	Seeburg 8800 (Cut Down) (Repainted)	250.00
3 Rock-Ola Rhythm King	39.50 ea.	1 Playmaster & Spectravox	150.00
2 Rock-Ola 16 Record	60.00 ea.	4 Wurlitzer 61 Counter Model	69.50 ea.
3 Rock-Ola Playmaster	115.00 ea.	2 Wurlitzer 81 Counter Model	125.00 ea.
3 Rock-Ola Standard	110.00 ea.	2 Wurlitzer 312	49.50 ea.
7 Rock-Ola Super	125.00 ea.	4 Wurlitzer 412	49.50 ea.
4 #2 Rock-Ola 12 Record	45.00 ea.	3 Wurlitzer 500	125.00 ea.
10 Rock-Ola '47 (Used)	450.00 ea.	1 Wurlitzer 600 R Victory	99.00
7 Rock-Ola '47	Write	1 Wurlitzer 850	250.00
		10 Wurlitzer 800	225.00 ea.

ALL PHONOGRAPHS WITH IDEAL DELUXE PAINT JOBS

USED RECONDITIONED PIN BALLS

2 Big Hit	\$ 39.50	1 Nudgy	\$125.00
1 Big League	39.50	1 Rio	110.00
1 Chicago Coin Baseball	139.50	1 Sea Breeze	89.50
2 Cyclone	110.00	3 Smarty	89.50
1 Double Barrel	39.50	4 Spellbound	69.50
1 Dynamite	89.50	1 Stage Door Canteen	59.50
1 Fast Ball	69.50	1 Step-Up	89.50
1 Havana with motor	125.00	3 Superliner	74.50
2 Kilroy	99.50	1 Super Score	89.50
3 Lightning	89.50	4 Surf Queen	39.50



NEW GAMES IN ORIGINAL CARTONS

2 Bonanza	Write
2 Broncho	\$175.00
2 Chicago Coin Baseball	175.00
1 Click	175.00
4 Ginger	175.00

Terms: One-third deposit, balance C. O. D.

ROCK-OLA DISTRIBUTORS FOR MISSOURI AND ILLINOIS

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IDEAL NOVELTY CO.

Phone: Franklin 5544
2823 Locust St.
St. Louis 3 Mo.

Detroit Firm Plans Display of New Quiz Device at CMI Show

DETROIT, Jan. 17.—Quizzer, a new one-reel projection type coin machine, carrying several thousand questions on which the player tests his own I.Q., will be introduced to the trade at the Coin Machine Industries show in Chicago January 19-22.

The Quizzer was developed by Thomas U. Sission, former lieutenant in the United States Navy, where 1,300 of a similar model machine were used during the war to help train personnel on aircraft identification. Since the war, Sission has been engaged in adapting this machine for commercial use. It is being manufactured under patents held by Training Devices, Inc.

Quizzer is owned by Training Devices, Inc., 708 David Stott Building, Detroit, and is being manufactured on contract by Price Electric Company, Frederick, Md.

The machine will carry a variety of questions on different subjects, including celebrities, baseball, football, racing, geography, history, war and travel, and give the player three choices from which to pick the right answer. The Quizzer has been on location in several territories with a record of consistently high earnings.

Quizzer can be used as a console model with a base or as a counter model. Machine and base can be handled separately by one man and carried in a car to move to location. An illuminated sign is provided to explain the play.

Snow Joke! Pin Op Finds Flakes Play Hob With Pinscore

CHICAGO, Jan. 17.—Operating a coin machine route can be a soul-satisfying business, but then there are some days and nights when the operator wishes civilization had not gotten quite so mechanized. The following letter, written to the coin machine editor of *The Billboard*, serves to emphasize that point:

"We have started the new year on the wrong foot if tonight's service call is just the beginning.

"We were called to a location to service both a pin game that did not register points and another game that didn't work properly. We worked for almost two hours testing, checking and even replacing a relay, but all to no avail. We were on the point of quitting the business altogether when the lights in the room suddenly became brighter, after which both games worked perfectly!

"It seems that the snow storm that we have had in this part of the country for the last few days had damaged the wires entering the building where the two machines were on location. A short time after we started working on our service call, the Public Service Company arrived on the scene and began to fix the wires. Actually there had been nothing wrong with the coin machines in the first place."

E. S. Savage,
E & J Novelty Company,
Englewood, N. J.

★ IN NEW ENGLAND IT'S TRIMOUNT ★ IN NEW ENGLAND IT'S TRIMOUNT

EVERYTHING NEW IS AT TRIMOUNT

NOW ON DISPLAY

Williams' SUNNY Keeney's SHOW GIRL
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Remember—It's TRIMOUNT for leading lines, price, service, quality equipment and repairs.

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Is There a Manufacturer in the House?

I'M QUALIFIED TO BE YOUR DISTRIBUTOR

(1) I've been a successful general jobber of games and music equipment for the past 2 1/2 years.
(2) I've been doing a considerable volume of business.
(3) I'm 100% endorsed by the Pinball Operators' Association of Philadelphia (200 operators).

I've got Experience—Connections—Capital. What have YOU got for me on an exclusive basis?

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YOU'LL LIKE THE WAY WE DO BUSINESS

Phila. COIN MACHINE EXCHANGE
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Don't Fail To Visit BOOTH 104!

EXTRA SPECIAL—ALL BRAND NEW!	CONVENTION SPECIALS	In Original Cases BRAND NEW
Packard Hideaway, Eight Pla-Mor Boxes, 100 Feet of 30-Wire Cable, Complete	\$675.00	SHOOTING STARS, \$69.50

Also displaying in our Show Rooms: All the new releases and a large selection of thoroughly reconditioned and re-built 5-Balls, 1-Balls, Consoles, Phonographs, Vending Machines, Slot Machines, Counter Games, Arcade Equipment, Parts and Supplies.

If you can't be at the Show, WRITE FOR OUR NEW CIRCULARS!
Send in your Mills Blue Fronts and War Eagles and we will rebuild them to resemble late model machines, thoroughly reconditioned and guaranteed like new! Write for Prices.

FOREIGN TRADE: We are prepared to serve you now. Write in your own language for information. We make all coin chute adaptations; are experts in special packing and crating. Send for our illustrated literature. **CABLE: MOCOIN.**

Terms: 1/3 Deposit, Balance C. O. D. or Sight Draft.

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WE WANT TO BUY
GOTTLIEB DAILY RACES
BALLY SPECIAL ENTRY
BALLY VICTORY SPECIAL
BALLY JOCKEY SPECIAL

Advise how many you have and lowest cash price

OLIVE NOVELTY CO.
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(Phone: Franklin 3620)

A REAL SACRIFICE

LIGHTING	\$ 80.00	BAFFLE CARD	\$ 80.00
STAGE DOOR CANTEEN	30.00	PLAY BOY	110.00
SUPERLINER	65.00	GOLD BALL	120.00
MYSTERY	90.00	FAST BALL	69.50
TORNADO	100.00	PACKARD WALL BOXES	25.00

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JIMMIE'S VENDING COMPANY
2009 MARSHALL STREET
SHREVEPORT, LOUISIANA

TOP VALUES — LOW PRICES

MUSIC — YOUR CHOICE, \$100.00 EACH

ROCK-OLA COMMANDOS, PREMIERS, SPECTRAVOX & PLAYMASTER, DELUXE, SUPER, WURLITZER 71 COUNTER MODEL

MODEL 1422 ROCK-OLA 1946 PHONOGRAPH—Write for Quotation

FREE PLAY GAMES RECONDITIONED AND READY FOR LOCATION

\$39.50 EACH—4 Big Hits, 1 Big League, 3 Stage Door Canteens, 1 Double Barrel.

\$69.50 EACH—7 Fact Balls, 4 Dynamites, 7 Spellbounds, 2 State Fairs, 2 Step Ups, 5 Superliners, 2 Superscores, 2 Suspenses.

\$99.50 EACH—2 Ambers, 1 Baffle Card, 1 Fiesta, 6 Kilroys, 1 Rio, 1 Miss America, 3 Rockets, 1 Show Girl, 1 Lightning, 1 Smoky, 5 Mysterys, 1 Vanities.

\$125.00 EACH—1 Ballyhoo, 1 Broncho, 4 Havanas, 4 Honeys, 2 Playboys, 2 Torchys.

\$25.00 EACH—2 Flat Tops, 2 Flying Tigers, 2 Sky Chiefs, 2 Libertys, 1 Mills 1-2-3, 1 Trade Winds, 1 Santa Fe, 5 Whizz with stands.

LIKE NEW, PERFECT CONDITION—2 WILLIAMS ALL STARS, Each\$375.00
2 TOM TOMS, Novelty Play, Each 180.00

MISCELLANEOUS—7 A. B. T. Challengers, Ea. \$25.00; Amusematic Lite League, \$59.50; Coalee, \$99.50; Bat-a-Ball, New, \$15.00; Columbia Gold Award, Cig. Reels, \$79.50; Columbia Gold Award, Cig. Reels, Brand New, \$112.50; Columbia Deluxe Club Bell, New, \$169.50; Smileys, \$5.00; Longacres, \$75.00; Thorbred, \$75.00; Club Trophy, \$49.50.

TERMS: ONE-THIRD CERTIFIED DEPOSIT WITH ORDER, BALANCE C. O. D.

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Phone 6-4545

Try Our FRIENDLY PERSONAL SERVICE

Amber	\$ 67.50	Havana	\$125.00	Rocket	\$ 90.00
Ballyhoo	100.00	(with motor)		Showgirl	85.00
Big Hit	45.00	Hawaii	160.00	Smarty	70.00
Big League	37.50	Honey	100.00	Spellbound	65.00
Broncho	135.00	Kilroy	95.00	State Fair	65.00
Carousel	110.00	Maisle	120.00	Step Up	52.50
Click	135.00	Mexico	140.00	Superliner	57.50
Crossfire	120.00	Mystery	97.50	Superscore	67.50
Cyclone	100.00	Nevada	175.00	Surf Queen	35.00
Dynamite	79.50	Playboy	110.00	Suspense	55.00
Gold Ball	150.00	Rio	95.00	Vanities	100.00

PRICES Are Always LOW at 'CENTRAL'



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COME IN! SEE THE FILBEN PHONOGRAPH
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FREE BUYERS' GUIDE FOR OPERATORS

PIN GAMES

EVERY GAME RECONDITIONED AND READY TO GO

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Baseball (Chico) 125.00
Broncho 155.00
Big Hit 32.50
Big League 35.00

Big Parade	\$ 18.00	Rocket	\$ 85.00
Baffle Cards	89.50	Sea Breeze	49.50
Cyclone	119.50	Sea Raider (From Capt. Kidd) ..	17.00
Carousel	85.00	Smoky	84.50
Defense (Baker) ..	14.00	Smarty	59.50
Fiesta	82.50	Step Up	59.50
Fox Hunt	14.00	School Days	17.00
Ginger	155.00	Stage Door Canteen	32.50
Gold Ball	135.00	Superliner	52.50
Gold Star	17.00	Sun Valley	17.00
Kismet	18.00	Super Score	74.50
Lucky Star	105.00	Sun Beam	16.00
Marjorie	150.00	Streamliner	18.00
Mexico	140.00	Suspense	54.50
Midjet Races	30.00	Show Girl	67.50
Maisle	125.00	Spellbound	69.50
Monicker	18.00	Torchy	109.50
Play Boy	99.50	Tornado	85.00
Rio	89.50		



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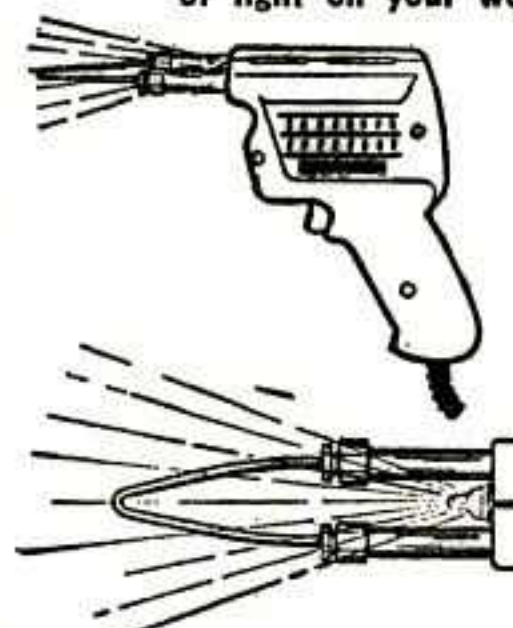
EXCLUSIVE!

By arrangement with the manufacturers, we have been appointed Exclusive National Sales Agency to the Coin Machine Trade for:

The NEW Weller Soldering Guns with

"SOLDERLITE"

These NEW Soldering Guns throw a beam of light on your work!



FEATURES

- 5 Second Heating
- Flexitip reaches tight corner
- Power used only when switch closed
- Trigger Switch Pistol Grip

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NEW Automatic Coin Counter and Wrapper. (Patent Applied For.)

Here at last is an inexpensive yet ACCURATE coin counter and wrapper.

FEATURES

- Counts and wraps \$2.00 in NICKELS
- Counts and wraps 50¢ in PENNIES
- Standard Base—interchangeable barrels
- Easy to use
- Saves hours of work
- Fast and Accurate



Model	Watts	Cycles	Volts	Price	Model	Counts	Barrels	Price
S-107	Single Heat 100	60	115	\$12.95	W1044N	\$2.00 Nickels	1	\$32.50
D-207	Dual Heat 100/135	60	115	14.95	W1044P	50¢ Pennies	1	32.50
					W1044C	Nickels and Pennies	2	39.50

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DISTRIBUTORS: Write or wire for quantity discounts
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GET IT FROM BLOCK—THEY HAVE IT IN STOCK

LOWEST PRICES IN THE COUNTRY!!

5 Bally Heavy Hitters, like new	\$75.00 Ea.	1 Keeney Submarine Gun, with base, crated	\$35.00 Ea.
4 Rola Ball Skee Alleys, with revolving barrel, crated	45.00 Ea.	2 Midget Total Rolls, like new, crated ..	35.00 Ea.
2 Super Skee Roll Alleys, 10 ft., crated ..	65.00 Ea.	2 Genco Total Roll, like new, crated ..	125.00 Ea.
1 Chico Hockey	35.00	1 Super Triangle Roll Down Game ..	65.00

MUSIC

Wurlitzer 800	\$225.00	Wurlitzer Victory 24's	\$ 75.00
Wurlitzer 500K	110.00	Wurlitzer 600's	110.00
Wurlitzer 81 Counter	55.00	Rock-Ola Standard	120.00
Mills Thrones, Ea.	50.00		

MISCELLANEOUS

Super Bell Comb.	\$65.00	Glitter Gold, 5¢ Mills Slot	\$75.00
Buckley Bones	35.00	Packard Wall-oxes, Ea.	18.00
Cigar Machine	39.50	Cigarette Machine, Uneda, 8 Column ..	55.00

OLSHEIN DISTRIBUTING CO.

1100-02 BROADWAY

ALBANY 4, N. Y.

40-Selection Wall Box New AMI Product

CHICAGO, Jan. 17.—AMI, Inc., will introduce its new 40-selection wall box during the Coin Machine Industries (CMI) convention and show that begins at the Sherman Hotel here Monday (19), ends Thursday (22), Lyndon C. Force, firm sales manager, announced this week.

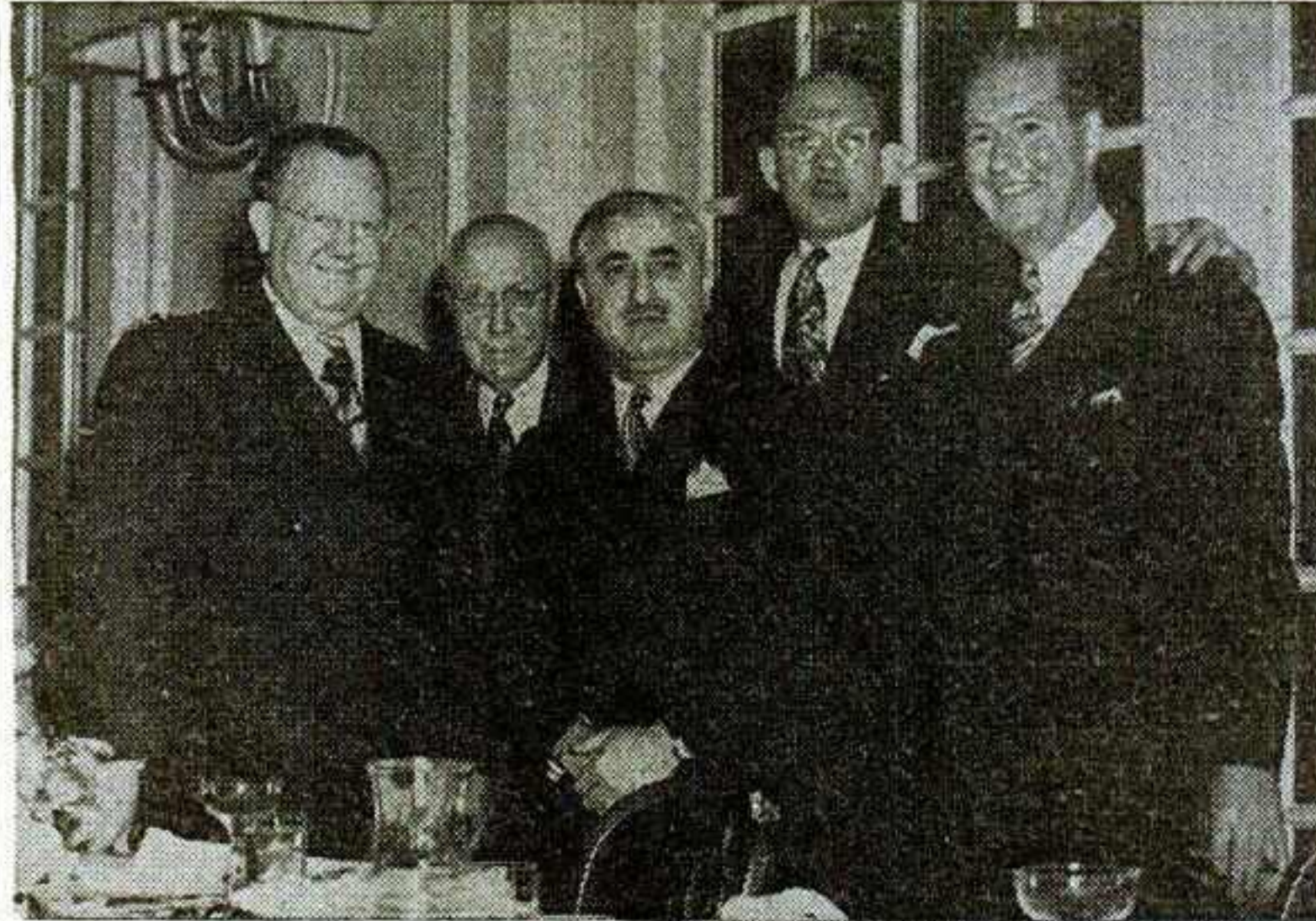
Top feature of the new product is its number of selections, which makes it the first 40-selection wall box to hit the market. Developed primarily to handle selections from AMI's 40-selection music machine, the new development, Force says, will also operate any other 40-selection phonograph using an electrical selector system.

Measurements of the new wall box are 12 $\frac{3}{4}$ inches high by 7 $\frac{3}{4}$ inches wide by 6 $\frac{1}{8}$ inches deep and it weighs approximately 12 $\frac{1}{4}$ pounds, which means that it is approximately the same size as other wall boxes on the market despite large selectivity feature.

Electrical system incorporated in the new wall box is the three-wire arrangement with two types of receiving unit being offered—one size for locations employing 10 boxes or less and another using up to 25 or more boxes. According to AMI, time required for selection via the wall box is three-quarters of a second which virtually eliminates the possibility of two patrons making simultaneous selections.

Two models of the wall box are in production. One for nickel play only, the other for nickel and dime operation. The nickel model is designed in such a way that a dime slug rejector may be added at the discretion of the operator.

Coinmen Fete Gottlieb



OVER 300 coin machine leaders and their wives gathered at the testimonial dinner tendered Dave Gottlieb in Sherman Hotel Saturday night (17) in recognition of the outstanding job he has done as president of CMI for the past eight years. The both Homer E. Capehart and Herb Jones, on behalf of CMI, urged Gottlieb to accept the presidency for one more year, he committed himself only to the extent of being willing to serve as a director. Whether he will change his mind about retiring was to be decided Wednesday (21) when CMI directors elect new officers. Pictures taken at the dinner (above) show Homer E. Capehart, Jim Gilmore, Dave Gottlieb, Herb Jones and James T. Mangan at the speakers' table. (Left) Herb Jones, toastmaster, congratulates Gottlieb on behalf of the industry before presenting him with a self-winding clock.



Ork, Mag and Coin Machine in Unique Promotion Tie-Up

(Continued from page 3)
and Voice-O-Graph recording machines."

This represents the tie-up with International Mutoscope Reel Company, manufacturers of Photomatic and Voice-O-Graph. The firm's prexy, William Rabkin, worked out the arrangement with Engel and George Levy, of the Engel firm. Mutoscope will distribute to all Photomatic and Voice-O-Graph operators three items designed to plug the contest and at the same time stimulate play on the machines. One is a window streamer reading: "Can you sing? Vincent Lopez looks for singers—inquire here for full details." Then each Photomatic machine will display a one-sheet reading: "Make your recording on this machine for the Vincent Lopez Talent Hunt—full details in Song Hits magazine or Sing magazine—on sale at your favorite newsstand." A similar one-sheet urging the customer to "have your photo taken here" is supplied for display on all Photomatics.

While literally scores of tie-ups between talent and music machine manufacturers have been worked out, the Engel-Lopez-Mutoscope deal represents one of the few such arrangements developed between non-music, coin-operated machine manufacturers.

Cohen Appointed to Rake Sales Position

PHILADELPHIA, Jan. 17.—Rake Coin Machine Exchange here has appointed Herman J. Cohen to its sales staff, N. Rake, firm sales manager, announced Monday (12). Firm distributes all types of coin machines.

★ be sure to see... THE TEL-O-MATIC ROBOT

A SOLID YEAR OF PERFORMANCE UNDER ITS BELT

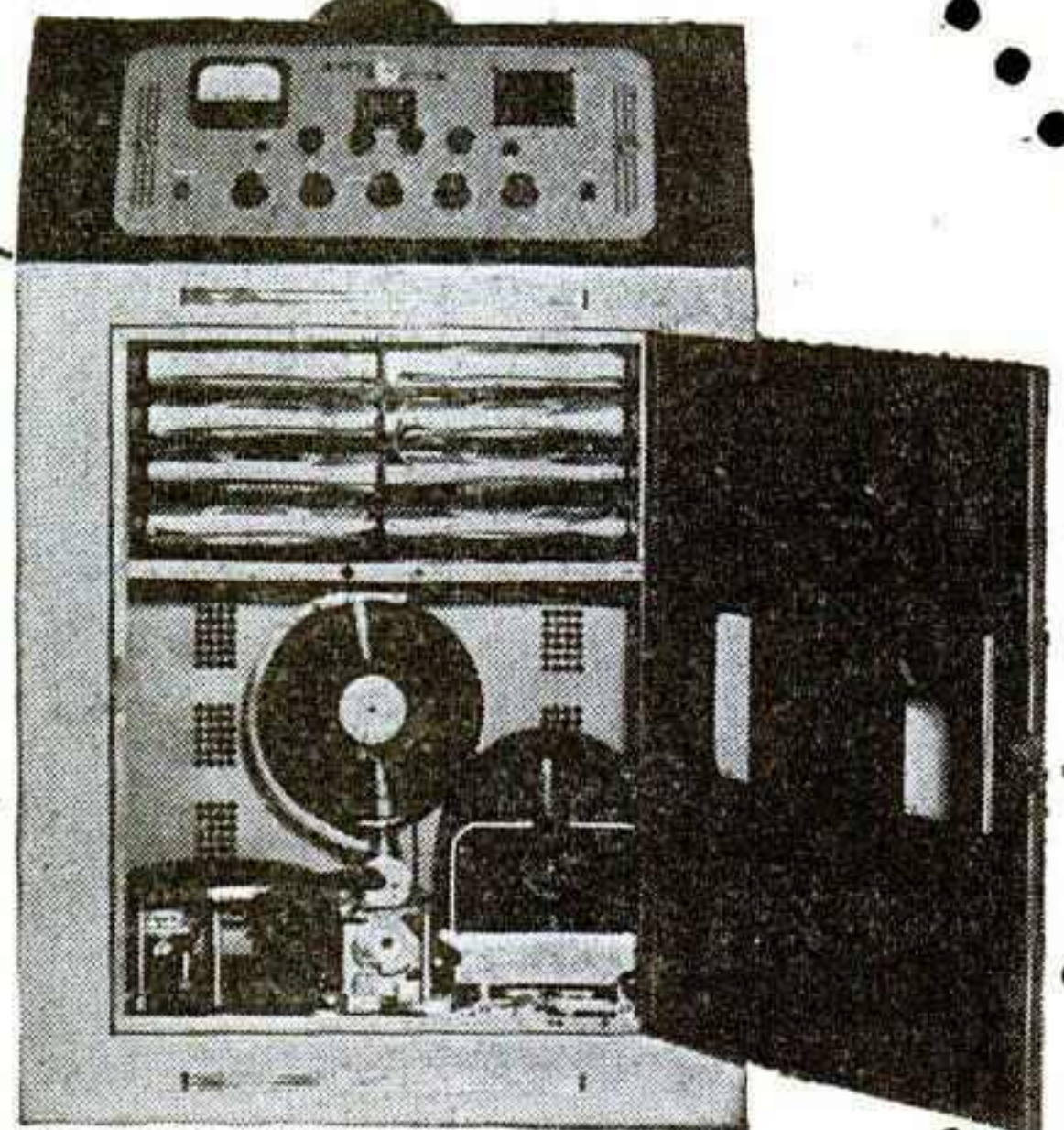
When people see the Robot, the reaction is always the same—sheer amazement at the number of things it can do so simply and so well—UNATTENDED.

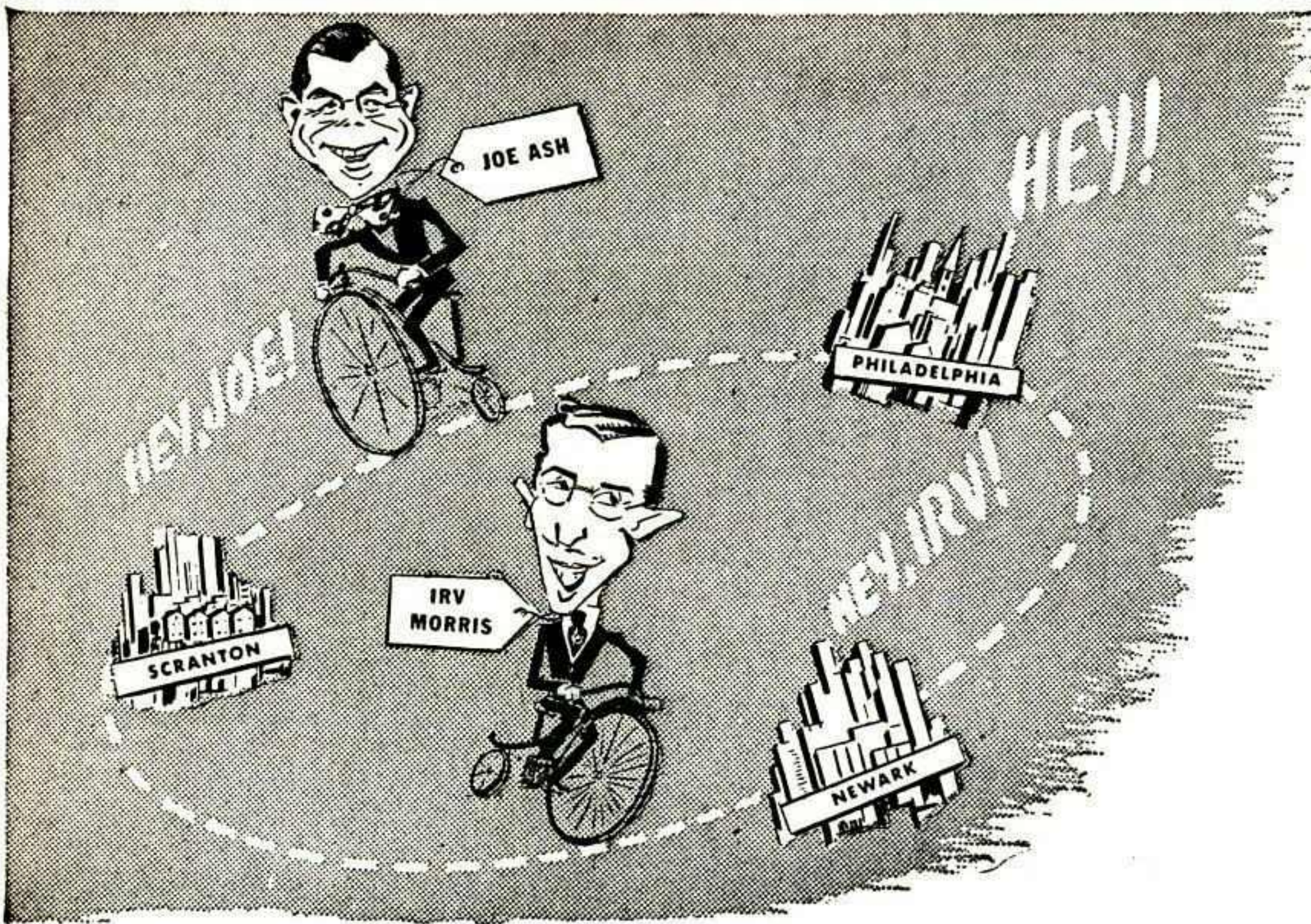
Now, with a year's experience in testing, proving and actual operation, the Robot is truly phenomenal. It's a completely perfected, automatic, centralized Sound System for use in Industry, Offices, Restaurants, Stadiums... Everywhere!

With a new type of amplifier powerful enough to drive any number of speakers, the Tel-O-Matic Robot features a 3-channel sound distribution... Radio-Phonograph (with automatic, pre-set programming)—Microphone (for public address)—and a Signal Device.

It's a year better in experience and ten years better than anything else. Be sure to see it.

Booths 37, 38, 39, 40 at the CMI show
RUNYON SALES COMPANY
593 10th Ave., New York 18, N. Y. 123 W. Runyon St., Newark 8, N. J.
Longacre 4-1880 Bigelow 3-8777





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BEN RODINS IS
**DELIVERING
NOW** →

- BASEBALL\$129.50
- HONEY 129.50
- CLICK 139.50
- MEXICO 149.50

**GUARANTEED
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CONTACT US FOR PRICES
Latest 5-Ball Games

- United's Tropicana
- Exhibit's Treasure Chest
- Chicoin's Bermuda
- Bally's Melody

MARLIN

AMUSEMENT CORPORATION

**District 1625 412 9th Street, N. W.
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SALE... SALE... SALE... SALE... SALE... SALE... SALE

GET AN EARLY START TO 1948 PROSPERITY WITH US WITH NEW OR GOOD USED PINBALLS OR MUSIC AS FOLLOWS

USED PINBALLS, All Condition		TAMPIOO (FLOOR SAMPLE)\$199.50	
ARIZONAS	\$ 30.00	ATOMIO BOMBER	199.50
STREAMLINERS	30.00	USED PHONOGRAPHS	
SANTA FE	30.00	WURLITZERS	
GRAND CANYON	30.00	1015's	\$500.00
BIG PARADE	30.00	750's	250.00
RIVIERA	30.00	850's	250.00
FRISOO	30.00	800's	200.00
FLAY TOP	30.00	ROCK-OLAS	
OKLAHOMA	30.00	DELUX	\$ 99.50
CANTEENS	49.50	STANDARDS	99.50
BIG HIT	49.50	COMMANDERS	99.50
SUSPENSE	49.50	SEEBURGS	
SPELLBOUND	59.50	24's	\$ 69.50
FAST BALL	59.50	MAYFAIRS	99.50
DYNAMITES	59.50	CLASSICS	99.50
SUPERLINERS	59.50	COLONELS	124.50
STEP UPS	59.50	ENVOYS	149.50
AMBERS	69.50	AMI	
STATE FAIRS	69.50	10 '48 MODELS, SLIGHTLY USED ..	\$649.50
SHOW GIRLS	79.50	MISCELLANEOUS	
SUPER SCORES	79.50	EIGHT 120 WALL BOXES @	\$ 10.00
GOALEES	89.50	10,000 USED PHONO RECORDS @	.. .08
SMOKEYS	89.50	WE CAN ALSO SELL YOU THE FOLLOWING NEW EQUIPMENT	
RIOB	89.50	CHICAGO COIN'S BASEBALLS\$185.00
KILROYS	89.50	CHICAGO COIN'S GOLD BALLS 239.50
LIGHTNING	89.50	CHICAGO COIN'S SEA ISLES WRITE
HAVANAS	89.50	CHICAGO COIN'S GOALEES 200.00
MYSTIC	89.50	CHICAGO COIN'S BERMUDA WRITE
OSCAR	89.50	UNITED'S SINGAPORE WRITE
BALLYHOO	89.50	GENCO'S BRONCHO 249.50
ROCKET	89.50	ADVANCE ROLLS 499.50
PLAYBOY	89.50	WATLING'S 500 FORTUNE SCALES WRITE
HONEY	89.50	GET STARTED WITH THE NEW A.M.I. PHONOGRAPHS.	
OLICK	89.50		
BASEBALL	124.50		
MEXICOS	139.50		
BRONCHOS	149.50		
GOLD BALLS	139.50		
LUCKY STARS	139.50		
HAWAII'S	177.50		
NEVADAS	179.50		

If we can be of service to you, wire, phone or write. 1/3 cash with order, balance C. O. D.

WE WANT TO THANK ALL OUR CUSTOMERS FOR THEIR BUSINESS IN 1947 AND HOPE TO BE ABLE TO BETTER SERVE THEM IN 1948

F. & W. AMUSEMENT COMPANY

FRED BURKS (Owner)

309 NORTH GAY STREET PHONE: 25623 KNOXVILLE, TENNESSEE

WANTED, ARCADE MECHANIC

That is experienced with modern equipment for Traveling Arcade. Position open about April 15, 1948. Write

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GARRETTSVILLE, OHIO



HAROLD SCHWARTZ
CHICAGO



NATE FEINSTEIN
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CHICAGO



IRV KLEIMAN
CHICAGO

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SHOULD I BUY IT?

how much?

WHAT'S BEST?

Whatever your question, whatever your interest, you'll get more out of the show if you Leave It To ...

ATLAS
KNOWS WHAT IT TAKES TO MAKE YOUR CONVENTION VISIT PAY!
JUST STOP AT

MAURIE GINSBURG

EDDIE GINSBURG

BOOTHS 75 and 76

Who Makes It?

IS IT WORTH THE PRICE?

WHERE CAN I GET IT?

WHAT ABOUT DELIVERY?

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BELL-O-MATIC CORP.—
Black Cherry Bell, Golden Falls Bell, Jewel Bell, "QT" Bell, and Three Bells, Vest Pocket Bell

THE BERT MILLS CORP.—Hot Coffee Vendor

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Single, Double, and Triple Safe Cabinets, and Safe Stands

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It's Accurate!

It's Attractive!

The finest coin changer that money can buy. Check these features: All metal, solid die cast, precision machined construction... finished in HIGHLY POLISHED CHROME. On heavily weighted non-slip base. Fully tested for absolute accuracy. A flick of the finger automatically dispenses 5 NICKELS, 5 DIMES, 4 QUARTERS or 2 HALVES in the palm of your hand. Protected by patents. Sold on a money-back guarantee.

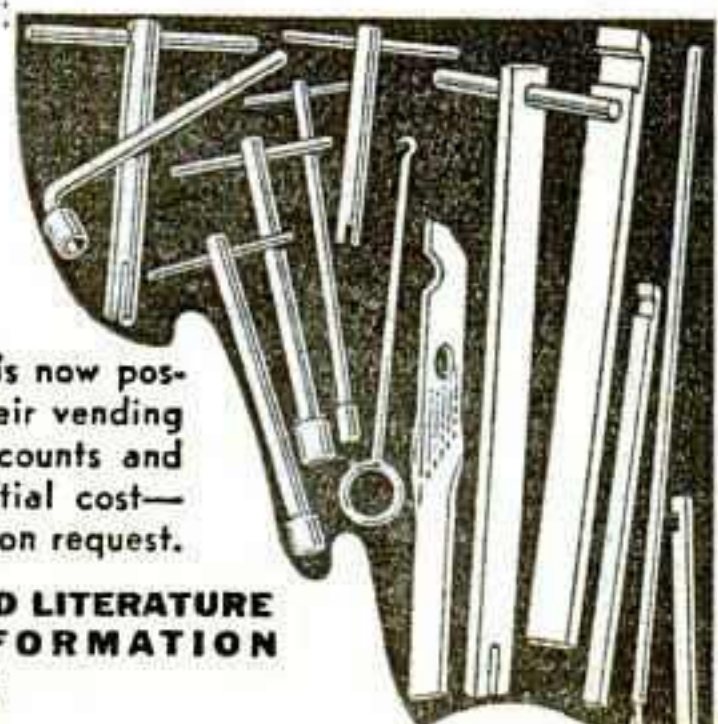
\$27.50
(Distributor Discount)

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Northwest Sales Co.
EXCLUSIVE NATIONAL DISTRIBUTOR
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Slot Tool Kit

For years Central Service vending machine repairmen have appreciated the need for specially designed tools that would simplify machine maintenance. To meet this necessity we have developed 13 essential tools so practical that it is now possible for operators and club managers to keep their vending machines working efficiently. It's the play that counts and these 13 tools will soon liquidate their small initial cost—\$19.95 f.o.b. Kokomo, Ind. Jobber's prices quoted on request.



WRITE FOR ILLUSTRATED LITERATURE AND COMPLETE INFORMATION

Central Service SALES COMPANY

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KOKOMO, INDIANA

Greetings to All Visitors to the
Great Coin Machine Show

ON YOUR WAY BACK, YOU ARE INVITED TO STOP OVER AND SEE US
J. R. PIETERS **SAMUEL J. ROSE**

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NON-INFLAMMABLE
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EXPERTLY MOLDED — PERFECT FIT**

New! Unbreakable! Guaranteed! Clear, transparent plastic windows for Model 850 Program Holder. \$5.00 Per Set.

**Acme
PLASTICS
ARE
UNCONDITIONALLY
GUARANTEED
AGAINST BREAKAGE
FOR 3 YEARS**

Determine Right or Left as You Face Phonograph

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Standard, Master, De Luxe or Supers: Each
Top Corners (Solid Red, Yellow or Green) \$12.75
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Commando:
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"Hi-Tone" Model 9800, 8800, 8200:
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"Hi-Tone" Grille Pillars (Solid Red, Yellow, Green or Onyx) 2.25

"Classic"—"Colonel":
Top Corners (Solid Red, Yellow or Green) \$ 6.00
"Cadet"—"Major":
Top Corners 2.50
WURLITZER
Each
800 Top Corners \$10.50
800 Lower Sides 15.00
800 Middle Sides 3.25
800 Top Centers (Right or Left, Red) 9.50
800 Back Sides (Green) 9.50
800 Top Centers (Onyx) 5.25
600, 500 Top Corners 5.50
700 Top Corners 8.50
700 Lower Sides 9.50
700 Back Sides 8.50
750 Top Corners 9.75
750 Lower Sides 9.75
750 Top Center 5.50

750 Middle Sides \$ 2.25
850 Top Corners 12.50
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850 Peacock Glasses 5.00
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24 Top Corners 1.20
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MILLS
Available in Red, Yellow or Green.
Throne—Empress: Each
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SHEET PLASTIC
Not Painted Non-Brittle
20"x50", Pliable.
Per Sheet \$12.50
50 gauge, red, yellow, green or clear.
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IF YOU DON'T SEE WHAT YOU WANT, ASK FOR IT! WE MAY HAVE IT IN STOCK!

TERMS: 1/3 Deposit With Order, Balance C.O.D., F.O.B. New York. Remit Full Payment and Save C.O.D. Charges. Checks Acceptable!

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WE HAVE ORIGINAL MILLS 5c BLACK CHERRY BELLS

★★★ USED PIN GAMES ★★★					
Marjorie	\$135.00	Dynamite	\$85.00	Brazil	\$30.00
Carousel	125.00	Baffle Card	90.00	Idaho	30.00
Malsie	140.00	Spellbound	79.50	Santa Fe	30.00
Flying Trapeze	140.00	Smarty	74.50	Midway	30.00
Gold Ball	140.00	Superliner	74.50	Streamliner	30.00
Havana	125.00	Miss America	79.00	Fiat Top	30.00
Cyclone	125.00	State Fair	75.00	Sky Chief	30.00
Tornado	125.00	Stop Up	75.00	Air Circus	25.00
Ranger	125.00	Double Barrel	69.50	Eagle Squadron	25.00
Rocket	125.00	Big League	59.50	Gun Club	25.00
Lucky Star	130.00	Big Hit	50.00	Victory	25.00
Fiesta	125.00	Surf Queen	49.00	Knockout	25.00
Rio	130.00	Stage Door Canteen	44.50	Jeep	25.00
Lightning	90.00	Liberty	35.00	5-10-20	25.00
Kilroy	89.50	Trade Winds	30.00	Cover Girl	25.00
Super Score	89.50	Arizona	30.00	Big Parade	25.00
Mystery	94.50	Oklahoma	30.00	Keep 'Em Flying	25.00

★★★★ PHONOGRAPHS ★★★★★					
WURLITZERS	SEEBURGS	ROCK-OLAS			
950	\$250.00	9800	\$185.00	1946	\$375.00
850	255.00	8800	195.00	Supers	165.00
800	225.00	8200	175.00	Masters	155.00
750	260.00	Colonel	179.50	Commando	150.00
600	125.00	Major	185.00	DeLuxe	125.00
500	125.00	Envoy	165.00	Standard	125.00

Terms: 50% Deposit With Order, Balance C. O. D. or Sight Draft.

NATIONAL COIN MACHINE EXCHANGE
1411-13 DIVERSEY BLVD. (Phone: BUCKingham 6466) CHICAGO

PANORAMS

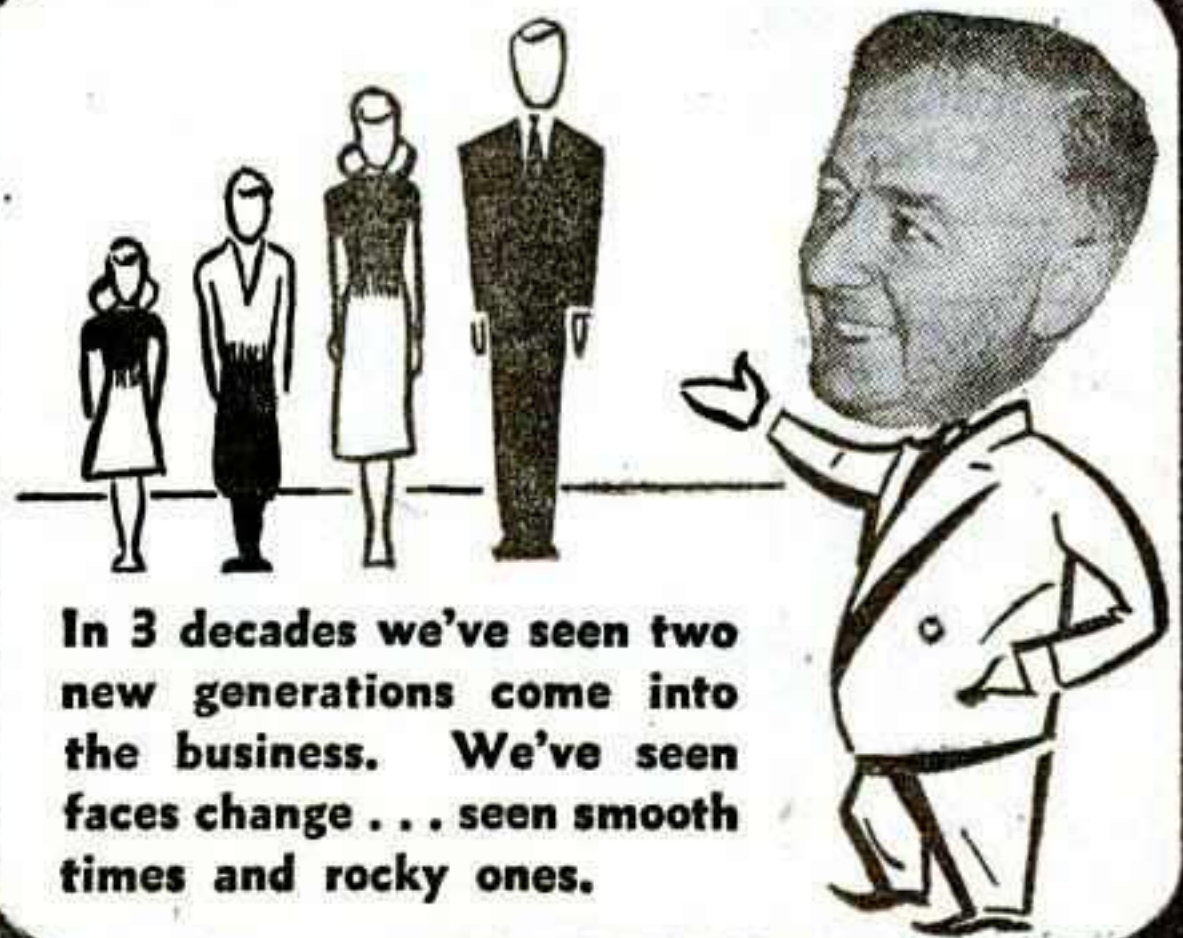
Reconditioned and guaranteed by Panoram Specialists. Latest models. Fully equipped with wipers, lamps and controls. Ready for location.
\$245.00 F. O. B., N. Y. | With Viewing Conversions, \$10.00 extra. | Reconditioned the Imperial Way.
25% With Order, Balance C. O. D.

IMPERIAL DISTRIBUTING COMPANY
ES-planade 2-8526 551 SURF AVE., BROOKLYN 24, N. Y.

**3 DECADES
WITH RAVREBY**



What? 1948 already? Seems like only yesterday it was 1922 and we'd just started in this business. That's going on to 3 decades. Well, we've learned a few good lessons.



In 3 decades we've seen two new generations come into the business. We've seen faces change... seen smooth times and rocky ones.



... and through it all, Associated Amusements has become known for the finest equipment and fair dealing. It is our pride that we have always come through for two generations of operators—never once let them down.

Associated Amusements, Inc.

EDWARD M. RAVREBY
846 Commonwealth Ave. Boston 15, Mass.

Telephone LONGwood 8440-1-2-3

PHONOGRAPHS at Prices You Can Afford To Pay!

ROCK-OLAS

WINDSOR	\$ 79.50
IMPERIAL 20	65.00
1939 DELUXE	125.00
HIDEAWAY	50.00
SPECTRAVOX	50.00
1422	425.00
'40 MASTER	149.50
PLAYMASTER WITH LUXURY LITEUP	139.50
COMMANDO	135.00
STANDARD	125.00
SUPER	165.00

WURLITZERS

950	\$200.00
750	295.00
700	200.00
24 VICTORY	65.00
500 or 600	125.00
850	200.00
71 or 81 WITH STAND	110.00
MODEL 1015	525.00
1015 WITH 216 RECEIVER and 219 STEPPER	565.00
780	195.00
616	69.50
24 HIDEAWAY	50.00
800	225.00

SEEBURGS

H 146 R.C. Special ..	\$275.00	Classic	\$200.00
Cadet	175.00	R.C. Lofone	300.00
R.C. Envoy	250.00	Gem	150.00
Casino	119.50	R.C. 8200	275.00
R.C. Colonel	225.00	8200 Conversion	75.00
R.C. 8800	275.00	Regal	139.50
Crown	139.50	E.S. 9800	250.00
Royal Remote Control for 3-Wire			125.00

\$5.00
EACH

Wurlitzer 125 Box
Rock-Ola Bar Box • Buckley Box
Seeburg 30-Wire Box • 120 Wurlitzer Box

WRITE FOR COMPLETE LIST:
Wide Selection of New and A-1 Used Equipment of All Types.

TERMS: 1/3 DEPOSIT,
BALANCE SIGHT DRAFT

"The House that Confidence Built"

SOUTHERN AUTOMATIC MUSIC COMPANY, INC.

SEEBURG DISTRIBUTORS IN
CINCINNATI • DAYTON • FT. WAYNE
INDIANAPOLIS • LEXINGTON



624 S. THIRD ST., LOUISVILLE 2, KY.
242 JEFFERSON ST., LEXINGTON 2, KY.
1329 S. CALHOUN ST., FT. WAYNE 2, IND.
228 W. 7TH ST., CINCINNATI 2, OHIO
603 LINDEN AVE., DAYTON 3, OHIO
325 N. ILLINOIS ST., INDIANAPOLIS 4, IND.
410 MARKET ST., CHATTANOOGA 2, TENN.

NOW DELIVERING NEW GAMES OF ALL LEADING MANUFACTURERS



SPECIAL THIS WEEK ONLY!

AMI MODEL A

\$695.00

Used But Just Like New. Fully Guaranteed.
While They Last.

1/3 With Order, Balance C. O. D.

Phone, Wire or Write

JACKSON AUTOMATIC MUSIC CO.

636 E. Michigan Telephone 7898 Jackson, Mich.

NOW DELIVERING

EXHIBIT'S
LATEST RELEASE

TREASURE CHEST

A REAL WINNER

WRITE, WIRE, PHONE—IMMEDIATE DELIVERY

SIMON SALES, INC.

DAVE SIMON

Note New Address: 627 10th Ave., New York 19, N. Y.

All Phones: LOngacre 3-0241-0242-0243

The OUTSTANDING MONEY MAKERS of 1948

JENNINGS STANDARD SUPER DELUXE	CHALLENGER CONSOLE REVOLVE-AROUND SAFES	
DAVAL FREE HAND BEST HAND	SKILL THRILL MEXICAN BASEBALL	BUDDY NON-COIN AMER. EAGLE
5-BALLS MARVEL "OSCAR" MARVEL "DOLLY"	WILLIAMS "BONANZA" CHI COIN "BERMUDA"	
ROLL DOWNS GENCO "BING-A-ROLL" WILLIAMS "BOX SCORE"	BALLY "HY-ROLL" CHI COIN "ROLL DOWN"	
SALES BOARDS SALES BOARDS OF OUTSTANDING MERIT	IMMEDIATE SHIPMENT OF ALL LATEST NUMBERS	

C. A. ROBINSON & CO.

Phones: FEderal 1810 and FAirfax 5951

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COME TO HEADQUARTERS FOR THE LATEST MODELS SLOT MACHINES

BOUGHT, SOLD AND EXCHANGED
SEND FOR CATALOG

QUICK, EFFICIENT SLOT MACHINE REPAIRS

BAKER NOVELTY CO. 1700 WASHINGTON CHICAGO 12, ILL.

WANTED Distributors everywhere to handle our Pin Ball Accessories. Designed to increase operator Pin Ball earnings or no cost to you. Write for details. Buy your Piggy Flipper Parts from us.

THE FLIPPER-BALL MFG. CO.

BILL UTTZ, Owner

COVINGTON, TENN.

PHONE 777

FLASH BOWLER

**The Bowling Game of Today,
Tomorrow and Years
To Come**



I. EDELMAN

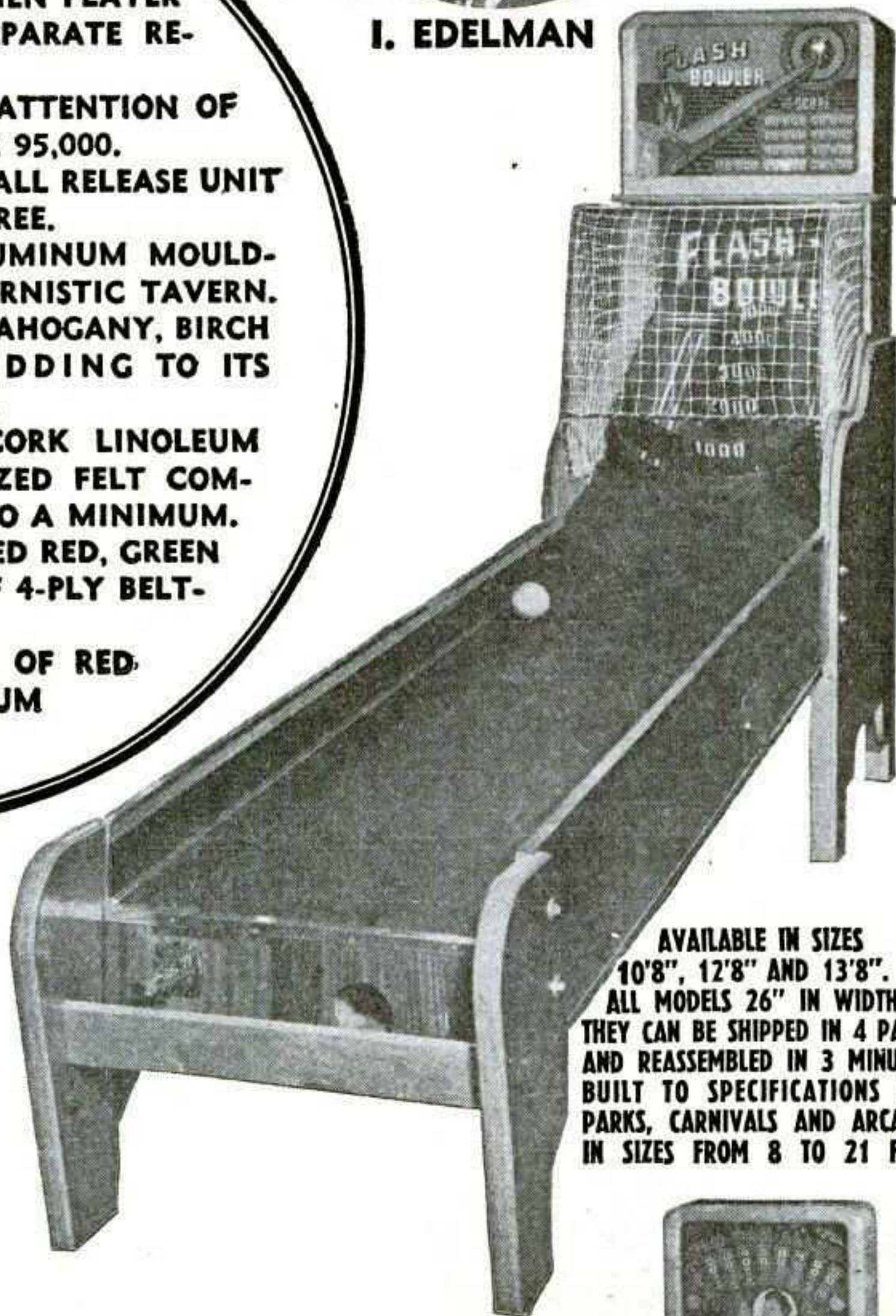
SPECIAL FEATURES!!!

- ★★ FREE RETURN BALL WHEN PLAYER SCORES 10,000 POCKET. SEPARATE RETURN TRACK OPTIONAL.
- ★★ ANIMATED GLASS HOLDS ATTENTION OF PLAYER AT ALL TIMES. SCORE 95,000.
- ★★ ELECTRICAL MECHANICAL BALL RELEASE UNIT MAKES GAME 100% TROUBLE FREE.
- ★★ ALLEY TRIMMED WITH ALUMINUM MOULDING. WILL MATCH ANY MODERNISTIC TAVERN.
- ★★ COMPLETELY BUILT OF MAHOGANY, BIRCH OR MAPLE HARDWOOD, ADDING TO ITS STURDINESS AND BEAUTY.
- ★★ GREEN, NON-FADE, 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,

A STATEMENT

WE DO NOT PROFESS TO PRODUCE THE BEST GAMES, BUT WE DO PRIDE OURSELVES IN THE THOUGHT THAT WE TRY OUR BEST TO MAKE A GAME THAT WILL BE:
TROUBLE FREE.
GIVE THE OPERATOR A FAIR RETURN ON HIS INVESTMENT AND AFFORD HIM A GREATER TRADE-IN VALUE WHEN TIME COMES FOR A CHANGE.

OUR YEARS OF EXPERIENCE IN THE COIN MACHINE INDUSTRY FIELD WE IMPART WITH OUR CUSTOMERS.



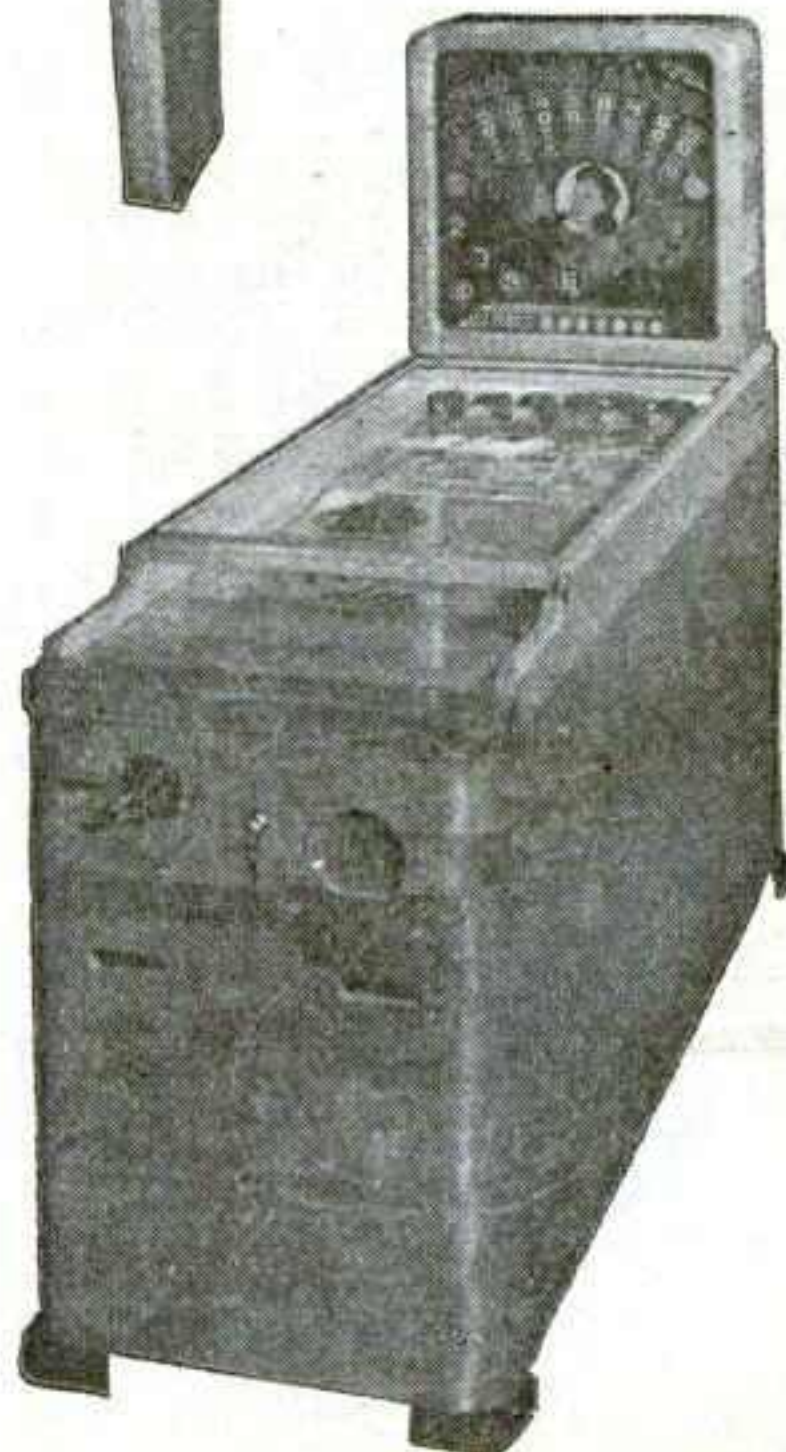
AVAILABLE IN SIZES 10'8", 12'8" AND 13'8". ALL MODELS 26" IN WIDTH. THEY CAN BE SHIPPED IN 4 PARTS AND REASSEMBLED IN 3 MINUTES. BUILT TO SPECIFICATIONS FOR PARKS, CARNIVALS AND ARCADES IN SIZES FROM 8 TO 21 FEET.

**SEE OUR EXHIBIT AT SHOW
BOOTH 15 & 16**

EDELCO'S

**TIN PAN ALLEY
ROLL DOWN GAME**

JUST A ROLL DOWN GAME WITH PLENTY OF ACTION AND EXCITEMENT. CABINET NOT WORSE THAN ANY OTHER. COST REASONABLE. INTERCHANGEABLE FOR ANY TERRITORY.



**WRITE, WIRE
OR PHONE TODAY**

EDELMAN AMUSEMENT DEVICES

2459 GRAND RIVER

**TEL. RANDOLPH 8547
CHERRY 9248**

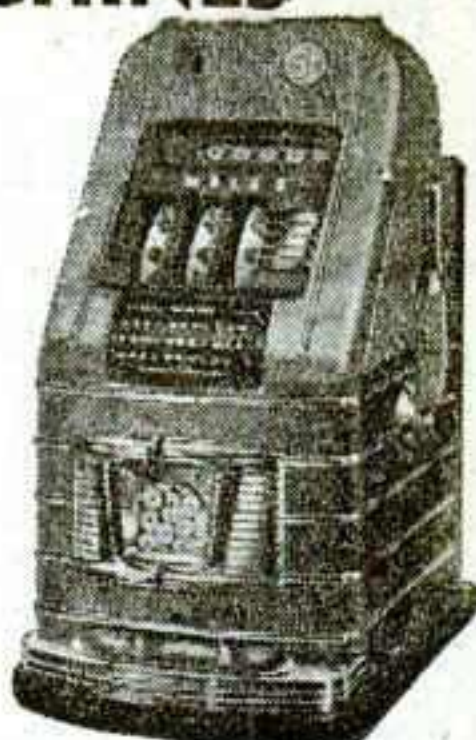
DETROIT 1, MICHIGAN

MILLS LATEST MACHINES



← GOLDEN FALLS

You can make MORE MONEY with this New Mills Bell (with Hand-Load Jackpot). It is modern in design and has the "come-on" appeal. Full Jackpot at all times is one of its "Come-On" Features. Write for illustrated circular giving full details on this unusual Bell. Immediate delivery in 5¢, 10¢, 25¢ and 50¢ play. **WRITE FOR PRICES**



JEWEL BELL →

If you want to increase your income place the New Mills Jewel Bell on location. It is different than any Bell ever manufactured in the past. Its design is modernistic and has unusual eye appeal. Ready for delivery in 5¢, 10¢ and 25¢ play. **WRITE FOR PRICES**



MILLS Q T

A "Pony-Size" Bell. Weighs only 35 lbs.

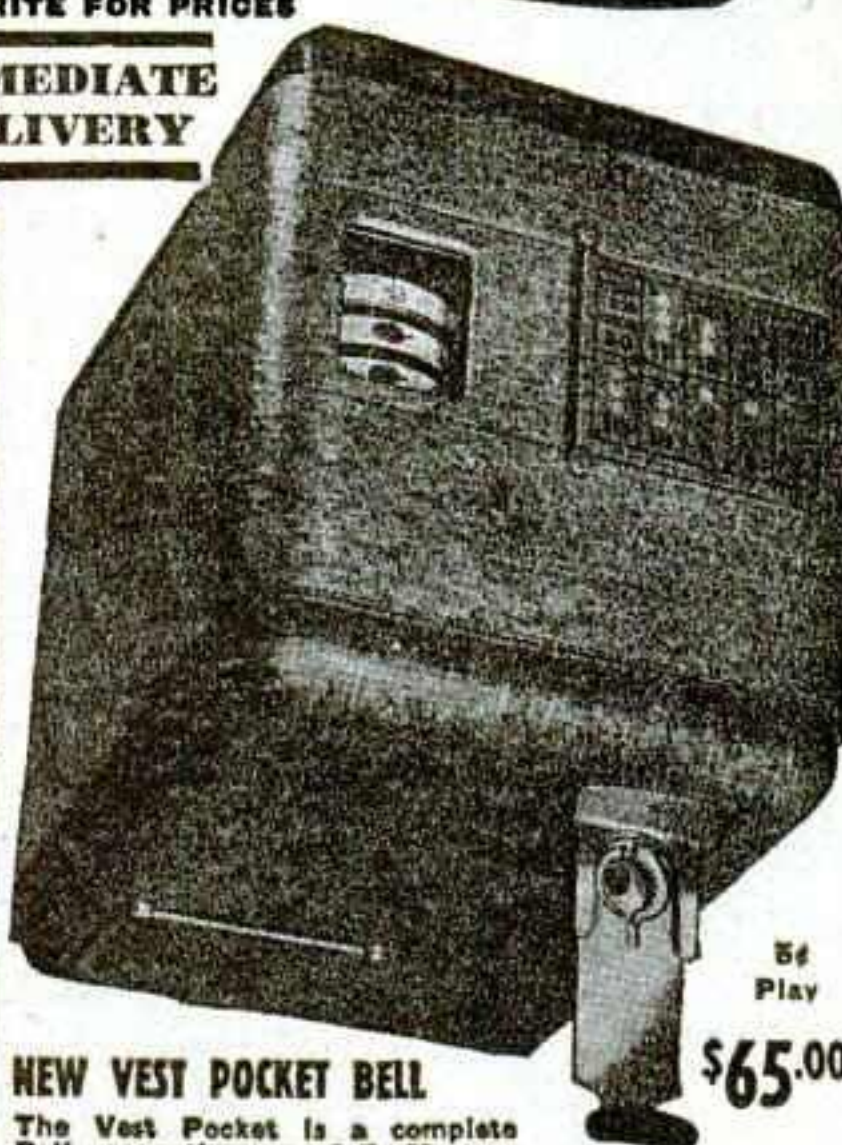
The NEW QT is an entirely new design with streamlined front painted Blue and Gold, and made to give Operators unlimited service. It shines out bright and cheerful in any type of location. Any counter anywhere will welcome its presence.

\$115.00 1/3 Deposit.

New Box Stands, Single, Double and Triple Safes

SICKING, INC.

IMMEDIATE DELIVERY



NEW VEST POCKET BELL

The Vest Pocket is a complete Bell, operating on 3-5 Mystery Payout system. Small payout cup in front is covered by drop flap. Reels can also be instantly covered, automatically removing the reward plate from sight. **BLUE & SILVER or GOLD & SILVER.**

Established 1895 1401 CENTRAL PARKWAY CINCINNATI 14, OHIO

JR/MLP*

*Jack Rosenfeld Means Lowest Prices!

Satisfaction Guaranteed or Your Money Back

C-L-O-S-E-O-U-T-S

Brand New, In Original Crates

NEW 5 BALLS	NEW COUNTER GAMES
BALLY BALLYHOO\$139.50	DAVAL FREE PLAYS.....\$29.50
BALLY DOUBLE BARREL..... 69.50	(Fruit or Cig. Reels)
BALLY NUDGY WRITE	DAVAL MEXICAN BASEBALL 29.50
BALLY ROCKET..... 129.50	DAVAL OOMPH 29.50
BALLY SILVER STREAK..... 159.50	DAVAL SKILL THRILL..... 29.50
	ABT CHALLENGERS..... 39.50

USED 5-BALLS

Thoroughly Reconditioned . . . Guaranteed Ready for Location!

BALLYHOO.....\$124.50	SPELLBOUND\$69.50
BIG HIT..... 49.50	STAGEDOOR CANTEEN 39.50
BIG LEAGUE..... 44.50	STATE FAIR..... 79.50
KILROY..... 109.50	STEP-UP 79.50
NUDGY (Floor Sample)..... 139.50	SUPERLINER 69.50
ROCKET..... 109.50	SURF QUEEN 39.50
SEA BREEZE..... 79.50	SUSPENSE 69.50

J. ROSENFELD CO.

is proud to be Direct Exclusive Factory Distributors for the following manufacturers:

BALLY MFG. CO. —Now Delivering—

★ M-E-L-O-D-Y ★

Sensational New 5-Ball Pin Game

JOCKEY SPECIAL • JOCKEY CLUB • DOUBLE-UP • WILD LEMON • HI-BOY • TRIPLE BELL • EUREKA • BIG INNING • HY-ROLL • HEAVY HITTER • BALLY BOWLER.

Exclusive Bally Distributor C. & S. Ill., E. Mo., W. Ky.

O. D. JENNINGS CO. —Now Delivering—

STANDARD CHIEFS • DE LUXE CLUB CHIEFS • SUPER DE LUXE CLUB CHIEFS • DE LUXE CHALLENGERS • STANDARD AND SUPER DE LUXE CLUB CONSOLES . . . in all denominations from 1¢ to \$1.00.

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U-NEED-A VENDORS, INC. —Immediate Delivery on—

U-NEED-A MONARCHS (Manually Operated)

6 Col.\$149.50 | 8 Col.\$159.50
See the new U-NEED-A ELECTRIC, "the electric cigarette machine of distinction," in Booths 78, 79, 80.

Exclusive U-NEED-A Distributors in C. & S. Ill., Mo., Ky., Tenn.

DAVAL MFG. CO. —Now Delivering—

P-O-S-T-M-A-S-T-E-R

Exclusive DAVAL Distributor C. & S. Ill., Mo.

VICTOR VENDING CORP. —Now Delivering—

New MODEL K VENDOR—GLOBE TYPE

1 to 23\$12.95 Each | 25 or More\$12.25 Each
MODEL V GLOBE TYPE
1 to 23\$12.50 Each | 24 or More\$11.75 Each
MODEL V and MODEL K DE LUXE CABINET TYPE
\$2 additional each. Wall Brackets at 65¢ each. Combination 1¢ and 5¢ Coin Counter, \$1.25 each.

CAPITAL PROJECTORS, INC. —Now Delivering—

M-I-D-G-E-T M-O-V-I-E-S

Coin-Operated Continuous 16 MM. Movie Projector

DON'T MISS THESE SENSATIONAL HITS AT THE CONVENTION
Our Salesmen will be on hand to meet you—and to assist you!
We carry stock on hand for immediate delivery.

J. ROSENFELD CO. IS A COMPLETE COIN-OPERATED EQUIPMENT SELLING ORGANIZATION

We do NOT operate—and sell ONLY to operators—We handle only the leading and proven lines—A complete parts and service department and financial institution wrapped into one!

OPERATORS IN OUR TERRITORY—USE OUR E-Z PAYMENT PLAN to buy the new games you need for your route—small down payment—easy weekly terms. Come in or write today!

MEMBER: C. M. I. TERMS: 1/3 Certified Deposit, Balance Sight Draft or C. O. D.

J. ROSENFELD CO.
3218 OLIVE ST. ST. LOUIS 3, MO. NEWSTEAD 1582

BADGER'S Bargains

"Often a few dollars less - Seldom a penny more"

LOS ANGELES ••• Bill Hoppel
MILWAUKEE ••• Carl Hoppel

GUARANTEED RECONDITIONED CONSOLES

KEENEY BONUS, 1-WAY\$345.00	MILLS JUMBO, LATE P.O.\$ 49.50
KEENEY BONUS, 2-WAY 575.00	BALLY DRAW BELLS 245.00
KEENEY 4-WAY SUPER BELLS, 5¢-5¢-5¢-25¢ 189.50	EVANS BANGTAILS, F.P., P.O. ... 395.00
BALLY TRIPLE BELLS, 5¢-5¢-25¢ 595.00	BALLY CLUB BELLS, F.P., P.O. ... 49.50
MILLS 1941 THREE BELLS 245.00	BALLY HI HANDS, F.P., P.O. 49.50
JENNINGS CHALLENGER, 5¢-25¢ 395.00	EVANS LUCKY LUORE, P.O. 49.50
LATE MILLS 4-BELLS, 5¢-5¢-5¢ 189.50	MILLS JUMBO, F.P. 39.50
MILLS JUMBO, LATE F.P., P.O. ... 59.50	PACE SARATOGA, F.P., P.O. 49.50
KEENEY SUPER SINGLE, 5¢, F.P., P.O. 59.50	BALLY DELUXE DRAW BELLS ... 325.00
	KEENEY SUPER TWINS, 5¢-25¢, F.P., P.O. 89.50

SPECIAL

KEENEY BONUS 3-WAY, 5¢-10¢-25¢, REFINISHED

\$695.00

GUARANTEED RECONDITIONED PHONOGRAPHS

"LATE" 1947 AND 1946 MODELS

WURLITZER MODEL 1015\$550.00	ROCK-OLA MODEL 1426 (1947) .. WRITE
WURLITZER MODEL 1080 575.00	ROCK-OLA MODEL 1422 (1946) .. \$395.00
SEEBURG MODEL 1-47 595.00	ROCK-OLA MODEL 1424 (1946) .. WRITE
SEEBURG MODEL 1-46 495.00	PACKARD MODEL 7 (1947) 395.00
A.M.I. MODEL M (1946) 695.00	PACKARD HIDE-A-WAY (1947) .. 275.00
AIREON DELUXE (1946) 295.00	PACKARD MANHATTAN (1947) .. WRITE

RECONDITIONED SLOTS & NEW SAFE & STANDS

MILLS BLACK CHERRY, ORIG., 5¢ \$155.00	MILLS BLUE FRONT, ORIG., 5¢ ... \$ 84.50
MILLS BLACK CHERRY, ORIG., 10¢ 165.00	MILLS BLUE FRONT, ORIG., 10¢ .. 89.50
MILLS BLACK CHERRY, ORIG., 25¢ 175.00	MILLS BLUE FRONT, ORIG., 25¢ .. 99.50
NEW BLACK CHERRY WRITE	SINGLE WEIGHTED STAND 19.50
NEW GOLDEN FALLS WRITE	SINGLE REVOLV-A-ROUND SAFE . 84.50
NEW MILLS VEST POCKETS 65.00	DOUBLE REVOLV-A-ROUND SAFE. 123.50
USED 1947 VEST POCKETS 39.50	TRIPLE REVOLV-A-ROUND SAFE. 269.50

RECONDITIONED ONE-BALLS AND ROLL-DOWNS

BALLY EUREKA WRITE	GENCO ADVANCE ROLLS\$225.00
BALLY SPECIAL ENTRIES\$395.00	ENTERPRISE "BIG CITY" 195.00
KEENEY "HOT TIP," F.P. 350.00	GENCO TOTAL ROLLS 95.00
KEENEY "BIG" PARLAY 195.00	SPORTSMAN ROLLS 95.00
BALLY VICTORY SPECIAL 195.00	SUPER TRI-SCORE 95.00
BALLY THOROBRED 69.50	WESTERN POKERINO 95.00
BALLY LONGACRE 69.50	ELECTRIC BOWL-A-LINE 195.00
	NEW STRIKES 'N' SPARES WRITE

TERMS: 1/3 DEPOSIT WITH ORDER, BALANCE C. O. D. OR SIGHT DRAFT.

Badger Sales Co., Inc.

2251 WEST PICO BLVD., LOS ANGELES 6, CALIF. ALL PHONE DR. 4326.

Badger Novelty Co.

2546 NORTH 30TH STREET, MILWAUKEE 10, WIS. ALL PHONE KIL. 3030.

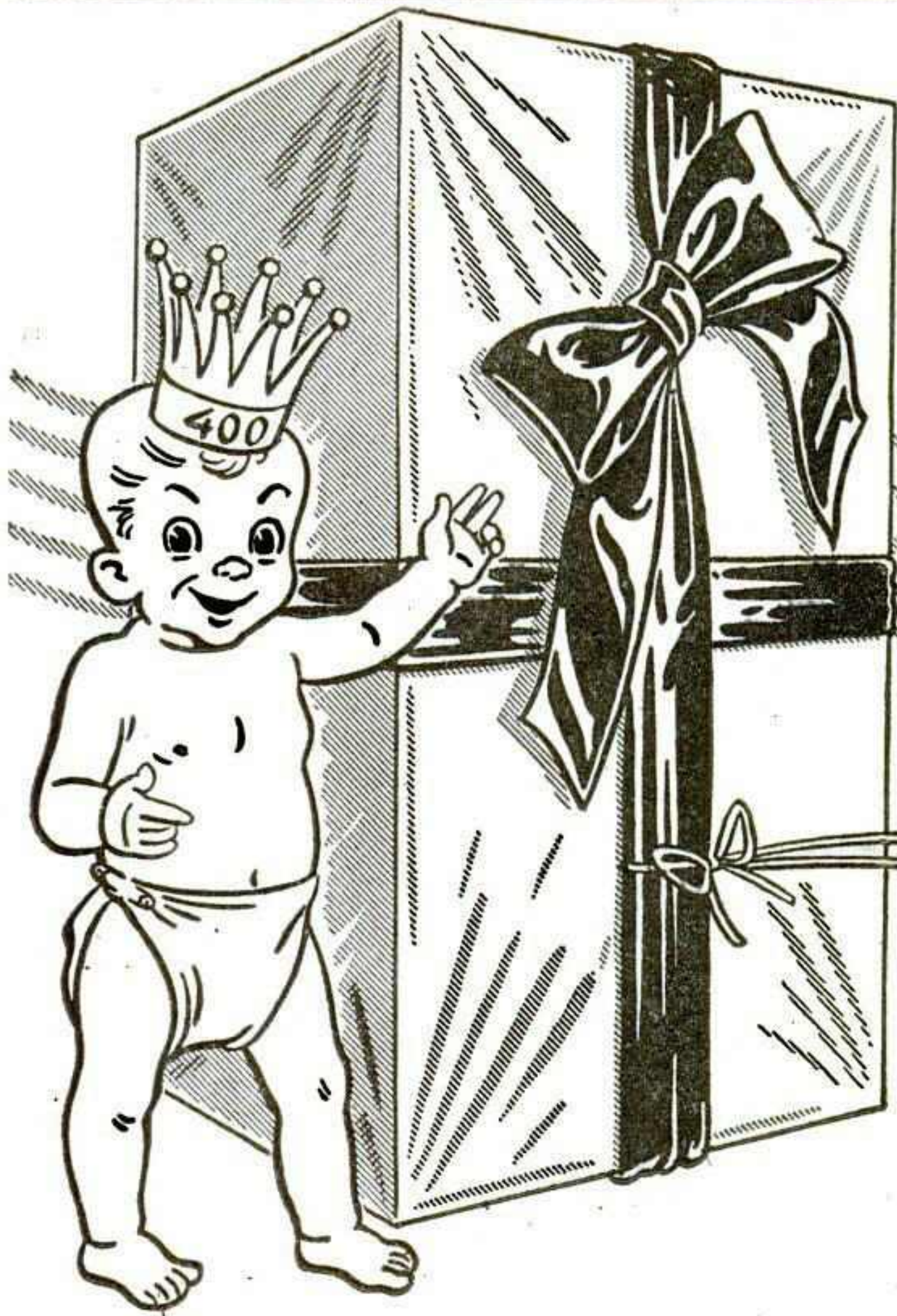


GET THAT "SWEET STUFF"!

Gather in the "sweet stuff" that is in your territory. Supply fun, relaxation and thrills to coin machine players in your section. Eliminate bothersome service calls. Operate Mills Coin Machines! The "sweet stuff" will pour in!

BELL-O-MATIC CORPORATION

EXCLUSIVE NATIONAL DISTRIBUTOR: MILLS BELL PRODUCTS • 4100 FULLERTON AVENUE, CHICAGO 39, ILLINOIS



World's

Finest

SPECIAL DELIVERY
 TO: COIN MACHINE CONVENTION
 JAN. 19-22
 CHICAGO, ILLINOIS
 FROM AIR^{EON} MFG. CORP.

Join the 400 CLUB

Aireon invites you to become a member of the 400 CLUB . . . an invitation to greater phonograph profits with a revolutionary new payment plan!

There is no initiation fee, no tax or assessment charged in the 400 CLUB. The organization's sole purpose is to enable Aireon's customers to pay for phonographs and accessory equipment the only sensible way . . . OUT OF ACTUAL COLLECTIONS. Here are the terms of membership. Read them—judge for yourself the benefits of this valuable new policy:

20% DOWN PAYMENT

Choose any Aireon phonograph model and accessory equipment . . . wall boxes, hideaways, speakers, etc. . . . in any quantity you desire. When you place your order you pay down only 20% of the total order. Your phonographs and accessories will be delivered promptly, a factory service man will help you make the initial installations and show you how to adjust and maintain your equipment. For just 1/5 of the total cost you can begin profitable daily operations with your Aireon instruments.

\$4.00 WEEKLY PAYMENTS

After your Aireon equipment has been installed, you pay weekly installments of only \$4.00 per phonograph. This plan has been worked out by Aireon on the basis of national averages in phonograph collections, to enable any operator to pay for equipment entirely from collections!

You can't stay in business by paying big monthly installments that your phonographs don't earn . . . without continually cutting into your capital. Don't run the risk of letting excessive payments bind you to unprofitable operation for months, even years.

Aireon's 400 CLUB is the easiest, most sensible plan ever developed for regular payments on equipment. It's the only answer to uninterrupted, profitable operation. Join now, and keep your business on solid ground for just \$4.00 a week in the 400 CLUB. . . . Aireon's contribution to the successful future of phonograph operators the nation over.

Aireon

builds the world's finest Automatic Musical Equipment at the world's lowest price.

World's LOWEST PRICE Aireon's Coronet MODEL 400 AUTOMATIC PHONOGRAPH



The CORONET . . . latest addition to the Aireon family . . . is here. Operators have waited years for a phonograph combining brilliant, efficient performance and a price that makes profitable operation easy.

True to the Aireon tradition, the CORONET is an instrument of superb quality throughout. Perfect tone . . . graceful, unique design . . . beautiful colors . . . unerring performance. All these features, plus the lowest cost in the field, have created Aireon's CORONET, the finest of its kind.

CORONET'S time payment price is \$100.00 down and ONLY \$4.00 A WEEK for 110 weeks . . . including all finance costs . . . **PLUS** . . . additional large savings when you purchase your Aireon phonographs in quantity. **PLUS** . . . further savings when your purchases are on a cash basis.

No extras, no hidden charges . . . \$4.00 A WEEK is your entire payment.

Now, for the first time, operators can have perfect phonograph performance at a price that will allow profitable operation day by day. No big costs to absorb, no prohibitive payments to eat up the weekly take . . . CORONET'S amazingly low purchase price comes out of collections instead of capital!

CONTACT AN AIREON FACTORY REPRESENTATIVE OR THE FACTORY DIRECT FOR COMPLETE INFORMATION ABOUT THE SENSATIONAL NEW CORONET

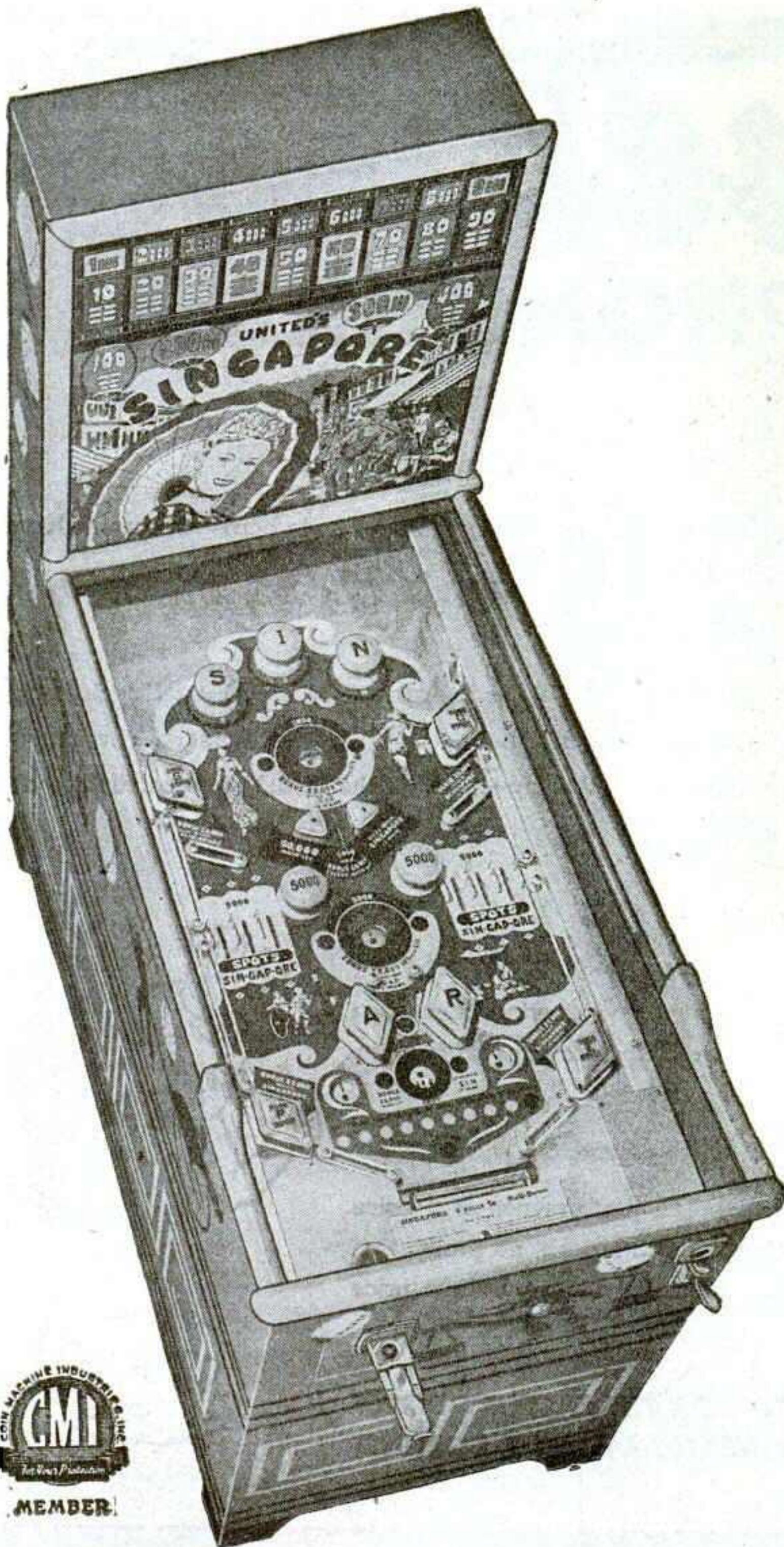


Aireon

MANUFACTURING CORP.

General Office: 1401 Fairfax Trafficway, Kansas City, Kansas
In Canada: Mafco Corp. Ltd., 4001 St. Antoine St., Montreal, Que.

SINGAPORE ROLL-DOWN



**Greatest
of Them All!**

NEW!

Different!

FIVE-BALL

Straight Novelty Game

**SEE YOUR
DISTRIBUTOR**



UNITED MANUFACTURING COMPANY

5737 NORTH BROADWAY



CHICAGO 40, ILLINOIS

STOP

Check these Savings on USED EQUIPMENT!

PHONO-GRAPHS

1015 — Like New	\$550.00
950	245.00
850	225.00
600K	129.50
600R	119.50

SEEBURG

8200 R.C.E.S., Lo-Tone — Refinished Marbl-Glo	\$350.00
8800 R.C.E.S., Lo-Tone — Refinished Marbl-Glo	350.00
9800 E.S., Lo-Town — Refinished Marbl-Glo	350.00
Major — Refinished Marbl-Glo	250.00
Vogue — Refinished Marbl-Glo	225.00
Regal	\$135.00
Gem	129.50
Casino	105.00
Rex	85.00

WURLITZER

616K	\$ 69.50	71	\$89.50
616R	59.50	61	65.00
716	65.00	412	49.50
500K	129.50	312	44.50
24	129.50	Twin 12, Buckley Adapter	65.00

ROCKOLA

1426	\$395.00	'40 Master	\$145.00
1422	349.00	'39 Standard	139.00
'40 Super	155.00	Commando	165.00
MILLS — Empress	\$105.00	AMI — Singing Tower	\$65.00

CONSOLES ONE BALLS FIVE BALLS

YOUR CHOICE

- School Days
- '41 Majors
- Hi-Hat
- \$21.50

SLOTS

Bally Triple Bell, 5-5-25c or 5-10-25c	\$595.00
Bally 5c Hi-Boy — Like New	249.50
Mills Three Bells, 1947 — Like New	435.00
Mills Three Bells, Pre-War, 5-10-25c	175.00
Keeney Super Bell, 5c Combination	69.50
Jennings, Chall'g'r, 5-25c, Like New	450.00

ONE BALL

Victory Special, Chrome Rails	225.00
Victory Derby, Chrome Rails	125.00
Daily Racer	225.00

JENNINGS—All Less Than Two Month's Use

5c Super Deluxe Club Chief	\$235.00
10c Super Deluxe Club Chief	345.00
5c Standard Chief	179.00
10c Standard Chief	189.00
25c Standard Chief	199.00
50c Standard Chief	315.00

MILLS

5c Golden Falls — Original	\$155.00
10c Black Cherry Bell — Original	155.00
50c Black Cherry Bell — Original	265.00
25c Bonus Bell	185.00
5c Chrome	119.50
10c Glitter Gold	92.50
5c Brown Front	85.00

NEW FIVE BALLS (In Original Crates)

Nudgy	\$179.50
Ballyhoo	149.50
Rocket	119.50
Silver Streak	169.50

USED FIVE BALLS

Nudgy	\$159.50
Double Barrel	79.50
Rocket	99.50
Midget Racer	55.00
Surf Queen	45.00

PACE

5c	\$135.00
10c	145.00

WATLING

25c Rol-A-Top	\$65.00
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All Equipment Reconditioned and Guaranteed Ready for Location

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DENVER

JONES DISTRIBUTING CO.

Exclusive Distributors of Seeburg — Bally — Jennings

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SALT LAKE CITY 1, UTAH

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DENVER 2, COLORADO

TERMS: 5% Discount for Cash
OUR INTERMOUNTAIN TERRITORY
1/3 Down — Balance in 12 Months
1/2 of 1% Per Month Carrying Charge
OUTSIDE INTERMOUNTAIN TERRITORY
1/3 Cash With Order — Balance C.O.D.,
or S/D Bill of Lading Attached



**COME SEE
WHAT'S COOKING
FOR '48**

VISIT
Bally **BOOTHS**
57,58,59,60,61,62
SHERMAN HOTEL
CHICAGO
JAN. 19, 20, 21, 22, 1948

OPEN HOUSE
AT Bally **PLANT**
10 A.M. TO 4 P.M.
JAN. 19, 20, 21, 22

NEW EQUIPMENT
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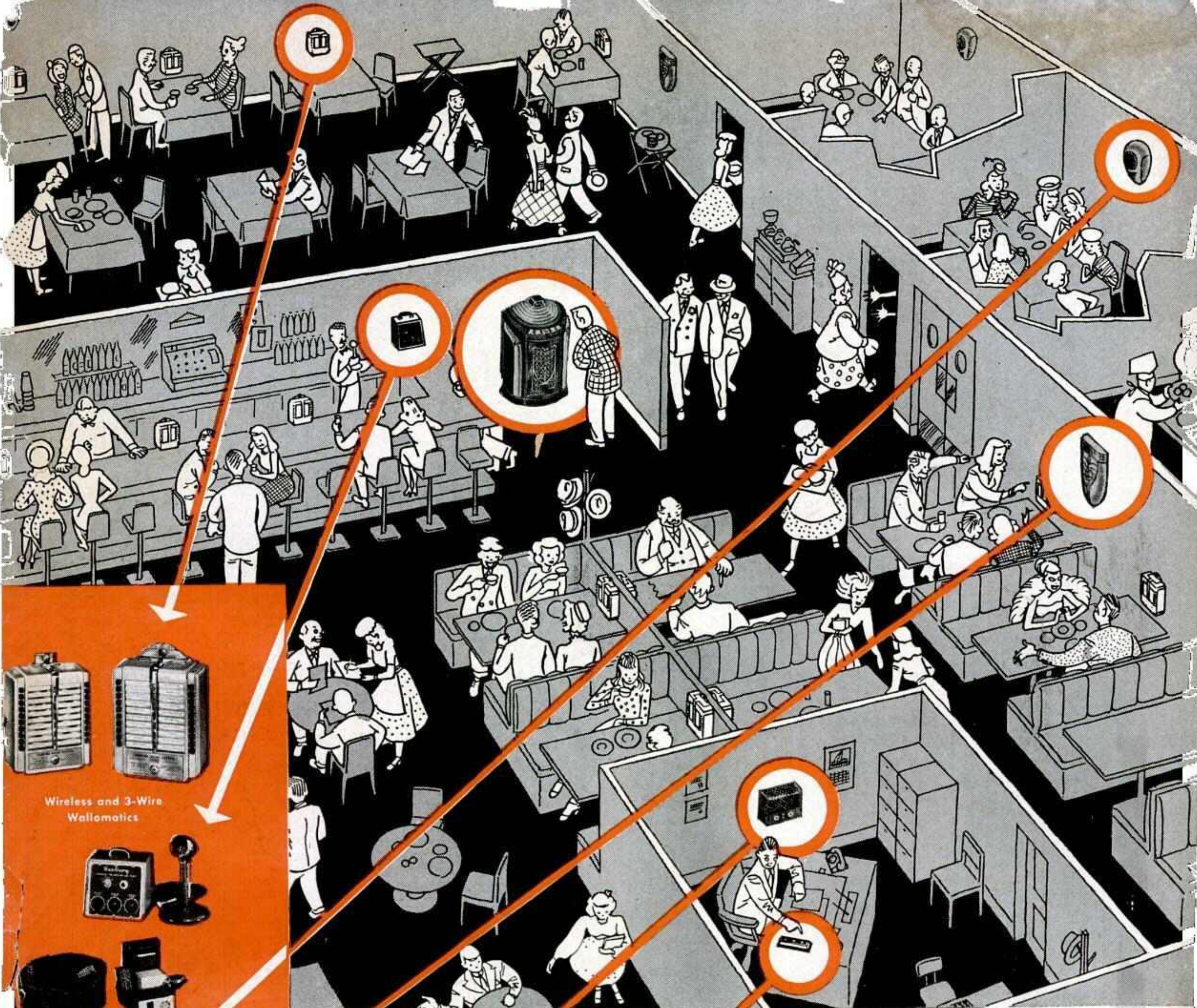


Bally

MANUFACTURING COMPANY

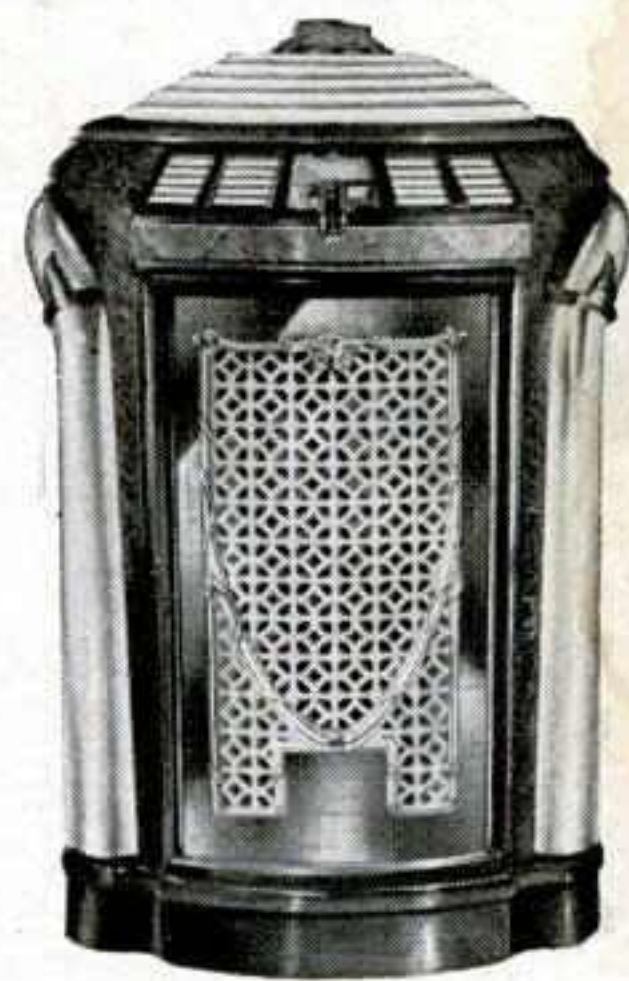
DIVISION OF LION MANUFACTURING CORPORATION
2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS





**SCIENTIFIC SOUND DISTRIBUTION
AND REMOTE CONTROL
ARE ENGINEERED INTO
THE SYMPHONOLA**

*Nothing to adapt -
Nothing to convert*



SEE YOUR SEEBURG
DISTRIBUTOR

Seeburg
1902 • DEPENDABLE MUSIC SYSTEMS • 1948
J. P. SEEBURG CORPORATION
1500 N. Dayton St., Chicago 22

HOW TO *increase* YOUR TAKE IN EVERY WURLITZER PHONOGRAPH LOCATION...

Use these TESTED, PROVEN PROFIT-PRODUCERS in your business!

NOW, AS NEVER BEFORE, you can get more money into your juke boxes. These Point-of-Purchase advertising items constantly remind people in your locations to play your phonographs. No matter

where they sit or stand they SEE these powerful appeals, spend more money to hear your music.

Hundreds of operators, coast to coast, have increased their profits with—



**LITHOGRAPHED POSTERS ★ ELECTRIC FLASHER SIGNS
MENUS ★ TABLE TENTS and CARDS ★ COASTERS ★ MIXER STICKS**



FRAMED POSTERS

Size 24" x 36". Original poster furnished in "refillable" permanent gold finished wood frame. Three other poster "refills" shipped you at 3-month intervals.

Per pkg. of 5 frames including 4 changes of posters
\$7.50



COASTERS

Printed in three colors. Per package of 1000 **\$3.60**

MIXER STICKS

Permanent red plastic. Per pkg. of 500 **\$10.41**



ELECTRIC FLASHER SIGNS

Flashes the message "Enjoy Wurlitzer Music" on and off every 6 seconds.

Per pkg. of 5 **\$10.75**

TABLE TENTS and CARDS

4 different designs. Per pkg. of 1000 assorted pieces. **\$8.45**



MENUS

A Daily Menu Paper, Size 5½" x 8½". Per pkg. of 1000 **\$2.24**

B Permanent 4-page Kromekote, size 7" x 10¼", to which location owners attach daily mimeographed menu. Per pkg. of 100 **\$5.07**

C Semi-permanent cardboard menus. Per pkg. of 200 **\$1.76**

Operators who are using this advertising have found that their extra profits are at least five times more than the cost of the advertising.

ORDER THIS ASSORTMENT NOW

Each assortment will cover and step up profits in approximately 10 locations. Includes permanent items such as framed posters and flasher signs. Additional material occasionally supplied locations will cost much less.

- 5 Framed Posters, supplied with "refills" at 3-month intervals
- 5 Flasher Signs
- 500 Table Tents and Cards
- 200 4-page Permanent Kromekote Menus
- 200 Single Sheet Semi-Permanent Cardboard Menus
- 1000 Single Sheet Paper Menus
- 500 Coasters
- 500 Mixer Sticks

Only \$48.85

THE RUDOLPH WURLITZER COMPANY, NORTH TONAWANDA, N. Y.

Please send me

_____ ASSORTMENTS @ **\$48.85** per Assortment.

(State Quantity)

Ship above C.O.D., F.O.B. Buffalo, N. Y.

NAME _____

FIRM NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

To order individual items, check below:

- | | Per Pkg. |
|---|----------------|
| <input type="checkbox"/> Pkgs. Framed Posters . . . @ | \$ 7.50 |
| <input type="checkbox"/> Pkgs. Flasher Signs . . . @ | 10.75 |
| <input type="checkbox"/> Pkgs. Single Menus . . . @ | 2.24 |
| <input type="checkbox"/> Pkgs. Kromekote Menus @ | 5.07 |
| <input type="checkbox"/> Pkgs. Cardboard Menus @ | 1.76 |
| <input type="checkbox"/> Pkgs. Coasters @ | 3.60 |
| <input type="checkbox"/> Pkgs. Mixer Sticks . . . @ | 10.41 |
| <input type="checkbox"/> Pkgs. Table Tents & Cards @ | 8.45 |

Use the **COUPON** for ordering

either the assortment or individual items. Send no money. We will ship C.O.D., F.O.B. Buffalo, New York. Don't wait a day longer than necessary before starting this merchandising campaign to increase your take in every Wurlitzer location, right at the point of purchase.