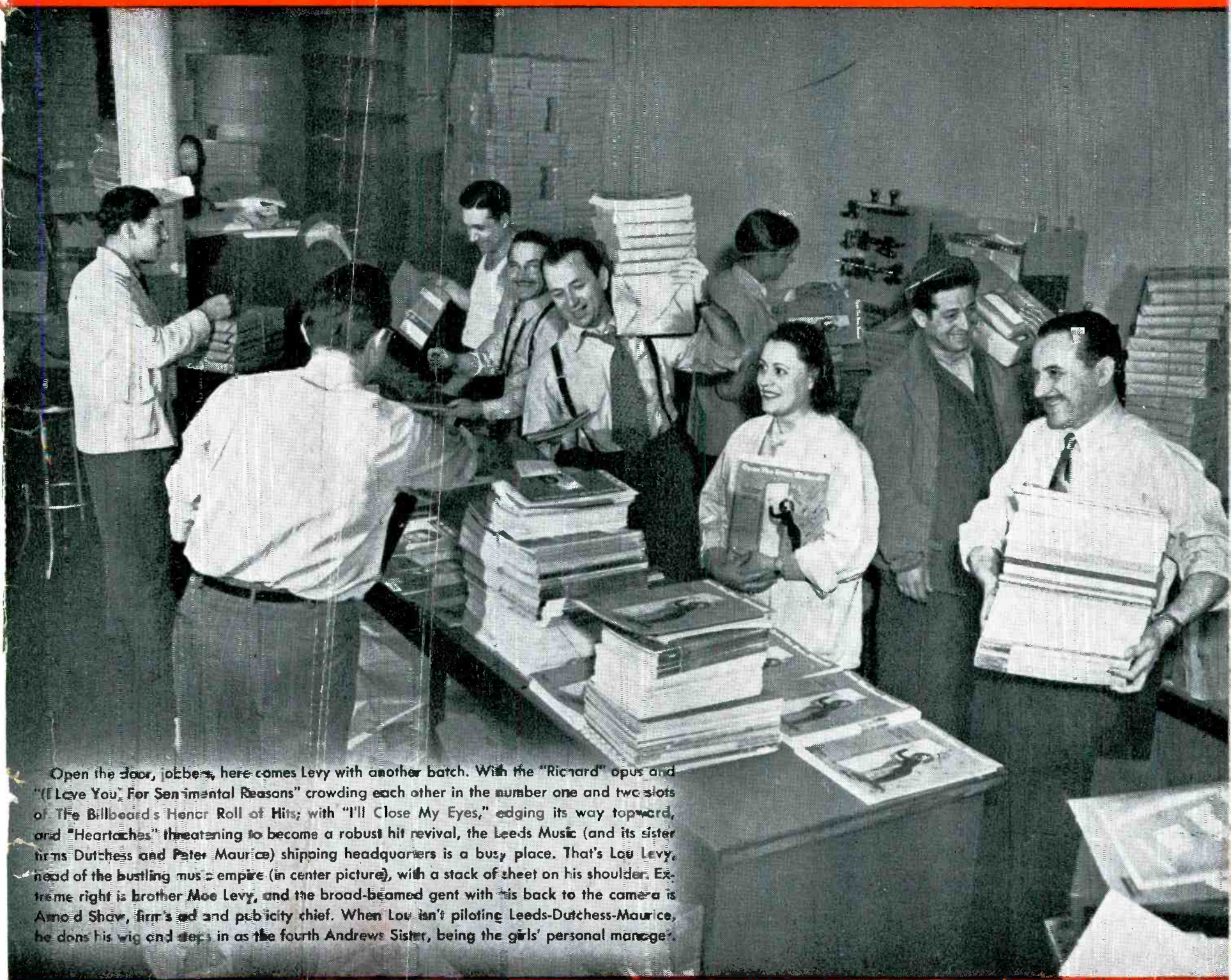


The Billboard

THE WORLD'S FOREMOST AMUSEMENT WEEKLY • 25 CENTS

• MARCH 8, 1947 •



Open the door, jobbers, here comes Levy with another batch. With the "Richard" opus and "(I Love You) For Sentimental Reasons" crowding each other in the number one and two slots of The Billboard's Honor Roll of Hits; with "I'll Close My Eyes," edging its way upward, and "Heartaches" threatening to become a robust hit revival, the Leeds Music (and its sister firms Dutchess and Peter Maurice) shipping headquarters is a busy place. That's Lou Levy, head of the bustling music empire (in center picture), with a stack of sheet on his shoulder. Extreme right is brother Moe Levy, and the broad-beamed gent with his back to the camera is Arnold Shaw, firm's ad and publicity chief. When Lou isn't piloting Leeds-Dutchess-Maurice, he dons his wig and steps in as the fourth Andrews Sister, being the girls' personal manager.

The

BEST

stars and the

BEST

tunes

are on

Signature of course!



JOHNNY LONG

Sig 15064

HOW ARE THINGS IN GLOCCA MORRA?
(From the musical "Finian's Rainbow")
Vocal by Francey Lane and the Long Beachcombers

LAST NIGHT ON THE BACK PORCH
(I Loved Her Best of All)
Vocal by the Long Beachcombers and the Band



RAY BLOCH

Sig 15070

WHEN I GROW TOO OLD TO DREAM
Featuring Johnny Guarnieri, piano
Vocal by the Choir
LYDIA
(From the Alexander Korda film "Lydia")



MONICA LEWIS

Sig 15078

MIDNIGHT MASQUERADE
A THOUSAND AND ONE NIGHTS



BOBBY DOYLE

Sig 15067

THAT'S THE BEGINNING OF THE END
LOVE IS A RANDOM THING
(From the musical "Toplitzky of Notre Dame")



HAZEL SCOTT

Sig 15073

With music by Camarata
ON THE SUNNY SIDE OF THE STREET
Vocal and piano by Hazel Scott
I'VE GOT THE WORLD ON A STRING
Piano by Hazel Scott

AND ALSO THESE GREAT ARTISTS . . .



Paul Whiteman, Johnny Bothwell, Larry Douglas,
Mary Osborne, Curly Gribbs, Yank Lawson, Will
Bradley, Tom Scott, Victor Jory, Anita O'Day, Skinny Ennis

Signature records

DISTRIBUTED BY GENERAL ELECTRIC
SUPPLY CORPORATION

WEB STANDINGS: DAY & NIGHTS

**WOR Slams Door
On "Richard";
Sig Recalls Wax**

NEW YORK, March 1.—WOR this week placed a ban on further airings of *Open the Door, Richard* and also advised its comedians to lay off *Richard* gags. Reason advanced by the MBS key outlet was that the tune was getting to be a "nuisance."

At the same time the Signature pressing of the novelty number, cut by Walter Brown and the Tin Grimes Sextet, is being recalled from sale because of some allegedly blurry lyrics. Bob Thiels, Signature president, said he couldn't estimate the loss involved in view of pressings already sold.

**London Fuel Ban
On Mats Lifted**

LONDON, March 1.—Monday this town's legit will go back to matinees, after a two-week period in which they were nixed because of the fuel crisis. However, since fuel is still a problem in London, managers have agreed to start matinees at 4 p.m. instead of 2:30 p.m., until current restrictions on lighting are lifted. (See *London Fuel Ban* on page 3)

**Big Show N. Y.
Preem Apr. 9;
Keeps \$6 Top****North Signs 40 Foreign Acts**

NEW YORK, March 1.—Opening date for Ringling Bros. and Barnum & Bailey Circus at Madison Square Garden has been definitely set for April 9. Decision was reached and an announcement readied after a meeting at the Garden Wednesday (26) of John Ringling North, circus vice-president, with Garden officials.

It was announced that there will be no reduction in last year's record. (See R-B NY PREEM on page 48)

Fleshers for Denver

CHICAGO, March 1.—Flesh entertainment gets a boost in Denver, with the Taber, downtown theater, starting once a month vaude Friday (7) with Art Kassel's ork, plus two variety acts. House, part of the Fox-International chain, may use flesh more frequently if biz upsurge results.

No Man's Land

NEW YORK, March 1.—Gals' powder room at Rogers Corner has an illuminated sign on its entrance flashing the following warning: "Do not open this door, Richard!"

**Stem Showbiz Lags
Behind U. S. Pace**

NEW YORK, March 1.—January wasn't such a hot month for New York ducat brokers and consequently for the Third New York Internal Revenue Collections District (all of Manhattan north of 23d Street), for the pasteboard peddlers paid \$6,770.94 less in taxes than in the same month a year ago. This year's collection was \$65,370.49.

Except for this, figures released by the IRCD this week reveal that showbiz everywhere did okay for January, with the national admissions levy soaring to \$37,054,760.73. That's a hike of \$3,313,411.03 over January, 1946.

January bite on theater admissions, including season tickets, in the third district aggregated \$8,367,244.03, compared with \$6,027,794.09 a year ago. Roof garden and cabaret admissions were also upped—\$797,375.53 against \$637,266.60.

**Hooper Point
Totals Show
Highs & Lows****A New CPS-Hoop Feature**

By Jerry Franken

NEW YORK, March 1.—During the week of February 1-7 more American radio listeners tuned in NBC programs, on a day-and-night all-week basis, than on any other of the three national networks. This finding is only one point made in a new radio feature presented for the first time by *The Billboard* in this issue.

This feature is a compilation showing the network standings insofar as audience size is concerned, as measured by total Hooper points accumulated in 15-minute periods during the February 1-7 stretch.

There are several salient facts which must be borne in mind in considering the data presented on the web standings.

First is that the statistics are based on the C. E. Hooper, Inc., report of February 15. Second is that the standings are based on sponsored programs only, and finally, that total points, leading to the standings shown in the chart in the radio department, were accumulated on the basis of quarter hours. The feature itself is the first segment of Part II of *The Billboard's* Continuing Program Studies. Part II henceforth will run each week, with subsequent editions taking up total point standings of agencies, sponsors, products, etc.

High Lights

A brief summary of the statistics reveals these high points:

NBC has the top evening audiences four nights of the week, and is second on the remaining three. CBS is first on those nights, Monday, Thursday and Friday, when NBC is second.

Sunday afternoon also finds NBC in the leading position, with Mutual making its strongest showing of the entire week and second during that same period.

Weekdays, on a Monday-thru-Friday basis, NBC also leads with ABC, in turn making its strongest showing, second.

Top listening Saturdays, goes to CBS, with ABC again showing strength in ranking second, and NBC winding up third.

On a six-day time basis, excluding Sunday afternoons, CBS has more listeners, followed by ABC, second; NBC, third, and Mutual, fourth. This standing has a highly interesting aspect inasmuch as, while NBC manages to collect more points on a Monday-thru-Friday daytime basis, it nevertheless ranks behind both CBS and ABC on a six-day basis.

The explanation for this is simple. On a Monday-thru-Friday basis, CBS and NBC run nip and tuck with ABC pressing closely, and the additional Hooper points gained by CBS and ABC on Saturday afternoons result. (See *HOOPER POINT* on page 9)

COLEMAN COPS N.Y. CRUX LEAD

**Major Upset
In 3d Lap of
Reviewer Poll****Morehouse Holds 2d Place**

By Bob Francis

NEW YORK, March 1.—The Broadway drama critics have passed the three-quarter mark in their annual race for accuracy honors. Each month shows up some slip and spurts in the running order. But the current recap of their standings over those at the half-way mark last fall (See November 23 issue of *The Billboard*) highlights a major upset. Robert Coleman, the *Mirror's* drama estimator, has jumped into a solid, pace-setting lead from third place, to displace *Times's* pundit, Brooks Atkinson, who has slipped to eighth slot.

At the mid-term mark crux were tabbed on the basis of only 20 shows which had qualified in the success or failure column (100 performances is *The Billboard's* yardstick for measuring success. Current tabulation is based on the record of 46 Sem productions which have or have not made the grade. Coleman sat in judgment on 45 of these and was (See *Coleman Leads* on page 41)

**Standard Brands, After 200G
Fling, Awaits Tele's Maturity**

NEW YORK, March 1.—After experimenting for nearly a year, at an expenditure of about \$200,000, Standard Brands this week wound up its video career. R. D. Stetler, advertising director for the food firm, stated the company would not return to tele until "it becomes an established medium, can prove its effectiveness and costs are in line with its sales results."

Standard Brands first took the TV plunge in May, 1946, when it began sponsorship of *Hour Glass* and *Face to Face* over WNBT. Latter was replaced at the end of the year by *Dancing on Air* featuring the Fred Astaire Dancers. Both shows concluded the past week, when their time periods ended. J. Walter Thompson was the agency.

Reason the company made what Stetler called "one of the most substantial investments made in television"—the largest of any sponsor, barring possibly Gillette Razor—was "for the experience we could gain and to learn about television problems and how to tackle them." Obviously, the company anticipated an earlier development of the medium than materialized. Stetler said the firm also had been anxious to sew up time franchises, which now have been relinquished.

Stetler declared that when Stand-

ard Brands entered the field it had no illusions about video's current selling power. He said the firm therefore is "not at all unhappy" about having made the experiment, because "we entered it expecting nothing tangible in the way of advertising returns."

Nevertheless, the company now plans to pick up its marbles and watch the game's progress from the sidelines for a while. The days of financing an experiment seem to have ended, for the same yardsticks now will be applied to video as in other media. Stetler parried a query on when Standard Brands might take another flier in tele by saying, "We will regard television the same as any other medium. We're willing to try a lot of things. When it can prove it is effective, we'll use it."

Stetler added television has a long way to go to prove this effectiveness. "It simply isn't an advertising medium at this time," he said. "It just hasn't the audience. In New York there are just 17,000 sets—a handful. However, if it ever does develop into the commercial medium its sponsors hope for, of course we'll be back."

Stetler refused to hazard a guess how long this metamorphosis might take, saying it still is too early to pass final judgment or to make definite plans.

Chi Retreats In AGVA Fight

Irving Backs Branch Plan; Pitt for It

Philly's Support Dwindles

NEW YORK, March 1.—The threatened revolt in AGVA official ranks spearheaded by the Philly and Chicago locals, has cracked wide open with the Chicago AGVA administrator, Jack Irving, retreating from his previously reported position. Irving arrived here this a.m. (1) and huddled with Matt Shelvey practically all day. At the end of their talks, Irving said, "I am not a career seeker. I want whatever is in the best interest of the members. I believe the branch system will serve that purpose."

Irving later phoned Ray Conlin, president of the Chicago AGVA, and threatened to resign if Conlin persisted in following the local autonomy line started by the Philadelphia local.

Irving's Statement

An official statement prepared by the national office and signed by Irving said in part: "I am one of the few old-timers left in the AGVA administrative set-up. I recall the Four A's meeting of April 2, 1942, and the resolution then adopted by the Four A's suspending all locals for the general good of AGVA. I agreed with the action. While I do not discount the value of local government, I am convinced that for AGVA and its migratory membership the only workable plan is the branch system and not the local system.

"I urgently and sincerely recommend the immediate and voluntary

Op Backs Shelvey

NEW YORK, March 1.—Harry Steinman, newly elected president of the Philadelphia Cafe Owners' Association and operator of the Latin Casino, will go along with whatever decision is taken by the AGVA national office.

"We have our bonds up with the national," he said. "We buy acts from all over the country. We may think Dick Jones (insurgent Philly AGVA local head) is a nice kid. But we have an investment we intend to protect. Our interests lie with the national administration."

New Cafe Owners' Association was formed last week and has about 60 members including all the major nitery ops in town. Other officers are Sy Kalliner, veepee, and Tony Phillips, secretary. The treasurer's office will be handled by a committee.

dissolution of all the suspended locals, Chicago, Philadelphia and Pittsburgh, and the immediate installation by the national organization of the branch system. Should Chicago not voluntarily dissolve itself and officially notify the national organization to that effect by March 8, 1947, then I hereby resign as the Chicago representative of AGVA effective on and after March 9, 1947.

"I wish to pay tribute to the present AGVA administration and pledge by unceasing efforts and support to its further development and growth."

Pittsburgh local headed by Nat Nazarro meanwhile wired Shelvey it would go along with the national in any decision it would take. This leaves the Philly local holding the bag.

NEW YORK, March 1.—The AGVA national vs. local autonomy situation, which exploded last week, has finally simmered down to essentials, some of which the Philadelphia courts will probably decide. But out of this fracas at least one development has occurred. The first national AGVA convention in the union's history, which was to be held early this month in Chicago, has been postponed. Convention will be held some time next month at a site yet to be chosen.

Additional details of last week's situation also have filtered out. Local autonomy in AGVA has been limited to two cities, Chicago and Philadelphia. But even tho these cities operated as locals, the national office long ago decided that when the Four A's returned autonomy to the national, it would operate with branch offices all over the country. Main reason given for this was that actors are at best migrant workers, seldom appearing for stretches of time in any one city or locality. Union felt that under such conditions the Equity system of union government, calling for national rather than local rule, would best suit its members.

When the Four A's took AGVA over, April, 1942, org was in the hole for about \$70,000. When Matt Shelvey was installed by the Four A's as AGVA topper, autonomy was vested in the international board of the Four A's. What locals operated with autonomy did so thru sufferance only. International board consisting of Florence Marsden (SAG), George Heller (AFRA), Paul Dulzell (Equity), Hy Fine (AGMA), Paul Richmond (Chorus Equity), Matt Shelvey (AGVA) and Dave Fox (AGVA) held tight control of the

Miami Hotels Face Loss of Club Dates

Ask Law Banning Live Shows

MIAMI, March 1.—The club date picture will be pretty badly shot if the decision of the Miami Beach Hotel Association to drop all flesh in hotel rooms goes into effect. Movement started as part of a maneuver by smaller beach hotels that are doing a burn because of the extra loot the class hostellers pick up during the season by renting their public rooms for club dates. Smaller hotels don't have the space, so they never get a smell at the soirees.

Movement was climaxed by a resolution presented February 18 to the local authorities asking that a law be passed to ban live shows. Big hotels fought back. Upshot was the postponing of action on this and other resolutions until the season ends and the pressure boys have left town.

Acts booked into many of the smaller clubs are usually in for a fortnight and manage to stick around an extra few weeks, picking up club dates which, incidentally, are the local agent's mainstay in this territory. If the club date picture is changed for next season, many acts will find it unprofitable to go South for just a two-weeker, unless the money is upped. With many of the smaller clubs working with moderate budgets, they will not be in a position to raise the ante.

Local agents are fighting inclusion of the proposed ban in city regulations. Unfortunately, percenters don't pull much political weight, so all they can do is beef.

Some of the larger beach hotels suspect that perhaps the nitery ops are behind the move, and are fighting back with real ammunition. Actually, the hotels with their big investment pull a tremendous potential weight with local solons, much more so than the night clubs.

Big hotels have countered with a move to drop the horse-and-buggy regulations permitting only stringed music in hotels, and are seeking official okay to run nitery shows during the same hours as regular niteries. Present law stops all entertainment and music in hotels after midnight. Some of the hotels allegedly are (See MIAMI HOTELS on page 40)

union until November, 1946. By that time the field had been well organized, closed-shop agreements had been made with practically every vaude house and every major nitery in the country, and collection of cash bonds ran into big figures. At the same time the union had reached agreements with various agents' orgs throught the country.

The international board upon being presented with these conditions finally agreed to return autonomy to AGVA. This, however, did not include giving locals the same autonomy. When the convention details were being set up, Shelvey moved against the Philly local, armed with a resolution voted upon by the international board. His first attempt was met with friendliness by the Philly AGVA rep, Dick Jones. Shelvey and his party stayed in the Philly offices all day with nothing untoward occurring. Jones later (See Chi AGVA Changes on page 36)

Australia Allows Lots Leeway in Show Pay Taxes

SYDNEY, Australia, March 1.—Tax laws applying to visiting showfolk working here may seem complicated, but actually such levies on earnings of visitors permit considerable leeway.

For example, tax is computed on a 12-month basis, irrespective of the time worked by the act within that period. An act earning, say \$10,000 or eight weeks' work, pays on the rate for a full year, and not, as is mistakenly believed, on six times \$10,000. This is important in view of the steep rise in rates on higher incomes. On a net income of \$1,650, x is about one quarter; on \$3,250 is about one third, and on \$6,500 could be nearly half.

Also, Australia's tax year ends June 30. A visiting act which earned, for example, \$5,000 in May, June, July (See Australia Allows on page 45)

Court Enjoins 'Rum & Coke' Writers & Pub

NEW YORK, March 1.—Rum and Cola-Cola pub, Leo Feist, Inc., and writers Morey Amsterdam, Paul Ban and Jeri Sullivan were permanently enjoined and restrained from further publication of the tune in decision handed down Wednesday (26) by Federal Judge M. H. Byrns in U. S. District Court. Suit, an infringement action instituted by Moamed H. Khan, who claims he originally pubbed Rum in a booklet (See "COKE" RULED on page 15)

SN FRANCISCO, March 1.—Walter (The Great) Mills, former major league and Pacific Coast pitcher, will join the public relations staff of Winterlad in May, fronting for the Ice Follies.

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The Billboard also publishes: The Billboard Encyclopedia of Music and Song



In This Issue

- American Folk Tunes108
- Broadway Showlog42
- Burlesque44
- Carnival51-70
- Circus47-50
- Classified Ads80-89
- Club Activities60
- Coin Machines93-156
- Fairs and Expositions74-76
- Final Curtain, Births, Marriages45
- General Outdoor48
- Honor Roll of Hits18
- In Short35
- Legitimate41-43
- Letter List90-91
- Magio44
- Merchandise-Pipes80-92
- Music14-34
- Music as Written30
- Music Machines103-111
- Music Popularity Charts18-29
- Night Clubs36-40
- Night Clubs-Cocktail35
- Parks and Pools71-73
- Pipes for Pitchmen92
- Radio5-13
- Repertoire77
- Reviews: Legit42-43
- Night Club38
- On the Stands33
- Records28
- Television10
- Vaudeville40
- Rinks and Skaters78-79
- Roadshow Films77
- Routes: Carnival63
- Circus63
- Legitimate43
- Miscellaneous63
- Sponsored Events70
- Talent Cost Index9
- Television10-11
- Vaudeville36-40
- Vending Machines96-102

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CBS LISTENS TO LISTENERS

BMB, Its Audience Reports Out, Waits Value Showdown

NEW YORK, March 1.—Broadcast Measurement Bureau this week mailed the first edition of its *Area Audience Reports*. They went to all members of the American Association of Advertising Agencies and the Association of National Advertisers, and BMB's 706 station subscribers. Others may purchase copies of the 780-page tome at \$35 per. Since it is generally acknowledged that BMB's station coverage maps, which were issued some months ago and represented first data released by BMB, fell short as circulation data and that few in the industry were using them properly, trade looks to the area reports and network reports (which will follow in the near future) as the first real test of BMB's true effectiveness. In other words, if agencies and advertisers who have repeatedly gone on record as needing and wanting BMB data make full use of the AAR reports in buying time and stations, percolator operators will continue subscribing to the industry research bureau. Stations spent somewhere around a million dollars to get out these first reports (station, area and net) and it is estimated that next future reports will run just about as high.

Verdict Must Wait

However, it must be recognized that use of reports on the part of the agencies and advertisers will not be clearly demonstrated until the end of the year. Area reports hit just as spring approaches and net report probably will be issued when time and show buying slows up considerably. Real test of BMB data will come during the next fall buying season. By that time, stations will be asked to lay it on the line for a third BMB research effort.

In the meantime, BMB execs and board members are optimistic about stations laying out the scratch for the second statistical round-up, due to begin as soon as present job is completed and circulated.

Basic portion of the area report book runs some 578 pages and lists counties alphabetically by State, with (See *Value Showdown* on page 13)

Ed Cashman To Head Kudner Coast Set-Up

HOLLYWOOD, March 1.—Kudner Agency this week named Ed Cashman, top indie radio producer, to head new Coast set-up and to produce forthcoming Tony Martin show for Texaco which preems March 30. Martin musical replaces current Eddie Bracken stanza for oiler. Cashman, former producer of Dave Rose, and Andrews Sisters stanzas, and currently holding clock on Hoagy Carmichael show, will give up indie chores to work exclusively for Kudner.

Martin show format has been partially set, although gal thrush is yet to be selected. Victor Young ork will handle music, with Jimmy Wallington doing gabbing chores and Glenn Wheaton scripting. Bob Hope is definitely set as first guest star, with Eddie Cantor booked for second stanza.

Kudner's radio head, Myron Kirk, is currently negotiating to sign MGM singing starlet, Jane Powell, opposite Martin.

Neither pix firm nor Miss Powell's agents, MCA, have as yet cleared singer. Pix firm has spotted thrush on Sinatra segs during past few months on a week-to-week basis, and is believed holding up any commitments until Sinatra indicates whether he would like petite thrush on his next season's aairs.

Last Holdout, CBS, Enters Co-Op Market

Bonus Plan for Salesmen

NEW YORK, March 1.—Increasing importance of the co-op program market was cued this week when CBS finally decided to put a dash of moxie into this phase of its activities. New division, intended to furnish CBS stations with hypoped sales promotion service on co-ops, has been set up by J. Kelly Smith, web's station relations chief. In addition, a salesmen's bonus plan has been put into operation.

Heading up the sales end under the new set-up is Ralph Hatcher, previously manager of CBS station relations central division. Promotion manager will be Nancy Cook, whose experience includes two and one-half years with the ABC co-op department.

Traditionally, Mutual Broadcasting System and American Broadcasting Company have been peddling the co-ops most successfully, with MBS's Fulton Lewis Jr., the standout program for years. With co-op business assuming increasing importance, NBC more than a year ago hypoped its co-op department, putting Burton Adams in charge. CBS held out longest by relegating co-ops to a minor status.

Field Expanding

Increased interest in co-ops is mirrored by the fact that recently some top talent and top network public service shows have been offered to local sponsors. Examples are the Kate Smith Mutual daytime show, slated for a June debut; ABC's *America's Town Meeting*, which was (See *CBS Goes Co-Op* on page 13)

NBC To Open Two New Coast Studios

HOLLYWOOD, March 1.—NBC's two new studios will be open sometime this month, thus partially relieving web Coast studio shortage. One studio was ready today for non-audience aairs. The other is skedded for use by middle of month.

While addition of studio duo will help out, facilities are still taxed with ABC renting space from ex-parent web. NBC is currently airing 32 audience shows weekly, although Bob Hope, Edgar Bergen and Chesterfield *Supper Club* segs are farmed out to other playhouses. Web hopes that additional studio space will spur shifting of several more stanzas from New York to the Coast.

Sweet and Low

NEW YORK, March 1.—The much-maligned singing commercial is attaining unsuspected spiritual heights. This piece of radio curiosa was brought to light by the busy men of the Kaplan-Bruck Agency who investigated a request by William J. Ryan, a churchman of Upper Darby, Pa., for one of the *Bit o'Honey* jingles used on Schutter Candy's ABC program, *Richard Harding—Counterspy*.

Seems Ryan has been conducting a series of weekly dances in the auditorium of the Laurence Church in Upper Darby—using a portable phonograph for music. To fill in awkward pauses between records, Ryan used the *Bit o'Honey* jingle. Now the parishioners dance to the musical blurb.

In a letter written to Alvin Kaplan of the agency, Ryan indicated his rug-cutting flock is so enamored of the trick lyrics that he plans to use other musical jingles.

Commercials, Horror Shows Seen Overdone

Corrective Steps Due

NEW YORK, March 1.—Columbia Broadcasting System is on the point of making a formal evaluation of listener reaction to its much-discussed program, *Time for Reason—About Radio*, and taking whatever corrective measures might be indicated by the listeners' complaints and suggestions. According to Lyman Bryson, CBS exec in charge of the program, preliminary impressions of listener reaction indicate the following:

(1) There is a marked demand that horror stories be cut down.

(2) Much criticism is aimed at sound levels in radio, including sound effects, background music, musical bridges, etc.

(3) Most squawks, as was expected, are aimed at commercials, which are criticized for being too aggressive and too insistent.

(4) There has been almost no listener reaction on the matter of variety and comedy shows.

(5) There has been scant reaction to discussion and debate programs, and small reaction to Bryson's assertion on *Reason* that news is free from sponsors' influence at CBS.

Factor which constitutes a disappointment to CBS is the fact that few of the critics have been specific in their charges. Plea for specific and constructive criticism was first voiced by CBS board chairman, William S. Paley, at the last NAB convention in Chicago, where he asked that critics name specific programs, stations and networks. Paley again voiced the same thought on the first of the Bryson series, and Bryson himself reiterated the request. "It's a difficult point to get across," says Bryson.

Corrective Steps

Whatever the formal evaluation will show, CBS is committed to corrective measures, according to Bryson, who feels that otherwise the series would backfire. As far as the No. 1 squawk is concerned—that commercials are too aggressive and insistent—Bryson suggested that "we must try to convince more advertisers that bad commercials are bad advertising." Queried as to how this might be done, Bryson said, "We may be able to find evidence." He added that this might be difficult to do. Too, Bryson feels that most advertisers are co-operative, "but a few don't care how much they annoy the public."

Re horror shows, Bryson said in (See *CBS LISTENS* on page 13)

\$2,500,000 MBS Show Loss Due

NEW YORK, March 1.—The wave of cancellations continued this week, with reports current that Mutual Broadcasting System may lose two General Foods shows shortly—*Buck Rogers* and *McGarry and His Mouse*,—as well as *Seventeen* magazine's *It's Up to Youth*. Total time billings represented by the three programs is about \$2,500,000 annually, a very deep bite, indeed.

Buck Rogers, a five-a-week kid strip, alone represents annual time billings of about \$975,000. Show, in the 4:45-5 p.m. slot, is expected to exit within four weeks. *McGarry*, a half-hour Monday night show for Sanka, is also expected to leave within four weeks at the end of its first 17 weeks.

It's Up to Youth, half-hour Wednesday night aairer, was reported in some quarters as set for a March 26 fold, but other spokesmen state the show was not definitely canceled, sponsor filing a protective cancellation clause.

FCC To Try Outlets 3 Channels Apart

WASHINGTON, March 1.—With overcrowding of radio stations in metropolitan areas adding up to an increasingly more acute headache, the Federal Communications Commission has decided to make a test case out of the Washington set-up and see what happens when two stations in one city operate on frequencies only three channels apart.

Commish announced this week that with the co-operation of Richard Eaton, who has a construction permit for a new Silver Spring, Md., station, WOOK and station WBCC, newly opened in Bethesda, Md., by the Collins Radio Company, a temporary station will be operated on 1420 kilocycles, only three channels from WWDC, existing Washington station. The test is expected to end Friday (7) and the commish is asking for comments from Washington listeners regarding reception.

Stronach Joining Wm. Morris in N. Y.

NEW YORK, March 1.—Sandy Stronach, who quit Young & Rubicam's radio department recently after an association of many years, will join the radio talent sales department of the William Morris Agency at the end of this month. He'll work in the New York sales end under Bill Murray.

Stronach sailed this week with his family for a vacation in Nassau.

TOP THESPS WOO INDIE WORK

Drop in Web Jobs Reason For Change

WMCA, WNEW Top Names

NEW YORK, March 1.—Dramatic shows on New York indie stations are now using top name dramatic actors, as the result of a combination of events. Those events are the increase in scales at the indies, gained recently in new contracts by the American Federation of Radio Artists, combined with a marked decrease in dramatic activities on web shows, both sustaining and sponsored.

Recent broadcasts on WNEW, for instance, have had among their casts Karl Swenson, top web name who plays *Lorenzo Jones*; Vivian Smolen, who is the lead in *Our Gal Sunday*; Gordon Heath, from legit and radio and who was in *Deep Are the Roots*; Lyle Syndrow and others. Additionally, Ken Roberts, top free-lance web announcer, is spicing a WNEW commercial now. At WMCA, as well, same situation is true, with Paul McGrath and Mercedes McCambridge among those to have played there. WMCA, however, has been able for some time to use top names on several of its prestige shows, notably *New World a-Comin'*.

Biz Is Bad

Radio actor circles in New York have been buzzing lately about the marked falling off in work, which has reached the situation whereby the top money makers, "the conflict lads," are going around hunting work. These "conflict lads," who used to rush from job to job and who got their nickname by virtue of their use of stand-ins to fill in at rehearsals because of conflicts, heretofore have been so busy that they've been able to pick their spots.

Many sources, including AFRA members, attribute the decline to the new web AFRA scales, which increased commercial fees by about 25 per cent. While some claim that this actually cannot be the case, since most shows have operated on minimum casts for years, fact remains that the work is off, is off badly and that there have been cuts. One chorus group, for example, is said to be planning to cut its crew from 20 to 10. *Aldrich Family*, for another example, is said to have permitted "tripling" this week, whereas in the past it eschewed even doubling. AFRA scale permits doubling without extra fees, and "tripling" on payment of an additional air shot fee, but no rehearsal pay.

Elsewhere, soap operas have been known to make some cuts, altho several soap scripters stated this week they had had no orders to cut down the number of characters in their shows. However, one soapie went so far as to eliminate a singing bridge commercial, soon after the new scales became effective, while others are said to have trimmed air characters in favor of off-stage parts.

Borge-Goodman Renewed

NEW YORK, March 1.—Rumored to be on the skids for several months, Victor Borge and Benny Goodman this week were renewed by Socony-Vacuum Oil Company. Show is aired over NBC Monday nights. Compton is the agency.

No Coffee?

NEW YORK, March 1.—New commercial on WNEW, New York, is being bankrolled by Apple Pye Quick, a ready-mixed pastry affair. Spot immediately following is held by Borden's, for Mel-O-Rol Ice Cream.

Station is calling it their pie a la mode special.

High Spot Rap May Hit Local Account Field

NEW YORK, March 1.—Production cost of spot announcements have risen so sharply that wax producers figure local clients may have to get out of this phase of radio altogether. One leading producer, pointing out that it takes about two and one-half hours to make three singing spots, states he now must sell them for \$700, whereas formerly he could peddle them at \$400.

Breakdown of production costs for three such spots of one minute or less, predicated on the two and one-half hour schedule, is as follows: Leader gets \$54 per hour, a total of \$135; two sidemen, getting half the leader's stipend, total \$135; two vocalists, at \$15.60 per spot, add up to \$46.80 for three spots; announcer figures at \$42.65; studio rent adds another \$37.50; cost of the master is approximately \$30; and writing and special music another \$125. Total of \$590 does not include sales expenses or cost of the audition disk (50 per cent of the talent cost) which the producing agency sends prospective clients for okay.

This bite, according to producers, is too much for most local advertisers to take. It is predicted that non-AFRA stations will make spots, using non-union talent, and undersell others. National advertisers can stand the gaff better and are not so adversely affected.

From the talent viewpoint, producers claim that the new scales for spots have resulted in giving the bulk of the business to top-notch actors. Formerly, for instance, a good announcer was unwilling to make spots at \$4 per spot. Rate is now \$7.20, and this attracts the best performers, who naturally get preference. Prior to 1941, the rate was \$2 a spot.

On the music end, one producer is cutting some spots with harmonica players and ukuleles. These are not classified as musical instruments by AFM, and therefore no scales apply.

WNEW to Bally Its No. 2

Daytime N. Y. Aud Rating

NEW YORK, March 3.—WNEW, New York indie, this week will launch a high-powered advertising and promotion campaign geared to latest audience measurements in the New York area, which give the independent outlet the second largest audience during the 8 a.m. to 8 p.m. period for February. Only station topping the Bulova-owned WNEW is WCBS.

Other points in the WNEW drive will include bally in connection with the station's clients, stressing national accounts and their length of time on the station; WNEW's public service features and, finally, audience promotion.

NBC '46 Gross 61 Million; See NBC, CBS at Saturation

NEW YORK, March 1.—Publication of the annual Radio Corporation of America financial report disclosed this week that NBC's gross income for 1946 from all sources—time sales, recordings, etc., was \$61,067,034. This was \$203,536 below the take for 1945, a decrease of .3 per cent. Figures heretofore published for NBC's '46 gross have been estimated, but the official figures now reveal that time sales for the four major webs for last year, as against 1945, were off \$3,182,089, or 1.7 per cent. Gross figures for the four nets for 1945 are \$190,837,360 against \$187,665,271 for 1946. Other three webs scored as follows: CBS, \$60,063,905 for 1946 against \$65,724,851; ABC, \$40,617,130 for 1946 against \$40,045,066; MBS, \$25,906,202 against \$20,637,362.

From these figures, it appears that even the CBS went off 6 per cent in 1946, there being a difference of about \$5,000,000 in the two years. Nevertheless it was the highest scoring web from the standpoint of gross time sales. CBS figure is for time sale income alone, and not consolidated, as in the case of NBC. Both ABC and Mutual gained for '46, ABC going up around a half million, and Mutual boosting its take by five million.

From the standpoint of the two senior webs, however, the 1946 revenue is held highly significant. Web execs believe that '46 biz represents virtual capacity—in other words, the saturation point. There is so little time available for sponsorship now, insofar as choice hours go, that only an unforeseen splurge into late evening or Saturday time—held unlikely—will bring in more revenue.

That means that gross incomes cannot be boosted without rate increases, a step the webs are loath to take. It also explains, of course, the retrenchments which have hit practically all webs.

Coast AFM, Net Agreement Near

HOLLYWOOD, March 1.—After a week's silence negotiations between AFM Local 47 and radio net execs were resumed late Friday afternoon (28), with both sides offering further concessions. While still apart on basic issues, indications were that final settlement was not far off.

Radio execs upped previous offer of a 20 per cent hike in commercial scales to 25 per cent, but remained firm on previous bid of a 15 per cent raise for staff orksters. Pay hike for commercial men, submitted by webs, included a 25 per cent raise in rates for overtime and doubling. Union, however, nixed offer, insisting on a 33 1/3 per cent raise in basic commercial rates, with doubling and overtime scales to remain as is.

AFM made further concessions, lowering staff demands from 20 to 15 per cent, but demanded two weeks' paid vacation. Webs nixed vacation demands, and union countered with a secondary proposal of a 20 per cent hike, without vacation pay, reasoning that extra 5 per cent would take care of vacation dough.

Union execs were skedded to consider webs' latest proposals Monday (3) and set up another (and possibly final) confab. Meanwhile AFM's radio rep, Phil Fischer, wired ad agencies reminding them that commercial rates finally set will be retroactive to March 1. Staff rates have already been pegged at February 1.

See NY AFM OK On Chi Formula

NEW YORK, March 1.—Deadlock between network outlets in New York and Local 802, AFM, is expected to be broken in about a week, with settlement stipulating an 18 1/2 per cent hike for staffmen, plus two weeks' vacation, or 22 1/2 per cent hike without vacation. This is essentially the Chicago formula, and for various reasons—some of them psychological—it is expected to hold not only for New York but also for Hollywood, where the web and AFM execs were in session late this week. Settlement of Coast contract was expected momentarily as *The Billboard* went to press.

In the matter of commercials, 802 insiders expect the rehearsal price, which has not been raised in about 10 years, to be hiked perhaps 33 1/3 per cent. Rehearsal price under the old contract (now expired) was \$6 for one hour or less. Broadcast price on commercials, which is \$14 per man per half hour under the old contract, may be jacked up about 20 per cent under the new contract.

Regarding likelihood that settlements in both Hollywood and New York will be made on the basic Chicago pattern of 18 1/2 per cent, insiders argue to this effect: Chicago is the home local of AFM Chief James C. Petrillo, and the webs feel if that percentage is okay there, it must do for New York and the Coast.

Wyo., Idaho Ease Air's Libel Laws

CHEYENNE, Wyo., March 1.—Wyoming and Idaho, following examples of New York and Illinois, have passed laws severely limiting libel suits against station owners for defamatory statements.

Three sections in the Wyoming law practically eliminate owners' responsibility in the libel question. They are: (1) That owners shall not be liable for any defamatory statement unless it is proved the owner, operator or agent has failed to exercise "due care" to prevent utterance of such statement; (2) no owner shall be responsible for any statements made by candidates for public office; (3) in any action the complaining party shall be allowed only such actual damages as he has alleged and proved.

Pearson Inks 104-Week Pact

NEW YORK, March 1.—Contract renewal for 104 weeks, believed the first of its kind in radio, was handed Drew Pearson this week by his sponsor, Frank H. Lee Hat Company. Pearson, aired over 219 ABC stations, has been sponsored by Lee since December 1945. William H. Weintraub & Company is the agency.

FCC To Speed Up AM Applications

WASHINGTON, March 1.—Federal Communications Commission's effort to speed processing of more than 1,220 pending AM applications will get a shot in the arm when Congress okays a supplemental appropriation of \$82,000 specifically for that work. The money is so urgently needed, according to FCC, that the budget bureau has put in a request for the supplemental outlay to be used exclusively to strengthen FCC's AM broadcast staff.

Meanwhile, FCC is withholding action on bids which have been pouring in for construction of booster stations pending formulation of a rule on this type of broadcast operation. Several low-power stations, such as Washington's WWDC, have greatly strengthened their beaming by means of strategically located boosters, and the vogue is spreading. As a result, FCC Friday (28) announced that all new booster bids are being tossed into the pending file while a survey is being made preparatory to issuance of rules. After that, the bids will be acted upon.

Pepsi-Cola Wax Show Extended to 18 Cities

NEW YORK, March 1.—Five-minute wax program which Newell-Emmet has been testing for Pepsi-Cola for five or six weeks in Dallas has been extended to 18 cities in Texas and Oklahoma. Decision to widen the coverage was made early this week.

Show, a game in which listeners fill out the letters of Pepsi-Cola and receive cartons of the juice from dealers, is a Harry S. Goodman package handled thru the agency.

'Neckers' Eden

NEW YORK, March 1.—National Broadcasting Company entertained 18,083,968 guests at its Radio City facilities in New York from 1934 thru 1946, according to Paul Rittenhouse, manager of the web's guest relations department. Of these, 12,133,800 were broadcast guests, and 5,950,169 were conducted on tours of NBC facilities. Figures do not include servicemen, who toured NBC cuffed.

Summer Radio Lab Set Up in Boston

BOSTON, March 1.—A three-week summer radio workshop aiming to improve the quality of educational programs on regional stations is set via WBZ-WBZA beginning July 7. The workshop will be credited with four points in Boston University School of Education for application toward a bachelor's or master's degree.

Initial workshop enrollment will be limited to 200 students from New England, probably teachers, principals, supervisors, librarians and school superintendents, but details will be determined later. Personnel in education is the target of the workshop, and Dr. Everett L. Austin, director of secondary education of the State Department of Education of Rhode Island, is rated as an excellent choice for the directorship of the workshop.

The New England Committee on Radio in Education and Boston University are co-operating with Westinghouse stations, and three other New England stations will also stage the summer session.

White Collarites Will File NLRB Squawk on MBS Cuts

NEW YORK, March 1.—Radio Guild of United Office and Professional Workers of America (CIO) intends to file charges of unfair labor practices against Mutual Broadcasting System this week as a result of the web's dropping a number of employees in New York and Chicago allegedly for union activity. Three people, two of them in the press department, were let out Thursday (27) and on Friday the CIO organization stated the total has risen to about eight—alho it was not certain whether all of the latter were, or would have become, union members. Guild stressed that the first three dropped were leaders in the union's organizational activities at the web.

Ed Kobak, Mutual president, stated last week that nobody had been dropped for union activity. Kobak said he was dissatisfied with certain phases of the web operation. He indicated that there were still five or six "weak sisters" in Mutual and that these also would be let out. He added that this was the time to strengthen the web, from the "president down."

"Speed Up" Claim

Radio Guild execs feel that the dismissals constituted a "speed up" measure, and a disregard for the seniority rights of those let out. One CIO spokesman stated: "They are out to beat us, and we'll carry the fight to the public, advertisers and studio audiences."

Radio Guild, which holds contracts covering white collar workers at CBS, WMCA, and World Broadcasting System, has been organizing at Mutual for some time. Last week

Guild reps and Robert Swezey, Mutual vice-president, had a confab in an effort to straighten out alleged claims of "intimidation." Upshot of this talk was that MBS requested specific cases of intimidation by department heads be brought to its attention, and Guild promised to carry on no organizational activity during company time. Dropping of the white collarites happened about a week later.

During the organization struggle at MBS, an "anti-union" committee of MBS employees was formed and distributed mimeographed sheets, arguing that the best security was with the management. These were signed by Baden Powell, of the audience promotion department.

Radio Guild was expecting to move at high speed to prepare its charges against MBS, so as to file them this week.

Writers' Oral Pacts Go On Record Now

NEW YORK, March 1.—Radio Writers' Guild has begun using a printed form to record verbal agreements between members and script buyers, in order to eliminate squawks from either party. Form, a recommendation of RWG grievance committee, was adopted unanimously at the last membership meeting of the Eastern region February 6. It is obligatory.

Record of the verbal agreement is regarded by RWG as not a contract, but merely a safeguard for writers.

LOOK... you don't have to have Crosby

SAY YOUR CLIENT's appropriation is fist-size. He's scared of radio because he thinks of it — and would it be that *you* do, too — in terms of Crosby, Cantor and other powerhouses.

It's a mistake — as far as WOR is concerned.

Any client, or agency, can get splendid returns on WOR for a very minor amount. For instance... take a man who walked into WOR last week with about \$500. That five-hundred *had* to work. It *had* to get prospects immediately. During the *first* week on WOR, his program turned up 500 people!

How would *you* like WOR to sell your wares that way for so little?

Call our sales office at PE 6-8600. Or write...

WOR

— that power-full station

at 1440 Broadway, in New York

Mutual

Part I

The Billboard



COMMERCIAL IMPACT OF NETWORK PROGRAMS

Listing the top 25 nighttime, 15 daytime and top three Sunday afternoon programs in order of impact rating, and based on the C. E. Hooper, Inc. report of February 15, 1947.



Program	Rating†	In-dex‡	Sponsor	Product	Agency	Net-work	Hooper-ing
BOB HOPE	23.9	77.1	Pepsodent Div.-Lever Bros.	Various	F.C.&B.	NBC	31.0
FIBBER MCGEE AND MOLLY	23.4	78.5	S. C. Johnson & Son, Inc.	Floor Wax	N.L.&B.	NBC	29.8
RADIO THEATER	20.3	88.3	Lever Bros.	Lux Soap-Flakes	J.W.T.	CBS	23.0
JACK BENNY**	18.5	63.7	American Tobacco	Lucky Strikes	F.C.&B.	NBC	29.0
RED SKELTON—CH	16.7	67.8	B. & W. Tobacco	Raleighs	R.M.S.	NBC	24.6
AMOS 'N' ANDY	16.0	59.8	Lever Bros.	Rinso	R.&R.	NBC	26.8
CHARLIE MCCARTHY	15.6	63.5	Standard Brands	Chase & Sanborn Coffee	J.W.T.	NBC	24.6
WALTER WINCHELL**	14.5	75.1	Andrew Jergens	Jergens Lotion	Orr	ABC	19.3
TAKE IT OR LEAVE IT	13.9	78.3	Eversharp, Inc.	—	Blow	CBS	17.8
SCREEN GUILD PLAYERS	13.1	63.8	Lady Esther	—	Blow	CBS	20.5
TRUTH OR CONSEQUENCES	11.4	68.8	Procter & Gamble	Duz	Compton	NBC	*
BING CROSBY	10.9	63.2	Philco	Radlos, Refrig.	Hutchins	ABC	*
BOB HAWK SHOW	10.9	79.2	R. J. Reynolds Co.	Camels & Geo. Washington Smok. Tob.	Esty	CBS	*
BAND WAGON	10.0	48.8	F. W. Fitch Co.	Various	L.W.R.	NBC	20.4
PEOPLE ARE FUNNY	9.6	64.4	B. & W. Tobacco	Raleighs	R.M.S.	NBC	*
DR. I. Q.—CH	9.5	78.8	Mars, Inc.	Candy	Grant	NBC	*
GEO. BURNS AND GRACIE ALLEN	8.8	46.3	General Foods	Maxwell House Coffee	B.&B.	NBC	19.0
JACK HALEY WITH EVE ARDEN	8.6	56.7	National Dairy	Milk and Ice Cream	McK.&A.	NBC	*
MYSTERY THEATER	8.4	60.2	Sterling Drug	Molle & Double Danderline	Y.&R.	NBC	*
SUSPENSE	8.3	53.5	Roma Wines	Roma Wines	Blow	CBS	*
EDDIE CANTOR—CH	8.1	56.2	Pabst	Pabst Blue Ribbon Beer	W.&L.	NBC	*
YOUR HIT PARADE	8.0	71.5	American Tobacco	Lucky Strikes	F.C.&B.	CBS	*
FRED ALLEN SHOW	7.9	30.8	Standard Brands	Tenderleaf Tea and Shefford Cheese	J.W.T.	NBC	25.8
SUPPER CLUB (MTWTF)	7.9	69.6	Liggett & Myers	Chesterfields	N.-E.	NBC	*
F.B.I. IN PEACE AND WAR	7.8	54.9	Procter & Gamble	Lava Soap	Blow	CBS	*
TOP THREE SUNDAY AFTERNOON SHOWS							
THE SHADOW	10.0	69.1	D.L. & W. Coal	Blue Coal	R.&R.	MBS	*
THE SHADOW	4.1	35.6	Geo. Barr Co.	Balm Barr Hand Lotion and Shampoo	Meyerhoff	MBS	*
ONE MAN'S FAMILY	4.0	42.9	Standard Brands	Fleischmann's Yeast, Royal Desserts	J.W.T.	NBC	*
DAYTIME SHOWS							
MA PERKINS	5.7	68.3	Procter & Gamble	Oxydol	D.-F.-S.	CBS	8.3
AUNT JENNY	5.0	71.7	Lever Bros.	Spry	R.&R.	CBS	*
MA PERKINS	4.5	71.2	Procter & Gamble	Oxydol	D.-F.-S.	NBC	*
WHEN A GIRL MARRIES	4.3	46.3	General Foods	Various	B.&B.	NBC	9.3
BREAKFAST CLUB (9:30)	4.2	64.7	Swift	—	Y.&R. McC.-E.	ABC	*
KATE SMITH SPEAKS	4.1	53.9	General Foods	Post's Raisin & Post's 40% Bran Flakes	J.W.T. B.&B.	CBS	7.6
BREAKFAST IN HOLLYWOOD	4.0	61.7	Procter & Gamble	Ivory Flakes	Compton	ABC	*
BREAKFAST IN HOLLYWOOD	4.0	52.3	Kellogg	Kellogg's Pep	K.&E.	ABC	*
RIGHT TO HAPPINESS	3.7	46.7	Procter & Gamble	Ivory Soap	Compton	NBC	8.0
ROAD OF LIFE	3.7	55.6	Procter & Gamble	Duz	Compton	CBS	*
PEPPER YOUNG'S FAMILY	3.5	53.0	Procter & Gamble	Camay, Dreft	P.&R.	NBC	*
BREAKFAST CLUB® (9:45)	3.3	54.0	Philco	Refrigerators	D.-F.-S. Hutchins	ABC	*
BREAKFAST CLUB (9:15)	3.2	53.1	Swift	—	J.W.T.	ABC	*
WOMAN IN WHITE	3.2	52.9	General Mills	Bisquick	K.R.	NBC	*
BIG SISTER	3.1	44.9	Procter & Gamble	Ivory Soap	Compton	CBS	*

*Not released.

**Includes first and second broadcasts on Pacific Coast.

†Commercial Impact Rating is arrived at by multiplying Hooperating by percentage of listening audience identifying the sponsor.

Audience Pull Doesn't Mean Plug Clicks

CPS Tip-Off to Sponsors

NEW YORK, March 1.—“You can't tell the players without a scoreboard”—and you can't tell how successful a radio program is without an index to how well listeners can identify sponsors. To shed some light on the question of what success advertisers are having in getting their messages over to listeners, *The Billboard's* Continuing Program Studies (CPS) this week present data tipping the top 25 nighttime shows, the top 15 daytime and the top three Sunday afternoon programs—tops, that is, from the standpoint of commercial impact rating. The material is prepared in co-operation with the C. E. Hooper, Inc., organization.

The chart in the adjoining column reveals conclusively one point—and that is that a large audience, as projected by the Hooper ratings, does not necessarily mean that a large portion of that audience knows who's paying the bill, or what product is being sold. It's true that the first 10 nighttime shows, from the impact viewpoint, are also Hooper toppers, but the exceptions are illuminating.

Allen a Lowly 23d

For example, Fred Allen (Standard Brands), with a strong Hooper of 25.8 and seventh in the latest (February 15) report, rates a poor 23d in the impact department. His impact rating is 7.9, much less than programs with far lower ratings and much smaller audiences. Virtually the same holds true of George Burns and Gracie Allen (General Foods—Maxwell House Coffee), with a Hooper of 19 and an impact figure of 8.8. It applies, too, to Fitch's *Bandwagon*—Hooperating a big 20.4, impact, 10. Latter two shows plug one item; Allen sells Tenderleaf Tea and Shefford Cheese, and the split plugs may account somewhat for his sponsor identification drop.

The top 10 programs on the impact scale prove one thing—and that is that there appears to be little choice as to the effectiveness of nagging commercials vs. “smart” plugs. There are few commercials on the air that can top the Fibber McGee (Johnson's Wax) or Jack Benny (Lucky Strike) middle plugs. The Bob Hope (Pepsodent); *Radio Theater* (Lux); Edgar Bergen (Chase & Sanborn Coffee) and Red Skelton (Raleigh's incredible “whoosh” blurbs), certainly are among the most heavy handed spiels in the business. Yet all of them rate

†Percentage of listeners identifying sponsors.

CH—Computed Hooperating.

L. & M.—Lennen & Mitchell. F., C. & B.—Foote, Cone & Belding. Y. & R.—Young & Rubicam. W. & L.—Warwick & Lederer. W. & C.—Williams & Cleary. L. W. R.—L. W. Ramsey. J. W. T.—J. Walter Thompson. McK. & A.—McKee & Albright. R. & R.—Ruthrauff & Ryan. D. C. & S.—Doherty, Clifford & Shenfield. S. & S.—Schwimmer & Scott. R. W. & C.—Roche, Williams & Cleary. A. M. & W.—Audrey, Moore & Wallace. W. H. W.—William H. Weintraub. McC.-E.—McCann-Erickson. P. & R.—Pedlar & Ryan. D. F. S.—Dancer-Fitzgerald-Sample. N. L. & B.—Needham, Lewis & Brorby. R. M. S.—Russell M. Seeds. B. & B.—Benton & Bowles. B. B. D. O.—Batten, Barton, Durstine & Osborne. K. R.—Knox Reeves Adv.

FCC Rejects 20% of FM Applications

Commish Issues Warning

WASHINGTON, March 1.—In what is viewed as a vigorous new test of Blue Book principle, a fifth of all FM applications streaming into Federal Communications Commission are being rejected and returned to bidders who, according to FCC, have failed to comply with FCC requirement for filling out section requiring statement of proposed programming. This requirement is part of FCC's policy of measuring “performance” against “promise,” in accordance with Blue Book policy.

Seemingly chagrined at failure of one in every five FM applicants to comply with the requirement which has been in effect a year, FCC issued a strong warning this week disclosing the handing back of one in every five bids and emphasizing that commish will re-examine applications now on file and “take such action as may be appropriate in cases where a proposed weekly program analysis has not been submitted.” FCC's warning was followed quickly by a reiteration from National Association of Broadcasters to accompany their info with a statement of opposition in principle. Miller has told broadcast applicants and bidders for renewal to accompany their program information with “a clear statement to the effect that such submission is in no way to be construed as acquiescence in the commission's right to require this program information.”

Such statements, it is known, will be used as part of a legal weapon by any broadcaster who may challenge FCC's Blue Book in court.

Mull Haymes Replacement

NEW YORK, March 1.—Ruthrauff & Ryan has submitted a house-built show, tentatively title *Attorney at Law*, as a summer replacement for the Dick Haymes Autolite program (CBS). Show has Parker Fennelly in the lead. No decision yet by Autolite.

among the most effective from the impact standpoint.

Dr. I.Q. Right Up There

From the standpoint of sponsor identification without relation to Hooper rating, some programs which are not included in the top 15 Hooper ratings do well. List includes *Dr. I.Q.* (Mars Candy) with a sponsor identification of 78.8; *Hit Parade* (Lucky Strikes), 71.5; *Chesterfield Supper Club*, 69.6. Latter figure may not be regarded as overly hot, in view of its multiplicity of broadcasts—five per week.

Of the top 15 daytime programs from the impact angle, only five are in the top 10 Hooperated daytime shows. In all cases, however, there is a huge variance between impact on evening and day leaders. Hope has a 23.9 impact figure; *Ma Perkins*, top day impact show, pulls only a 5.7, and daytime sales talk run almost twice as long, from the standpoint of time, as do evening plugs.

Part II

The Billboard



NETWORK STANDINGS By Total Hooper Points

Tabulations are based on sponsored programs only. Points leading to totals accumulated by 15-minute periods.



Based on February 15 report of C. E. Hooper, Inc.

Standings for Full Week

- (Evening and Daytime Combined)
1. National Broadcasting Company
 2. Columbia Broadcasting System
 3. American Broadcasting Company
 4. Mutual Broadcasting System

Full Seven Evenings and Sunday Afternoon Standings

1. National Broadcasting Company
2. Columbia Broadcasting System
3. American Broadcasting Company
4. Mutual Broadcasting System

Standings for Individual Evenings and Sunday Afternoon

Sunday	Monday	Tuesday	Wednesday
1. NBC	1. CBS	1. NBC	1. NBC
2. CBS	2. NBC	2. CBS	2. CBS
3. ABC	3. ABO	3. MBS	3. ABC
4. MBS	4. MBS	4. ABO	4. MBS
Thursday	Friday	Saturday	Sunday Afternoon
1. CBS	1. CBS	1. NBC	1. NBC
2. NBC	2. NBC	2. CBS	2. MBS
3. ABC	3. ABC	3. ABC	3. CBS
4. MBS	4. MBS	4. MBS	4. ABC

Multi-Weekly Evening Program Ratings

(Broadcast more than once weekly)

1. NBC
2. CBS
3. ABC
4. MBS

Full Six-Day Daytime Standings (Excluding Sunday)

1. Columbia Broadcasting System
2. American Broadcasting Company
3. National Broadcasting Company
4. Mutual Broadcasting System

Daytime Standing Breakdown

Monday Thru Friday	Saturday
1. NBC	1. CBS
2. ABC	2. ABO
3. CBS	3. NBC
4. MBS	4. MBS

Net Standings for the Full Week

EVENING				
ABO	CBS	MBS	NBC	
4	3	2	1	Sunday Afternoon
3	2	4	1	Sunday Evening
3	1	4	2	Monday Evening
4	2	3	1	Tuesday Evening
3	2	4	1	Wednesday Evening
3	1	4	2	Thursday Evening
3	1	4	2	Friday Evening
3	2	4	1	Saturday Evening
4	2	3	1	Multi-Weekly Evening
DAYTIME				
ABO	CBS	MBS	NBC	
2	3	4	1	Monday thru Friday
2	1	4	3	Saturday

NEXT WEEK: Agency Rating by Total Points

o' Gold (Lewis Howe) is little more than an also ran.

NBC's Saturday night strength accrues from *Truth or Consequences* (Procter & Gamble), *Can You Top This?* (Colgate), *Life of Riley* (P. & G.)—NBC's strongest Saturday night contender and the highest ranking show of the night—and, finally *Judy Canova* (Colgate). ABC makes a favorable showing Saturday, as well, with *Gangbusters* (Waterman), *Murder and Mr. Malone* (Wine Growers Guild) and *I*

Deal in Crime (Hastings). Two strongest CBS shows Saturday night entries are *Hit Parade* (American Tobacco) and *Mayor of the Town* (Noxzema).

Joan Davis a Bracer

CBS potency Monday nights stems, of course, primarily from the long-entrenched *Lux Radio Theater*, but able support has been coming lately from Joan Davis (Lever Bros.); *Inner Sanctum* (See Hooper Point Totals, Page 13)

RDG Convensh To Map Growth

NEW YORK, March 1.—Keynote of the national convention of the Radio Directors' Guild, slated for Chicago, March 23-25, will be the expansion of the union via new locals. Org has held an AFL international charter since last year.

Convention will also work on a revised constitution; plan strategy for free-lance and agency negotiations scheduled for later this year, and elect the first slate of national officers. Ed Byron, New York president, is considered a logical choice for post of national president.

Matter of union expansion will likely be cued to include Pittsburgh and Boston, where meggers are known to be interested in joining RDG.

Fem Airers Open N. Y. Convensh Fri.

NEW YORK, March 1.—Fourth annual convention of Women Broadcasters of the NAB gets under way Friday (7) with *The Woman Broadcaster Looks Ahead* as its theme. Three-day session will be held at Hotel Roosevelt.

Agenda, with many outside specialists to be speakers, includes panels on *Our Business of Broadcasting*, *Radio Trends* and *Radio Serves the Public*. Jack Poppele, president of Association of Television Broadcasters; John V. L. Hogan, president of WQXR; Dorothy Kemble, Mutual; Frances Wilder, Columbia, and George V. Denny Jr.

Main luncheon meeting, Saturday, will play up theme of *Radio in the Public Interest*. Alma Kitchell will preside and A. D. (Jess) Willard, NAB executive vice-president, will be chief speaker. Convention winds up Sunday morning with a closed business meeting of active AWB members.

MBS Alone Replies To RWG Demands

NEW YORK, March 1.—Late this week Radio Writers' Guild had received only one reply—from MBS—to its demand that webs negotiate a minimum basic agreement for free-lance scribes. RWG execs, however, felt confident that NBC and CBS, both of whom had acknowledged receipt of the demands, would make reply to them shortly.

Mutual's reply to RWG demands was termed "confused" by Guild execs. These demands, which were sent to the webs one month ago with a February 28 deadline, sought four chief points: (1) Guild shop; (2) licenses not to include outright sale of scripts; (3) revision of present release form, and (4) adequate arbitration machinery.

RWG Strategy Committee has been empowered to call a strike of org's 1,500 members in New York, Chicago and Los Angeles in event of a stymie.

Negotiations for pacts covering staff continuity and dramatic writers at CBS, NBC and ABC are continuing.

MCA's M. Rockford Shifts Hdqs. to N. Y.

HOLLYWOOD, March 1.—Mickey Rockford, MCA radio department veepee, will shift his headquarters to New York, dividing his time between percenteries in Gotham and Coast terperies. Rockford will stress talent and package selling plus client servicing. Of the 18 years Rockford spent with commission house, five were on the Coast devoted to talent selling.

Hooper Point Totals Show Highs & Lows

A New CPS-Hoop Feature

(Continued from page 3)

in the one-two-three finish just outlined.

Sunday Afternoons

NBC makes its principal showing Sunday afternoons with five shows, RCA Victor, *Harvest of Stars* (International Harvester), *Carmen Cavallaro* (Sheaffer Pen), *One Man's Family* (Standard Brands) and the *Quiz Kids* (Miles Labs). Mutual's Sunday afternoon strength lies in its strong mystery line-up, including *House of Mystery* (General Foods); *True Detective Mysteries* (O'Henry Candy) and its top audience getter, *The Shadow*, with a 12.5 rating for George Barr Company, Carey Salt and Blue Coal.

Change in position Sunday afternoons and evenings, with ABC moving up to third at night from fourth in the afternoon, can be credited to Walter Winchell, the top audience getter on that web, ranking eighth in the top Hooperated 15 programs on the February 15 report. His rating for that report was 22.6.

NBC leads the nighttime pack Sunday, Tuesday, Wednesday and Saturday nights in the Hooper February 15 study. Each of those nights, the senior web presents a program power-house. Sunday, of course, starts off with Jack Benny, followed by such point getters as Edgar Bergen, Fred Allen (both for Standard Brands) and Fitch's *Bandwagon*. All four shows are in the select top 15. In turn, the net's Tuesday night power brigade includes Fibber McGee and Molly (Johnson's Wax); Bob Hope (Lever Bros., Pepsodent); Red Skelton (Brown & Williamson); Amos 'n' Andy (Lever Bros.), who today are as hot Hooperwise as at any time in their long radio career and, bringing up some lesser support, Rudy Valee (Philip Morris) and *Date With Judy* (Tums).

Wednesday Night

CBS, even with its Frank Sinatra-Dinah Shore parlay, has been unable to cop the Wednesday night laurels from NBC, which offers as its pace-makers that night *Mr. D. A.* and *Duffy's*, both for Bristol Myers; Dennis Day (Colgate); Gildersleeve (Kraft) and Frank Morgan and Kay Kyser (American Tobacco and Colgate, respectively). Strongest CBS competish Wednesday nights comes from *Ellery Queen* (Anacin), Jack Carson (Campbell's Soups) and the hardy *Dr. Christian* (Chesebrough).

Altho it has unquestionably gained in audience stature Wednesday nights, ABC still remains in third place that night, despite its Crosby-Henry Morgan duo. Except for one week, Crosby has been unable to latch on to a top 15 rating, altho currently he is close to it. ABC's *Pob*

CBS LOSES COLOR PITCH

FCC Reported Won Over to Black & White

Decish Due in a Week

By Our Washington Bureau

WASHINGTON, March 3.—Federal Communications Commission has all but completed the first draft of a decision rejecting Columbia Broadcasting System's petition for immediate commercialization of ultra-high frequency color television, *The Billboard* learned this week. Commish has reached the decision orally, and unless something unforeseen develops, will make public a final draft of the ruling within a week or so. Some FCC insiders hope that a public statement will be possible this week, but general view is that it may hold over until next week. Commissioners are determined to issue a decish as soon as possible.

First draft of the verdict may be completed today, according to authoritative sources. Commish will then huddle to iron out details and consider any suggestions for changes. Usually well-informed sources here said FCC had no difficulty, at an executive conference earlier last week, in reaching preliminary verbal agreement against CBS's upstairs commercial bid. An important group of staffers has been detailed to rush the first draft.

Change of Heart Unlikely

A change of heart between now and final issuance of the ruling is possible only if FCC engineers, after further study, discover major facts hidden in the mass of evidence on hand. This is held very unlikely.

Commissioners completed their study several days ago of the hundreds of pages of testimony and exhibits which had been placed on record in course of series of hearings and demonstrations, including a total of almost two weeks of hearings in Washington. As reported in *The Billboard* February 8, the FCC, in the wake of demonstrations in New York, Princeton, N. J., and Tarrytown, was convinced that upstairs color was not ready for public. It stayed open-minded and eager for new testimony, but seemingly wound up won over to downstairs black-white. FCC is determined to make its sentiment public as early as possible in order to end what both major factions in the video quarrel have candidly described as "uncertainty" in the TV industry.

Obstacle in Path

Ordinarily, a fast polishing job on the first draft could pave the way for (See *CBS Loses Pitch* on opp. page)

NO TICKETS NEEDED!

Just come in . . . I'll take over from there . . . giving you the finest show in photography you've ever seen! Want proof?

8x10's . . . 50 for \$4.13
100 for \$6.60
Mounted Blow-Ups—
20x30, \$2.50; 30x40, \$3.85
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Rodner Sees Chi's Tele Birth With Commerce, Industry Aid

CHICAGO, March 1.—An outline of what television could mean to the economic life of Chicago and a plea for the Chicago Association of Commerce and Industry members to get behind television and make it a reality soon was made by Arden Rodner, head of Television Advertising Productions, Chi video package and consultation firm, at a luncheon meeting of the commerce association Wednesday (26). Rodner claimed that television could be instrumental in raising our national standard of living to "a level higher than we've ever dreamed possible." Referring to the Chi video promotion campaign started months ago by the Electric Association here, Rodner said that lately he had gotten the impression that it had bogged down.

"It appears to me," he said, "that the campaign needs some rejuvenation and what would be a better organization to co-operate in this project than the Chicago Association of Commerce and Industry."

Rodner attempted to disprove the theory that television is economically unfeasible. Referring to this school of thought, Rodner said, "One of the most popular fallacies which pops up in print several times a year is the contention that television will not become economically practical until some way is found to pay the 'tremendous' cost of good programs . . . actually that contention is several fallacies rolled into one."

He then tried to disprove the claim that programs will be too expensive by citing the history of TAP's recent job in St. Louis, when it put KSD-TV on the air. He claimed the cost fallacy "was exploded very definitely two weeks ago in St. Louis when a staff of 18 people, 12 of them with only one week's training, produced more live studio programs than any television station had ever tried before."

"The quality of the programs that were put together in that short time, compared favorably with the best that have been aired in New York or Chicago. That was evident in the reaction of the sponsors who were definitely television happy. In fact, four of the larger sponsors are now talking about national television advertising campaigns. So obviously they did not find that television is too expensive."

Developing the theme that television could improve Chicago's economic picture, Rodner claimed that the sale of 72,000 sets here in the next year (as promised by manufacturers) would alone represent \$36,000,000 worth of new business here. He also stated that television's ability to sell with a power psychologists claim to be eight to 12 times more effective than any other advertising medium would constitute a "tremendous creative selling power which will directly or indirectly effect every business in the country."

Ford Extends Ball Game TV, Buying Chi, Detroit Games

NEW YORK, March 1.—Outlook for commercial tele took a jump this week, despite decision of one major sponsor, Standard Brands, to exit from NBC's WNBT with its two shows, *Hour Glass* and *Dancing in the Air*. J. Walter Thompson, agency handling Standard Brands' shows, recouped with Kraft, latter contracting for a one-hour show starting May 1, in the 9-10 p.m. slot. Latter deal had been in negotiation for some time, and for a while it was feared that the exit of Standard Brands might jeopardize the Kraft deal. Kraft may have Eddie Mayehoff in the lead spot. In addition to

Tele Set Production Hits 12-Month High

WASHINGTON, March 1.—Sharpest monthly spurt in television set production in a year is reported by the Radio Manufacturers' Association for January. TV receivers produced in January totaled 5,437, more than 2,000 over the previous month. January production of both FM-AM radio receivers and TV rose sharply over all monthly records in 1946, RMA stated. FM-AM sets manufactured in January reached 51,318, against 40,903 in the previous month.

More than 5,000 of the January production in FM-AM were low-cost table models. Of video receivers, 4,790 were table model type.

150,000 Sets Is RCA Goal

HOLLYWOOD, March 1.—RCA Victor tele toppers, in from Camden, N. J., to set the stage for company's T-Day March 10, told *The Billboard* that RCA Victor expects to manufacture 150,000 video receivers this year and that the Coast will get 10 per cent of its output.

WBKB Survey May Determine Program Policy

CHICAGO, March 1.—Survey of the television audience here was started this week by WBKB, local Paramount station, when it mailed out to the entire list of more than 1,200 video set owners a questionnaire designed to get information about everything from the number of persons watching programs on specific nights to what type of commercials are preferred. Survey, which is expected to be analyzed and compiled in terms of trends and significant data within three weeks, is being conducted by Mort Teller, WBKB researcher, supervised by Bill Eddy, station chief.

Fact that Eddy is taking the survey seriously, even to the point of allowing it to affect formation of program policy is proved by contents of letter he enclosed with each questionnaire. In the letter Eddy states, "Admittedly, we have made many mistakes in these several years of experimentation and we will probably make many more before we can assume that our program structure is infallible."

"We want to please you. We want to mold Chicago television in the type, form and quantity you desire, and for that reason we now need your help. We are enclosing a questionnaire which we would appreciate your filling out and mailing in. From the data you send us we will be able to establish a program policy that will more closely approximate your individual wishes."

The questionnaire then goes on to ask questions about the times video receivers are on; what hours are most desirable for video viewing; what length of program is preferred; which of the WBKB programs now on the air are the most acceptable; the type of show—comedy, serials, musicals, remotes, etc.—the audience would like to see telecast and which three main classifications of programs—studio, remotes and films—are preferable.

From the answers on the questionnaires the station expects to uncover general preferences which will shape program policy. Information about results will be made available to sponsors and agencies, too, so that they can take advantage of concrete facts about audience preferences when shaping future shows.

Hollywood Actors' Lab Tele Bow Set

HOLLYWOOD, March 1.—Hollywood's Actors' Lab, nationally known for its top-drawer legit offerings, will bow on television for the first time in a special T-Day show March 10 over Don Lee's W6XAO. Lab's venture into video is primarily an experimental move, altho group's brain-trusters are vitally interested in tele as a further outlet for Lab products.

For its maiden effort Lab will present two short plays. First is *All Cultural Levels Meet Here*, currently playing as curtain raiser for Sara Allgood's *Juno and the Paycock*, written by Peter DeWitt, with direction and adaptation by Stanley Prager. Companion piece on same video bill will be an original one-acter by Glenn Haley titled *Rehabilitation* (See *Hollyw'd Lab Bow*, opp. page)

Miracle in the Rain

Reviewed Sunday (23), 9:17 to 9:47 p.m. Style—Drama. Sponsored by the Borden Company thru Young & Rubicam, over WNBT (NBC), New York.

Borden dipped into teledrama (account heretofore has used audience participation and variety shows) with this adaptation of Ben Hecht's story, and considering the nature of the tale, plaudits are due all hands. Story concerns a young girl who has lived a dull, frustrated life, devoted to her mother, who hasn't spoken a word since her husband deserted her when the girl was 10. Going home from work one rainy night, lass meets a soldier brimming over with the joy of living.

After a couple of happy days boy goes overseas and is killed. He has taken with him, as a gift from the girl, a unique Roman coin. Girl sinks into the same despondent pit in which her mother has wallowed, until a girl friend takes her to church, where she finds solace in prayer. Later, she becomes ill, catches pneumonia and dies, clasping with her hands the Roman coin the boy took overseas with him. The symbolism indicates, of course, the reunion of the pair. Such religious and mystic overtones are far easier to achieve in the printed word than thru tele, but with the exception of one or two spots, Fred Coe's adaptation came close to doing it.

One weak spot was the happy-go-lucky, life-loving lad.

There were times when he seemed somewhat of a simpleton, this despite the fine playing of John Forsythe in the part. Mother's role also lacked credibility, despite a competent job by Mary Kelton.

Good Performances

Phyllis Ryder turned in an excellent performance in the difficult role of the girl, and Nydia Westman, portraying the girl friend, made a more than adequate contribution. Sid Stone's unbilled bit added considerably in lending realism to the proceedings. He was the Broadway auctioneer (voice only) from whom the girl buys the Roman coin. Larry Seaman's off-stage narration was excellent, too.

Coe and Y. & R. Producer Wes McKee did a solid job of direction, with the difficult mood transition from bouncing gaiety in the first portion of the show to somber mysticism in the latter part achieved smoothly. Blending of film and live portions of play were well planned and executed.

Poor Credits

Producers, generally, however, may find that they can make their job of securing competent talent easier by arranging to give performers more substantial "screen" credit. In *Miracle*, performers' names were not shown at any time, an announcer merely reading their names at show's end. A special bow is due Bob Wade, WNBT art director, and his scenic designing staff for turning in realistic sets.

All in all this dramatic offering might not serve as a smash hit Broadway vehicle. It was, however, better than average Hollywood film fare and as good as or better than many radio dramatic offerings. For tele that's not good, it's great. And for video's critics who have been popping off lately that good tele drama is too expensive to produce—will be too expensive even when tele circulation hits respectable figures—we might add that this show's cost was well within economically sound ad budget limits.

Borden commercials were not especially forceful, the products sliding out, one after another, to front and center from a fixed row at rear of "screen," had certain eye-catching quality. Same sponsor now pays freight on James Beard's *I Love to Eat* show on WNBT Fridays.

Joe Csida.

Safety on the Streets

Reviewed Tuesday (25), 8:30-9 p.m. Style—Film interview and demonstration. Sustaining over KTLA (Paramount) Hollywood.

With Los Angeles chalking up 4,000 traffic fatalities last year, the country's worst record, KTLA did an admirable job in training its public-service cameras on one of the area's greatest and toughest problems. To accentuate the necessity for studying the traffic situation, seg opened with a police department produced sound film showing accident scenes and how they could have been avoided by adherence to traffic regulations.

Scanning then unfolded with an interview with a Southern California Auto Club rep, capably handled by KTLA's Dick Lane, further pounding home the message of traffic safety. While educational in content, question and answer routine was so handled as to bring out facts and figures that would hold viewers' interest so that interview would not become boring. Cameras swung to one of the city's driver testing machines, checking action reflex. Constructed similarly to a cut-away car complete with windshield, steering wheel, accelerator and brake pedals, gimmick tests the seconds it takes for a driver to apply his brakes at a given signal. It also checks the autoist's steadiness at steering.

Close-Up Shots

Lass was placed in the driver's seat and given the test as lenses moved in for close-up shots of the machine in operation. After registering a n. s. h. score, an experienced city ambulance driver was then given the same test to show that an almost perfect score is possible. Seg was a good example of a pubserv program treating a vital problem yet retaining viewer interest thruout.

Lee Zhito.

Tell-Tale Heart

Reviewed Thursday (27), 8:30 to 8:50 p.m. Style—Dramatic. Sustaining on WBKB, Chicago.

Altho show was of topnotch dramatic quality, it was too gruesome for transmission at this early evening hour when kids could have seen it. A murder story, it depicted actual killing and such powerful but frightening dramatics as full-screen shots of a horrible looking eye, the sound and sight of a beating heart, screams and groans, and other weird sound effects.

A masterful television adaptation of Edgar Allan Poe's *Tell-Tale Heart* was written by Bill Vance, who also starred in the role of the murderer who killed an old man in a frenzy of insanity. Helen Carson, who directed the show, showed her knowledge of television potentials by working in film, live shots and camera close-ups that intensified the interest-holding qualities of an already gripping story. Bruno VeSota, as the old man who was murdered, also did a realistic and moving piece of acting and devised make-up that was responsible for much of the show's dramatic strength.

If judged merely on its merits as a dramatic television production, program could easily rank with WBKB's best. But its merits as sound programming for a juvenile as well as adult home audience also must be taken into consideration, and here the show warranted little praise. Proof of this is the fact that in the public audience at WBKB studios were two children who started crying with fright at one of the more forceful points in the show.

Program emphasized again the need for caution on the part of video directors. It's bad enough to have blood and thunder brought into the home via radio, but when it's done with the added impact of visual ac-

Books on Trial

Reviewed Monday (24), 8 to 8:30 p.m. Style—Quiz type; public service. Sustaining on WNBT (NBC), New York.

An open letter to sponsors and their agencies.

Dear Sirs: What do you want—blood? Here's a teleshow that will get and hold viewers, and it's a safe bet they're viewers of a high enough intelligence level to do your product some good, even considering video's limited circulation.

Here's a program that's fairly good even when it does not come up to its own high standard. Two programs preceding this had Elliott Roosevelt, Leland Stowe and Norman Cousins discussing Roosevelt's *As He Saw It*, and Kurt Von Schuschnigg, Ralph Ingersoll and Dorothy Thompson kicking around Schuschnigg's *Austrian Requiem*. Program reviewed was somewhat less fortunate in its book selection, as well as in personalities representing prosecution, defense and author. Tome was *One Damned Island After Another*, by Clive Howard and Joe Whitley. Prosecutor was Ira Wolfert, and defense chore was handled by Colonel Philip G. Cochran (model for Flip Corkin of the *Terry and the Pirates* comic strip). Book deals with exploits of the 7th Air Force in the Pacific, and Wolfert based his criticism on the one-sided, glory picture painted by the volume and its failure to include defeats, alleged stupidity of brass, etc. Wolfert's criticism and manner of presentation seemed petulant and off the point, but even worse was Cochran's defense. Apologizing for not being a professional critic or writer, the Colonel spent his defense time complaining about Wolfert's criticism as dealing with matters other than those covered in the book. Author Howard contributed little to the pace of the show, but his comments and the groping of the respective "attorneys" merely pointed up the fact that this book was simply not the type which lends itself to a "trial" style show.

Sterling North, in his judge's role, again took sides (at one point he defended the book), but in this instance with good cause, trying to bring the discussion back to the book itself, and presenting a point which Cochran had missed completely. Producers of this show, broadcast on WHN, would do well to get away from using non-literary people. Cochran no doubt is a helluva flier, but just wasn't capable of carrying on a sharp discussion of books, even books on fliers.

Nevertheless, this program is a real buy for a sponsor, since even this below par airing made for fairly interesting viewing, much more interesting than most (and many more expensive) video offerings. *Trial* will not only sell viewers on a sponsor's bringing to the public intelligent, entertaining programs with a distinct public service flavor, but will get the sponsor plenty of newspaper and magazine publicity, provided there is any kind of exploitation support at all.

Joe Csida.

tion via television it becomes even more upsetting.

Of course it will be difficult for video programers to make a negative decision re shows if they have to consider, as they did tonight, top artistic work, but nevertheless, especially at hours when the young and impressionable can view them, programs that are too blood-curdling should be out. The average person, when reading such material can make his own mental pictures, and usually, thru a subconscious protective mechanism will conjure scenes that are not too upsetting. But when television creates the gruesome pictures for him a more powerful and harmful effect is created.

Cy Wagner.

Boxing Matches

Reviewed Tuesday (25), 9-9:30 p.m. Style—Studio staged boxing. Sustaining over KTLA (Paramount), Hollywood.

Moving into its new studio has given outlet elbow room, and the advantages can be easily realized in scanning the studio staged boxing exhibitions. KTLA has injected a realistic air into its home-made leather pushing displays.

Lens Area Expanded

With more space available lensers now can shoot the ring against the studio audience, so that pix showing crowd of lookers gives it the appearance of a regular fight at the stadium by using an actual ring and employing pro fighter. Final product is not too far from the boxing fare offered at local fights.

Screen player Dick Lane's tele versatility proving a godsend to this station turns in a bang-up job in describing the event. In typical fight broadcast fashion Lane creates suspense and excitement with his commentary which can arouse any home viewer to the edge of his seat.

Tele director Klaus Landsberg wisely splits his two cameras so that one is used for overhead shots, the other for ringside level scanning. By so doing, screen can carry fresh and novel angle shots as well as give the armchair enthusiast complete coverage of all the action that takes place between the ropes. Boxing is ideal tele fare since it packs a lot of action and yet is corralled in a relatively small area, making it easy on the lensers.

Lee Zhito.

CBS LOSES PITCH

(Continued from opposite page)

public announcement this week, but several obstacles hinder such action. Commish is pressed heavily by other major business, altho the ruling on TV standards holds priority. Some commissioners will be absent from the capital this week. Chairman Charles Denny will be away to address the Institute of Radio Engineers in New York. He plans to be back for FCC's routine hearings Thursday (6).

Top legalists and engineers are known to be doing the actual draft work on the TV decish in the wake of preliminary sessions with Denny and the other commissioners, who, according to authoritative quarters already have themselves on the momentous decision. A final vote probably will be taken in a day or so, preparatory to final drafting of ruling. Final draft work could get under way as early as Tuesday (4).


HOLLYWOOD LAB BOW

(Continued from opposite page)

tation, with direction by pic actor Anthony Quinn.

Don Lee tie-up with Lab is first legit outfit to try video since Pasadena Playhouse teleplays. Pasadena group worked with Don Lee for several years, but bowed out of picture last spring when legiters revealed inking of an exclusive deal with future L. A. Times video station. Of two L. A. video outlets currently telecasting (Don Lee and Paramount's KTLA), W6XAO is only outlet to stress straight legit offerings. In addition to former Pasadena Playhouse, station has aired work of UCLA, USC and other college dramatic schools. KTLA has to date steered clear of similar fare.

JACK ROURKE
Productions
6331 Hollywood Blvd.
Hollywood 28, Calif.
Phone: GR-1950



Miller Primes New Attack Against FCC Blue Book

WASHINGTON, March 1.—President Justin Miller, of National Association of Broadcasters will unleash one of his bitterest anti-Blue Book attacks in an appearance before House Interstate and Commerce Committee within a month, it was learned here this week. Meanwhile, the committee will hear a plea Monday (3) by Rep. Emanuel Celler for legislation to provide "teeth" for FCC's Blue Book and to prevent "trafficking" in radio licenses. Celler is sponsoring the legislation apparently with blessing of the commish, which was represented at the House Interstate and Foreign Commerce hearing this week by several of its officials headed by Chairman Charles Denny who, Tuesday (25) provided committee members with a lengthy explanation of FCC activities, accompanied by distribution of copies of Blue Book to all members of the committee.

House Interstate and Foreign Commerce Committee is staging its series of conferences—most of them in executive session—in tackling the whole problem of what, if anything, will be done about revising the Communications Act and investigating FCC. A committee spokesman informed *The Billboard* that members of the radio broadcast industry will be given full opportunity to be heard in committee sessions after completion of appearances by government officials. According to present schedule, federal agency reps will not complete testimony for another two weeks. Chairman Charles A. Wolverton, of the committee, indicated that he was favorably impressed with testimony and co-operative manner of FCC Chairman Denny, commissioners Jett and Wakefield, and several FCC staff chiefs who answered questions and volunteered info most of Tuesday. Denny, a committee member said, staunchly supported the Blue Book and added that the document contained some "points which even NAB goes along with."

FCC is among several agencies which are getting a cursory look-see from House Interstate and Foreign Commerce Committee in proceeding which Chairman Wolverton prefers to describe as "conferences"

rather than formal "hearings." A committee member explained that "we are determined to familiarize ourselves with the whole picture in the radio industry before we attempt to consider finally what to do about introducing or acting on any specific legislation." It is anticipated that a series of bills, carrying out Miller's original proposals for cracking down on FCC and its Blue Book will be among several proposals to be considered by the committee this session.

Appearance of Representative Celler before the committee, originally slated for last Monday (24) but deferred a week so that the committee could first hear FCC, is expected to start the ball rolling on introduction of radio legislation.

Celler's bill proposes clarification of the Communications Act thru a more specific definition of "public interest" which, under his proposal, would include the "interest" of all listeners within the service area of a station. The measure, in effect, points the way for a government-sponsored system for regular measurement of listener interest, similar to the field surveys made during the clear channel studies. The measure would strengthen the Blue Book by prohibiting FCC from finding operation in the public interest if the station is used "excessively" for commercial advertising. The bill also would establish for the first time a fixed percentage requirement for sustaining program time and would establish price ceilings to prevent trafficking broadcast licenses.

Under the Celler bill, consideration for transfer or assignment of broadcast property could not exceed the "fair value" of the property. The measure would establish a ceiling of "double the depreciated costs of the tangible broadcast property." In addition, the Celler bill would require licenses to insert FCC-approved newspaper ads prior to filing renewal applications. It would be necessary for stations to advertise at least three times in a daily newspaper, specifying intention to have license renewed, date of expiration, and notices to others in order that competition could be considered.

This provision is exactly the reverse of proposal for legislation by Prez Miller, of NAB, who has insisted that the Communications Act be revised so that license renewals would be automatic. Under Miller's suggestion, FCC would have no role in the renewal unless a second party challenged the license renewal.

Waring Show Looks To Friday Sponsor

CHICAGO, March 1.—NBC's Fred Waring Show (Mondays thru Fridays, 11 a.m. EST) will probably cop a Friday sponsor soon, it was learned this week, thereby insuring early-morning seg an additional lease on life. The sponsor is the Minnesota Valley Canning Company.

Waring show, which is sponsored Tuesdays and Thursdays by the American Meat Institute, had been reported in danger of being canceled by NBC, which picks up the tab the remaining three days. However with new sponsor, web will definitely keep the show on.

There was some talk of moving Waring into the 9 a.m. slot, but fact that the canning company frowned on the moving, plus fact that Sweetheart Soap bought the earlier time for a soaper, caused NBC to keep Waring where he is. Agency for Minnesota Canning is Leo Burnett, Chicago.

Chesterfield Silk Design Gets Boff Retail Promotion

NEW YORK, March 1.—Unusual situation whereby a promotion deal has resulted in the women of America virtually becoming sandwich sign walkers for a commercial product has resulted from a tie-up between Chesterfield cigarettes and A. M. Perlman Silk Company. It's in connection with a silk print Perlman has been manufacturing, using the name Chesterfield, a reproduction of the ciggie package, and similar motifs, as the design. Prints are being made in various color combinations, and are being manufactured as scarves (\$3), blouses (\$11), play suits (\$18) and lounging pajamas (\$17).

As a result of the joint venture, Chesterfield Scarves, etc., are being featured in 400 retail stores thruout the country, many of which have or are giving the item either window or counter displays or both. Most displays—as for instance in Macy's, New York; Marshall Field, Chi; Lit Bros., Philly; Rich's, Atlanta, and the May Company, L. A.—feature one or more of the items together with pix of Jo Stafford and Helen Carroll, vocalists on the Chesterfield *Supper Club* series on NBC.

In exchange for the design, Chesterfield is plugging the items on its air show, and has bought space for a Virginia Mayo ad, with Miss Mayo wearing one of the blouses in *Time*, *New Yorker*, *Life*, *Collier's*, *Newsweek*, *Saturday Evening Post*, *Good Housekeeping* and a slew of fan mags.

Altho women's styles have used travel and similar motifs, this is believed to be the first instance where several co-related fashion items have used one commercial product design exclusively. Promotion is being handled by Jill Warren for Newell-Emmett Ad Agency.

KMPC's Roberts in Health Pubserv Deal

HOLLYWOOD, March 1.—Strong pubserv-promotional stunt is currently being staged by KMPC's Clete Roberts whereby station has established tie with health department providing facilities for giving kids free diptheria shots. Outlet will admit juves for immunization shots Wednesday (5) between 3 and 5 p.m., with city providing medicos and nurses.

Service is getting between 15 and 20 air plugs daily, pointing out that 10 kids have already died from diptheria since first of the year. While free immunization is already provided by the city in its downtown health department offices, offering KMPC's centrally located premises in Hollywood is expected to attract distance-shy mobs.

Saphier's "Corliss" In Hildegarde Spot

HOLLYWOOD, March 1.—Campbell Soup will replace Hildegarde with Jimmy Saphier's package, Corliss Archer, in the CBS Sunday slot April 6. The air version of F. Hugh Herbert's *Kiss and Tell* is set for a 26-week stint, but it is understood soup cannery is seriously considering holding on to Corliss for winter fare as well.

Corliss was on for Campbell last summer but gave way to Hildegarde. The Milwaukee chantousey's Hooper showing (6.0) brought the bank-roller's ax. Saphier's Corliss sale is his second in recent weeks. He peddled *The Man Called X* to Frigidaire as Hollywood *Star Time* replacement.

United Front Union Council In Works in Chi

CHICAGO, March 1.—Closer coordination between the various local radio unions and guilds is expected to result from the formation of a new inter-union council now in the works here. Unit parallels similar groups in New York and Los Angeles. The new council, still in embryonic stages, was suggested by the executive council of the Midwest Radio Writers' Guild, headed by Orin Tovrov, RWG chief here. The organization, which held one of its formulating meetings here last night, is as yet untitled, but first signs point toward its having form and objectives similar to Hollywood's Council of Radio Arts and New York's Association of Broadcasting Unions and Guilds.

Already unofficially committed to participation in Chi's radio council, as a result of last night's meeting and the inaugural one a few weeks ago are the Radio Writers' Guild, the Radio Directors' Guild, IBEW, NABET and AFRA. AFM was asked to join, but turned down idea with statements indicating union didn't think it needed to co-operate with other radio employee organizations.

Purpose of new council it appears now will be, in general, to create a united front of all radio unions here which could indirectly combat any behind the scenes get-together of stations, agencies and nets when labor controversies arose. Altho the council will not have any power to make its wishes binding on any member union or guilds, its representatives would confer on mutual problems, discuss new contracts, interpret, analyze and promulgate information about trade practices, and map out methods of co-ordinating position of radio employees.

Constitution and by-laws, it came out at last night's meeting, are still in formative stages. RWG is the only union which has had its membership officially ratify entrance into the council, but a check of other unions this week revealed that membership of others will undoubtedly come along and the org should have its official birth within the next few weeks.

Samish Shaping Up ABC Coast Air Segs

HOLLYWOOD, March 1.—ABC's program chief, Adrian Samish, winged his way into Hollywood last night to start work on shaping up *The Phil Silvers Show* and air seg featuring Adolph Menjou. Both packages are under serious consideration by ABC as fall material to be used in strengthening net's nighttime fare.

Also understood that during Samish's Coast sojourn he will look into summer replacement material for the Philco-Bing Crosby platter show. Groaner will go off in May.

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CBS Listens To Listeners

(Continued from page 5)

dications are that the "revolt against them is very real, particularly against those which appeal to kids. Bryson added that horror yarns are bad entertainment and bad morally. He excluded detective stories from the horror genre, and added that he didn't think juvenile delinquency was caused either by radio or by movies.

Sound Levels

Re sound levels, Bryson stated that radio apparently still hasn't solved this problem. CBS, incidentally, made a study of the subject in April, 1946, and Bryson suggests that the criticism on this point is again vague as to whether CBS or radio in general is considered at fault, but his general impression of the criticism is that radio makes "too much noise" for a good communications medium. One of the surprises of the series has been the lack of reaction to comedy and variety segs, particularly in view of the industry's own feeling that this type of programing needs revamping, new formats, new talent, etc. There was a small amount of criticism, too, leveled at CBS discussion and debate programs, altho some charged that representative people were not used.

In general, listener reaction indicated a considerable measure of appreciation of CBS's frankness and forthrightness in presenting radio's case.

No date has been set for the wind-up of the Bryson series. If material and interest holds, it will continue some weeks longer, but Bryson feels he has already covered the main spots. Series acceptance has been high—between 80 and 86 stations carrying it—and the Hooper has been hovering between two and three, considered good for this kind of program and time. Top interest now centers in what use CBS will be able to make of listener reaction.

Ruml May Follow McCosker at WOR

NEW YORK, March 1.—Reports this week were to the effect that WOR would appoint a non-paid chairman of the board as successor to Alfred McCosker, who vamped the spot last week. Among those mentioned was Beardsly Ruml, president of the Macy Department Store, which owns the New York Mutual outlet. Jack Straus, now Macy's board chairman, preceded McCosker as WOR's top-per, on a pay-less basis.

McCosker, who had been with WOR virtually since its beginning 25 years ago, has been anxious to retire for some time, but acceded to station's request that he remain on until the outlet's 25th anniversary bally was over. McCosker has been a top radio figure for many years, but has been more or less inactive for some time, with Ted Streibert, WOR's prez, running the joint.

Commons in Roar Over Der Bingle

LONDON, March 1.—Average Briton may be suffering under cold wave and power crisis, but members of Parliament last week kept warm with a heated debate over Bing Crosby. Controversy arose when BBC was forced to scrap its highbrow "Third" program because of electricity cuts, and show's defenders protested.

One major argument was that the "Third," which offers full-length dramas, symphonies and other cultural works, is BBC's major alternative to trivial matter. "Third's" defenders placed Bing and ITMA popular variety show in the "trivial" category. House was thrown into an uproar, with lines almost evenly divided between supporters of Der Bingle and Rachmaninoff.

"People Want Crosby"

The government vigorously defended its action in cutting the "Third" in preference to Bing et al., saying that the people want Crosby and they are going to get him, as long as humanly possible. The clincher: the "light" service, said the government, is necessary to maintain morale, but the eternal values of the "Third" are not. Nevertheless, the campaign for the "Third" continues, and chances are transmission will be restored on an expanded basis as a consolation when normal conditions return, with the Dominions likely to share receptions.

BBC brass has expressed satisfaction over the debate, which proved to them that the expensive and high-brow "Third" actually has a sizable listening audience. Program has featured lectures on atomic control, artificial insemination and similar subjects, besides ancient and contemporary literary and musical works.

VALUE SHOWDOWN

(Continued from page 5)

measured cities shown under the counties in which they are situated. Subclassifications show total number of radio families and radio stations heard at least once weekly by 10 per cent or more of the radio families. Day and night audiences of stations subscribing to the report are listed numerically and as a percentage of the total radio families.

Three Other Sections

Three other sections give a metropolitan district summary station-city index and radio station index. First shows station audiences by metropolitan districts, second lists cities alphabetically, showing population, number of stations, network affiliations, day and night audiences. Radio station index does similar job by station call letters. Besides having a glossary, and giving BMB rules and instructions on use of the report, report explains how station audiences were determined and tabulated.

A Canadian supplement shows U. S. and Canadian audiences by Canadian counties or census divisions and cities.

CBS GOES CO-OP

(Continued from page 5)

offered as a co-op about six weeks ago in a move to help defray expenses of a pub-serv show; and Fiorello H. La Guardia, now a co-op on Mutual.

It's expected CBS will add to its co-op list, which now includes a morning news round-up, 8-8:15 p.m., Monday thru Friday; Charles Colingwood and the News, 11-11:10 p.m. Monday thru Friday; Ned Calmer and the News, 11-11:10 p.m., Saturday and Sunday; CBS News Feature, 11:10-11:15 p.m., Sunday thru Saturday; Joseph C. Harsch, 11:15-25 p.m., Monday thru Friday, and Quincy Howe, 11:15-11:25 p.m., Saturdays.

Hooper Point Totals Show Highs, Lows

(Continued from page 9)

(Bromo Seltzer); Bob Hawk for Camels. NBC's strongest Monday night entry is DuPont's *Cavalcade*, with its long-hair sessions for the *Telephone Hour* and Firestone contributing only moderate Hooperatings.

It wasn't too many years ago that Thursday night was strictly MBC's, with its one-time Vallee-Showboat-Crosby parlay. Them days is gone, for Thursday, nowadays belongs to CBS mainly thru Mr. Keen (Kolyonos); *FBI in Peace and War* (P. & G.); Dick Haymes for Autolite, and *Crime Photographer* (Anchor Hicking), which scores a surprising 17.5 Hooper. FBI stanza made the top 15 in the current Hooper report, close on the heels of Mr. D. A. with 18.8. NBC, however, still packs a Thursday night punch, with Burns and Allen, *Aldrich Family*, *Kraft Music Hall* and Abbott and Costello rating well.

Friday Night

Friday night leaders, for CBS, which tops the webs Friday night, include Durante-Moore for Rexall; *Thin Man* (General Foods); *It Pays To Be Ignorant* (Philip Morris); the soon-to-depart *Maisie* for Eversharp, and Fannie Brice for General Foods. NBC's strongest shows that night are Alan Young (Bristol-Myers); *Molle Mystery* and *People Are Funny* (Brown & Williamson). ABC has two strong shows this night, too, *Your FBI* (Equitable Life) and *Break the Bank* (Bristol-Myers).

Space does not allow analysis of weekday daytime programs and its plethora of soap operas, while the comparative scarcity of Saturday daytime sponsored programs may not be regarded as giving overly conclusive data. CBS has sold more Saturday programs than the other webs—one conclusion could be that its programs that day are stronger—but the weight of these commercials would obviously give CBS a top figure in a computation based solely on commercial Hooper-rated program points.

LONDON FUEL BAN

(Continued from page 3)

fuel are revised. This avoids the necessity of re-heating the house between matinee and evening.

Recent threatened strike of thespes, enforcing a demand that all performers receiving less than 10 pounds a week (approximately \$40) be paid for matinees canceled because of the fuel crisis, produced rumors some shows would be forced to shutter. However, Walter Payne, Society of West End Managers prexy, described the gossip as "premature." Strike was averted last week when the British Actors Equity accepted arbitration. Arbiters found for the thespes.

Steve Ellis now sports director of WMCA, New York. He'll give up his daily record program.

RWG's Scribblers Teach Pro Methods

CHICAGO, March 1.—Radio Writers' Guild here is attempting to teach would-be radio writers how to write professionally by the simple method of having its top writers demonstrate pro techniques. Local RWG is only Guild chapter in the country which actually undertakes to teach commercial radio writing, directing and production to hopefuls.

Advanced course in script analysis, production, etc., which began yesterday (28), has the city's top radio men such as Sherm Marx (*The Whistler*), Orin Tovrov (*Ma Perkins*), and Myron Golden (*Grant Advertising*) teaching more advanced neophytes secrets of script salesmanship.

Reason Guild sponsors course in Chi and nowhere else, is that it would like to develop more paying members in a city where admittedly radio writing and production has declined. Reasoning is that altho competition is less keen in Chi than in New York and Hollywood, the outlets are correspondingly fewer and must be built up if Guild here is to maintain any show of strength. More than 75 are attending the course. Both agency and web execs are definitely interested in whether or not Guild's course will produce any good commercial sripters.

Harold E. Fellows, general manager of WEEL, Boston, and director of CBS operations in New England, returns to Boston Monday (10) after a two-week vacation in Bermuda.

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STATES GANG UP ON ASCAP

Iowa Gets in The Act With 10% Tax Bill

Indiana House Okays Taboo

DES MOINES, March 1.—An anti-ASCAP bill, filed in the Iowa House this week by a group of a half dozen representatives, would license and regulate copyrighted music organizations and includes a franchise tax of 10 per cent of gross receipts collected in the State during the preceding year.

Bill requires filing of articles and a statement with the Secretary of State showing names and salaries of officers and agents, titles of music owned, rates charged and total receipts.

What group is behind the proposal.

INDIANAPOLIS, March 1.—Indiana's anti-ASCAP bill which would virtually outlaw music licensing orgs in the State, was passed by the House this week after approval by the Senate had been given February 14.

House okay means the bill will be returned to the Senate for an expectedly routine approval of amendments added by the House and will then be sent to the governor for his consideration.

Among amendments entered by the House was one by Rep. Ida Wilson, exempting Indiana radio stations from provisions of the bill which forbids collection of fees by license societies for music played for profit in taverns, dance halls, theaters and amusement parks in Indiana. Web interests had objected to inclusion on grounds that stations would be forced to negotiate with each individual author and composer for permission to play their copyrighted music.

Tide of opinion which has pressured the "outlaw licensing orgs" bill thru both houses started some weeks ago when Rep. Harold E. Korn introduced the original measure. Korn, according to his own statement was induced and persuaded by a group of tavern operators and motion picture theater operators to present the measure. Associated Theater Owners of Indiana, which claims it did not sponsor the bill, says that after looking it over it decided in its favor on the claim that ASCAP had developed into a monopoly never intended by the originators of the copyright law. ATO backing of the bill presumably developed when provisions were studied by attorneys and opinion offered that motion pic producers and distribs would be charged with liability in event exhibitors were hit for copyright infringement suits. Latter would be obvious remedies by ASCAP-BMI writers if license orgs were outlawed.

ATO support for the bill is seen here as possibly stemming from family influence on present ATO prexy Truman Rembusch. Old records show that Rembusch's father had filed several lawsuits against ASCAP thru the years, endeavoring to ban ASCAP in Indiana. This legislation and others hurled against motion picture producers had brought fruitless results to date.

Meanwhile, ASCAP was taking the course of Indiana events in stride, with top spokesmen in New York echoing warning of society's Indiana (See States Gang Up on page 34)

Decca Sets Bing, Haymes, Andrews On "Annie" Duet

HOLLYWOOD, March 1.—Decca will team Dick Haymes, Bing Crosby and Andrews Sisters in a tune duet from stage hit *Annie, Get Your Gun*, skedded for cutting March 10. Session will mark first time Crosby and Haymes have worked together on platters.

Deal was set by Jack Kapp during recent Coast visit, but tunes chosen were kept mum till now. Warbling threesome will cut *I Can Do Anything You Can Do—Better and There's No Business Like Show Business*, with Vic Schoen's ork backing up.

"Song Hits" Sues "Screen Songs" Over Format

NEW YORK, March 1.—Claiming the new April cover of Charlton's *Screen Songs* lyric mag was a swipe of its own style and format, Lyle Engel's *Song Hits* publication served papers this week on Charlton Publishing Company and Owners John Santangelo and Edward Levy. Summons calls for defendants to appear before State Supreme Court on March 4 and seeks to find defendants guilty of contempt of court for violating an injunction issued by the same court in 1943.

The '43 injunction enjoined Charlton from imitating cover, format and style of *Song Hits* and forms the basis for Engel's current request for a contempt declaration. Claim of plaintiff is that *Screen Songs* "attempted to combine distinctive features" of *Song Hits*—prominence, lettering, position of title, identities of type, page format, etc., and that intent was to "confuse and mislead the public into believing that *Screen Songs* is a publication of the *Song Hits* magazines or Engel group." It is also alleged that Charlton with its April issue had raised the price to 15 cents in an effort to justify a book reduced from 34 to 18 pages that had taken on the physical appearance of an established 15-cent songbook.

BMI Appoints Kirk Coast License Head

HOLLYWOOD, March 1.—Richard L. Kirk will head BMI's Coast location licensing office when he arrives here March 14. With the org since July, Kirk was active in bringing Florida spots into the BMI fold. His territory will include the entire West Coast and adjoining States. Operating out of BMI's Vine Street headquarters, he will set up his own office and hire personnel.

Kirk's appointment follows recent Coast hop by BMI Licensing Chief Harry P. Sommerville, who surveyed situation here and sounded out ops on BMI's proposed licensing plan. With opening of Coast spot license bureau, BMI will have completed its groundwork for a nationwide campaign to tax all locations using live music. Hotels are already under its wing.

"Close the Door, Petrillo" 802 Officials Plea While New Member Influx Mounts

Transients, School Grads Thorniest Problems

NEW YORK, March 1.—An unprecedented influx of new members into Local 802, AFM, has that org ready to see AFM Prexy James C. Petrillo this month in an effort to solve the problem of an increasing number of applicants who, under present bylaws, probably would have to be admitted to membership. Tyro tootlers entering 802 ranks have increased by some 30 per cent over four years ago, and the New York local is perturbed. Registration has gone to over 29,000 and candidates continue to snowball. Latter represent an eager brood of would-be pros, still affected by big tootler takes of the war year period, one of the best eras for musicker jobs since the early '20s.

But union officials, aware that the war is over and anticipating the possibility of a recession in the music biz, have visions of wide unemployment developing among swollen ranks. Result: The coming appeal to Petrillo.

Two Headaches

Biggies in AFM's largest locals point to two major headaches—the large number of music school grads turned out since the war and the heavy influx of out-of-town members transferring into 802. Both groups reportedly bring in more than 80 new names each week. Reason for first invasion in union officials' eyes is that wartime population shifts apparently have made New York even more of a musical mecca.

In the second bracket heavy matriculation into music schools, under the G.I. Bill of Rights, has brought up the problem of students who seek union affiliation for part-time jobs as well as help in establishing contact with contractors and leaders. Many of these youngsters pose additional grief for union execs since they are not entirely dependent on tootler earnings and sometimes are overly susceptible to under-scale offers.

Tougher Entry Sought

Administration's concern is that acceptance of members may undermine the job security of thousands of men whose only means of livelihood is music. Petrillo aid will be sought in working out a method which would not close out all new entrants but might make membership process tougher.

Under present membership stipulations, which are an AFM matter, despite 802's normal autonomy, any candidate over 16 able to pass a competency test on an accepted instrument and pay a \$50 initiation fee must be admitted to the local provided he has established six months' residence in Greater New York.

Quota System?

To change these restrictions, 802 must get Petrillo's approval and, while the AFM prexy has been against any such changes in recent years, local execs are hopeful that a quota system will get his okay. Quota scheme would simply limit the number of new members who could be admitted each week or month.

How Petrillo will react is moot, also parent org has always been wary of membership curbs in its known desire to thoroly unionize the biz. Question of whether 802 might face a genuine economic threat if some such curbs aren't inaugurated may bring a break in the national's attitude.

Embassy on Block; BMI Likely Buyer

200G Reported Asking Price

NEW YORK, March 1.—Trade buzzed at disclosure this week that Embassy Music pub, BMI-licensed firm in which Jack Johnstone, general professional manager for Embassy and Dorsey Brothers firms, holds a major stockholder's interest, had been offered for outright sale to BMI org at reputed asking price of \$200,000.

Negotiations with BMI to purchase Embassy catalog have been under way for weeks, it is understood. altho BMI's Bob Burton said that while he had heard "talk" about the proffered sale, the org had made no deal or decision about it.

Embassy spokesmen denied Brill Building bruitings that firm was up for open sale. However, it is presumed that if BMI holds out on 200G price tag anyone who comes along with that much cash can acquire the firm's catalog. Latter includes the Sy Oliver series (*Blue Blazes, For Dancers Only, Serenade to a Spot*, etc.) and standard faves such as *I Dream of You, Oh! Look at Me Now, Yes Indeed, Everything Happens to Me, This Love of Mine, Opus No. 1*.

Only reason Johnstone would give for desire to sell was to "devote my time to other activities."

Majestic Diskery Signs Five Rustics

CHICAGO, March 1.—Majestic Records emerges as a contender for the folk artist crown March 24 when the firm issues five disks by five newly acquired rustic artists, including Bradley Kinkaid, Pete Caswell, Dewey Price and the Blue Ridge Mountain Boys, the Southern Joy Quartet and the Thomas Family. Platters are first of a series, waxed recently by Riley Shepard, the label's hillbilly chief. Firm has been doing spasmodic releases on folk artists, but will concentrate more heavily following the five releases.

Earl Wild, concert pianist featured on Paul Whiteman's recent nationwide p.a. concert tour, was also inked this week, and will be re-released shortly in an album of lesser-known Chopin works.

ASCAP-BMI DISKERIES TO SET UP ORG Membership Spotlighted

Coast Cleffers Ask Why

HOLLYWOOD, March 1.—Touchy matter of pubs holding dual membership in both ASCAP and BMI got the full spotlight last week during ASCAP toppers' annual huddle with Coast membership. Cleffers asked why individuals owning BMI puberies are allowed to join ASCAP under another music firm tag but tunesmiths are not permitted dual deals. Membership was told ASCAP originally overlooked pub's twin ties since BMI wasn't too strong, but now matter will be given full consideration by ASCAP brass during their September sessions. Situation has been sore spot among cleffers as well as all-ASCAP pubs.

N. Y. Dinner Mar. 27; NAB Talks Skedded

NEW YORK, March 1.—ASCAP's general annual meeting and dinner, at which newly elected officers are presented to the membership, will be held March 27 at Ritz-Carlton Hotel. Meeting, before dinner, offers East Coast ASCAP a chance to consider amendments or suggestions proffered by West Coast brethren at a meeting last week.

Music advisory committee of the National Association of Broadcasters has, meanwhile, authorized President Justin Miller to arrange a meeting with ASCAP's radio committee in mid-March. The web-ASCAP soiree represents the society's wish to launch contract negotiations now, altho present papers are binding until December 31, 1949. ASCAP suggestion for an early confab is in sharp contrast to the situation in 1939-'40 when a ban on society music was imposed by broadcasters. At that time ASCAP turfed down NAB's call for bargaining talks and upshot was the celebrated year-long feud, formation of BMI and entry of the federal consent decree. Contract finally signed in '40 covered a 10-year period.

Jovien, BB Staffer, Joins Coast's GAC

HOLLYWOOD, March 1.—Harold Jovien, *The Billboard* Hollywood staffer, bows from trade paper field to move to the other side of the fence Monday (2) when he moves to General Artists' Corporation, replacing Carl Von Ritter. Latter recently resigned his GAC band-cocktail department berth to join with Hal Zeiger in formation of indie bookery. In addition to band-cocktail booking, Jovien will also be active in record and transcription fields. For five years with *The Billboard*, he spent the past two years in the publication's Coast office and aided in its recent expansion program. Prior to joining *The Billboard*, he had spent five years in the trade paper field.

Lund Pacted by MGM

NEW YORK, March 1.—Art Lund, former Benny Goodman vocalist, has been signed to an MGM waxing contract. Pact is for two years with options. Lund will join roster which recently saw the addition of Metro film stars Van Johnson, Gene Kelly, Lionel Barrymore, Jimmy Durante and Keenan Wynn. Singer already has cut four sides.

GAC Shakes the Tree Early, Plucks Summer Ork Plums: Steel Pier, Asbury, Cavalier

NEW YORK, March 1.—Moving in fast on Eastern summer bookings, GAC wrapped up virtual exclusives in three major hot-weather terperies this week. Agency has set an almost-all GAC ork cast into Atlantic City's Steel Pier, Asbury Park's Convention Hall and Virginia Beach's Cavalier.

Steel Pier will open Easter Sunday, teeing off with Frankie Carle for the night. Reopens Memorial Day for a series of week-ends prior to season opening, June 28, when Jimmy Dorsey kicks off with a 10-day engagement. JD will be followed by Randy Brooks, Tex Beneke-Glenn Miller, Elliot Lawrence and Stan Kenton consecutively, each for a one-week stanza. Other GAC orks likely to play Steel Pier before Labor Day closing are Ray McKinley, Tony Pastor and Johnny Long, with the Spike Jones unit an outside possibility. Only non-GAC ork so far set is William Morris Agency's Charlie Spivak. Of a nine-week season here, GAC has five orks definitely set and four others in tentatively.

Asbury Park spot opens July 2 for

Mel Torme To Croon In MGM Pictures

NEW YORK, March 1.—Singer Mel Torme, who records for Musicraft, has been signed by MGM flick producer Arthur Freed for a role in a musical pic tabbed *Good News*. Torme's pact calls for him to do two movies annually. *Good News* went into production late this week, and shooting of the film will delay Torme's engagement at the New York Copacabana, skedded for May 5, at least a month.

"Coke" Ruled Infringement; Pubbing of Tune Restrained

(Continued from page 4)
tabbed *Victory Calypsoes*, 1943 *Souvenir Edition*, has been dragging thru the courts for nearly a year.

Court's decision entitles Khan, represented by attorney Emil K. Ellis, to recover from the defendants, represented by Julian T. Abeles, such damages as he can prove he sustained in consequence of the alleged infringement and to an accounting of all gains, profits and advantages derived by the defendants, according to provisions of the copyright law. Trade estimate on *Rum* sheet sales place it around the million mark, while diskings of the tune may have climbed above three million. Accounting is to be taken by a master appointed by the court. Defendants also are required to deliver for destruction all infringing copies and devices, while plaintiff is also entitled to recover costs of the action and reasonable counsel fees.

Kahn Copyright

Judge Byers found that the song, pubbed in *Victory* booklet, was penned by Rupert (Lord Invader) Grant, who assigned the copyright to plaintiff Khan. Latter secured a

an eight-and-a-half week season with Tex Beneke-Glenn Miller crew set to break the ice with a one-week-er. Jimmy Dorsey follows July 9, Stan Kenton July 16, while Elliot Lawrence goes in August 20. Johnny Long and at least two other GAC properties also are skedded for dates. Kenton opens the spot with a two-day Memorial Day and Saturday date.

Cavalier will play orks for two-week stanzas. GAC thus far has four orks skedded to fill eight of the summer weeks. These are Long, Brooks, Sonny Dunham and Dean Hudson.

Atlantic City and Asbury Park dates were booked by Howard Sinnott, Cavalier's by Don Seat.

IATSE, 23-13, Wins Robbins

NEW YORK, March 1.—Robbins-Feist-Miller white collar employees this week voted 23-13 in favor of establishing the International Alliance of Theatrical Stage Employees as bargaining agent to negotiate a contract with Metro-Goldwyn-Mayer, which controls the Robbins group, covering salaries and working conditions.

Big three firm becomes, along with Remick, Harms and Witmark, Warner companies, the second major pub group to come under the IATSE music biz wing.

IATSE currently is seeking an election at Mills Music and Bregman, Vocco & Conn. Union says it is working with American Federation of Musicians Local 802 and the music publishers contact employees' union in conducting this organization drive.

Trinidad copyright in 1943 and a U. S. copyright June 29, 1945 on the booklet. Khan held the copyright when suit was filed August 10, 1946, and court's ruling substantiated that he still holds the original copyright on *Rum*. Judge ruled that Khan was sole proprietor of the tune that the defendants had infringed.

Plaintiff claimed that Amsterdam had copied the song while visiting Trinidad on a USO tour in 1943, had returned to the U. S. and collaborated with Baron and Sullavan to polish tune for public acceptance. In the course of the trial, plaintiff introduced as witnesses soldiers who were stationed in Trinidad in 1943 and who testified that the song was popular in the island at that time, prior to its American debut.

Defense was based on originality of catch passage purportedly introduced into song and which made it an American success, but Byers found that by testimony and examination the defendant's claim wasn't sufficient to influence the final decision.

Defendants probably will appeal the decision thru attorney Abeles.

30 Indies Join Prelim Huddle

Pick group this week to draft by-laws—decide to welcome major firms

NEW YORK, March 1.—Independent disk makers made their bid for a unified front this week when more than 30 reps from nearly as many labels met here at Park Central Hotel (27). Cut of the confab came the decision to set up a record manufacturers' association. The delegates appointed a committee of 20 to meet on Wednesday (5) and draw up by-laws for submission to the whole body.

Presiding at the huddle, Jack Pearl, of Hub Records (authorized also to represent Mercury and King Records at the meeting), pointed out that the idea for an association had originated in December and was in no way connected with similar association proposals mailed to diskers some time later by jockey Alan Courtney and lawyer Sidney Goetz. It is known, too, that several delegates at this meeting expressed either resentment of or indifference to the Goetz-Courtney plan, on grounds not only that it was antedated by their own ideas but also that "no one outside the manufacturing realm is wanted."

Majors Now Welcome

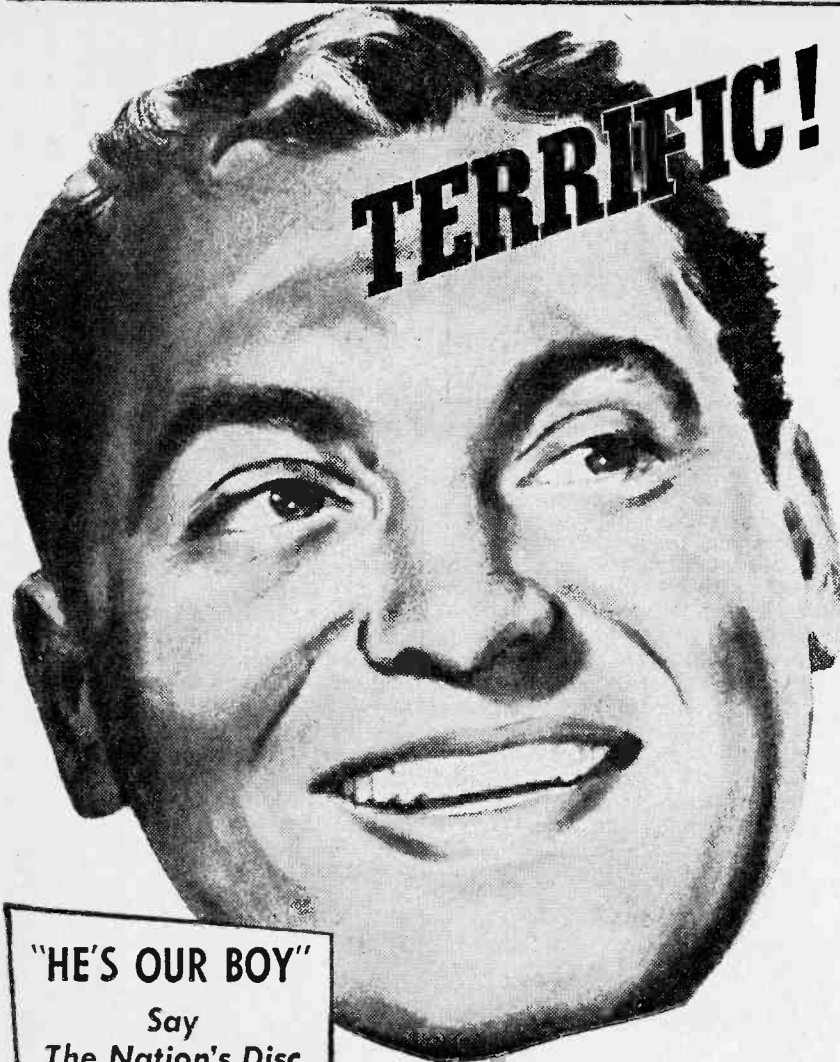
Pearl, explaining why major labels (Victor, Columbia, Decca, Capitol, etc.) had not been invited, said that meeting had originally been called under auspices of independent record manufacturers. He stressed, however, that as a result of the meeting the "independent" tag was dropped and Record Manufacturers' Association title adopted. He added that members' feelings now were that any major firm wanting to join the association would be welcome.

Pearl reports the following independent disk execs were present at the meeting and gave their endorsement:

- Irving Gwartz (Diamond)
- Herman Lubinsky (Savoy)
- Ivan Ballen (20th Century)
- Hy Siegel, Ike Berman (Apollo)
- Bob Thiele, Dan Priest (Signature)
- Irving Berman (Manor, Regis)
- Jack Pearl, Ben Bart (HUB)
- (Pearl acted as rep for Mercury and King)
- Solly Abrams (Alert)
- Joe Davis (Davis)
- Al Middleman (Sterling, Juke Box)
- Al Green (National)
- George Mendelsohn (Vox)
- Dr. Bemish (Harmonia)
- Pete Dorraine (Banner)
- Al Holtzman (Allan)
- I. Kapitzky (Seba)
- Sam Goode (Gotham)
- Dick Kuhn (Top)
- Eric Bernay (Keynote)
- Harry Bank (Cardinal)

Sonora, Majestic, Vogue, Standard, International promised co-operation, according to Pearl, but reps were not present at Thursday's session. Pearl said he had heard talk that Frank Walker, of the new MGM firm, had been invited, but he made no comment on report that Walker had expressed interest only if "independent" tag was dropped. In MGM quarters it was reported that probability of Walker's coming, with MGM label's prestige, hinged on whether any other major firm would display interest.

Purpose of the meeting and of (See DISKERIES ORG on page 34)



FRANKIE LAINE

DEFINITELY POSITIVELY! ABSOLUTELY! GUARANTEED TO BE ONE OF THE MOST PLAYED ARTISTS YOU HAVE EVER HAD ON YOUR JUKE BOXES!

Yes! This is a TALL statement BUT CONVINCING YOURSELF BY PLAYING

'THAT'S MY DESIRE'
ON THE REVERSE SIDE
'BY THE RIVER ST. MARIE'
MERCURY CELEBRITY SERIES 5007

MORE FRANKIE LAINE RELEASES

'Ain't That Just Like A Woman' 'I May Be Wrong'
'September In The Rain' 'Stay As Sweet As You Are'
5003 5028

And His Latest
'A SUNDAY KIND OF LOVE'
AND
'WHO CARES WHAT PEOPLE SAY'
MERCURY 5018

MERCURY

Mounting Snarls in ARA Case Give Legal Eagles Headaches

HOLLYWOOD, March 1.—Second of this week's legal headaches facing trustees of defunct ARA plattery (see story in adjoining column) failed to come to a head Friday (28) when Hollywood music shop operator, Maurice A. Rapoport, refused to answer court subpoena. Rapoport was to have appeared Friday morning before bankruptcy referee Hugh Dickson to explain refusal to pay for recently purchased ARA masters. Music merchant bought \$2,200 worth of masters, including cuttings by Art Tatum, Ferde Grofe, Parkyarkus, Vatican Choir, and the score from *Spellbound Pic*.

According to Max Fink and Cy Levinthal, attorneys for ARA's trustees, Rapoport acquired masters thru competitive bidding giving check in payment. Bank later informed trustees that check was n. g., having been issued on a closed account. Rapoport, meanwhile, is said to have attempted to sell Art Tatum eight masters of his (Tatum's) platters, despite check mix-up. (Under bankruptcy laws, successful bids are considered contracts and binding on bidder.)

Rapoport has claimed that he withheld payment until he could personally examine masters, altho practice followed on other master disposal deals has been to sell recordings on a strict "as is" basis.

Following Rapoport's "no show" action, ARA attorneys took further legal steps, this time filing an order to show cause why Rapoport should not be cited for contempt of court.

Chi Merchants Seek Instrument Tax Nix

CHICAGO, March 1.—A move to have the excise tax on musical instruments removed has been started by the National Association of Music Merchants, William A. Mills, executive secretary of the association, said this week. The tax is for 5 per cent to be paid by the manufacturers, but by the time it is passed on to the consumer it usually amounts to 10 per cent, because not only do manufacturers pass on tax but, in some cases, wholesalers or retailers put on another 5 per cent mark-up to account for the 10 per cent total.

Mills was in Washington this week speaking to Treasury Department officials. Attempt to have the tax repealed will be argued on theory that since two bills have been introduced in the House for the purpose of extending tax exemption to religious institutions when musical instruments are purchased "exclusively for religious purposes," and the NAMM contends, most instruments are sold for religious and educational uses, the tax ought to be eliminated entirely.

The pitch is being made to the Treasury Department rather than to Congress because it is the NAMM's belief that Congress will take Treasury Department recommendations but would engage in a lot of unnecessary haranguing if gone to directly.

Arnaz Turns Publisher

HOLLYWOOD, March 1.—New pub firm has been organized by ork leader Desi Arnaz, with contracts set for affiliation with the Dorsey Brothers Publishing Company. Arnaz firm will be tabbed Desilu Publishing Company, and will build a Latin music catalog in conjunction with the Dorsey firm.

HOLLYWOOD, March 1.—Another headache was added this week to the ever-mounting pile of legal snarls involving the defunct ARA plattery when A. E. Simpson, purchaser of \$6,250 worth of ARA masters, notified bankruptcy trustees that he was rescinding his purchase order and demanded his dough back. Simpson, a retired Canadian lumberman interested in the record biz, purchased 86 masters last week, doing an about-face when he discovered that disks were worthless unless back AFM royalties were paid.

Simpson's rescinding order, applied thru attorney Gene Curry, was based on a claim that trustees failed to deliver all 86 masters as required by contract, and that he, as purchaser, did not have reproduction rights to platters. Included in group of masters were waxings by Phil Harris, Stuart Hamblet, Bob Crosby, Judy Canova, Ginny Simms, Jan Savitt, Town Criers, and Lou Bring.

To Fight Backdown

Simpson said he would never have bought masters had he known of AFM royalty claims (said to total \$18,000). After he learned of conditions attached to use of masters, he approached several of the ex-ARA artists and offered to resell their own masters at actual purchase price, but was turned down cold. When informed of Simpson's action, Cy Levinthal, attorney for ARA trustees, asserted that he would fight Simpson's attempt to back out of purchase. According to Levinthal, masters were sold with no representation or warranty and deliveries were to be made within a "reasonable time." Moreover, terms of sale and existing liens by union were no secret, having been given wide trade press publicity.

Simpson Indie Label

Simpson's urgency to dispose of hot-potato masters is based on his plans to enter indie plattery field. Having bought out Pan-Pacific pressing outfit, he will launch a new indie label, Can-Mexus, soon. First artist pacted is Jan Garber, who is skedded to cut eight sides in near future. Since AFM recording franchise is held up until ARA situation is settled, Simpson will press for an early settlement.

Oddly enough, Phil Harris had previously offered \$3,000 for his old masters, including *Dark Town Poker Club* and *That's What I Like About the South*, but offer came after Simpson had closed deal for bulk lot of masters. Since legal status of masters was confused, RCA-Victor stopped production of its version of Harris' *Poker Club* and *South* recordings, rather than risk possible court battles. Harris, meanwhile, has lost interest in recovering masters, even if Simpson wins his fight to cancel deal. Thus, former ARA property will in all probability become dust gathers on bankruptcy receiver's shelf.

Cavallaro, Kaye Set By MCA for Astor

NEW YORK, March 1.—MCA ticked off two-thirds of the Hotel Astor's summer band season here with the hostelry's manager, Bob Christenberry, breaking ads in the dailies to herald opening of the Roof, May 19, with the Carmen Cavallaro ork featured.

Cavallaro is set for six weeks, with Sammy Kaye due in for an additional six-week stanza. Astor season will run 16 to 18 weeks. No other ork has been pacted for open time as yet, says Christenberry.

Longhair Brushes Stiffen as Symph Orks Comb Out Gripes

NEW YORK, March 1.—Hot tempers and high temperament are the order of the day just now in longhair circles. Top symphony ork frontiers are either battling with their employers or accusing one another of chicanery. In lesser symphony groups, execs are resigning in a huff. In short, the storm signals are up in the 3B's territory. Opening gun was sounded several weeks' back when Artur Rodzinski, batoneer of the N. Y. Philharmonic Symphony, tangled with ork's exec board and especially Arthur Judson, ork manager and prexy of Columbia Concerts, Inc., whom he accused of too much interference in choice of guest stars, programs, etc. Rodzinski offered his resignation. The board accepted pronto. The same day Rodzinski inked with the Chi Symphony, whose frontier, Desire Defauw, long a target of the Windy City crix, bowed out to return to Europe.

Kreuger Vs. Szell

Last week the second round brought Karl Kreuger, frontier of the Detroit Symphony, and George Szell, on the podium of the Cleveland ork, into a tussle, with the former accusing the latter of having swiped his concert master, Joseph Gingold, by subterfuge. "Intentional deception," Kreuger called it and was backed by the ork's angel, Henry Reichhold. Szell replied that the accusations were "too ridiculous to be worthy of serious comment."

Simultaneous with the Midwest scrap came news that execs of the newly created Connecticut Symphony Orchestra in Stamford had canceled ork's debbing concert after a backstage tangle in which Gabriel J. Morrell, in charge of promotion and publicity, resigned when Louis J. Standish, ork exec sec, accused him of falling down on the job of flacking the ork's preem. Meanwhile William Browne, sec and biz rep of Local 626, AFM, who fathered the idea of the ork, was unable to enter the fracas due to illness. Ork bowed in at Bridgeport Wednesday (26), with Daniel Saidenberg, conductor of the Saidenberg Little Symphony and CBS gvester, on the podium.

Granz Settles His \$6,000 Disk Royalties Suit

NEW YORK, March 1.—Suit filed last October by Norman Granz against Moe Asch, of the Asch diskery, and Irving Prosy and Herbert Harris, of Stinson Trading Company, was settled out of U. S. District Court here.

Granz sued for royalties due him under an agreement with Asch made for the sale of the initial *Jazz at the Philharmonic* disk album. Asch, without consulting Granz, is alleged to have turned over all rights to the album to Stinson, which paid Granz \$1,500 in royalties, altho the claim was that the firm should have paid \$7,500. Granz, thru attorney Andrew Weinberger, sued for the \$6,000 balance. According to papers filed for discontinuance of the case, a substantial settlement was made.

Madriguera Wax Pact

NEW YORK, March 1.—National Records has signed Enric Madriguera's ork to a waxing pact for two years with options calling for "substantial guarantees." Madriguera formerly waxed for Vogue. National's general sales manager, Jerry Blaine, is leaving the diskery to take over the Cosnat distrib firm, which serves as New York outlet for National and other labels.

Opera Hits Pilot On Use of "Met"

NEW YORK, March 1.—Motion for a preliminary injunction in advance of trial was granted last week by Supreme Court Justice Bernard L. Shientag to the Metropolitan Opera Association, Inc., in its suit against the Pilot Radio Corporation and Isadore Goldberg, to restrain the outfit from using the name "Metropolitan Symphony Orchestra" or "Metropolitan" in its home-use longhair disk albums.

According to attorneys for the plaintiff, the Metopera Association was approached in October, 1946, for permission to use the title "Metropolitan" in a series of 12 albums of symphonies, operas and other longhair classic platters, with Eric Leinsdorf, former Met pit batoneer, and other conductors on the podium. Metopera declined to give permission.

On December 8, 1946, an ad appeared in *The New York Times* announcing appearance of Pilot's albums and "featuring the Metropolitan Symphony Orchestra." Blurb in the cover referred to Leinsdorf's engagement at the Met at the age of 27.

Plaintiff claims that use of the title is confusing and even alleges that clerks in disk stores in the city were peddling albums as having been recorded with the Met Opera ork.

Thornhill Follows Tex at Glen Island

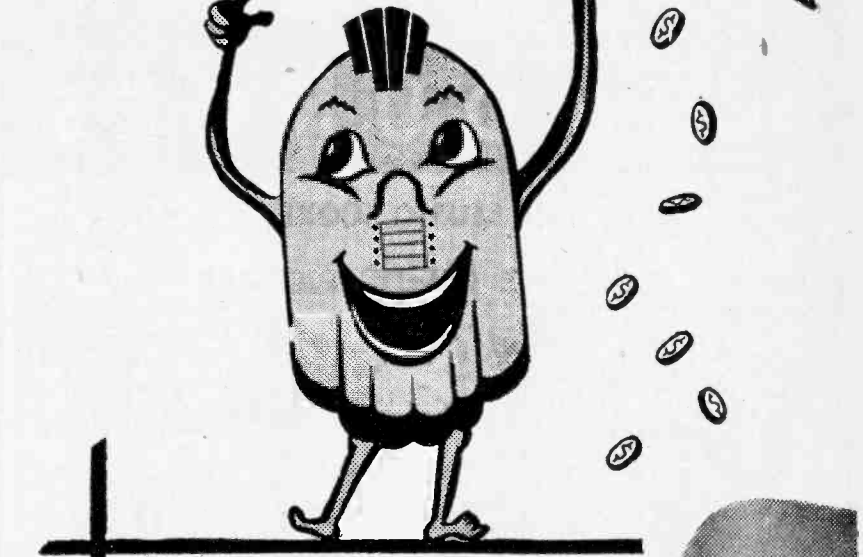
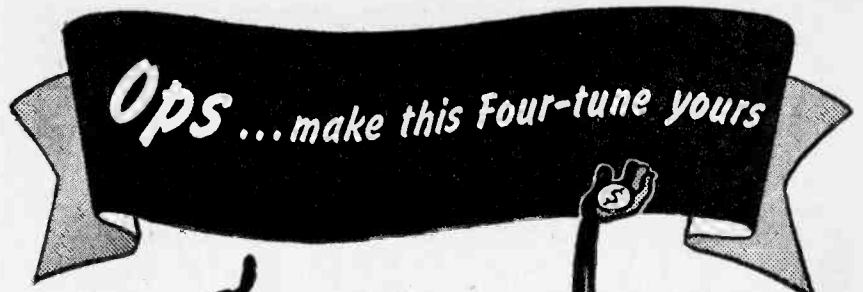
NEW YORK, March 1.—Claude Thornhill ork set to follow Tex Beneke-Glenn Miller band into Glen Island Casino May 29. Beneke opens the spot's summer season on May 15 for two weeks. Thornhill then gets four-week stanza.

Thornhill's skedded three-week vacation, due to begin March 16, also will serve as period for reorganization of his ork. Band, currently at the Strand Theater, is on notice, but Thornhill is certain that almost all his men will return after his vacash. Orkster is planning to cut down his brass section from seven to five, size of his pre-war horn department. Object of reorganization is to cut down tootler pay roll in order to facilitate promotional budget for Thornhill.

Mus-Art Corp. Adds Eddie Rogers' Crew

CHICAGO, March 1.—Mus-Art Corporation, newest contender in the major booking agency field, acquired its third band this week, with Eddie Rogers' 13-piece commercial crew leaving the MCA banner to ink with the Facchine - Whittemore - Thayer combo. Rogers, a vocalist-fiddler-frontier, will continue playing Midwest hotels and resorts, Russ Facchine, Midwest Mus-Art chief, said.

Facchine said he's preparing for entry into the cocktail field within the next month.



CURLY GRIBBS
and his Texas Ranchers

SO ROUND, SO FIRM,
SO FULLY PACKED
I JUST FELL OUT OF
LOVE WITH YOU

Vocals by Curly Gribbs

SIG 1010

MONICA LEWIS

MIDNIGHT MASQUERADE
A THOUSAND AND ONE
NIGHTS

SIG 15078

MARY OSBORNE
and her Trio

and a Signature special

HOODLE ADDLE

WHAT TO DO

Vocals by Mary Osborne

SIG 15076

Signature records
DISTRIBUTED BY
GENERAL ELECTRIC
SUPPLY CORPORATION

SINATRA

SONGS, INC.

ANNOUNCES

THE MUSIC SCORE

FROM THE MGM PICTURE

"It Happened In Brooklyn"

STARRING

- ★ FRANK SINATRA
- ★ KATHRYN GRAYSON
- ★ PETER LAWFORD
- ★ JIMMY DURANTE

LYRICS BY

SAMMY CAHN

MUSIC BY

JULE STYNE

It's the Same Old Dream

I Believe

Time After Time

The Brooklyn Bridge

Whose Baby Are You?

The Song's Gotta Come

From the Heart

SINATRA SONGS, INC.

NEW YORK • CHICAGO • HOLLYWOOD

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 February 28



HONOR ROLL OF HITS

(TRADEMARK)

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

- | Position This Week | | Position Last Week |
|--------------------|--|--------------------|
| 1. | ANNIVERSARY SONG
From the Columbia film "The Jolson Story," sung by Al Jolson. Records available: Tex Beneke-Miller Ork, Victor 20-2126; Russ David, De Luxe 1057; Larry Douglas, Signature 15075; Anita Ellis, Mercury 3036; Al Jolson, Decca 23714; Guy Lombardo, Decca 23799; Don Pablo Ork, Latin-American 10; Louis Prima, Majestic 1107; Andy Russell, Capitol 368; Artie Shaw, Musicraft 428; Dinah Shore, Columbia 37234; Kate Smith, M-G-M 10003; George Towne Ork, Sonora 2004.
Electrical transcription libraries: Freddy Martin, Standard; The Novatime Trio, NBC Thesaurus; Russ Morgan, World; George Towne, Associated.
<i>By Al Jolson and Saul Chaplin</i>
<i>Published by Mood (ASCAP)</i> | 4 |
| 2. | OPEN THE DOOR, RICHARD
Records available: Dusty Fletcher; National 4012; Bill Samuels and the Cats 'n' Jammer Three, Mercury 8029; Jack McVea Ork, Black & White BW-792; Count Basie, Victor 20-2127; Tosh (One-String Willer) and His Jivesters, Empey 103; The Three Flames, Columbia 37268; The Charlotiers, Columbia 37240; Walter Brown-Tiny Grimes, Signature 1006; The Merry Macs, Majestic 1112; The Pied Pipers, Capitol 369; Big Sid Catlett Ork, Mano 1058; Lips Page Ork, Apollo 1041; Hank Penny, King 608; Louis Jordan, Decca 23841.
Electrical transcription libraries: Freddy Martin, Standard.
<i>By John Mason, Jack McVea, Dan Howell and Dusty Fletcher</i>
<i>Published by Duchess (BMI)</i> | 1 |
| 3. | MANAGUA, NICARAGUA
Records available: Jose Cabelo Ork, Victor 26-9015; Julie Conway, Signature 15086; The Gordon Trio, Sonora 3032; Kay Kyser, Columbia 37214; Guy Lombardo, Decca 23782; Freddy Martin, Victor 20-2026; Two-Ton Baker and His Merry Music Makers, Mercury 5016; Bill McCune, DC 8014; Dick Peterson and the Vocal Yokels, Enterprise 251.
Electrical transcription libraries: Patti Dugan-The Jumpin' Jacks, NBC Thesaurus; Chuck Foster, Lang-Worth; Jan Garber, Capitol; Elliot Lawrence, Associated; Freddy Martin, Standard; Dick Peterson and The Vibra-Tones, MacGregor; Arthur Smith, World; Jerry Sears Ork, Muzak.
<i>By Albert Gamse and Irving Fields</i>
<i>Published by Encore (BMI)</i> | 3 |
| 4. | (I LOVE YOU) FOR SENTIMENTAL REASONS
Records available: The Brown Dots, Manor 1041; King Cole Trio, Capitol 304; Ella Fitzgerald-Delta Rhythm Boys, Decca 23670; Eddy Howard Ork, Majestic 1071; Art Kassel, Vogue R-781; Dinah Shore, Columbia 37188; Charlie Spivak, Victor 20-1981; Skip Strahl Ork, Emerald 106; Fran Warren, Cosmo 514.
Electrical transcription libraries: Buzz Adiam Ork, Standard; Barclay Allen, MacGregor; Bob Crosby Ork, Standard; Vic Damone, Associated; The 4 Knights, Lang-Worth; Eddie Le Mar Ork, Capitol; The Music of Manhattan Ork, NBC Thesaurus; Charlie Spivak, World; Don Swan, MacGregor.
<i>By Deek Watson and William Best</i>
<i>Published by Duchess (BMI)</i> | 2 |
| 5. | GUILTY
Records available: Nick De Lano, Black & White BW-821; Johnny Desmond-Page Cavanaugh Trio, Victor 20-2109; Tony Martin, Mercury 3042; Tony Mottola Four, Majestic 1106; Artie Shaw-Mel Torme and the Mel-Tones, Musicraft 428; Margaret Whiting, Capitol 324.
Electrical transcription libraries: The Music of Manhattan Ork, NBC Thesaurus; Russ Morgan, World; Freddy Martin, Standard.
<i>By Gus Cahn, Harry Akst and Richard A. Whiting</i>
<i>Published by Feist (ASCAP)</i> | 6 |
| 6. | HOW ARE THINGS IN GLOCCA MORRA?
From the legit musical "Finlan's Rainbow." Records available: Harry Babbitt, Mercury 3056; Buddy Clark, Columbia 37223; Tommy Dorsey, Victor 20-2121; Georgia Gibbs, Majestic 12009; Dick Haymes-Gorden Jenkins Ork, Decca 23830; Bob Houston, Sonora 3043; Johnny Long, Signature 15064; Martha Tilton, Capitol 345.
Electrical transcription libraries: Louise Carlyle-The Music of Manhattan Ork, NBC Thesaurus; The Sweetwood Serenaders, NBC Thesaurus.
<i>By E. Y. Harburg and Burton Lane</i>
<i>Published by Crawford (ASCAP)</i> | 6 |
| 7. | HEARTACHES
Records available: Joe Alexander, Capitol 372; Cowboy Copas, King 588; Jimmy Dorsey, MGM 10001; Red McKenzie, National 9026; Don Pablo Ork, Latin-American 10; Cedric Wallace Trio, Diamond 2057; Ted Weems Ork, Victor 20-2175 and Decca 25017; Ray Smith-The Pinetoppers, Continental C-8021; Ted Straeter Ork, Sonora 2005; Bobby True Trio, Mercury 3057.
(No information on electrical transcriptions available as The Billboard goes to press.)
<i>By Al Hoffman and Al Klenner</i>
<i>Published by Leeds (ASCAP)</i> | 7 |
| 8. | I'LL CLOSE MY EYES
Records available: Ray Anthony Ork, Sonora 3034; Mildred Bailey, Majestic 1093; Johnny Bothwell Ork, Signature 15066; Johnny Desmond-Page Cavanaugh Trio, Victor 20-2109; Jack Pina Ork, Mercury 3046; Hildegarde-Percy Faith Ork, Decca 23756; Jack McLean Ork, Coast 8005; Andy Russell, Capitol 342; The Sentimentalists, Manor 1047; Dinah Shore, Columbia 37213; Teddy Walters, Musicraft 15097.
Electrical transcription libraries: Louise Carlyle, NBC Thesaurus; Vic Damone, Associated; Dinner Music, Lang-Worth; Freddy Martin, Standard; George Towne, Muzak; George Wright, NBC Thesaurus.
<i>By Buddy Kaye and Billy Reid</i>
<i>Published by Peter Maurice (ASCAP)</i> | 10 |
| 9. | A GAL IN CALICO
From the Warner Bros. film "The Time, the Place and the Girl." Records available: Tex Beneke-Miller Ork, Victor 20-1991; Bing Crosby-The Calico Kids-John Scott Trotter Ork, Decca 23739; Larry Douglas, Signature 15074; Benny Goodman, Columbia 37187; Tony Martin, Mercury 3035; Hal McIntyre, Cosmo 517; Johnny Mercer-The Pied Pipers, Capitol 316; Louis Prima, Majestic 1087.
Electrical transcription libraries: Bob Crosby Ork, Standard; Vic Damone, Associated; Jan Garber, Capitol; Music of Manhattan Ork, NBC Thesaurus; Dick Peterson and The Vibra-Tones, MacGregor; The Pied Pipers, Standard; Joe Reichman Ork, Standard; Charlie Spivak, World.
<i>By Leo Robin and Arthur Schwartz</i>
<i>Published by Remick (ASCAP)</i> | 7 |
| 10. | ZIP-A-DEE DOO-DAH
From the Walt Disney film "Song of the South." Records available: Connie Boswell-Bob Crosby, Decca 23748; Sammy Kaye, Victor 20-1976; Johnny Mercer, Capitol 323; The Modernaires-Paula Kelly, Columbia 37147; George Olsen Ork, Majestic 7204; Paul Page, Enterprise 233; Two-Ton Baker, Mercury 3047.
Electrical transcription libraries: Blue Barron, Lang-Worth; Bob Crosby Ork, Standard; Sammy Kaye, NBC Thesaurus; Eddie Le Mar Ork, Capitol; Tony Pastor, Lang-Worth; Charlie Spivak, World; George Towne, Associated.
<i>By Ray Gilbert and Allie Wrubel</i>
<i>Published by Santly-Joy (ASCAP)</i> | 8 |



PHIL HARRIS!

Another pair of sure-fire moneymakers with that super-Harris delivery. He really puts them across! Good, fast beat.

It's A Good Day
and
The 'Possum Song
RCA Victor 20-2163

JANE HARVEY!

and the Page Cavanaugh Trio
Like box fans will buzz around this one—first featured RCA Victor recording by a sensational new star!

My Number One Dream
Came True
A number one plug song . . . and Jane sings it with a smooth, caressing style all her own. Accompaniment by The Trio and string ensemble.

and **Foggy River**
Jane and the famous Page Cavanaugh Trio put a hillbilly twist to this neat new tune. RCA Victor 20-2149

and COUNT BASIE!

with his first 2 RCA Victor Records
See announcement on page 00

THE STARS WHO MAKE THE HITS ARE ON
RCA VICTOR
RECORDS

PLUS . . .

JOHN SEBASTIAN

Harmonica Classics
With Russ Case and his Orchestra . . . starring Albert Malver's piano and Norris Shawker's drums. (Album P-166).

Malaguena and Inca Dance
RCA Victor 20-2060

Aria and Ritual Fire Dance
RCA Victor 20-2061

Stompe a la Turca
and
The Maiden With the Flaxen Hair
RCA Victor 20-2062

Harmonica Player and Moroccan Serenade
RCA Victor 20-2063

BILLY WILLIAMS

and The Pecos River Rogues
My Adobe Hacienda
and **I Ain't A-Gonna Leave My Love No More**
RCA Victor 20-2150

THE BLUE SKY BOYS

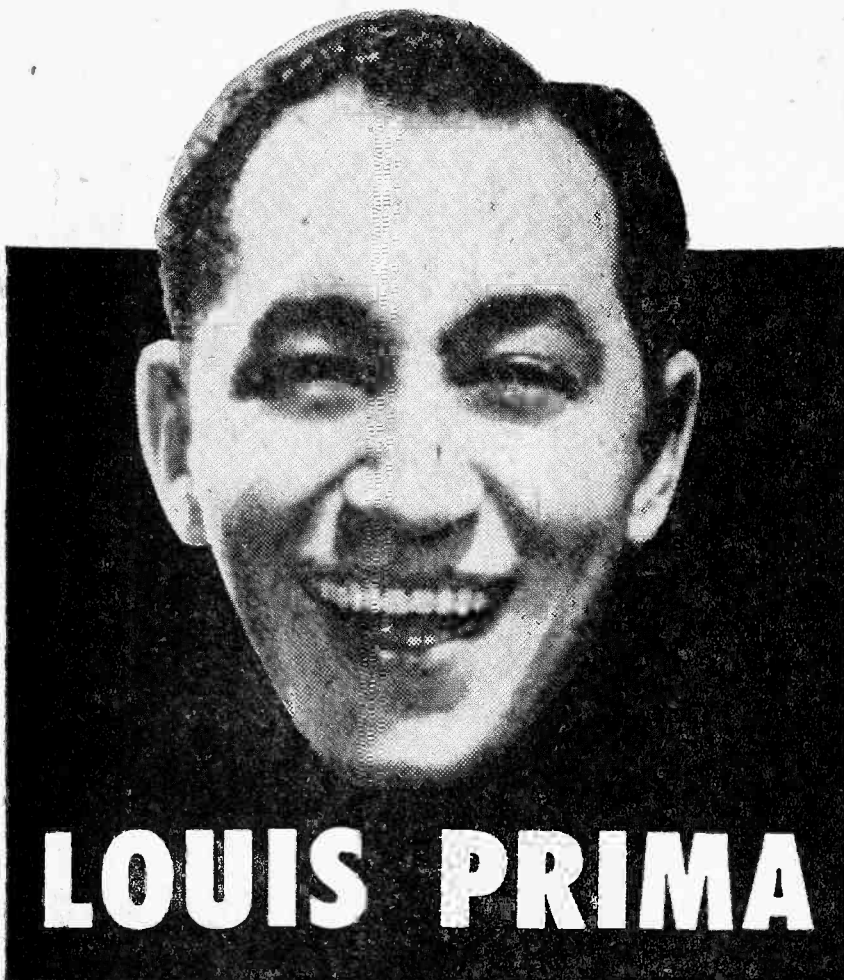
(Bill and Earl Bolick)
I Love Her More, Now Mother's Old
and **Have You Seen My Daddy Here**
RCA Victor 20-2151

RUBY SMITH

with Gene (Honeybear) Sedric and his Orchestra
Port Wine Blues and You Satisfy
RCA Victor 20-2152

DR. CLAYTON

Angels In Harlem
and
Ain't Gonna Drink No More
RCA Victor 20-2153



LOUIS PRIMA

One of the greatest showmen in the business, and the hottest trumpet, drapes the soxers 'round the boxes with the solidest of stuff. "A Nickel For a Memory" ain't just a penny for your thoughts — it's scads of coin in your machine, the way Prima plays it.

**"A NICKEL FOR A MEMORY" and
"A SUNDAY KIND OF LOVE"**

Majestic No. 1113

MAJESTIC RECORDS • MAJESTIC RECORDS • MAJESTIC RECORDS

LECUONA CUBAN BOYS

Two Latin Lulus from the picture "Carnival in Costa Rica"

"RUMBA-BOMBÁ" and "MARACAS"

Majestic No. 1115

MAJESTIC RECORDS • MAJESTIC RECORDS • MAJESTIC RECORDS

THELMA CARPENTER

In person or on platter, Thelma always wows her audience.

**"HARLEM ON MY MIND" and
"JOSHUA FIT DE BATTLE OB JERICO"**

Majestic No. 1104

MAJESTIC RECORDS • MAJESTIC RECORDS • MAJESTIC RECORDS

TIMMIE ROGERS

Wanta instigate a riot 'round your juke-box?

"DADDY-O" and "HARLEM YANK"

Majestic No. 9007

Majestic RECORDS
Studio: NEW YORK CITY • Sales: St. CHARLES, ILLINOIS
(Subsidiary of Majestic Radio & Television Corporation)

The Billboard MUSIC POPULARITY CHARTS

Sheet Music

Week Ending February 28

BEST-SELLING SHEET MUSIC

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

Weeks to date	POSITION Last Week	POSITION This Week	TITLE	Publisher
7	1	1	ANNIVERSARY SONG (F) (R)	Mood
7	4	2	MANAGUA, NICARAGUA (R)	Encore
15	3	3	(I Love You) FOR SENTIMENTAL REASONS (R)	Duchess
18	2	4	THE OLD LAMPLIGHTER (R)	Shapiro-Bernstein
5	5	5	GUILTY (R)	Feist
12	7	6	A GAL IN CALICO (F) (R)	Remick
5	11	7	SONATA (R)	Oxford
3	13	8	HOW ARE THINGS IN GLOCCA MORRA? (M) (R)	Crawford
10	10	9	I'LL CLOSE MY EYES (R)	Peter Maurice
14	8	10	ZIP-A-DEE DOO-DAH (F) (R)	Santly-Joy
9	9	11	OH, BUT I DO (F) (R)	Witmark
5	6	12	OPEN THE DOOR, RICHARD (R)	Duchess
1	—	13	HEARTACHES (R)	Leeds
3	—	14	YOU'LL ALWAYS BE THE ONE I LOVE (R)	Sinatra Songs
1	—	15	UNCLE REMUS SAID (F) (R)	Santly-Joy
16	14	15	THE GIRL THAT I MARRY (M) (R)	Berlin
2	15	15	A RAINY NIGHT IN RIO (F) (R)	Witmark

ENGLAND'S TOP TWENTY

Weeks to date	POSITION Last Week	POSITION This Week	TITLE	Publisher
10	2	1	THE OLD LAMPLIGHTER	Irwin Dash • Shapiro-Bernstein
7	1	2	ANNIVERSARY SONG	Campbell-Connelly • Mood
23	3	3	TO EACH HIS OWN	Victoria • Paramount
15	3	4	FIVE MINUTES MORE	Edwin Morris • Melrose
5	5	5	APRIL SHOWERS	Chappell • Harms, Inc.
10	6	6	DREAM AGAIN	Box and Cox • *
9	5	7	GO HOME (Your Mother Wants You)	Yale • *
4	8	8	THE THINGS WE DID	Edwin Morris • E. H. Morris
5	7	9	LAST SUMMER	Edwin Morris • E. H. Morris
5	7	9	MAY I CALL YOU	Edwin Morris • E. H. Morris
17	9	10	SWEETHEART?	Irwin Dash • *
6	4	11	TILL THEN	Chappell • Sun
3	14	12	(I Love You) FOR SENTIMENTAL REASONS	Peter Maurice • Duchess
32	11	13	THE WHOLE WORLD IS SINGING MY SONG	Francis Day • Robbins
22	16	14	YOU ALWAYS HURT	Bradbury Wood • Sun
4	18	15	THE ONE YOU LOVE	Bradbury Wood • Sun
15	12	16	SWEETHEART, WE'LL NEVER GROW OLD	Strauss-Miller • *
23	13	17	ZIP-A-DEE DOO-DAH	Sun • Santly-Joy
20	10	18	THE GREEN COCKATOO	Cinephonic • *
2	20	19	ALL THROUGH THE DAY	Chappell • Williamson
11	8	19	PRETENDING	Bradbury Wood • Criterion
32	19	20	THE RICKETY RICK	Bradbury Wood • Criterion
3	17	20	SHAW MAN	Southern • Peer
3	17	20	THE STARS WILL REMEMBER	Feldman • *
3	17	20	DOWN IN THE VALLEY	Leeds • Leeds
3	17	20	THE ACCORDION	Lawrence Wright • *

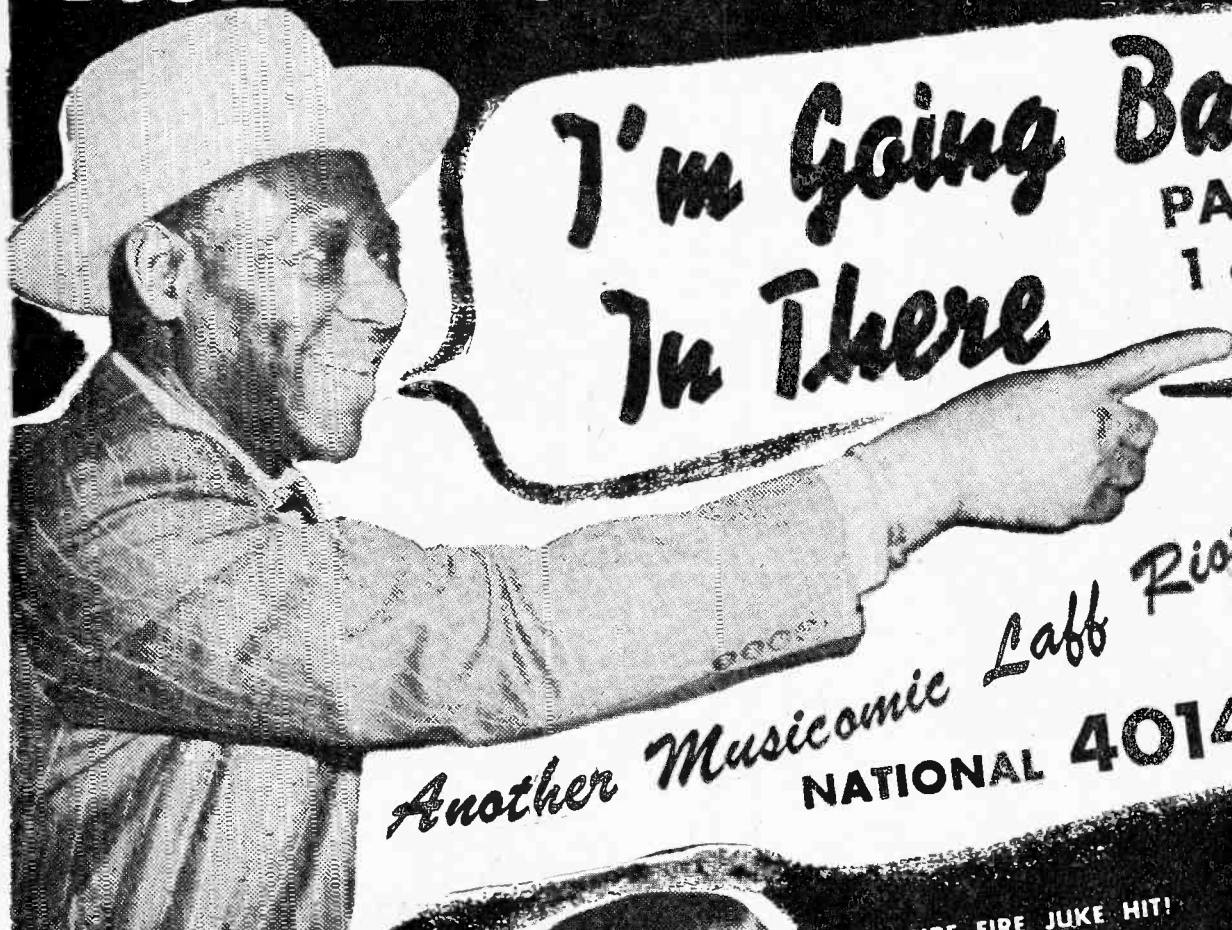
*Publisher not available as The Billboard goes to press.

PLAY STATUS OF FILMS WITH LEADING SONGS

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

- A GAL IN CALICO** (Remick), in Warner Brothers' "The Time, the Place, and the Girl." National release date—December 28, 1946.
- A RAINY NIGHT IN RIO** (Witmark), in Warner Brothers' "The Time, the Place, and the Girl." National release date—December 28, 1946.
- ANNIVERSARY SONG** (Mood), sung by Al Jolson in Columbia's "The Jolson Story." National release date—January, 1947.
- OH, BUT I DO** (Witmark), in Warner Brothers' "The Time, the Place, and the Girl." National release date—December 28, 1946.
- OLE BUTTERMILK SKY** (Burke-Van Heusen), sung by Hoagy Carmichael in Universal's "Canyon Passage." National release date—July 26, 1946.
- SO WOULD I** (Burke-Van Heusen), in Wesley Ruggles' production, "My Heart Goes Crazy." National release date not set.
- TO ME** (Dorsey), sung by Janet Blair in United Artist's "The Fabulous Dorseys." National release date not set.
- UNCLE REMUS SAID** (Santly-Joy), in Walt Disney's "Song of the South." National release date—November 20, 1946.
- WHAT AM I GONNA DO ABOUT YOU?** (Paramount), in Paramount's "Ladies' Man." National release date—February 7, 1947.
- ZIP-A-DEE DOO-DAH** (Santly-Joy), in Walt Disney's "Song of the South." National release date—November 20, 1946.

DUSTY FLETCHER'S NEW SMASH HIT!!



I'm Going Back In There

PARTS 1 & 2

by the originator
of
OPEN THE DOOR RICHARD!

Another Musicomic Labb Riot by Dusty and his gang
NATIONAL 4014

AVAILABLE MAR. 10

Reintroducing

'RED' MCKENZIE

with DAVE RHODES RHYTHM



SURE FIRE JUKE HIT!

ACE in the HOLE

backed by

PEG O' MY HEART

on

NATIONAL 9027

Going Great!

IF I HAD MY LIFE TO LIVE OVER

backed by

HEARTACHES

NAT. 9026



MONCHITO and his RUMBA ORCH.

ROCK and RYE

backed by

LA NEGRA

CACHON

NATIONAL 8003

CHARLIE BARNET and His Orch.

The New RED SKIN RUMBA

CARDINAL 25001

CHEROKEE



NATIONAL Records

NATIONAL Records

ALL NATIONAL RECORDS

75¢

ORDER FROM YOUR NEAREST NATIONAL DISTRIBUTOR

1841 B-WAY N. Y. 23, N. Y.

2 GREAT NEW DECCA RECORDINGS BY GUY LOMBARDO

NOW IN EVERY "BEST-SELLING" AND
"MOST-PLAYED" FEATURE OF THE
BILLBOARD POPULARITY CHARTS.

HONOR ROLL OF HITS

- 3. MANAGUA, NICARAGUA**
 Recorded by Guy Lombardo and the Guy Lombardo Trio
 Decca 23782
 Cabello Ork. Victor 26-8015; Jule Conway, Signature
 Bona, Victor 20-2026; Two-Ton Baker and
 Freddy Martin, Victor 20-2026; Guy
 Lombardo, Decca 23782; Mercury 5016.
 Associated: Patti Dugan-The Jumpin' Jacks, NBO
 Libraries: Jan Garber, Capitol; Elliot Lawrence,
 Lang-Worth; Dick Peterson and The Vibra-Tones,
 Thesaurus; Chuck Foster, Standard; Dick Peterson and The Vibra-Tones,
 Associated; Freddy Martin, Standard; Dick Peterson and The Vibra-Tones,
 MacOregor; Arthur Smith, World.
- 4. ANNIVERSARY SONG**
 From the Columbia film "The Jolson Story," sung by Guy Lombardo
 available: Tex Beneke-Miller Ork, Victor 20-2126; Guy Lombardo, Decca
 Anita Ellis, Mercury 2026; Al Jolson, Decca 2379; Guy Lombardo, Decca
 23799; Don Pablo Ork, Latin-American 10; Louis Prima, MCA 37234;
 Russell, Capitol 368; Artie Shaw, Musicraft 428; Dinah Shore,
 Kate Smith, M-Q-M 10002; George Towne Ork, Standard; The Novatime
 Electrical transcription libraries: Freddy Martin, Standard; The Novatime
 Trio, NBO Thesaurus; Russ Morgan, World; George Towne, Associated.

RECORDS MOST-PLAYED ON THE AIR Going Strong

POSITION	Weeks Last This to date Week Week	Title	Artist	Label
6	13	11.	MANAGUA, NICARAGUA	Guy Lombardo (Don Rodney-The Lombardo Trio).....Decca 23782—BMI
2	12	13.	ANNIVERSARY SONG (F)	Guy Lombardo (Kenny Gardner).....Decca 23799—ASCAP

BEST-SELLING POPULAR RETAIL RECORDS

POSITION	Weeks Last This to date Week Week	Title	Artist	Label
2	6	4.	ANNIVERSARY SONG (F)	Guy Lombardo (Kenny Gardner).....Decca 23799
2	6	6.	MANAGUA, NICARAGUA	Guy Lombardo (Don Rodney-The Lombardo Trio).....Decca 23782

MOST-PLAYED JUKE BOX RECORDS

POSITION	Weeks Last This to date Week Week	Title	Artist	Label
6	4	3.	MANAGUA, NICARAGUA	Guy Lombardo (Don Rodney-The Lombardo Trio).....Decca 23782
			ANNIVERSARY SONG (F)	Guy Lombardo (Kenny Gardner).....Decca 23799

A TOP SELLING ALBUM, TOO

POSITION	Weeks Last This to date Week Week	Title	Artist	Label
3	5	4.	Guy Lombardo Album (Featuring the Twin Pianos)	Guy Lombardo.....Decca A-512

... Just released
 you just can't
 miss on these
 great recordings...
 ★ ORDER TODAY ★

GUY LOMBARDO (Decca 23817)
 Easter Parade—FT; VC.
 Always—W; VC.

For the approaching bunny season, the label brings back Guy Lombardo's sweet and slow-spinning embellishment of the "Easter Parade" standard with Don Rodney for the song. Mated is a repeat of another Irving Berlin classic in the "Always" waltz with Kenny Gardner for the jolly waltz "Easter Parade" for the holiday week.

The Billboard MUSIC POPULARITY CHARTS

PART III

Radio Popularity

Week Ending February 28



SONGS WITH GREATEST RADIO AUDIENCES

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

Tunes listed have the greatest audiences on programs heard on network stations in New York, Chicago and Los Angeles. List is based upon John G. Peatman's Audience Coverage Index. The index is projected upon radio logs made available to Peatman's ACI by the Accurate Reporting Service in New York, Radio Checking Service in Chicago. Radio Checking Service in Los Angeles. Listed are the top 30 (more in the case of ties) tunes alphabetically. The music checked is preponderately (over 60 per cent) alive.

Rank	Title	Artist	Label
15.	A Gal in Calico (F) (R)	Remick—ASCAP	
9.	A Rainy Night in Rio (F) (R)	Witmark—ASCAP	
8.	Anniversary Song (F) (R)	Mood—ASCAP	
5.	Bless You (For Being an Angel) (R)	Shapiro-Bernstein—ASCAP	
15.	(I Love You) For Sentimental Reasons (R)	Duchess—BMI	
6.	Gotta Get Me Somebody To Love (F) (R)	E. H. Morris—ASCAP	
8.	Guilty (R)	Feist—ASCAP	
5.	How Are Things in Glocca Morra? (M) (R)	Crawford—ASCAP	
10.	I'll Close My Eyes (R)	Peter Maurice—ASCAP	
8.	It's a Good Day (R)	Capitol Songs—ASCAP	
7.	Managua, Nicaragua (R)	Encore—BMI	
1.	My Adobe Hacienda (R)	Peer—BMI	
4.	(There Is) No Greater Love (R)	World—ASCAP	
13.	Oh, But I Do (F) (R)	Witmark—ASCAP	
6.	(Oh Why, Oh Why, Did I Ever Leave) Wyoming? (R)	Feist—ASCAP	
22.	Ole Buttermilk Sky (F) (R)	Burke-Van Heusen—ASCAP	
5.	On the Other End of a Kiss (R)	Beverly—ASCAP	
3.	So Would I (F) (R)	Burke-Van Heusen—ASCAP	
7.	Sonata (R)	Oxford—ASCAP	
20.	The Girl That I Marry (M) (R)	Berlin—ASCAP	
1.	To Me (F) (R)	Dorsey—ASCAP	
2.	Too Many Times (R)	Advanced—ASCAP	
10.	Uncle Remus Said (F) (R)	Santly-Joy—ASCAP	
2.	What Am I Gonna Do About You? (F) (R)	Paramount—ASCAP	
1.	Why Did I Have to Fall in Love With You? (R)	Mutual—ASCAP	
3.	Years and Years Ago (R)	Bourne—ASCAP	
2.	You Broke the Only Heart That Ever Loved You (R)	Chappell—ASCAP	
2.	You Can't See the Sun When You're Crying (R)	George Simon—ASCAP	
10.	You'll Always Be the One I Love (R)	Sinatra Songs—ASCAP	
16.	Zip-a-Dee Doo-Dah (F) (R)	Santly-Joy—ASCAP	

RECORDS MOST-PLAYED ON THE AIR

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

POSITION	Weeks Last This to date Week Week	Title	Artist	Label
2	7	1.	ANNIVERSARY SONG (F)	Dinah Shore (Morris Stoloff Ork).....Columbia 37234—ASCAP
2	6	2.	HEARTACHES	Ted Weems (Elmo Tanner).....Decca 25017—ASCAP
5	1	2.	OPEN THE DOOR, RICHARD	Three Flames.....Columbia 37268—BMI
9	2	3.	(I LOVE YOU) FOR SENTIMENTAL REASONS	Dinah Shore.....Columbia 37188—BMI
1	—	4.	ANNIVERSARY SONG (F)	Tex Beneke-Miller Ork (Garry Stevens-The Mello Larks).....Victor 20-2126—ASCAP
1	—	5.	ANNIVERSARY SONG (F)	Andy Russell (Paul Weston Ork).....Capitol 368—ASCAP
1	—	6.	OPEN THE DOOR, RICHARD	The Charioteers (Mannie Klein Ork).....Columbia 37240—BMI
16	10	7.	(I LOVE YOU) FOR SENTIMENTAL REASONS	Eddy Howard.....Majestic 7204—BMI
4	5	7.	LINDA	Ray Noble (Buddy Clark).....Columbia 37215—ASCAP (Charlie Spivak, Victor 20-2047; Paul Weston Ork (Matt Dennis), Capitol 362)
17	2	8.	(I LOVE YOU) FOR SENTIMENTAL REASONS	King Cole Trio.....Capitol 304—BMI
1	—	9.	OPEN THE DOOR, RICHARD	Pied Pipers.....Capitol 369—BMI
5	3	10.	OPEN THE DOOR, RICHARD	Count Basie.....Victor 20-2127—BMI
8	9	10.	MANAGUA, NICARAGUA	Kay Kyser (The Campus Kids).....Columbia 37214—BMI
2	12	11.	HOW ARE THINGS IN GLOCCA MORRA? (M)	Buddy Clark.....Columbia 37223—ASCAP
1	—	12.	ANNIVERSARY SONG (F)	Al Jolson (Morris Stoloff Ork).....Decca 23714—ASCAP
5	—	12.	GUILTY	Margaret Whiting (Jerry Gray Ork).....Capitol 324—ASCAP
8	4	12.	MANAGUA, NICARAGUA	Freddy Martin (Stuart Wade-Ensemble).....Victor 20-2026—BMI
6	5	13.	OPEN THE DOOR, RICHARD	Jack McVea, Black & White BW-792—BMI
3	13	14.	ANNIVERSARY SONG (F)	Guy Lombardo (Kenny Gardner).....Decca 23799—ASCAP
6	11	14.	MANAGUA, NICARAGUA	Guy Lombardo (Don Rodney-The Lombardo Trio).....Decca 23782—BMI
10	10	15.	(I LOVE YOU) FOR SENTIMENTAL REASONS	Charlie Spivak (Jimmy Saunders).....Victor 20-1981—BMI

Coming Up

HOW ARE THINGS IN GLOCCA MORRA? (M)—Martha Tilton.....Capitol 345
 THAT'S HOW MUCH I LOVE YOU—Frank Sinatra (Page Cavanaugh Trio).....Columbia 37231



now recording
for RCA Victor
EXCLUSIVELY!

COUNT BASIE

FREE EATS

It's powerful Basie jive featuring neat traps and tricky vocals by group.

AND

BILL'S MILL

Another terrific Basie original packed with foot-tickling rhythm. All instrumental.

OPEN THE DOOR, RICHARD!

Basie and his Orchestra add fuel to this wildfire sensation. Vocal by Harry Edison and Bill Johnson.

AND

ME AND THE BLUES

A new ballad that's getting big plugs. Vocal by Ann Moore.

Just Out this Week!
RCA Victor 20-2148

It's sweeping the Country!
RCA Victor 20-2127

THE STARS WHO MAKE THE HITS ARE ON



RCA VICTOR
RECORDS



FRANKIE "PEE WEE" KING
AND HIS

GOLDEN WEST
COWBOYS

Popular and versatile unit—stars of stage, screen, radio and recordings—headed by Frankie "Pee Wee" King, popular cowboy singer and band leader. Currently featured on the Royal Crown-Cola Show, WSM Grand Ole Opry, every Saturday night.



"PEE WEE"

FEATURING

• COWBOY COPAS

Sensational singer of ballads in truly Western style. On King Records—"Filipino Baby"—"No More Roaming"—"Ky. Waltz."

• SAN ANTONIO ROSE

One of the prettiest and best cowgirl singers and yodelers to ever appear in front of a microphone.

• BOOTS

Pee Wee's beautiful trick horse. Available for Parks, Fairs, etc.

• DE LUXE SONG FOLIO

Acuff-Rose Publications, Inc.

Latest RCA-VICTOR RECORD Release

"STEEL GUITAR RAG"—(VOCAL) - - - No. 20-2111
"TENNESSEE CENTRAL NUMBER 9" - - -

Personal Manager

J. L. FRANK Radio Station WSM
Nashville, Tenn.

The Billboard MUSIC POPULARITY CHARTS

PART IV

Retail Record Sales

Week Ending February 28



BEST-SELLING POPULAR RETAIL RECORDS

Records listed are those selling best in the nation's retail record stores (dealers). List is based on The Billboard's weekly survey among 4,970 dealers in all sections of the country. Records are listed numerically according to greatest sales. (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 Last Week	POSITION This Week	Record
5	1	1	MANAGUA, NICARAGUA. Freddy Martin (Stuart Wade-Heaven Knows When Ensemble).....Victor 20-2026
4	3	2	ANNIVERSARY SONG (F). Al Jolson (Morris Stoloff Ork).....Decca 23714 <i>Avalon</i>
2	10	3	ANNIVERSARY SONG (F). Tex Beneke-Miller Ork (Garry Stevens-The Mello Larks).....Victor 20-2126 <i>Hoodle Addle</i>
4	2	4	OPEN THE DOOR, RICHARD. Count Basie.....Victor 20-2127 <i>Me and the Blues</i>
3	6	5	ANNIVERSARY SONG (F). Guy Lombardo (Kenny Gardner).....Decca 23799 <i>Uncle Remus Said</i>
1	—	6	HEARTACHES. Ted Weems (Elmo Tanner).....Decca 25017 <i>Oh! Monah Piccolo Pete</i>
1	—	7	ANNIVERSARY SONG.....Dinah Shore (Morris Stoloff Ork).....Columbia 37234 <i>Heartaches, Sadness and Tears</i>
5	5	8	OPEN THE DOOR, RICHARD. "Dusty" Fletcher (Jimmy Jones).....National 4012 <i>Open the Door, Richard Ork</i>
3	4	9	OPEN THE DOOR, RICHARD. Three Flames.....Columbia 37268 <i>Nicholas (Don't Be So Ridiculous)</i>
3	8	10	MANAGUA, NICARAGUA. Guy Lombardo (Don Rodney-The What More Can I Ask Lombardo Trio).....Decca 23782 <i>For?</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 dealer in all sections of the country. Album are listed numerically according to greatest sales.

Weeks to date	POSITION Last Week	POSITION This Week	Album
8	1	1	Al Jolson Album.....Decca 469
3	3	2	All-Time Hits Album.....Victor P-163 <i>Tommy Dorsey</i>
65	2	3	Glenn Miller.....Victor P-148 <i>Glenn Miller and Orchestra</i>
1	—	4	St. Patrick's Day Album.....Decca A-495 <i>Bing Crosby</i>
4	4	5	Guy Lombardo Album (Featuring the Twin Pianos).....Decca A-512 <i>Guy Lombardo</i>

BEST-SELLING RECORDS BY CLASSICAL ARTISTS

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

Weeks to date	POSITION Last Week	POSITION This Week	Record
89	2	1	Chopin's Polonaise.....Victor 11-8848 <i>Jose Iturbi</i>
47	1	2	Jalousie.....Victor 12160 <i>Boston Pops</i>
74	3	3	Clair de Lune.....Victor 11-8851 <i>Jose Iturbi</i>
63	4	4	Warsaw Concerto.....Victor 11-8863 <i>Arthur Fiedler, conductor; Leo Litwin, pianist, Boston Pops</i>
3	—	5	Clair de Lune.....Columbia 7391 <i>Andre Kostelanetz</i>

BEST-SELLING RECORD ALBUMS BY CLASSICAL ARTISTS

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

Weeks to date	POSITION Last Week	POSITION This Week	Album
25	1	1	Rachmaninoff Concerto No. 2 in C Minor.....Victor 1075 <i>Artur Schnabel, pianist, NBC Ork; Valdimir Golschmann, conductor</i>
80	2	2	Rhapsody in Blue.....Columbia X-251 <i>Oscar Levant, Philadelphia Ork; Eugene Ormandy, conductor</i>
30	4	3	Tchaikowsky Nutcracker Suite.....Victor DM-1020 <i>Eugene Ormandy, conductor, Philadelphia Ork</i>
13	3	4	Piano Music of Chopin.....Columbia M-649 <i>Oscar Levant</i>
5	5	5	Alfred Newman Conducts.....Majestic M-201 <i>Alfred Newman, Hollywood Symphony Ork</i>

"7" - a Natural
READ 'EM AND WEEP - FOR JOY!
YOU'LL SAY THAT EVERYONE OF THESE NUMBERS IS A NATURAL.

RELEASE NO. 27

TWIN GUITAR POLKA OCIE STOCKARD
O.P.A. BLUES

BREEZE COWBOY COPAS
IN MY MERRY OLDSMOBILE

OPEN THE DOOR RICHARD HANK PENNY

BROWN'S FERRY BLUES DELMORE BROS.
MISSISSIPPI SHORE

OLD CAMP MEETING BROWN'S FERRY FOUR
THERE'S A LIGHT GUIDING ME

JOHN HENRY J.E. MAINER'S MOUNTAINEERS

WHERE IS THE GROOVE ROBIE KIRK
MIX THE BOOGIE (With the Woogie)

KING RECORD DIST. CO.

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RECORD RELEASING CORP. KING RECORD DIST. CO. RECORD RELEASING CORP.
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The Billboard
MUSIC POPULARITY CHARTS

PART V

Juke Box Record Plays

Week Ending February 28

MOST-PLAYED JUKE BOX RECORDS

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

Weeks to date	POSITION		Record
	Last Week	This Week	
8	1	1	MANAGUA, NICARAGUA —Freddy Martin (Stuart Wade-Ensemble) Victor 20-2026
2	9	2	ANNIVERSARY SONG (F) —Guy Lombardo (Kenny Gardner) Decca 23799
4	2	2	OPEN THE DOOR, RICHARD —Count Basie Victor 20-2127
1	—	3	HEARTACHES —Ted Weems (Elmo Tanner) Decca 25017
2	10	4	ANNIVERSARY SONG (F) —Tex Beneke-Miller Ork (Garry Stevens-The Mello Larks) Victor 20-2126
5	4	4	OPEN THE DOOR, RICHARD —“Dusty” Fletcher (Jimmy Jones Ork) National 4012
7	3	5	MANAGUA, NICARAGUA —Guy Lombardo (Don Rodney-The Lombardo Trio) Decca 23782
10	6	6	(I LOVE YOU) FOR SENTIMENTAL REASONS —Eddy Howard Majestic 7204
3	5	6	OPEN THE DOOR, RICHARD —Three Flames Columbia 37268
1	—	7	OPEN THE DOOR, RICHARD —Louis Jordan Decca 23841
15	7	8	(I LOVE YOU) FOR SENTIMENTAL REASONS —King Cole Trio Capitol 304
1	—	9	ANNIVERSARY SONG (F) —Al Jolson (Morris Stoloff Ork) Decca 23714
3	8	10	OPEN THE DOOR, RICHARD —Jack McVea Black & White BW-792
12	9	11	(I LOVE YOU) FOR SENTIMENTAL REASONS —Ella Fitzgerald-Delta Rhythm Boys Decca 23670
3	—	12	MANAGUA, NICARAGUA —Kay Kyser (The Campus Kids) Columbia 37214
1	—	13	GUILTY —Margaret Whiting (Jerry Gray Ork) Capitol 324
1	—	14	LINDA —Ray Noble (Buddy Clark) Columbia 37215 (Charlie Spivak, Victor 20-2047; Paul Weston Ork (Matt Dennis), Capitol 362)
1	—	15	I'LL CLOSE MY EYES —Andy Russell Capitol 342

Coming Up

HOW ARE THINGS IN GLOCCA MORRA?—Buddy Clark (Mitchell Ayres Ork) Columbia 37223

MOST-PLAYED JUKE BOX FOLK RECORDS

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

Weeks to date	POSITION		Record
	Last Week	This Week	
7	1	1	SO ROUND, SO FIRM, SO FULLY PACKED Merle Travis Capitol 349
4	4	2	NEW PRETTY BLONDE (JOLE BLON) Moon Mullican and the Show-boys King 578
1	—	2	WHAT IS LIFE WITHOUT LOVE? Eddy Arnold Victor 20-2058
2	5	3	OAKIE BOOGIE Jack Guthrie and His Oklahomans (Jack Guthrie) Capitol 341
1	—	3	SO ROUND, SO FIRM, SO FULLY PACKED Johnny Bond and His Red River Valley Boys Columbia 37255
1	—	3	YOU'RE NOT MY DARLING ANYMORE Gene Autry Columbia 37201
1	—	4	JOLE BLON Harry Coates Modern Music 20-511
16	3	4	RAINBOW AT MIDNIGHT Ernest Tubbs Decca 45018
1	—	4	CRAZY 'CAUSE I LOVE YOU Spade Cooley Ork (“Tex” Williams) Columbia 37058
1	—	4	(WHY, OH WHY, DID I EVER LEAVE) WYOMING Dick Jurgens (Jimmy Castle-Al Galante) Columbia 37210
1	—	4	COOL WATER Sons of the Pioneers Decca 46027

MOST-PLAYED JUKE BOX RACE RECORDS

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

Weeks to date	POSITION		Record
	Last Week	This Week	
12	1	1	AIN'T NOBODY HERE BUT US CHICKENS Louis Jordan Decca 23741
4	3	2	OPEN THE DOOR, RICHARD Count Basie Victor 20-2127
1	—	3	OPEN THE DOOR, RICHARD Three Flames (Tiger Haynes) Columbia 37268
5	2	4	OPEN THE DOOR, RICHARD “Dusty” Fletcher (Jimmy Jones Ork) National 4012
1	—	4	OPEN THE DOOR, RICHARD Louis Jordan Decca 23841
12	5	5	LET THE GOOD TIMES ROLL Louis Jordan Decca 23741
2	4	5	TEXAS AND PACIFIC Louis Jordan (Louis Jordan) Decca 23810
5	2	5	OPEN THE DOOR, RICHARD Jack McVea Black & White BW-792

Like Magnets in your machines!



the first lady of Popular Song

the man with the Golden Touch

DINAH SHORE

FRANKIE CARLE

ANNIVERSARY SONG

(From “The Jolson Story”)
Orchestra under the direction of Morris Stoloff

ROSES IN THE RAIN

Vocal by Marjorie Hughes

HEARTACHES, SADNESS AND TEARS

with Spade Cooley and his Orchestra

YOU ARE THERE

Vocal by Gregg Lawrence

COLUMBIA 37234

COLUMBIA 37252

Columbia Records

Trade-marks “Columbia” and Reg. U. S. Pat. Off.



FLYING HIGH!

JOE LIGGINS
and his
Honeydrippers

EXCLUSIVELY ON
EXCLUSIVE RECORDS

Latest Release
"SOMEDAY SWEETHEART"
BACKED BY
"YVETTE"
#238

"TANYA"
backed by
"BREAKING MY HEART"
#231
"DRIPPERS BOOGIE"
Part 1 and 2
#232

A NATIONAL BEST SELLER!
"TWA"
backed by
"LAST NIGHT BLUES"
#236

Exclusive RECORDS
SUNSET AT VINE HOLLYWOOD

The **Billboard** MUSIC POPULARITY CHARTS
PART VI
Week Ending February 28

Record Reviews and Possibilities

RECORD POSSIBILITIES

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

BACIAGALOO Louis Prima, with vocal by Louis Prima Majestic 1116

An Italian dialect comedy song that Louis Prima does so well, this needling makes for a click novelty. Spinning at a lively march tempo, Prima chants it characteristically about the boy who has to make love to his girl on the stoop because there are so many children in her house. And it's still the stoop for the loving pair after they fill up a home of their own with bambinos. Flip finds another dish of the maestro's gravel-voiced rhythm chanting for "Just a Gigolo."

ROSES IN THE RAIN Frankie Carle Ork. Columbia 37252
YOU ARE THERE Frankie Carle Ork. Columbia 37252

Here's a two-in-one bargain both for juke ops and for counter merchants. Carle had a hand in writing both these tunes, with "Roses" tabbed a No. 1 plug already and "You" being a beautiful melody, used as theme in "Undercurrent" flick, adapted from a Brahms symphony. Marjorie Hughes chirps the "Roses" side sweetly, aided and abetted by some sterling Carle pianistics behind her vocal. Gregg Lawrence gives the "You" lyrics plenty of feeling and displays an excellent set of bary pipes. Ork performs on both sides in a pleasant manner, with the Carle keyboard grabbing off most of the musical honors.

RECORD REVIEWS

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

ERSKINE HAWKINS (Victor 20-2169)
I Had a Good Cry—FT; VC.
Hawk's Boogie—FT.

Erskine Hawkins dips into a low-down groove for this dinking, coupling the blues with the boogie. And impresses on both beats. For the blues, it's the full-voiced chanting of Laura Washington, moaning out a good "Good Cry" because her man has been untrue. In keeping with the slow blues pattern, Matthew Gee gets in a lick of his trombone slides. At a faster clip is "Hawk's Boogie." And while not spectacular spinning on an eight-beat line, it frames some fine improvising by the piano, tenor sax, guitar and the maestro's own (brilliant) trumpeting, polishing off the platter with the ceiling notes.

The five hounds will get hep to the "Boogie" side.

CASS DALEY (Decca 23758)
That's the Beginning of the End—FT; V.
Mama's Gone Goodbye—FT; V.

Nixing the character and comedy needling, Cass Daley sets herself forward as a torch thrush. And when she scorches her singing for the "Mama's Gone Goodbye" torch classic, there's a winning sparkle to her lyrical expressions and inflections. La belle Daley sings it straight-forward, also in the slow ballad tempo, for "Beginning of the End." And while the phrasing and diction is meaningful, it's without the warmth and lilt that makes for lyrical wooing. Henry Russell's music makes full for a full-fashioned background, providing a potent rhythmic punch for the more effective "Mama's" spin.

The familiar "Mama's Gone Goodbye" spins bright enough to make a coin mark at the taps and taverns.

LESLIE SCOTT (Victor 20-2141)
Stars Fell on Alabama—FT; V.
Baby, Get Lost—FT; V.

His rich romantic voice heard with Louis Armstrong, Leslie Scott makes his solo spin on the label. And makes a strong bid for the fame showered on Billy Eckstine, particularly when he sings the romantic ballad. Shows off voice and projection for the oldie "Stars Fell on Alabama." But when it comes to "Baby, Get Lost," lad is no blues singer. Billy Moore leads a musical round-up for the full orchestral background to sustain the lad's fine romantic singing, the maestro also composer for the race blues ballad. Harlem locations will load the machines for "Stars Fell on Alabama."

GEORGIA GIBBS (Majestic 12309)
How Are Things in Glocca Morra?—FT; V.
Necessity—FT; V.

The chanteuse wraps up both of these songs from "Finian's Rainbow" in handy fashion. For the "Glocca Morra" ballad, sings it soulfully and expressively. And with even more vocal punch, when she imparts a rhythmic punch to the "Necessity" swing spiritual. Glenn Osser's music full and solid behind the songbird. Good for jukes and better for the home phonos.

LUCKY MILLINDER (Decca 23825)
More, More, More—FT; VC.
How Big Can You Get, Little Man?—FT; VC.

It's colorless and somewhat rhythm-patients that Lucky Millinder rides out for this twosome, spinning like they were cut a long time ago. Band is in ensemble formation, geared to a solid beat, with just a dash of saxing to each of the sides. And sharing the spinning, and just as drab, is the husky thrashing of Annister Allen for both a bouncy "More, More, More" and a slower "How Big Can You Get, Little Man?" It's the same lack of enthusiasm for both band and chanteuse. All adds up to naught for nickels.

MILDRED BAILEY (Majestic 1101)
At Sundown—FT; V.
Lover Come Back To Me—FT; V.

While la Bailey is in good voice for both of these song standards, she never breaks loose to get under the lyric as she is wont to do. Moreover, the light rhythmic backgrounds provided by the small band paced by pianist Ellis Larkins are too tight and give the songbird little opportunity for free jazz expression. This is most marked for her repeat recording of "Lover Come Back to Me," a far cry from her earlier Decca dinking of the Romberg lullaby in lilt-time. Just as confining and without the lyrical easiness is her slow ballad piping for "At Sundown."

A weakie to woo the buffalo heads.

HOT LIPS PAGE (Apollo 1041)
Open the Door, Richard—FT; VC.
Texas and Pacific—FT; VC.

Still another supplication for "Richard" to open the door, and it runs the gamut of the ever-so-many groovings. Hot Lips Page takes off from the taproom, with several snifters under his belt, as he recites the familiar story, set against the rhythm background of his jam-up crew, and with a dash of his growl trumpeting to dash off the disk. Makes little more meaning for the railroad song on the mated side, his growl chanting and trumpeting, to which is added some alto sax licks, making for a rough ride on the "Texas and Pacific."

While "Richard" is still not amenable, that side will stand up in the phonos.

BILL CAMPBELL (Apollo 380)
I Want to See My Daddy—FT; VC.
Baby Dee Blues—FT; VC.

Cutting the grooves with a fine little jump band with alto sax and trumpet horns that are schooled in the hot of the Harlem hotteries, Bill Campbell heightens his waxing impression with the inclusion of Baby Dee's ditty for both of these race boogie blues, taken at a bright tempo. A full-voiced blues shouter, gal sings with a beat for the wait that daddy doesn't want to see her in "I Want to See My Daddy." And for "Baby Dee Blues," warns her daddy that she's hep to his cheating. Ripe for the race spots, particularly "Baby Dee Blues."

(Continued on opposite page)

(Continued from opposite page)

JANE HARVEY (Victor 20-2149)
My Number One Dream Came True—FT; V.
Foggy River—FT; V.

It's when singing the outdoor rhythm ballad, Fred Rose's "Foggy River," that Jane Harvey hits the vocal mark. And with the intimate musical support of the piano, guitar and bass of the Page Cavanaugh Trio, gal strikes a note of sincerity and warmth. But for the slow ballad, "Number One Dream," Miss Jane displays no distinction of vocal quality, delivery or expression. A string ensemble is added to the Cavanaugh Trio for this side, but adds no distinction to the diskings.

The hillbilly chant may count at the rustic spots, largely because of the song itself.

LOUIS PRIMA (Majestic 1113 and 1116)
A Nickel for a Memory—FT; V.
Baciagalooop—FT; VC.
A Sunday Kind of Love—FT; VC.
Just a Gigolo—FT; VC.

Louis Prima crashes thru with another Italian dialect novelty in "Baciagalooop." And his needling of the comedy song at a lively six-eight tempo rings the ball with a resounding smack. In his characteristic chant, Prima tells the story of the house crowded with so many children that the boy friend has to make love to his girl on the stoop. And it's still the stoop for the loving pair after they crowd their own home with kids. For the flip, Prima carries on at a light shuffle beat for the familiar "Just a Gigolo," kicking off with his own hot horn and carrying on vocally with a jive flavor to the wordage. Second set spins out a brace of ballads, neither making any marked impression. Little that makes for song quality in either the words or music of "A Nickel for a Memory." Jack Powers expending his bary pipes on a story of juke-box romance. And while "A Sunday Kind of Love" falls easier on the ear melodically, the maestro's gravel pipes are hard to take for such a kind lyric. Band boys cut it smooth for both ballads with Prima adding a lick of his horn phrasings.

"Baciagalooop" will lasso the buffalo heads.

ELLA FITZGERALD-INK SPOTS (Decca 25047)
Cow Cow Boogie—FT; V.
That's the Way It Is—FT; V.

This blending of Miss Ella's sultry and soulful singing with the Ink Spots goes back a few years. It was no great shakes then, and will hardly skin much shellac today. "Cow Cow Boogie," at a fast beat, is mostly la belle Ella standing up alone when there is nothing stronger than the hums of the Ink Spots. And while Bill Kenny carries the ball for the mated ballad, and a beautiful one in "That's the Way It Is," it's the lyrical phrasing of Miss Ella on the second stanza that counts most.

Hardly any reason for this revival.

RED MCKENZIE (National 9026)
If I Had My Life To Live Over—W; V.
Heartaches—FT; V.

It's a far cry from the Mound City Blue Blowers biscuits that Red McKenzie, with his song, kazoo and comb, used to cut back in the twenties. For while there is still a pronounced rhythmic feel in his pipes, it's without the warmth and romanticism that these selections call for. Thanks to a lovely and lilting waltz melody in "Life to Live Over," McKenzie's sentimental singing gets over for this spinning. And for the "Heartaches" revival, taken at a lively tempo, his rhythmic feel is stymied by the phlegmatic riffing run in by Dave Rhodes Rhythm, despite the all-stars squatted around the maestro's piano bench. Moreover, McKenzie's feeble attempt to ring in a whistling chorus also falls to naught.

The waltz sentiment may strike home at the taps and taverns.

MARY LOU WILLIAMS (Victor 20-2174)
It Must Be True—FT; VC.
Harmony Grits—FT.

This is a round-up of fems, each devoted to the hot licks and the like. And when it comes to le jazz hot, there can be no weaker sex with such a specimen spinning around. Surrounding her Steinway bench, Mary Lou has corralled guit-gal Mary Osborne, vibe hammerer Margie Hyams, drummer gal Rose Gottesman and bass string picker June Rotenberg. The piano, guitar and vibes scintillate in the swing idiom for "Harmony Grits," with plenty of give in their individual improvisings. And for the slow-spinning "It Must Be True," oldie ballad, Miss Osborne displays as much rhythmic expression in her lyrical projection—and in good voice, too. It's a major item for collectors.

For the hot jazz diskophiles.

PHIL REGAN (Majestic 7212)
If I Had My Way—FT; V.
Cuddle Up a Little Closer—FT; V.

None of the present-day polish in this plattering, spinning like something dusted up from an old master. The sweet tenor pipes of Phil Regan are in full range, but

it's entirely a nostalgic flavor in his singing of these two slow ballads of early vintage. Harry Bluestone provides the musical back-drop for "If I Had My Way" while Phil Davis adds a vocal quartet to his musical assist for "Cuddle Up a Little Closer."

May stand up where the old-time tunes satisfy.

JOHN CONTE-JOHN KIRBY (Apollo 1028)
The Merry Ha! Ha!—FT; V.
Down the Old Ox Road—FT; V.

No mistaking the vocal quality and dramatic power of John Conte's smooth singing. And the capabilities of John Kirby's little jazz combo is even better known. But putting the two together, nothing comes off. And largely because of tune selection never meant for either. "The Merry Ha Ha" is a trite and meaningless rhythm novelty, altho Kirby's combo tries hard to cut thru with a rhythm-figured background. And it's little lyrical sense that Conte makes of the oldie "Old Ox Road" as a slow ballad for his dramatic song while Kirby drags it out with colorless sustained harmonies.

Nothing here that makes for nickel wooing.

HAL WINTERS-JOSE MORAND (Apollo 1034)
Illusion—FT; V.
Another Night Like This—FT; V.

The romantic phrasings of Hal Winters for both of these Latin lullabies ring the bell. And with Jose Morand's soft Strad and Steinway sparkle in the band backgrounds, the spinning makes for real lyrical dreaming, the beguine rhythms adding to the interest. Both set at a slow tempo, both "Illusion" and Lecuona's "Another Night Like This" are packed with melodic charm.

Chanting will count for coins at the spots favoring the south-of-the-border songs.

SNUB MOSELY (Sonora 500)
Hinky Man—FT.
You and the Devil—FT; VC.

Trombone slider Snub Mosely, with his small jump band, kicks off the race series for the label's 39-centers. But the kick-off is a fumble. Neither the solo nor the ensemble riffing for the "Hinky Man" jumper jumps or jells. No spark or style to their playing, nor are there any tonal qualities in the horns or their blend. Mosely adds a hazy and husky chant to his own "You and the Devil," to which he adds a bit of his violent tram slides. But here again, the spin is stamped with musical mediocracy and hardly up to the enthusiasm Mosely once put out on the Decca label.

Hardly expected to hold up in music boxes.

JOANNE LOWELL-RED CAMP (Vanguard 1)
Whatta You Gonna Do?—FT; V.
Sloe Gin—FT.

The first sides in this new label's jazz series, there will have to be a better appreciation of the needs on the part of the needle-works. Joanne Lowell, handling the ballad wordage for "Whatta You Gonna Do?," can easily be done without, being the mill run chanteuse displaying no voice, no warmth, no style. And just as bad off is the accompaniment of the Red Camp Quintet of clary plus the four rhythm instruments. The quintet takes over for Camp's mood blues, "Sloe Gin," also spinning at a slow tempo. Entirely individual efforts, but hardly worth the hearing.

Well meaning, but not well enough to stimulate any sort of interest.

WYNONIE (BLUES) HARRIS (Apollo 381)
Take Me Out of the Rain—FT; V.
Young and Wild—FT; V.

The deep blue and violent race rantings of Wynonie (Blues) Harris for both of these original race blues, spinning at a slow tempo, ring true. And with the music of tenor saxer Johnnie Alston, plus some fine trumpet blues blowing of J. Moorman, Harris' blues shouting is in a proper platter frame. For the "Rain" blues, cries out for his mama to come back home. "Young and Wild" vividly describes his beautiful baby.

Good for the back rooms at the Harlem spots.

BON BON (Davis 7210)
I Admit—FT; V.
Two Can Play That Game—FT; V.

The expressive ballad singing, rich in rhythmic quality, is held up by Bon Bon in this cutting. However, neither the slow spinning "I Admit" nor the brighter "Two Can Play That Game" show any song merit. Moreover, the musical support of the Red Caps Trio (piano-vibes, guitar and bass) is far from adequate.

Phono ops will pass these by.

(Continued on page 118)

BMI Pin Up SHEET

Hit Tunes for March

(On Records)

ANOTHER NIGHT LIKE THIS (Marks)

Dick Haymes—Dec. 23731 • Desi Arnaz—Vic. 20-2052
 Hal Derwin—Cap. 336 • Herb Kern-Lloyd Sloop—Tempo 984
 Hal Winters-Jose Morand—Apollo 1034
 Don Alfredo—Pan-Amer. 076 • Larry Douglas—Sig. 15085
 Tommy Tucker—Col. *

BEST MAN, THE (Vanguard)

Les Brown—Col. 37086 • King Cole Trio—Cap. 304
 Romo Vincent—Dec. 23749 • Sunny Skylar—Mercury 5004

EV'RYBODY LOVES MY BABY MY BABY (Goode)

Tex Beneke—Vic. 20-1914 • Pied Pipers—Cap. 279
 Three Suns—Maj. 7180 • Gene Krupa—Col. 37078

FOR SENTIMENTAL REASONS (Duchess)

Eddy Howard—Maj. 1071 • Charlie Spivak—Vic. 20-1981
 Ella Fitzgerald—Dec. 23670 • King Cole Trio—Cap. 304
 Fran Warren—Cosmo 514 • Deek Watson—Manor 1041
 Dinah Shore—Col. 37188
 Skip Strahl—Emerald 106 • Art Kassel—Vogue 781

ILLUSION (Pemora)

Hal Winters-Jose Morand—Apollo 1034 • Don Jose—Cotnam 3003
 Xavier Cugat—Col. • Bobby Doyle—Sig. *

IT MIGHT HAVE BEEN

A DIFFERENT STORY (Campbell-Porgie)

Tex Beneke—Vic. 20-2123

MANAGUA, NICARAGUA (Encore)

Freddy Martin—Vic. 20-2026 • Guy Lombardo—Dec. 23782
 Kay Kyser—Col. 37214 • Gordon Trio—Sonora 3032
 Two Ton Baker—Mercury 5016 • Dick Peterson—Enterprise *
 Julie Conway—Sig. 15086

MISIRLOU (Colonial)

Jan August—Diamond 2009 • Herbie Fields—Vic. 20-2138
 Skitch Henderson—Cap. 351 • Nicholas Matthey—Dec. 25045
 Frank Knight—Standard 5010 • Jose Morand—Dec. 50005

MY ADOBE HACIENDA (Peer)

Billy Williams—Vic. 20-2150 • Jack McLean—Coast 8001
 Coffman Sisters—Ent. 147 • Esquire Trio—Rhapsody 102
 Hammondairs—Mars 1037 • Eddy Howard—Maj. 1117
 Frankie Carle—Col. • Russ Morgan-Kenny Baker—Dec. *
 Westerners—Col. • Dinning Sisters—Cap. *
 Art Kassel—Vogue • Dave Denney—Music *

OPEN THE DOOR, RICHARD (Duchess)

Count Basie—Vic. 20-2127 • Three Flames—Col. 37268
 Jack McVea—B & W 792 • Bill Samuels—Mercury 8029
 Charlieaters—Col. 37240 • Sid Catlett—Manor 1058
 "Lips" Page—Apollo 1041 • Tiny Grimes—Sig. 1006
 Pied Pipers—Cap. 369 • Merry Macs—Maj. 1112
 Dusty Fletcher—Nat. 4012

RICKETY RICKSHAW MAN, THE (Peer)

Eddy Howard—Maj. 7191 • Two Ton Baker—Mercury 3047

WE COULD MAKE SUCH

BEAUTIFUL MUSIC (BMI)

Vaughn Monroe—Vic. 20-2095 • Frankie Carle—Col. 37222
 Monica Lewis—Sig. 15068 • George Towne—Sonora 2002
 Billy Butterfield—Cap. 371 • Blue Barron—MGM *

WHAT MORE CAN I ASK FOR! (London)

Guy Lombardo—Dec. 23782 • Jack McLean—Coast 8003

YES, YES, HONEY (Chelsea)

Danny Ryan—Diamond 2062 • Stardusters—Swan 3002
 Gene Krupa—Col. *

* Soon to be released.



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RECENT RECORD RELEASES

HE'S JUST MY KIND
Peggy Lee on Capitol #322

MOON NOCTURNE
Herbie Fields on Victor #20-2054

THE MORE I GO OUT With Somebody Else
Andy Russell on Capitol #310
Betty Hutton on Victor #2046
Teddy Walters on Musicraft #15097

SO THEY TELL ME
Charlie Spivak on Victor #20-2047
Orrin Tucker on Musicraft #15092
Hal McIntyre on Cosmo #507

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IF YOU ARE BUT A DREAM

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The Billboard

MUSIC POPULARITY CHARTS

PART VII

Advance Information

Week Ending February 28

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 MOMENT OF MADNESS Bill McCune Ork (Bette Buckner) (MAMA AIN'T) DC 8017

ACROSS THE ALLEY FROM THE ALAMO Woody Herman (The Four Chips) (NO GREATER) Columbia 37289

ANNIVERSARY SONG Larry Douglas (Roland Dupont Quintet) (THE GIRL) Signature 15075

BEAUTIFUL OHIO (12") Al Goodman Ork (The Guild Quintette) (NOLA) Victor 46-0007

CARNEGIE HALL ALBUM D'Artega Ork Sonora MS-490

Beware My Heart (Tony Russo) Sonora 1166

Brown Danube Sonora 1168

Fire Dance Sonora 1167

My Heart at Thy Sweet Voice Sonora 1165

Night of Memories (Tony Russo) Sonora 1168

Tchaikowsky's Fifth Symphony Sonora 1166

Tchaikowsky's Piano Concerto Sonora 1165

Tchaikowsky's Violin Concerto Sonora 1167

CHOO-CHOO-CH'BOOGIE Morrison Sisters (HIS FEET) Continental C-5103

DO YOU KNOW WHAT IT MEANS TO MISS NEW ORLEANS? The Four Vagabonds (THE PLEASURE'S) Apollo 1039

FOGGY RIVER Jane Harvey (The Page Cavanaugh Trio) (MY NUMBER) Victor 20-2149

HARMONICA CLASSICS ALBUM John Sebastian-Russ Case Ork Victor P-166

Aria Victor 20-2061

Harmonica Player Victor 20-2063

Inca Dance Victor 20-2060

Malaguena Victor 20-2060

Moroccan Serenade Victor 20-2063

Ritual Fire Dance Victor 20-2061

Stompe a La Turca Victor 20-2062

The Maiden With the Flaxen Hair Victor 20-2062

HEARTACHES Ted Straeter Ork (Bill Kaylor) (THAT'S WHERE) Sonora 2005

HEARTACHES Bobby True Trio (MY ADOBE) Mercury 3057

HIS FEET TOO BIG FOR DE BED Morrison Sisters (CHOO-CHOO-CH'BOOGIE) Continental C-5103

I TIPPED MY HAT (And Slowly Rode Away) Bob Eberly-The Song Spinners-Frank Froeba Trio (IF I) Decca 23835

I WANT TO BE LOVED Golden Arrow Quartet (THAT'S MY) Continental C-6048

I WUV A WABBIT Bill McCune Ork (Bette Buckner) (THE WICKED) DC 8019

IF I COULD BE WITH YOU Art Kassel Ork (Gloria Hart-The Kassel Trio (JEANNINE)) Vogue R-771

IF I HAD MY LIFE TO LIVE OVER AGAIN Bob Eberly-The Song Spinners-Frank Froeba Trio (I TIPPED) Decca 23835

I'LL FIND YOU Bill McCune Ork (Bette Buckner) (MANAGUA, NICARAGUA) DC 8015

IRISH SONGS ALBUM Pat O'Brien Variety V-103

Dear Old Donegal (Shake Hands With Your Uncle Mike) Variety 2125

It's the Same Old Shillelagh Variety 2124

McSorley's Two Beautiful Twins Variety 2126

That's Mr. Brannigan, Our Next M.P. Variety 2123

Tread on the Tail of Me Coat Variety 2127

Wearin' of the Green Variety 2122

IT MIGHT HAVE BEEN A DIFFERENT STORY Hal Derwin (Frank DeVol Ork) (YOU CAN) Capitol 377

IT TAKES TIME Benny Goodman-Johnny Mercer (MOON-FACED, STARRY-EYED) Capitol 376

IT'S A GOOD DAY Phil Harris Ork (Phil Harris) (THE POSSUM) Victor 20-2163

IT'S DREAMTIME Dick Jurgens Ork (Rey Blanco) (THAT'S WHERE) Columbia 37290

IT'S THE SAME OLD DREAM Frank Sinatra (Four Hits and a Miss-Axel Stordahl Ork) (THE BROOKLYN) Columbia 37288

JEANNINE Art Kassel Ork (Jimmy Featherstone (IF I)) Vogue R-771

LA PALOMA (12") Al Goodman Ork (THAT NAUGHTY) Victor 46-0006

MAMA AIN'T HOME TONIGHT Bill McCune Ork (Bette Buckner) (A MOMENT) DC 8016

MANAGUA, NICARAGUA Bill McCune Ork (Bette Buckner) (I'LL FIND) DC 8014

MAYBE YOU'LL BE THERE Betty Rhodes (Charles Dant Ork) (YOU'RE EVERYWHERE) Victor 20-2189

MAYBE YOU'LL BE THERE Jack Fina Ork (THAT'S WHERE) Mercury 5021

MIDNIGHT MASQUERADE Glen Gray (SPEAKING OF) Mercury 5035

MOON-FACED, STARRY-EYED Benny Goodman-Johnny Mercer (IT TAKES) Capitol 376

MY ADOBE HACIENDA Bobby True Trio (HEARTACHES) Mercury 3057

MY NUMBER ONE DREAM Jane Harvey (The Page Cavanaugh Trio-String Ensemble (FOGGY RIVER)) Victor 20-2149

(There Is) NO GREATER LOVE Woody Herman (The Four Chips) (ACROSS THE) Columbia 37289

(Continued on opposite page)

"How Many Biscuits Can You Eat?"

By the PICKARD FAMILY

COAST RECORD 253

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(Continued from opposite page)

NOLA (12")	Al Goodman Ork (BEAUTIFUL OHIO)	Victor 46-0007
ROSE OF SANTA ROSA	Bing Crosby-Bob Crosby (The Chickadees)	Decca 23840
SPEAKING OF ANGELS	Glen Gray (MIDNIGHT MASQUERADE)	Mercury 5035
SPEAKING OF ANGELS	Peggy Lee (Dave Barbour Ork) (SWING LOW)	Capitol 375
SWING LOW, SWEET CHARIOT	Peggy Lee (Dave Barbour Ork) (SPEAKING OF)	Capitol 375
TEA FOR TWO	Joe Mooney Quartet (Joe Mooney and Ensemble (WARM KISS))	Decca 23842
THAT NAUGHTY WALTZ (12")	Al Goodman Ork (Jimmy Carroll-Audrey Marsh) (LA PALOMA)	Victor 46-0006
THAT'S HOW MUCH I LOVE YOU	Bing Crosby-Bob Crosby (The Chickadees)	Decca 23840
THAT'S MY DESIRE	Golden Arrow Quartet (I WANT)	Continental C-6048
THAT'S WHERE I CAME IN	Jack Fina Ork (MAYBE YOU'LL)	Mercury 5021
THAT'S WHERE I CAME IN	Dick Jurgens Ork (Jimmy Castle) (IT'S DREAMTIME)	Columbia 37290
THAT'S WHERE I CAME IN	Ted Straeter Ork (Kitty Crawford) (HEARTACHES)	Sonora 2005
THE BLUES OF THE RECORD MAN	Tex Beneke-Miller Ork (Tex Beneke-The Mello Larks) (WHY DON'T)	Victor 20-2190
THE BROOKLYN BRIDGE	Frank Sinatra (Axel Stordahl Ork) (IT'S THE)	Columbia 37288
THE GIRL THAT I MARRY	Larry Douglas (Roland Dupont Quintet) (ANNIVERSARY SONG)	Signature 15075
THE PLEASURE'S ALL MINE	The Four Vagabonds (DO YOU)	Apollo 1039
THE 'POSSUM SONG	Phil Harris Ork (Phil Harris) (IT'S A)	Victor 20-2163
THE WICKED LITTLE CRICKET	Bill McCune Ork (Bette Buckner) (I WUV)	DC 8018
TRAUMEREI (12")	Al Goodman-Oscar Shumsky (UNDERCURRENT)	Victor 46-0008
UNDERCURRENT (12")	Al Goodman-Ork-Vladimir Sokoloff (TRAUMEREI)	Victor 46-0008
WARM KISS AND COLD HEART	Joe Mooney Quartet (Joe Mooney) (TEA FOR)	Decca 23842
WHO'D A THUNK IT	Helen Carroll-The Satisfiers (Russ Case Ork) (WYOMING)	Victor 20-2191
WHY DON'T WE SAY WE'RE SORRY?	Tex Beneke-Miller Ork (Garry Stevens-Tex Beneke-The Mello Larks) (THE BLUES)	Victor 20-2190
(Oh Why, Oh Why, Did I Ever Leave) WYOMING?	Helen Carroll-The Satisfiers (Russ Case Ork) (WHO'D A)	Victor 20-2191
YOU CAN TAKE MY WORD FOR IT, BABY	Hal Derwin (Frank DeVol Ork) (IT MIGHT)	Capitol 377
YOU'RE EVERYWHERE	Betty Rhodes (Charles Dant Ork) (MAYBE YOU'LL)	Victor 20-2189

LATIN-AMERICAN

ANNIVERSARY SONG	Don Pablo Ork (HEARTACHES)	Latin American 10
BAILADORES	Armando and His Jack's Club Ork (PAPYLON)	Seeco 581
BENDICION	Chucho Martinez (Terig Tucci Ork) (TU SABES)	Seeco 583
CORAZON MEXICANO	Calaveras Trio (LA VIEJA)	Victor 70-7327
EL MUNDO SE ACABA	Vitin Aviles (Carlos Varela and His "Havana Madrid" Ork) (TU NO)	Seeco 582
GUILTY OF LOVE	Enric Madriguera Ork (Patricia Gilmore) (MUCHO DINERO)	Vogue 778
HEARTACHES	Don Pablo Ork (Bunny Paul) (ANNIVERSARY SONG)	Latin American 10
I HAVE NO TEARS (Nao Tenho Lagrimas)	Patricio Teiveria (RCA Victor Ork) (ORANGE JUICE)	Victor 26-9013
LA NEGRA CACHON	Monchito Ork (Monchito) (ROCK AND)	National 9026
LA VIEJA CHISMOSA	Calaveras Trio (CORAZON MEXICANO)	Victor 70-7327
LUNA	Bobby Capo (Carlos Varela and His "Havana Madrid" Ork) (RECUERDO DEL)	Seeco 565
MANAGUA NICARAGUA	Jose Cabelo Ork (Bobby Ramos) (THE BREEZE)	Victor 26-9015
MARACAS	Lecuona Cuban Boys (Manyo Lopez) (RUMBA-BOMBA)	Majestic 1115
MUCHO DINERO	Enric Madriguera Ork (Patricia Gilmore) (GUILTY OF)	Vogue 778
ORANGE JUICE (Sabia Laran Geira)	Patricio Teixeria (RCA Victor Ork) (I HAVE)	Victor 26-9013
PAPYLON	Armando and His Jack's Club Ork (BAILADORES)	Seeco 581
POR MI HONOR	Daniel Santos (SOY CHEVERE)	Seeco 580
RECUERDO DEL ALMA	Bobby Capo (Carlos Varela and His "Havana Madrid" Ork) (LUNA)	Seeco 565
RHUMBA WITH MIGUELITO VALDES ALBUM	Miguelito Valdes and His Sextet (Miguelito Valdes)	Musicraft S-3
Ahora Saremos Felices		Musicraft 440
Algo Nuevo		Musicraft 438
El Cajon		Musicraft 437
El Maraquero		Musicraft 440
El Tambaito		Musicraft 439
La Comparsa		Musicraft 438
Recuerden La Ola Marina		Musicraft 439
Tambembea		Musicraft 437
ROCK AND RYE	Monchito Ork (Monchito) (LA NEGRA)	National 9026
RONCO	Orlando Guerra (Cascarita y Casino de la Playa Ork) (TEN JABON)	Victor 23-0479
RUMBA-BOMBA	Lecuona Cuban Boys (Manyo Lopez) (MARACAS)	Majestic 1115
SOY CHEVERE	Daniel Santos (POR MI)	Seeco 580
TEN JABON	Orlando Guerra (Cascarita y Casino de la Playa Ork) (RONCO)	Victor 23-0479
THE BREEZE AND I	Jose Cabelo Ork (MANAGUA, NICARAGUA)	Victor 26-9015
TU NO ME ENGANAS	Vitin Aviles (Carlos Varela and His "Havana Madrid" Ork) (EL MUNDO)	Seeco 582
TU SABES BIEN	Chucho Martinez (Terig Tucci Ork) (BENDICION)	Seeco 583

FOLK

A PILLOW OF SIGHS AND TEARS	Red Foley (The Cumberland Valley Boys) (NEW JOLIE)	Decca 46034
BOOGIE WOOGIE FARMER	Fred Kirby (MY LITTLE)	Sonora H-7037
BREEZE	Cowboy Copas (IN MY)	King 591
BROWN'S FERRY BLUES	Delmore Brothers (MISSISSIPPI SHORE)	King 592

(Continued on page 104)

Everyone's talking about Jack McVea's sequel to Open The Door, Richard!

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BY

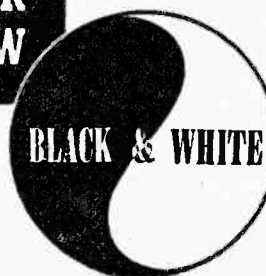
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WRITE FOR COMPLETE CATALOG

Music---As Written

NEW YORK:

Don Haynes, personal manager of the Tex Beneke-Glenn Miller ork, will open a Hollywood office around April 1. Haynes will share office space on the West Coast with Bruce Gear, who p. m.'s Jerry Colonna. Tommy Shields will take over Haynes's New York office.

Stan Kenton ork will return east following a current date at Avodon Ballroom and one week at Seet's Ballroom, Oakland, Calif., beginning March 21. Ork is set for a series of Eastern theater dates beginning April 24 at Baltimore's Hippodrome. . . . Frankie Carle's ork will open the summer season for Lakeside Park, Denver, May 30. . . . Tony Pastor and ork into Palladium, Hollywood, for six weeks starting April 29. . . . Gardner Benedict ork will replace Chuck Foster at Hotel New Yorker in early part of March. . . . Buddy Johnson renewed with Decca for another year.

Coming 20th Century-Fox flick, *The Song of Romona*, will feature music by David Rose and lyrics by Leo Robin. . . . Stan Kenton's ork will be featured in the RKO-Radio two-reeler tabbed *Ten Minutes for Love*. . . . Howard Styne, Monarch diskery head and composer, has been commissioned to do the music score for Al Borde's contemplated musical, *Roast Beef and Roses*.

Betty Hutton cut her first sides for Capitol Records under her new waxing pact, pairing Poppa, *Don't Preach to Me with Rumble, Rumble, Rumble*, both by Frank Loesser and both from her new flick, *Perils of Pauline*.

Count Basie's proposed European tour is now off since satisfactory financial arrangements couldn't be made. . . . Ben Barton leaving for California next week. Ditto for Billy Eckstine, who will rehearse for his Billy Berg's date beginning April 3. . . . Willard Alexander back in town. . . . *Jazz at the Philharmonic* unit grossed \$25,000 at the Earle Theater, Philadelphia, in a five-day stretch. . . . Columbia diskery prepping an album of standard tunes featuring Dinah Shore.

French singer, George Marchal, signed to record an album for Coda. . . . Ginny Simms is rumored to have signed waxing pact with Sonora. . . . Boyd Raeburn's ork will close at the Vanity Fair March 12, with GAC now hastily setting a series of one-night and theater dates for the ork. . . . *Miami Beach Rhumba* catching on in the winter resort despite fact that Pubber E. B. Marks is working overtime on the *Carnival in Costa Rica* score.

Signature diskery's \$300,000 stock issue is oversubscribed by some \$100,000. . . . Vic Damone, young crooner, signed to a Mercury waxing pact. . . . Majestic flack, Les Kramer, has resigned from his post with the diskery. . . . Marian Hutton is replacing Perry Como on the Chesterfield show until March 17, while the crooner is on a vacation. . . . William Morris Agency has set Paul Whiteman for a return appearance at the Capitol Theater this fall.

Enric Madriguera's ork into Detroit's Copacabana February 27 for four weeks. . . . Al Anderson's modern jazz festival shot on WNYC February 18 was waxed by the State Department's cultural affairs division for rebroadcast in South America.

Singer Don Darcy is not leaving Johnny Bothwell's ork as previously reported. . . . *Go To Sleep My Sleepy Head*, new tune penned by Larry Coleman and Paul Secon, was waxed by King Cole Trio. Tune pubbed by Imperial Music. . . . Jack (Open the

Door, Richard) McVea signed to do the tune in Monogram flick, *Sarge Goes To College*, which will also feature the Russ Morgan ork. . . . Duke Ellington's *Beggar's Holiday* score being pubbed by Mutual Music.

CHICAGO:

Clarence Wood has put his Trocadero, Evansville, Ind., dancery on the block. . . . Roland Dreyer has folded his ork. . . . Sherman Hayes expects to buy a home in Chi and make the Midwest his base of operations. . . . Dinning Sisters readying a theater tour to the East Coast. . . . Carl Ravazza, ex-fronter, opens at the Chez Paree as a single singer March 7 with the Eleanor Powell Show.

Raymond Scott set for lush campus dough with prom dates at four Midwestern schools during March. . . . MGM releasing Raymond Scott's first platter March 21. . . . Tauno Hannikainen, conductor of the Duluth Symphony for the past five seasons, inked as assistant conductor of the Chi Symphony to assist Artur Rodzinski.

CINCINNATI:

Elliot Lawrence ork, Johnny Long combo and the Modernaires, with Paula Kelly, already set for a week each at Coney Island here this summer by Frank Hanshaw of the local GAC office. . . . Deke Moffitt doubling between the Patio in Hotel Netherland Plaza, where his Little Red Caboozers are holding forth, and the RKO Albee, across the street, where he heads the pit band. . . . Bernie Wulkotte Quartet opened an indefinite run at Cafe Metropole Friday (28), replacing Step Weigand's Trio. . . . Bruce Orion Three new at Andy's Bar.

HOLLYWOOD:

Enterprise Records has named Dave Miller to hold down general musical director's slot. Miller formerly handled music chores for Milwaukee's Fox theaters, French Casino, New York, and U-I Pix. . . . Sam Lutz treks to New York to be on hand for Lawrence Welk's Roosevelt Hotel opening March 24.

Mary Nash, former Jerry Wald ork thrush, has changed moniker to Mary Dugan and signea for a featured role in Columbia pic, *Swing the Western Way*, opposite Jack Leonare.

SAN FRANCISCO:

Harry Owens, in virtual retirement since the death of his wife, brings his Hawaiian orchestra to the St. Francis Hotel in a comeback. . . . Jan Savitt and Glen Grey set to follow the Henry Busse crew at the Palace.

KANSAS CITY:

Bill Bardo's band moved into the Terrace Grill of the Hotel Muehlebach (25) for a four-week stand, replacing Will Back's crew. Patsy Goode handles vocals for Bardo. . . . Stan Todd has taken over the piano and organ in the Tropics Room of the Phillips. . . . Jay McShann's band opened this week at College Inn. . . . Bob Alexander and his crew wound up Saturday (1) at the Play-Mor.

DETROIT:

Dee Parker, vocalist with Jimmy Dorsey's band, in town for a vacation at her home with her husband, Phil Brestoff, musical director of WXYZ. . . . Mel Morris, hillbilly artist, recording six sides this week for Maratone Records.

Cass Pelecki and the Musical Shades of Harmony move into the Balinese Room at the Club Bali this week. . . . Eduard Werner, vice-president of Detroit local, AFM, has been nominated for Common Pleas Court judge in Detroit.

ST. LOUIS:

Dick Jurgens's ork, Sonny Mars and Gautier's Steeplechase compose the show opening March 7 at the Chase Club. . . . Bobby Mecker ork, Woods and Bray and Billie Hayes in Club Continental, Hotel Jefferson. . . . Andy Kirk ork set for a week at Tune Town Ballroom, starting March 11, with Charlie Spivak due in soon. . . . New Buddy Moreno ork debuted this week at Casa Loma. . . . Mary Hulbert now singing with Buddy Kay ork.

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531. Living and Laughing	638. Bar Mitzvah Speech
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Hollywood Diskers' Coffers Revitalized by Biz Upswing; Larger Indies Beneficiaries

Black & White Tops Field's Sales Jumps With "Richard"

HOLLYWOOD, March 1.—Having recovered from a near-disastrous biz slump during the last two months of 1946, Hollywood's indie record industry has taken a healthy swing upward. Spot survey of top indie platteries reveals that biz took a turn for the better during January and that sales barometers have been climbing slowly but steadily the past six weeks. In some cases platteries claim biz is way ahead of corresponding periods of last year despite depressive talk making the trade rounds of imminent folding of many of the town's better known indies.

Boost in sales, generally confined to larger indies with shekel-pulling

artist stables, is viewed as a life saver by many disk producers. With dark days behind them, execs frankly admit that November was so bad that some firms were hard pressed to meet everyday running expenses without going into the already dwindled kitty. December also was disappointing to many indies. While the record industry generally enjoyed brisk Christmas trade, retail stores reported the bulk of sales were of albums for gifts, with a corresponding drop in single record sales. With holidays out of the way, buyers have returned to normal single platter purchasing habits.

While not out of danger, the sudden sales boost has revitalized indie coffers and given ops needed capital to carry them over the hurdles. Indies have found it more difficult to get credit from suppliers and processors than ever before, a condition aggravated by constant trade whispering of imminent folding. Despite rumors, however, the only prominent Hollywood indies to fold in the past six months were ARA and Bel-Tone. Several others are generally known to be on the verge, but so far have managed to hang on.

An indication of the biz trend is the current scarcity of pressing facilities. Whereas the town's pressers were out drumming up biz with special inducements a few weeks ago, the pic has changed and plants now have an accrued backlog. Conversely, volume of recording sessions has dropped considerably, due to the AFM hiking musician scales and dealer demand for more quality and less quantity.

Indie Reports

Leading the field in sales jumps is Black & White, whose *Open the Door, Richard* is reportedly past the 500,000 mark and still going strong. Advance orders and interest in the *Richard* follow-up, *The Key Is in the Mailbox*, is expected to boost sales beyond 200,000 disks, according to B. & W. execs.

Of other Hollywood indies, Coast, Aladdin, Exclusive and Pan American appear most active. Coast Records reports a sudden surge of biz has necessitated the addition of four new presses. Plattery, heavy on hill-billy tunes, is adding a list of pops to its catalog. Firm also handles American distribution of Peerless, Mexican label with a fairly established following. Coast, moreover, recently added West Coast distribution of Diamond Records.

Aladdin, specialists in race records, claims biz has remained constant, doing a consistent job in major Negro markets. Exclusive is pushing the Herb Jeffries and Buddy Baker orks, and reports biz looking up. While no longer cutting due to a beef with AFM, Pan American is looking overseas, with sights beamed on the Philippine market as a starter. Firm hasn't made much of a dent in the pop field, with exception of the John Laurenz platters. Latin tunes, however, are reportedly holding up well.

Of other assorted indie labels, Jewel and Enterprise outwardly seems to be coming along in best shape. With Boyd Raeburn's ork clicking in New York, Jewel's Ben Pollack reports sales up considerably. Orders for Raeburn waxings, Pollack claims, are more than 10 times greater than three months ago. Vocalist Marion Morgan, also in Jewel's stable, is getting a fair play. Pollack claims

that Raeburn's popularity in the East has opened the door to 75 new retail accounts in New York State as well as additional coverage along the Eastern seaboard. For Enterprise, the sudden biz boom has put the plattery on a 24-hour production sked.

For the most part, the remainder of Hollywood's indies are in a relatively inactive stage while attempting to straighten out muddled finances. Trade talk of mergers, formation of distribution combines and pooling of pressing and processing facilities have been constant but lacking in factual support.

Cosmo Records Fold-Up Being Probed by SEC

NEW YORK, March 1.—Securities and Exchange Commission is investigating Cosmo Records' set-up, it was learned this week, in connection with bankruptcy petition recently filed by the diskery.

SEC sleuths are out checking music trade, it is known, and are reported to be looking into matter of whether fraudulent claims were made for stock sold to the public.

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 Mr. Distributor: Write for available territories.

Sternberg Sues Stewart for 6C

NEW YORK, March 1. — Dave Sternberg, former personal manager for Rex Stewart ork, has served papers on the ex-orkster and Ellington

tootler asking answer to a suit in which Sternberg is seeking to recover \$6,000, allegedly covering loans to Stewart as well as fees for services rendered.

Sternberg had been p.m. for Stewart band for some time, accompanying the Negro crew to Spain recently on a privately booked tour.

Bebe Daniels Cuts Kidisks For Enterprise

HOLLYWOOD, March 1.—Enterprise Records, Hollywood indie plattery, will process and distribute a new line of kidisks to be produced by Cinemactress-Producer Bebe Daniels. Miss Daniels enters the record field with a separate firm, Bebe Daniels, Inc., set up to act as a production unit for tot platters. First joint Daniels-Enterprise project will be a *Tales of Uncle Remus* album, narrated by Jimmy Scribner, of Mutual Broadcasting System's *The Johnson Family* air show. Scribner will plug platters over a 257-station Mutual net, which is expected to give new project a sound send-off.

Abbott, Costello Tie-Up

Enterprise's Howard Krause further disclosed a tie-up with comedians Abbott and Costello for release of gagsters' famous *Whose on First* baseball routine. Comics have waived all royalty rights on platters, earmarking their take to the Lou Costello Jr. Memorial Youth Foundation, which rotund funnyman founded after death of his son. Platter will enlist aid of nation's disk jockeys as sales agents for special sides, timing release with launching of major league baseball season.

Krause revealed completion of a deal with Manor Records, of New York, under which Enterprise will do all Manor pressing and distribution for 12 Western States. A similar deal for distribution of Gotham Records' Latin tunes is also nearing inking stage. Tie-up should save pressing costs of about 2 cents per platter, plus a large saving in freight costs, Krause said.

Distribution-wise, Enterprise has broken down New York area market into four separate markets. Krause's argument is that metropolitan distributors, with a dozen indie lines to worry about, can give but token attention to any one line. Enterprise therefore canceled tie-up with New York's Runyon Sales, opened its own offices at 1674 Broadway, and set up four non-competitive distribution sources in the New York-New Jersey area, blanketing same market formerly covered by Runyon.

Buddy Moreno Forms Own Crew for St. Louis Bow

CHICAGO, March 1.—Buddy Moreno, ex-Jurgens and James chirp, has formed his own crew and tees off March 14 with a week at the Casa Loma, St. Louis and a week at the Indiana Roof, Indianapolis, before going into the Aragon, Chi, April 4 for an indefinite stay.

Ork, which will be handled musically by Monte Kelley, ex-Skinny Ennis music chief, will line up with five saxes, four brass, three rhythm and Lona Stevens and the fronter on vocals.



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Wax Heckling?

NEW YORK, March 1.—Anita O'Day's initial Signature cookie, *Ace in the Hole*, will feature a night club atmosphere transplanted onto wax. Background for the disk will include tinkling glassware among other noises. Diskery says the more successful of the O'Day disks with Gene Krupa featured odd effects and feels that this sound gimmick may help the chirp's tallow move. Disk is due out in three weeks.

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Sherman Hayes

(Reviewed February 19 at the Martinique, Chicago. Booked by Music Corporation of America.)

SAXES: Art Wolf, Burt Coulter, Joe Kemper.

TRUMPETS: Clifton Parman, Ralph Shuman.

TROMBONE: George Schumacher.

RHYTHM: Jimmy Myers, piano; Johnny Jones, drums; Al Lohse, bass; Robert Mathews, steel guitar.

ARRANGER: Clifton Parman.

VOCALISTS: Dell Welcome, Sherman Hayes.

LEADER: Sherman Hayes, tenor and soprano saxes.

Long hours of rehearsal have paid sizable dividends to this crew. Hayes, former sideman and soloist with various commercial names until his service stint, which ended about two years ago when he formed this band, has a book that demands the utmost in phrasing and shading. His stylized scorings demand crescendos that swell like an ocean wave. At present he's producing a type of commercial music that's ripe for a record label that wants something new in the way of exciting commercial content.

Tho there are only 11 men, arranger Parman has done a commendable job in using various reed combinations to gain varied moods. Burt Coulter helps out plenty with some bass clarinet that's tops, while Art Wolf's flute ranks with the best. Band is able to get a four-tenor effect for those who have come to like this much-played style, while for those Midwesterners who like the Mickey style, they have plenty of four-tenor parts. However, it's the clary combo, especially on Latin and old standard jobs, that makes this crew sound like a 15-piecer, and the boys don't have to overblow to get the effect. Hayes recently picked up 18-year-old Bob Mathews, who welds in plenty of the old Orville Knapp steel guitar effect. Bass parts are about evenly divided between tuba and string bass, handled by Al Lohse.

Vocals are in the capable hands of the leader, who has a voice that touches both tenor and baritone, and his frau, Dell Welcome, who does bouncier bits. Both are lookers.


Ops of this smart new spot were so impressed after two days of the band that they've told Hayes to write his own ticket about when he wants to leave. *Johnny Sippel.*

CHECKERED RECORD

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ON THE STAND

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

Stan Kenton

(Reviewed at Avodan Ballroom, downtown Los Angeles, February 23. Personal management, Carlos Gastel. Road manager, Bob Gioga. Booked thru General Artists Corporation.)

TRUMPETS: Buddy Childers, Johnny Anderson, Ken Hanna, Chico Alvarez, Ray We...

TROMBONES: Kai Wilding, Skip Layton, Milt Bernhart and Harry Forbes.

BASS: Bart Varsalona.

SAXES: Vido Musso, Bob Cooper, Boots Mussulli, Eddie Meyers; baritone, Bob Gioga.

RHYTHM: Stan Kenton, leader and piano; Eddie Safranski, bass; Shelly Manne, drums; Bob Ahern, guitar.

VOCALISTS: June Christy, Ray Wetzel (doubling from trumpet) and vocal group; the Pastels (Margaret Dale, Howard Hoffman, Don McLeod, Jerry Parker, Jerry Duane).

ARRANGER: Pete Rugolo.

Whenever Stan Kenton pulls into his L. A. home grounds, it spells big doings for the town's jive. This time is no exception.

Dishing out a weekly \$6,500 to hold the Kenton crew on its stand, management may not be thoroly satisfied with the size of customer throngs and argue that swing is dead and sweet is king. Yet those close to the aggregation's purse strings will point out that Kenton is giving the Avodan a taste of solid biz and that the band's pulling power would be considerably stronger were it not for the fact that the terpsery is in downtown Los Angeles, where it must draw from either the lower-income bracket groups in the immediate area or pull in the terp-minded kids from Hollywood and West L. A. on one side and the Pasadena and eastern suburbs on the other. Not only does the band's pulling power have to overcome the distance factor but also it must outweigh the dislike of some parents to allow their kids to go into the downtown area after nightfall.

One thing, tho, is certain. Taking the beats from the Kenton baton is one of the highest-salaried aggregations in the land today. Sharing the top band pay roll bracket with Tex Beneke and Vaughn Monroe, Kenton has a tough nut to meet for his 25-man crew. Fully aware of current conditions which have wrecked some orks on the reefs of bad biz, forcing some to disband and others to trim down, Kenton still feels that a band that hopes to weather the present biz storms and still emerge on top cannot afford to dilute its product and offer customers a cheaper substitute indicative of this trend of thought. While other bands are cutting down, Kenton recently added to his already expensive herd a five-man vocal corps, the Pastels.

As to who is right, time will tell, but from the way things now stack up, there's no doubt the Steinway-squatting maestro is on the right track. All the high-powered aggregations have gone under, and Kenton remains alone as the only unsweetened crew making money. Reason is that he gives the customer his buck's worth in top-drawer arrangements, carrying some of the finest instrumentalists in the terp field today. With June Christy heading the vocal department, plus the newly acquired Pastels, band emerges strong on all counts. Musically, the Kenton product has now achieved a polish and level of excellence it never before realized. With the return of ace saxist Vido Musso (following his short-lived career as a batoner), with Chico Alvarez and Buddy Childers pacing the trumpet wing and Kai Wilding and Skip Layton holding down the top tram slots, Kenton can successfully achieve his intriguing interplay of brass and reeds upon which is built his refreshing tonal

blends. Keystone of this powerhouse aggregation is its potent rhythm section, boasting the maestro's key-boarding, Safranski's terrific bass work and Shelley Manne's hide handling. There's always a clean-cut, well-defined beat to hold up the rhythm, plus biting brass and full-bodied reeds.

Kenton's library leans strongly on originals but sufficient pops and an occasional oldie tend to balance the tune scales. Without endangering his present high quality fare, maestro may find it wise to inject more pops. An occasional novelty adds sparkle to the session, with kids going wild over the hit-headed, Calypso-flavored *Feets Too Big for De Bed* and the earlier Capitol-waxed *Rika Jika Jack*. Miss Christy's piping is tops on these rhythmic items and she proves her vocal versatility by taking in equal stride the slower *September Song* and oldie *September in the Rain*. Pastels make a convincing showing, blending easily and matching their voicings to band's style.

Lee Zhito.

Ray Anthony

(Reviewed at the Roseland Ballroom, New York, February 26, 1947. Personal manager, Fred Benson. Booked by General Artists Corporation.)

TRUMPETS: John Jellnek, Pete Chldo, Norbert Lidrbauch, Marty White.

TROMBONES: Tom Oblak, Paul Selden, Bill Lang.

FRENCH HORN: John Connavino.

SAXES: Everett Evans, Leo Anthony, Eric Christianson, Lou Sadar, Ed Slejko.

RHYTHM: Dick Farrell, drums; Stan Slejko, bass; Eddie Ryan, piano.

VOCALS: Dee Keating, Billy Johnson.

ARRANGERS: Dean Howard, Jack Rosenberger.

TRUMPET, ARRANGER AND LEADER: Ray Anthony.

This is one of the new crop of young orks that has what it takes but still has made little progress in the past seven months. Anthony is as colorful a fronter as has been around, his music is highly danceable, he caters to customer requests and his ork reeks of solid showmanship.

Ork's library is diverse and varied, and more than readily pleases the tough Roseland crowd. Orkster effectively mixes better-known evergreens with late pop hits. His tempi run the gamut from rumba to breakneck jumpers, all of them suitable for the most exacting of the Roseland hoofers. Ork's arrangements are pri- (See RAY ANTHONY on page 34)

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States Gang Up on ASCAP; Iowa Gets in Act With 10% Tax

(Continued from page 14)
attorney, Paul R. Summers, that hotels, theaters, tavern owners and others would be in worse shape without ASCAP than with it.
New York ASCAPists point out that if the Indiana bill becomes a law Society would follow pattern it laid down in Nebraska, when the latter State pushed thru similarly restrictive legislation. (Nebraska's anti-ASCAP measure was since repealed.) Society says it would simply return collection rights in the State to its members. Damages arising out of infringement suits brought by these members, spokesmen predicted, would far exceed the amount ASCAP has ever collected thru licensing arrangements. Taverns in Indiana last year paid total of \$29,000 to ASCAP, they point out, while Society returned more than \$105,000 to its Indiana members, who include famous Hoosiers such as Cole Porter and Hoagy Carmichael. Question of whether State of Indiana would choose to penalize its "citizens and creators" in the interests of "tavern keepers" was also raised by ASCAP execs with a reaffirmed point that these "creators" would individually be forced to protect their copyrights in the courts. Resultant damage claims, legal costs and time wasted in litigation would all have to be reckoned in the evaluating of the outcome of this bill's becoming a law, they add.

Parallel to the Nebraska situation was drawn even further by ASCAPers. Recalling that individual infringement suits had been filed by Society members in lower Nebraska courts, had been upheld in those courts as well as in the circuit courts, and finally had been indirectly supported by the U. S. Supreme Court when latter refused to review an appeal entered by Nebraska hotel interests, they point out that same type suits would start popping in Indiana. Provisions of State bill which would exempt certain interests from liability were countered by Society claims that no matter how local State bills might strive to fix liability, protection afforded by the federal copyright law as applied to "creators" could not be taken away. Intimation was that theater owners might find that the buck they had passed to producers and distributors might come back to roost.

Meanwhile, Connecticut and Montana were still toying with tax-ASCAP bills of several weeks' vintage. No comment from the Society was forthcoming on the Connecticut bill, proposed by Senator Pallotti, which would grab off 10 per cent of license org takes in the State, but the Montana measures, in a similar vein, were discounted by spokes-

men with the report that bills were already "dead" and no problem was foreseen.

Andrews Sisters Set London P.A.

HOLLYWOOD, March 1. — Deal was set this week for a London p.a. for Andrews Sisters next June and July. Thrush threesome will work both London Palladium and Ciro's at reported guarantee of \$15,000 per week against a percentage. Overseas trip marks first time gals have worked in London, altho trio made non-commercial trek for USO during war years.

Prior to sailing for England, gals will play three weeks at Chicago's Oriental Theater. Manager Lou Levy is also negotiating for possible pic stint with British film concern while gals are abroad.

DISKERIES ORG

(Continued from page 15)
forming RMA, Pearl emphasized, "was not to combat majors or fight anybody, but to formulate plan and policies of mutual advantage." Discussion on the floor covered following points:

1. Possibility of combining buying power (co-op purchasing) to effect economies.
2. Exchange of credit information.
3. Distribution of disks.
4. Production problems.
5. Representation in collective bargaining problems.
6. Representation in negotiations with guilds and confederations.
7. Combating adverse publicity—several members pointed specifically to use of "indie" tag and others objected to stories of "throat cutting" appearing in some publications.
8. Consolidation of data on disk sales, territories, foreign distribution, etc.

RAY ANTHONY

(Continued from page 33)
marily written for section work, with most of the solo spots falling to Anthony's horn. He does an effective tootling job, making his heaviest impression on jump stuff via the showman route—closing his eyes, bending over backwards and closing his solo with a several-foot leap into the air.

Vocal department features young Billy Johnson on the ballads, doing a neat, commendable job, and Dee Keating on rhythm numbers. Chirp, singing with a severe cold, did as well as could be expected.

At times this ork gets a sound that is reminiscent of the old Glenn Miller band, making use of clary-leg reeds and heavily muted brass. But some of the arrangements feature flute and clary voicings that are equally ear-arresting. On jumpers, the crew makes use of old, but still effective eye-catching gimmicks—the tenor sax battle, saxes playing in section, tootlers moving their horns in semi-circles, trumpets and trombones playing opposite each other—thus pleasing those who are hep hoofers and still keeping the non-dancers' attention focused on the ork.

If GAC comes thru for Anthony as he expects they will, the orkster may still give top names some rough competition. But maestro needs a good record deal to give him the wax promotion push so essential today.

Incidentally, Anthony's Roseland chore was made considerably simpler since the spot has finally installed

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Hal Webman.

Price Cut Trend Still in Future; Para Move Causes Talk But No Slash Stampede

High Costs Seen Pegging Tabs at Top Levels

NEW YORK, March 1.—Bob Weitman's move in slicing Paramount's a.m. admissions started a lot of rumbling in houses on the Stem and around the country, but little else. Practically all managers said they had no intention of following suit and characterized Weitman's move as space grabbing which would hurt the house and Paramount Pictures in the long run.

At least one competitor, A. J. Balaban, Roxy topper, said he had planned to cut morning prices some months ago, cut to be evened by a 5-cent hike in late p.m. prices. His main objective, he said, was to permit kids to go in for less-than-adult prices. "But," he emphasized, "it wasn't because of bad business." Had the Roxy cut prices, said Balaban, it would have been without any fanfare. The only reason why it wasn't done, he added, was because the Roxy is an integral part of 20th - Fox, "... and what isn't constructive for the corporation isn't good for the Roxy."

Loew's Has No Plans

Oscar Doob, Loew's exec. said he had no plans for price reductions. Other theater men were equally definite. Radio City Music Hall controller, Russell V. Downing, said, "Our prices will stay as they are. Any surge in grosses due to price reductions can be only temporary unless the product is there. The public buys entertainment. If the entertainment isn't there, a lowered admission price will not help."

Altho the New York houses remained unruffled by the Paramount move, it wasn't true for the rest of the country. Paramount Pictures' sales department immediately sensed a resistance cropping up among out-of-town exhibitors. Argument ran somewhat like this: "If your flag house has to cut prices then maybe your pictures aren't so good."

Act Pay Cut Speculation

How the flesh picture will be affected was a subject for speculation. Bookers have been beefing for months that acts want too much, but admitted that outside of a desire to cut, there was nothing in box office takes to warrant performers taking a slash. Agents admitted that a box office cut might lead to shading in actors' salaries, but so far it was a possibility for the long term rather than a probability for the immediate future.

There was some talk around that the Paramount move foreshadowed a change in its in-person policy. This is countered by the fact that the house has already bought name bands and attractions that will keep the stage filled well into the year. So if a policy switch is contemplated it will not take effect for a long time.

Nitery Outlook Hazy

The nitery outlook re prices is equally indefinite. Here and there a spot cuts a few pennies off drinks, but nothing more radical than that. Many of the clubs would like to advertise a cheaper dinner to get the early trade. With costs still at top levels, not to mention other fixed expenses, a cheaper dinner is in the realm of the future. One or two of the smaller spots are experimenting with table de hote menus, but their effect on the major niteries is nil.

Nitery talent costs are still high and the only way ops slash them is

by either buying cheaper acts or dropping productions. Where the latter is done, the club tries to make it up by buying more expensive attractions. If they can't come up with them, it is because attractions with meaning at the box office are just not available.

The New York picture is duplicated all over the country, tho to a lesser degree. Grosses in Chi, for example, fluctuate with the bills, both on stage and screen. Yet none of the houses is seriously considering admission slices. Midwestern clubs are, however, hurt pretty badly. But whether they're bleeding or not, they're caught between high costs and reduced grosses and don't know what to do about them.

Philly Holds Tight

PHILADELPHIA, March 1.—As much as they would like to, none of the theaters or niteries here contemplates any drastic slash in asking prices. While the boys realize full well that money is getting tighter and spending not so free, ops still can't see their way clear to make any important price cuts. Ops point out that their expenses, if anything, have gone higher. Unions are jacking up wage scales, top attractions are still asking for top pay checks, and costs of liquor and food still are running at high levels.

Most of the spots have dropped their drink prices by a nickel or a dime at the most, but hardly enough to create even a ripple. In some places, drink prices have remained the same but the size of the drink has increased. Nitery ops take the position that night lifers today have a fixed budget for the evening's spending, and dropping a nickel or dime off the price of a drink won't mean their buying of that second or extra drink.

Ops Sweat Over Menus

Real concern of the ops is over their dinner menus. Most of the boys realize that the first spot putting up a \$1.50 dinner will pack the house each night. But none has figured out how a dinner can be produced at that figure. As a result, dinner tariffs are still high—steaks running around the \$3.50-\$4 figure, with little takers for either steaks or anything else on the menu. Ops realize that high menus are making for empty rooms during the dinner hour, but just can't help themselves in the face of existing overhead and prices.

As for the movie houses and even the legit temples, business is still uniformly good. And as long as the lines will form at the box office, they see no reason for cutting tariffs. If the movie is good, the theater lobby is mobbed. If it is a hit show, you still have to go to the ticket broker to get a decent seat. And with all the beefing of the theatergoers, they still put up with all the box-office indignities. Also helping out the legit temples is the bumper crop of benefit nights staged the early nights of the week, some of the shows putting on an advance man to do nothing but line up organizational benefits.

Los Angeles Holds Up

HOLLYWOOD, March 1.—There is little if any price cutting in Los Angeles area showbiz. Since the Million-Dollar Theater blacked out its stagemenu policy the town is left sans vaude-pic theaters.

Night clubs here for the most part feel it's a feather in their cap if they

IN SHORT

New York:

Eddy Willis started at Hotel Sheraton Lounge March 4. Bud Taylor held over. . . . Jean Carroll moved into Hogan's Irish House March 4. . . . Johnny Andrews new at Club Bagatelle with Dorothy Ross. . . . Kirby Walker into Ruban Bleu March 10. . . . Pete Seeger opened at Village Vanguard March 3. . . . Jack Grant Trio new at the Commander Hotel, Rome, N. Y. . . . Zero Mostel given a birthday party.

Paula Kelly and the Modernaires and terp team, Maurice and Maryea, signed for new Cotillion Room show opening March 5. . . . Carol Ames, CBS blues singer, being groomed for nitery work.

Jackie Miles slated for Roxy Theater March 26. If show in on that date is held over for week, comic will start April 2. . . . Andy Russell set for two weeks at Oriental Theater, Chicago, starting July 21. Dick Haymes in for a week beginning August 21. . . . Harvey Stone into Capitol Theater March 13 on pick-up of old contract option. . . . Airline Trio due for Doc's, Baltimore, March 18. . . . James and Paul Barry added to Gale agency small combo staff to work under Erwin Rose.

Gaudsmith Brothers, current at Loew's State, pacted for Judy Garland's next pic and leave for the West Coast March 10. . . . Mary Kaaihue Trio's February 27 date at Loew's State postponed indef so combo can fill out a Mardi Gras date.

Chicago:

Dean Murphy is conferring with J. Richard Kennedy, independent producer, who is mulling a documentary film on the life of the late F. D. R., over Murphy's part in such a flicker. Murphy was recommended to Kennedy by Mrs. F. D. R. after she was bitterly disappointed after the voice impression of the late President in the movie, *The Beginning or the End*.

The Indiana Society of Chicago put on its annual ball here February 22, spending \$25,000 for the single evening's show bill. . . . Bill Samuels, leader of the Mercury recording trio, will undergo a tonsil operation which will put him on the shelf until the latter part of March.

The Barrys move to the Waldorf's Wedgwood Room March 24. . . . Hal Winters, Apollo label crooner, replaced Tony Martin, starting March 1 for one week before Eleanor Powell comes into the Chez Paree. . . . Don Roth, op for the Blackhawk, experimenting with moppets' amateur shows Sunday afternoon at his Loop bistro. . . . Jan August and Jerry Lester top the bill at the Oriental, Chi, starting March 20.

Charlie Isom, the Negro producer, is sending out a unit, *Swing Parade*, for a tour of the South in the summer. . . . Denny Thomson, leader of the Keynoters, has folded his trio and is doing a single. . . . Johnny Glavin, half owner of the Loop Clover Bar, died this week.

Philadelphia:

Andy Mayo, MGM representative, coming back from the West Coast to join the theatrical agency of his brother, William de Mayo. . . . Four Klais Brothers take over at Cadillac Tavern Show Bar, alternating with Charlie Mohacey's Men of Note. . . . Bob Carney and Gene Arcade added to the comedy revue at Marty Bohn's Nut Club. . . . Three Cleffs back at Lou's Moravian Bar with Bobby Harris alternating at the piano. . . . Ann Howard, back at Sciolla's, will leave on an Australian theater tour. . . . Lenny Paton Trio take over at Clock Musical Bar. . . . Johnny Cahill to Nick's Town Tavern, Delair, N. J. . . . Sonny Fontaine takes over the emcee controls at Latin Casino, taking over Mickey Alpert's long-run chores.

San Francisco:

Eddie Fitzpatrick inked for a return to the St. Francis Hotel's Mural Room, to follow Hal Pruden's ork. . . . Jack Benny and gang will headline 13th annual Newspaper Frolic, March 29. . . . Jean Devlyn, 365 Club and Copacabana producer, will do shows in the Empire Room of the Palmer House, Chicago, meanwhile continuing with local production. . . . Puss Donahue doing arrangements for Henry Busse's ork.

The Sequoians now in 12th year of singing at John's Rendezvous. Longest run of any local act. . . . Sheila Rogers and Jean Aloise top new Copacabana revue. . . . Doris Allyn, thrush, and Jan Merrill, tapper, head the Music Box show. . . . Wilbur Stump, pianist, into the Echo Club. . . . Harry Eitling, Golden Gate Theater stage manager, reported seriously ill with a heart ailment. . . . Sammy Wong has replaced Don Ferrera as band leader at Chinese Sky Room.

Milwaukee:

Scat Johnson Trio signed for another three months at the Elbow Room. Group goes to Chicago March 6 to cut six sides for RCA Victor. Herb Williams new organist in the Green Room, of the Plankinton Arcade.

Here and There:

Al Morgan, singing pianist, after 12 weeks at Rogers Corner, New York, opened Friday (28) at Helsing's Vodvil Lounge, Chicago, set by Frank (Tweet) Hogan. According to Harold Marks, Morgan's p. m., latter is slated to make a Western for Universal in the spring. . . . Yvette Dare is in the midst of a two-weeker with her own unit at the 509 Club, Detroit. She recently concluded a swing of the South with the unit. . . . Sunny Skylar in for a two-weeker at Lookout House, Covington, Ky., with Elsa and Waldo, Tony Marks and Dod Dodson. Harry Savoy and Foy Boy set for two weeks there beginning March 12.

Seven Gables' Towne House, New Haven, Conn., is undergoing alterations estimated at \$3,000.

don't boost prices now that OPA is dying. Same holds true for ballrooms, with two exceptions. Meadowbrook (Culver City) has gone to 60 cents admission; formerly \$1.20. However, Meadowbrook used to bring name bands when it was on an all-week basis, but now that dancery has lopped its policy to week-ends it sticks strictly to local bands. Other exception is Casino Gardens (Ocean Park) which offers a 44-cent ticket only on Tuesday nights. Rest of the week is 90 cents and week-ends \$1.20. Tuesday night is called Budget Night, in an attempt to boost biz on the weakest night of the week.

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FLORIDA'S IN AND OUT SEASON

N. G. Supper Show Takes Cut Profits

Upped Costs Hurt Plenty

By Bill Smith

MIAMI, March 1.—Local nitery season, rapidly drawing to a close, has been an in and outer. Business wasn't sensash, nor was it as bad as expected. Local big three niteries—the Copacabana, Beachcomber and Latin Quarter—did business, but despite heroic efforts were unable to get volume trade at both dinner and supper. Most clubs do well for dinner—people have to eat, even in crowded resorts, and with straight eateries packed, and lines waiting outside, easiest out has been to go to a night club for dinner. Such dinner spenders, however, skip hooch most of the time, and what night club makes money on food alone?

Usual run of prices in the above three clubs is about \$12. There is usually a \$7 liquor minimum and dinners seldom cost less than \$5. For the second show the liquor minimum may be dropped to \$5 or \$6. What cuts into grosses is the sharply upped cost of operation. At least one club, however, the Copa, has proved that despite a big nut, if the attraction is big enough and well enough known, it can make money.

Copa's biggest period this season was its 16 days with Danny Kaye. Blond comic was in for a bulky bundle, but despite his cut, the room was sold out twice a night thru his booking. Experience with Kaye has made the Copa ops (Slutskys, Weinger and Harris) eager for big names and money, according to at least one of the owners, is no object. For example, with Mickey Rooney, who follows the Ritz Brothers, the club is trying to bring in Gracie Fields, current at the Brook Club, for a week stand. It is likely that the Rooney date will wind up the season, tho this is not certain.

Tough Competish

Beachcomber had a little tough going with Sophie Tucker, Jackie Miles and Bobby Breen against Kaye. But its business has picked up, probably to the extent that Copa biz declined. Ned Schuyler and his 'Comber partners are well aware that the Mickey Rooney show will hurt them, so in an effort to counter, have brought in Harry Richman, holding over Tucker, Miles and productions.

Latin Quarter apparently is a bad also-ran in this nitery sweepstakes. It started the season with standard acts and novelties, avoiding heavy-salaried attractions. As a result, it has put on some of the best production numbers this writer has seen anywhere. But late business just isn't there. Being out of the nitery belt (Copa and Beachcomber are opposite each other), way out on Palm Island, LQ doesn't pull unless it has a name. In an effort to hypo biz, spot switched its no-name policy in mid-season when it brought in Jane Froman. Gal left because of ill health and the De Marcos replaced. Team is lost and seemingly hasn't pulled well. In any case, the Latin Quarter (See UPPED COSTS, opposite page)

French Agree To Release Half of AGVA Act Pay

NEW YORK, March 1.—All AGVA members who take French bookings will now be guaranteed that at least 50 per cent of their salaries will be paid in U. S. coin, to be deposited either in an American bank or a French branch of an American bank. The remainder will be paid in francs at the recognized rate of exchange. Deal was consummated by Clifford Fisher, delegated to act for Matt Shelvey, AGVA topper. Dickerings were started with the French treasury some months ago and agreement was reached last week.

Arrangement will be reciprocal. French performers working U. S. dates will get half their salary in American coin, other half to be sent back to France to be held for their return and redeemed in francs. Deal will help France by adding to its dollar reserve.

International pact will assist many actors, particularly the smaller ones who had been turning down Parisian offers because of legal restrictions preventing their taking their salaries out of the country in U. S. exchange.

Switch to Comics In Niteries Peels Moola Off Strippers

NEW YORK, March 1.—Newest victims of the night club-vaude slump are the strippers, for whom even the bottom of the market is said to be dropping—but fast. Gals who knocked down \$1,000 a week or more about six months ago are now working themselves to the G-string for a couple of hundred less, and glad to get it. Ops in a number of spots thruout the U. S., who formerly depended on name and standard strippers as the main draw have switched to comics who are commanding the same dough strippers used to take.

The customers' taste is changing, say a few of these ops, and the patrons now want to laugh in their beer instead of just ogling some undraped fem in a floorshow.

As an example, one booker points to Dagmar, who has been a draw at every spot she's worked for a number of years. Dagmar was getting \$1,000 on the West Coast six months ago but is now being offered \$850. He added that the peeler preferred to lay off rather than accept \$850 from either the Orpheum Theater in San Francisco or the Paris Inn, San Diego. Gal also turned down a number of Eastern bookings and one for \$450 in Montreal.

Tirza's \$200-a-Week

Likewise hit is Tirza, another prominent taker-offer, who is said to be working now for \$200 a week instead of the \$450 she was pulling in a half year ago. Lesser-known strippers are making track for the offices of agents who can book them into niteries and theaters in Central America. Dough is still more plentiful there, despite some stipend pruning within the last six months.

Demand continues for all-girl shows, with emphasis on the bare flesh. One big inducement is the round trip fare and lodging set-up, which is an essential part of the contracts with Yank acts going south of the border.

Chi AGVA Changes Stand; Now Favors Branch Plan; Pitt Local Backs Shelvey

Irving Says He'll Quit If Chi Local Doesn't Dissolve

(Continued from page 4)
asked that his lawyer be called in before any decision be made.

"Forcible Entry" Charged

Following day, February 16, three national reps returned to the office to be met by constables with warrants, were immediately taken before a judge some distance away and charged with forcible entry. Similar warrants were sworn out against Shelvey and other AGVA toppers. Shelvey produced detectives from the Philly labor squad, who had accompanied him on his first visit and who backed his defense that there was no forcible entry. "And, besides," said Shelvey, "we hold the lease for the office. We foot all the bills. How can we be accused of forcible entry of our own property?"

National AGVA meanwhile filed suit against Philly local officers, asking for custody of records and funds. Suit will be heard Monday (3) before Judge Joseph L. Kun, who will also pass on the claims of both sides as to which is the legal bargaining agent. National AGVA has also started action against Jones charging false arrest.

Ops in Middle

Local ops are faced with a problem of what side to stick to. It is pointed out, however, that cash bonds put up by these ops are placed with the national and not the local office. Furthermore, if the national were to declare Philly spots unfair it would put them in an untenable position. They would have to use local acts; name attractions would not be available.

Meanwhile AGVA national has placed Freddie Dale in charge. His instructions are to notify each actor and each club op of the situation. Dale's appointment is temporary. Alan Nickerson, former head of the AGVA New Orleans territory, will become permanent head of the Philly office.

Philly Jurisdiction

PHILADELPHIA, March 1.—Custody of the local AGVA office, its records and its funds will be settled Monday (3). Six officers of AGVA's Local No. 6 here, together with the Liberty Title & Trust Company, holding the local's funds, were named defendants in a suit filed Monday (24) in Common Pleas Court No. 1 by the national office.

In addition, Shelvey also asks that Jones return \$3,564 allegedly paid to himself for back pay as voted by the membership and to account for other funds collected by him (Jones). Co-defendants with Jones are Mickey Alpert, Frankie Richardson, Jimmie Evans, Doc Irving, John Tay and Harry Lewis.

The litigation, however, left local night club owners wondering with whom to negotiate over entertainers' contracts. Samuel Haftel, secretary of the cafe owners of metropolitan Philadelphia, said that at the moment no nitery op has been faced as yet with making a choice between

the two rival union agencies. "If the jurisdictional dispute continues," he added, "it will put us on a tough spot. We're all bonded to make payments only to AGVA artists. It shapes up as one big headache."

Hollywood Office Unruffled

HOLLYWOOD, March 1.—AGVA's family squabble in Philly and Chicago over local autonomy has caused nary a ripple in union's Coast offices. According to AGVA's Hollywood rep, Florine Bale, Coast AGVA offices, including Hollywood, San Francisco, Portland and Seattle, went thru a similar switchover from local to branch office set-up in the spring of 1943—without any objections or quibbling. Present Philadelphia story (*The Billboard*, March 1) was therefore being viewed locally with distant unconcern and indifference.

According to Bale, Coast AGVA offices operated as locals with individual autonomy for several years and proved to be a dismal failure. Under old set-up, Bale said, locals were unable to scrape up enough cash to pay required per capita tax to national office, and that Matt Shelvey, national director therefore moved in early in 1943. Shelvey met with local Hollywood board and convinced them to relinquish local charter and become a branch. Board was abolished, and Bale (previously elected by local membership) was reappointed by Shelvey to head Hollywood office. San Francisco, Seattle and Portland followed suit of Shelvey and the national office.

Chi Local To Meet

CHICAGO, March 1.—The executive board of Local No. 3, AGVA, which has spearheaded the fight against AGVA topper Mat Shelvey's attempt to wrest local autonomy from the Chi chapter (*The Billboard*, March 1) is making plans to hold a mass meeting of its membership some time after the middle of March and will shortly after meet with local booking agents to explain its campaign to maintain the local. Ray Conlin, prexy of the Chi AGVA local, said that Philadelphia, another AGVA local which is fighting to maintain its independence, is sending a rep to Chi next week to consolidate the work of the rebel locals.

Conlin said that the local picture has reached a temporary stalemate until Tuesday (4) when the Chi AGVA executive board meets with Dan Carmell, general counsel for the Illinois Federation of Labor, who will advise them on future action. Contrary to other stories, Conlin produced his last communication from Shelvey, dated February 14, in which Shelvey made no mention of submitting the fight for local vs. national autonomy to be presented to the contemplated Chi AGVA national convention, which had been slated for early April. Report locally is that AGVA has canceled all convention space locally and will hold conclave at a different time and site.

New York:

Blizzard Socks Stem B. O.; Cap Holds at 84½G, MH 110G

NEW YORK, March 1.—Stem's severest blizzard in six years snowed under box-office totals at five of the six pic-vaude houses last week. Weather blitz Thursday and Friday (20-21) dipped tills almost to the pre-Christmas low of \$351,000, with last week's box-office bringing in a weak \$386,300 as against the previous week's \$441,200. The Capitol was the sole house to ride out the storm for a better take.

Radio City Music Hall (6,200 seats; average \$110,000) paced the house average of \$110,000 for a fifth and final week with Patricia Bowman, Ted and Flo Vallett and *The Yearling*, as against the previous week's \$121,000. Started with \$140,000, then went to \$137,000 and \$128,000. New bill, reviewed this issue, has Harold Barnes, Pansy the Horse, Los Panchos Trio and *Sea of Grass*.

Roxy (6,000 seats; average \$85,000) in its second week with Peter Lorre, Gil Lamb, Evelyn Knight and *The Shocking Miss Pilgrim* fell to \$69,300 as compared to opener's \$105,300.

Capitol's (4,627 seats; average \$72,000) first stanza with Kathryn Grayson, Johnnie Johnston, Paul Regan, Nat Brandwynne ork and *The Beginning or the End*, brought in \$84,000 as compared with \$56,900 the week before.

Paramount (3,654 seats; average \$75,000) collected \$62,000 for the dthir

Boston:

Hamp Licks Storm With 34G at Boston

BOSTON, March 1.—In spite of a blizzard which tied things in a knot over the week-end, biz at the Boston held up big with Lionel Hampton and his band heading the stage show. B.-o. receipts for the week ending Wednesday (26) were \$34,000, or a tidy \$7,500 above average. Pic, *Swell Guy*.

Show holding the boards currently is Tex Beneke and the Glenn Miller ork plus Helene and Howard and Artie Dann. Pic, *Beat the Band*.

ALAN GALE

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and final frame with the Ink Spots, Cootie Williams's ork, Ella Fitzgerald, Stump and Stumpy and *Easy Come, Easy Go*, compared with \$70,000 the preceding frame. Started with \$83,000. New bill, reviewed this issue, has the Johnny Long ork, Joan Edwards, Buddy Lester and *Suddenly It's Spring*.

Loew's State (3,500 seats; average \$25,000) took in \$27,400 with Richard Himber's ork, the Gaudsmiths, the Amory Brothers and holdover *Till the Clouds Roll By*. Previous frame, with Jackie Gleason, Harrison and Fisher, Jerry Bergen and same pic, collected \$35,000. New bill, reviewed this issue, has Maxie Rosenbloom and Maxie Baer, Capella and Patricia, Dorothy Claire and *Mr. District Attorney*.

Strand (2,700 seats; average \$40,000) got \$33,000 for the second week with Claude Thornhill's ork, Martha Vickers, Alan Hale and *That Way With Women* as against \$53,000 the week before.

Wilmington Testing 7-Act 2-a-Day Bills

WILMINGTON, Del., March 1.—Francis E. Cavanaugh, manager of the Playhouse, is making an experiment today, matinees and evening, importing seven acts of vaude. If the public supports venture he plans regular bookings. Price scale, matinees and evening, is from 90 cents to \$1.80.

Layout includes Paul Benson, the Auctioneer, as emcee; Holst and Milady, acros; Irmimi and Yvonne, magical mentalists; Joe Rankin, xylo; Dave Van Field, comedy juggler; Geraldine Willier, thrush, and the Eight Danzettes, chorus.

Theater is owned-operated by E. I. Dupont De Nemours & Company, Inc.

Katherine Dunham in Roxy March 5 for 1st Vaude Date

NEW YORK, March 1.—Katherine Dunham and her dance troupe will open their first New York vaude date at the Roxy March 5. Troupe, currently at La Martinique, had been skedded some weeks ago, but the house okayed a postponement so that the group could fill the nitery date.

Miss Dunham is reported to be getting in the neighborhood of \$4,000 for the Roxy run. Bill also will have Ernesto Lecuona, Ed Sullivan, Phil Regan and Sid Caesar.

Ore. Niteries Lose Attempt To Take License Nix to Court

SALEM, Ore., March 1.—Efforts of Oregon nitery interests to gain access to the courts when denied licenses by the State Liquor Control Commission have been killed off again. House Bill 299, which would have permitted appeal to circuit courts from commish, lost by 37-22.

Nitery's Liquor Cut Off

PORTLAND, Ore., March 1.—The State Liquor Control Commission has denied a 1947 license to Portland's Paddock Club after failure to be convinced that Al Levoff was not connected with operation of the downtown nitery. Attorneys for Nellie Stowe, present owner, contended Levoff had not worked at the club since July 1. Levoff was recently arrested on a narcotics charge.

Upped Costs Put Big Dent In Florida Nitery Profits

(Continued from opposite page)
is the first of the seasonal niteries to call it a day.

There are plenty of other glitter spots in town. The Five O'Clock with Joey Adams, Mark Plant and Tony Canzoneri, and adding Luba Malina, is perhaps the most important, next to the big three. There are a number of cocktail lounges, of which Benny Gaines's Blackamoor, which uses acts, is perhaps the most important.

Break points for the different clubs don't vary too widely despite the different budgets. For example, the Copa, with its 500 seats breaks at about \$42,000. With Kaye its take was close to \$75,000. Beachcomber, a long, narrow room resembling a railroad station, looks as tho it can hold 1,000 people. Actually it seats about 600. Insiders claim the room breaks at about \$40,000. It is doubtful if it much more than covered the nut in the past few weeks. Five O'Clock, with 350 seats, breaks, it has been estimated, at about \$20,000. Spot doesn't have productions and is fairly well located. Latin Quarter, with its 600 capacity, gets under the wire for about \$35,000. Amortization of productions over the short season calls for big charge-offs. In addition, the spot doesn't get the big spenders from beach hotels, tho it gets parties from Miami, however. Trade seldom exceeds minimums.

Copa is talking about extending its season until the end of March and maybe longer. Usual closing time is about the first week in March. Other spots don't know what they will do except for the L. Q. Nobody pretends to know what the next season will bring. However, the Copa al-

ready is sending feelers out for picture names.

Clubs which seem to be hurt most are the ones that stay open all year around. These are Kitty Davis's Airliner, the Bali and the Clover. Such clubs do okay in the off season when the heavy competition isn't around. But in the 10 weeks when the major clubs run full blast, the smaller budgeted rooms just about hold on.

Local niteries also suffer from hotel competish. Both factions seek regulations which will hamper the other. For example, the niteries recently dug up an old law which forbids all but string music in hotels after midnight and are trying to put thru other regulations, more or less irksome. So far hotels have been letting the thing slide, but already there are rumblings, mainly from Walter Jacobs (Hotel Lord Tarleton), that maybe it is time for the hotels to start playing politics also.

Miami Beach is a press agent's paradise. Local papers here, *Miami Herald*, *Miami Daily News* and *Miami Sun Tropics*, all carry syndicated columns in addition to local chatters. Pictures are used like nobody ever heard of paper shortages. Every act, no matter how small, gets an interview. Potential spenders get their brains knocked out with all kinds of flackery.

Rosen Books Mostel

NEW YORK, March 1.—Zero Mostel, doubling from *Beggar's Holiday* for the midnight show at the Embassy, was booked into the spot by his rep, Jerry Rosen, instead of booking himself in as reported last week.



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Little Club, New York

(Wednesday, February 26)

Talent Policy: Floorshows at 10, 12 and 2. Operator, Billy Reed; publicity, George Evans. Prices: No cover, no minimum.

This intimate room, old site of Radio Frank's, done in red and white candy stripes and white fringes, is strictly a cushy spot and run with considerable dignity. Layout opens up into a bar which leads into a two-tier room. At the end of the lower tier there is a cleared space for the acts to work. Show consists of two combos and a gal singer.

Call Harrison's Trio (piano, bass and guitar) leads off with Harrison doing an impressive piano job. Lad has a deft touch and some excellent arrangements.

The only act on the bill was an attractive blonde, Doris Day (ex-Les Brown canary). Gal, said to be new in the East, did a beautiful chore. She handled ballads, mood numbers and rhythm tunes equally well. Phrasing, delivery and style had the room moon-eyed. As a single for a class room, and this is such a spot, she is a natural. Whether she'll pull the business is something else. Great deal of the girl's charm comes from the impression she gave of enjoying her work. It was a charm that rapidly became infectious and won her tremendous hands. The fact that there's no service while she's on also helped. Singer's main fault is too many mood tunes, even tho she did them well.

La Playa Quartet, with Maria Melendez fronting with maraccas and vocals, were adequate and obviously put in to satisfy the rump-swiveling customers.

Bill Smith.

Ciro's, Hollywood

(Wednesday, February 26)

Talent Policy: Dancing and floorshows at 9:30 and 12. Owner-manager, H. D. Hoover. Publicity, Charlotte Rogers. Prices: \$3 cover.

Pix colony biggies crammed this Sunset Strip swankery to wartime proportions opening night in welcoming Xavier Cugat back to his old bandstand. Marked by the Cugat showmanly flair for color and excitement, show moved at high pitch from start to finish.

Vying for ringsider response with Cugat's flashy music making was a fiery dance twosome, Otto and Norma Garcia. Act packed a terrific wallop and proved a show stopper. Lavishly attired in ruffled, all-white garb, pair held customers on edge from walk-on to final bow. Miss Garcia, a beautiful bit of Latin femininity, pulled solid palming for her super-speed toe work. He brought the house down with his displays of control and balance, doing routines with a glass of water atop his head and later spinning a glass-filled tray on his head while continuing terping.

Rosina Pagan, a swivel-hipped songstress, had more to feed the eye than the ear. While she may possess vocal capabilities, her opening night chirpings of *Tico Tico*, *Xamego* and *Rancho Allegro* revealed a voice that was tense and dangerously near the breaking point. She tried to cover up with over-enthusiastic gyrations, but the stage fright still came thru.

Cugie's most appreciated instrumental offering of the evening was *La Raspa*, which, he explained, is a new south-of-the-border dance. Tempo resembled a Latin-spiced American square dance which later had the patrons on the floor hopping in jack-in-the-box fashion.

The Cugat troupe, coming from a Las Vegas stint, gives spot its first high-budget offering in some time, and judging by the heavy opening night turnout should do big biz. Since showbiz slump hit nitery row, room had stuck to less costly fare.

Lee Zhitto.

NIGHT CLUB REVIEWS

The Wedgwood Room, Hotel Waldorf-Astoria, New York

(Tuesday, February 25)

Talent Policy: Floorshow at midnight. Owner-operator, Hotel Waldorf-Astoria; publicity, Ted Saucier. Prices: \$2 cover after 10:30.

The supper crowd spanked their palms for Russell Swann and Jane Pickens, altho the combo seemed weak. The bill, however, lacked the vitamin effect of a smash entertainer.

Swann, the deft comi-magi, is still yockin' them out with the same act. His card, rope cutting, vase, guillotine, rabbit and "Max, the cobra" tricks and gags were well done and got good response despite a couple of fluffs by his assistants and the ork. The magician knows how to handle an audience and turned the slips into laughs. Swann now is using two fems, blond Bette Lucas, in Chinese costume, and brunet June Nolden, in evening gown, both of whom certainly dress up the act.

Miss Pickens is no newcomer to this room and neither were her vocal selections. No doubt those who came especially to hear her welcomed the old faves, but it would have been better showmanship if she had opened with something more recent than *The Whole World Is Singing My Song; For You, For Me, For Evermore*, and *Jericho*, and then gone into the familiar numbers.

Miss Pickens belongs to the breast-thrusting, nose-pointing, ballad-emoting school of thrushes and she sings as if she is determined that there will be no conversation going on while she's on. In the latter instance, she was successful. The canary accompanied herself on the piano for such oldies as *Tea for Two*, *Dixie* and *I Love an Old-Fashioned Tune*, altho it was hard to see why. Her 88-ing of the opening bars of Beethoven's *Moonlight Sonata* was better, altho spoiled by words sung to the music and the ghastly light played on her during the number. Nevertheless, the audience was generous with its applause.

Emil Coleman's ork played the show with great enthusiasm and generally well. The band leader was a delightful, altho unintentional straight man for Swann, and his knocking over a vase was so funny that it could well be included in the act regularly. Mischa Borr's ork alternates for the dancing.

George Berkowitz.

Blackhawk, Chicago

(Wednesday, February 26)

Talent Policy: Dancing and floorshows at 9 and 11:30. Owner-manager, Don Roth; publicity, Miller & Hixon. Prices: \$1.50 and \$2.50 minimums.

Owner Don Roth has turned talent scout for this Loop establishment and successfully, too, coming up with a new comic, Joey Bishop, who clicked 100 per cent opening night. Because spot is fortunate enough to have a band that's heavy on floor-show entertainment, Russ Carlyle, the new policy of only one act doesn't detract from the over-all punch of the show. Bill previously was two acts.

Bishop, in his mid-twenties, started fast and continued the hectic pace thruout, drawing yocks often with fresh material ably sold. First four minutes on he shared with frontier Carlyle, who coincidentally was an old army buddy. Pair did tribute to their ex-G.I. captain in the audience, which sold Bishop to all. Lad then went into routine, which highlights zany impresoes of Cagney, Ted Lewis, Robinson and Boyer. While he satirizes, he maintains high quality of his vocal aping always. Worked in plenty of original ad libs,

China Doll, New York

(Tuesday, February 25)

Talent Policy: Dancing and floorshows at 8, 12 and 2. Owner, Tom Ball; publicity, Milton Rubin. Prices: \$2-\$3.50 minimum.

Spring revue, *Sing-Song Scandals*, has Keye Luke heading the bill. Luke has switched his vaude routine to make his bow here. Lad needs more than a picture rep to make him a nitery attraction. Prime requisite, sadly lacking now, is better material. Routine is built around getting the okay from his old picture pals to come east, and take-offs of movie celebs are worked in. Impressions, however, fall far short of the desired effect. They are too long and lack punch. Closes by vocalizing *Night and Day*. Was bothered with laryngitis on night caught and number was poorly arranged for his voice.

Another standard act, John Tio, talking parrot, back in town after six years, stood out. Thru its master, Francis Abella, bird has picked up several expressions from working G.I. shows. The feathered attraction reaped plenty yocks and loused up only one bit. Stint of climbing up a stand to his perch was best.

Terp team Jadine and Li Sun sold several effective routines, but gal's footwork outshone lad's. Pair showed solid lift turn but both worked too tensely. Did two separate spots during the show, closing with a short and novel bit tracing the modern conga from folk dance taught by forebears.

New to the U. S., acro team Chai and Somay clicked with a solid tumble turn. Gal's suppleness, with a one-hand twist atop a table platform standing out, drew biggest hand. Club's low ceiling hampered the stint a bit, but the act was tops all the way.

Vocalist Fran Ling couldn't be heard at times during her solos and bit during a production number. Band was too loud.

Holdover from last show was ballerina Mui Song. Gal's work, as usual, was pleasing.

Also holding over was the line (6) and show gals (4), all good lookers with lavish wardrobe. Outside of the circus finale, same production bit as seen in last show, gals' routines were slow paced and could stand breezing up. Finale, done to Kreisler's *Tambourin Chinois*, is still by far the best production in this show.

Proceedings were capably emceed by Tai Sing.

Show cut by Jacques Frase ork, with Jose Curbelo's rumba crew handling the relief portions.

Don Marshall.

grabbing an encore bit, in which he did straight Charles Laughton as Hunchback of Notre Dame, climaxing bit with "sanctuary, sanctuary, sanctuary much." Surprise finish won huge bow-off mitt.

Carlyle's ork, improving with every month at this spot, is chock-full of entertainment. Newest bit is a sound-effects routine, in which sidemen and chirp Mary Morgan act out soap opera with sound effects being produced in front of crowd. Simulated kissing and boxing sounds produced heavy chuckles, but playlet needs much stronger dialog at the start to really sell. Carlyle again presented his impressions of Como, Crosby, Haymes and Sinatra to win hefty response. Band is using a sound-effects box to project various sounds correlated with standards. Did *Stormy Weather* with recording of rain and thunder keyed into parts of the scoring. Over-all effect of this novelty was hurt by poor rain and thunder recordings used. Bit, to go over well, must have more realistic sounds than the shoddy ones used here.

Johnny Sippel.

Glenn Rendezvous, Newport, Kentucky

(Friday, February 28)

Talent Policy: Dance band and floorshows. Shows at 9 and 1. Management: Pete Schmidt, manager; Harry Martin, publicity; Ernie Price, maitre de. Prices: Dinner from \$2; drinks from 40 cents. Minimum, \$1.50; \$2.50 Saturdays.

This miniature fun boite, one of the fanciest in the Cincy area, continues to attract its full measure of the cream trade hereabouts. Shows are always the important item here, and the talent budget hasn't been skimped one iota with the recent leveling off of biz.

New show, highlighting Ben Blue, with Ben Lessey and Patti Moore, is one of the solidest packages to hit here in months. It should make the management forget that there is anything like a slump in trade.

Yvonne Armon Dancers (6) set off the fireworks with a pleasing awakener, emsee Wayne Thompson makes known his presence, and the show is off with Gloria Jerome, a cute trick showing some cute tricks. Young and shapely miss works like a vet in dispensing her magic, punctuating her aifties with a sly personality and punchy repartee. Works with silks, cards, cigarettes, rope and sundry paraphernalia. A good opener for any smart room. Took a solid hand.

Emsee Thompson, in his ninth week here, takes this spot to warble *Donkey Serenade* and *Old Man River*, both well suited to his pipes. Well received. Armon Dancers offer next a temple dance with the surprise boogie-woogie finish. Their best item, it brought laughs and a solid mitting.

Ben Lessey and Patti Moore offer the most sparkling comedy warble turn seen here in many a moon. Miss Moore is a ball of fire in personality and song selling, and Lessey is an equally capable sparring mate. Offer satirical song parodies on old-time ditties, cowboy songs and Spanish favorites, a vocal take-off on the Bob Hope program and a Bing Crosby-Mary Martin arrangement of *Wait Till the Sun Shines, Nellie*. Their special lyric material is a treat. Took numerous encores and had a heck of time getting off.

Ben Blue makes for another top-notch comedy session, thanks to sock support from Lessey and Miss Moore. Starts with a gatting-gun monolog, with Lessey "dramatizing" the rendition with acrobatics at the piano. Miss Moore also has her crossfire sessions with Blue. Material is as blue as Blue's name in spots, but it's sharp stuff and the patrons ate it up. Turn lets down with Lessey and Blue's take-off on Carmen Miranda, via recording, and what follows is just average fare. Salvation Army bit is in bad taste and could be discarded. Trio bowed to terrific palm whacking.

Wally Johnson's ork, featuring Corky Robbins at the piano, does outstanding job of the show chores and beats out dance rhythms that fit ideally into this small room.

Bill Sachs.

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Lookout House, Covington, Kentucky
 (Wednesday, February 23)

Talent Policy: Dance and show band; floorshows at 8:30 and 1. Owner, Lookout House, Inc.; manager, Clay A. Rambeau; publicity, Betty Kapp. Prices: From \$2.

New act melange has audience appeal and sets a lively pace thruout. Lindsay Lovely Ladies (8) offer zoot-suit tapper to *On the Sunny Side of the Street* for a slick break-in bit. Captain Peggy Lee does a solo tap bit and pipes the vocals, both capably done. Gals win additional honors with neatly-contrived gay '90's choreography.

Dod Dodson, aided by a monk, baboon and chihuahua, generated juicy palms with one of the fanciest bits of entertainment ever ogled here. Dodson incorporates a suave line of chatter while putting the animals thru their bike riding, dancing and ordinary prancing paces. Grabbed a heavy reception.

Tony Marks, smartly groomed magicker, had little difficulty holding his audience with his prestidigitation. Displays finesse in his card handling and runs the gamut of paper tears, vanishing silks, colored finger-tip manipulations and dove and rabbit mystifiers. Wholesome mitting all the way.

Elsa and Waldo cop the show's laugh laurels with their goonish-like ballroom capers and build into a laugh riot as they climax their double-jointed cavortings with an extremely humorous jive offering. Garnered several encores and were forced to beg off.

There are numerous tonsilors who can out-pipe Sunny Skylar, but few will outsell him. An immediate hit, the handsome cleffer opens with *There'll Be Some Changes Made*, and works to the hilt *Besame Mucho*, *Amor*, and *Atlanta, G. A.*, from his own pen, and walks off with the house in his hand. For an encore gives 'em *Waiting For the Train To Come In* and *A Good Man's Hard to Find* to stop the show. Begged off to terrific ringside response with *It Can't Be Legal* and a calypso, *Live a King's Life*.

Jimmy Wilber's ork handles the show and dance music acceptably, with the Teddy Raymore Trio doing the lulls. Larry Vincent continues his Steinwaying at the Wonder Bar.
 Bob Doepker.

Jackie Heller's Carousel, Pittsburgh
 (Thursday, February 27)

Talent Policy: Floorshows at 8 and 12. Owner-managers, Jackie, Sol and Bill Heller. Prices: \$3 minimum.

Walter and Jean Brown opened this week's show with a novel and original dance routine with a pace that the rest of the show unfortunately failed to hold. Team was socko and went off to a terrific mitt after two encores. In one of these, Emsee Heller got in the act by doing a rumba with fem.

June Walls, on next, is definitely a comer and should be ready for top spots as soon as she picks better numbers and eliminates corny affectations between songs. Fem comes on in slinky gown and big fur a la Hildegarde and creates an immediate animosity which is partially dispelled by her neat delivery. She has looks, pipes and all that it takes, but needs a little coaching before she hits the star class.

Arthur Blake in headliner spot was disappointing when caught. Mimic's routines did not register and room sat on its hands. Material was clever but Brooklyn characters and bobby-soxers do not mean much here and these segs died. Blake closed with FDR impersonation which did not seem in very good taste even tho delivery was excellent. Audience (See Heller's Carousel on page 40)

Slapsy Maxie's Hollywood
 (Monday, February 24)

Talent Policy: Dancing and floorshows at 9 and 12. Owner-manager, Sam Lewis. Publicity, Erman Pessis. Prices: \$2.50 minimum; \$3 Saturdays; \$7.50 opening night.

Peter Lind Hayes returned to his Coast haunts and his first major nitery stint since achieving national attention and practically tore the joint apart. Ringsiders were treated to a rare blend of originality, fresh material and a warm, friendly personality. Bright comic received a terrific ovation and had to beg off with customers clamoring for more.

Hayes's approach is that of a sophisticated talking to (and not down to) an adult audience. Neatly interwoven in his vast store of tomfoolery is a generous sprinkling of skillful mimicry, a better-than-average singing style, a smooth and near faultless delivery, and an inherent sense of bright comedy. From start to finish the act is free of mothball gags, nor does Hayes once slip from self-set lofty standards.

Opening with a satire on Fitzpatrick travelogues, Hayes builds audience swiftly for his classic piece on Punchy Callahan. His study of a punch-drunk ex-pug is a gem, chock full of whimsy, pathos and comedy. A quick change of pace, and Hayes showcases his mimicry with a riotous series of take-offs on crooners. With tongue in cheek he ribs Vallee, Street Singer, Crosby, Carmen Lombardo, Vaughn Monroe, Sinatra and Ethel Waters.

Following Danny Thomas's record-breaking engagement at Slapsy's is a tough job for any young comic, but Hayes firmly established himself opening night and should settle down to a successful run.

Supporting bill is the best Slapsy's has offered in months. The Charioters stand out with top vocal harmonies, including a different version of *Open the Door, Richard*, which proves a near show-stopper on the nitery floor. The Hermanos Williams Trio (two guys and a gal) held audience with some terrific acro stunts and Latin crooning. For tops in novelty, bill includes Marieta and Manuel Veria and their two trained monkeys, whose talents are short of amazing. Monks top off their performance by playing *When Irish Eyes Are Smiling* on an electric xylophone. Terpster Barbara Perry rounds out the bill neatly and gracefully with several ballet tap routines, including an original number done to Gershwin's *Rhapsody in Blue*.

Matty Malneck's ork, with Milt De Lugg fronting, still doing a first rate job of backing show and playing for dancing. Alan Fischler.

Package Review

Sumpin's Jumpin'
 (Thursday, February 20)

EL PATIO, HOLLYWOOD

An all-colored revue staged and produced by Everett Wile and Sol Cornberg. Cast: Benny Carter and ork, Canada Lee, Herb Jeffries, Wonderful Smith, Otta Eason, the Robinsons, Mae Johnson, Lorraine Baker, Gerry and Byron and Tom Harper.

Just for the record, there isn't much jumping at the El Patio, despite the tag on the marquee. Talent-wise, Producers Wile and Cornberg have a treasure under their wings but do little if anything about it. Sans book or any other attempt to link the unrelated acts, revue amounts to little more than a talent string parading across the boards in a drab and unimaginative fashion. Pace and contrast is entirely ignored. Further marring this offering is fact that program boasts performers who have as yet to appear in this revue (the Trenier Twins and MGM's Calvin Jackson).

When caught (22), revue's better material was used during the first (See Sumpin's Jumpin' on page 40)

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VAUDEVILLE REVIEWS

Music Hall, New York

(Thursday, February 27)

There's a lot of charm in the new show, most of it coming, as usual, from the productions. Scene opens with a ballet studio set, complete with mirrors, stretching bar and a dancing master who put the house staff thru its paces.

Ensemble and single work in front of the realistic set gave it a Degas-like quality that pulled juicy hands.

Next was a desert scene, with *A Gal in Calico*, plugged effectively by tenor Robert Marshall and the glee club. Segued into an outdoor ranch set with *Tumbling Tumbleweeds*, *O' Buttermilk Sky* and a square dance finish. Stable set was next, bringing on Pansy the Horse, whose grotesque antics brought giggles that built to full-blown yocks.

For a change of pace the following scene was a patio set, starting off with tight-wire work by Harold Barnes. Cast on stage was costumed in Spanish outfits. Barnes's work had enough excitement in it not to slacken the previous pace too much. His full roll-over with a crotch catch ending in a fall away gave him his share of applause. When he exited, Los Panchos Trio (guitars and voices) filled the gap until the Rockettes came on to do their precision terps to a full band and bongo beaters Herbert Curbello and Celso Vega. Wind-up was full of excitement and finale won top hands.

Pic, *The Sea of Grass*.

Bill Smith.

Oriental, Chicago

(Thursday February 27)

If current fare, Paul Small's *Show-time of 1947*, is representative of package vaude shows being contemplated by many offices, vaude house ops would do well to buy such type shows to regain lost audiences. This bill carries fine continuity thruout and resultant well-paced show is an hour of continuous entertainment. Show is especially good for Midwest audiences. It's laugh-packed all the way.

Largely responsible for revue's success are the Slate Bros., whose best medium is still a vaude stage. Unlike most comics, trio revels in the expanse of a vaude stage and their blackouts and bits are just right for the bigger audiences theaters afford. Lads worked in their own spots and in between acts and seem to improve with this heavy schedule. Bits, such as their penny arcade, baseball game and Hollywood stand-in, won plenty of yocks. Lucious Fay Carroll, working with the fratres and in her own spot, drew plenty of ears as well as eyes with her chanting.

Other acts, all of which caught nifty palming, included Ladd Lyon, working with two stooges, in a series of top hand balancing bits enhanced plenty by comedy; Betty Jane Smith, tapstress who overcame the fact she was the only single on this bill, by cleating with lots of whirls and kicks thrown in to keep action at top speed, and Lucienne and Ashour, whose reversal on the standard apache, with gal throwing guy for the climax, brought intent interest.

Dorothy Byton Girls (12) contributed four production numbers, all well rehearsed and garbed. Their acro-tumbling opener set a rapid tempo that teed off show to solid salvos.

Johnny Sippel.

Paramount, New York

(Wednesday, February 26)

New show working for a 55-cent low to a \$1.20 top has plenty to keep them entertained once they're inside. It moves skillfully, has yock-pulling comedy and manages a change of pace without awkwardness.

With Joan Edwards out because of illness, the bill hasn't suffered with Mary Small's pinchhitting. The blonde canary did her usual vaude act (last caught at the Roxy) but put so much zing into it that she threatened to tie up the show.

Buddy Lester was forced into a beg-off after winding up with his opera and trumpet routines. Bits of biz, studied adlibs and even his mugging rocked the house.

Lewis and Van, two lads, did a good job with their two-part precision tapping, stair dance and single routines. Partners wound up with a juicy mitt.

Johnny Long's band kept its brasses down and worked like a stage band rather than a dance ork. The result was pleasing to see and hear. Band teed off with *Shanty Town*, seguing into a melodic intro with everybody in the act. Giggles resulted from the band's drum lousing up bit with the skin beater making like the fall guy. Band's biggest musical number was an Irish medley with Long making with his southpaw fiddling. Band did a fine job backing th' show. Particularly outstanding was the support of Mary Small, who came in with little rehearsal.

Band's vocal group, the Beachcombers and Francie Lane, showed little. Gal, a well-stacked redhead, showed only a fair set of pipes. The Beachcombers, three boys and a tiny slant-eyed gal, also were only fair. Their *Hawaiian War Chant* was their top number, and that didn't mean much.

Bill Smith.

Loew's State, New York

(Thursday Afternoon, February 27)

Corn and cauliflower usually add up to succotash, but in the case of this week's headliners, Maxie Rosenbloom and Maxie Baer, it blends into a sock act. Boys work together to knit a sock vaude act that should do good biz here, come rain or shine. Despite Baer's fault of hamming it for bows, and Rosenbloom's overdoing the bit of forgetting his lines, the pair is evenly matched. They've switched their routine from their nitery format, but yocks are still evenly paced. Rosenbloom is the better comic of the act, but Baer showed a better stage manner and ease. The latter worked one bit from the front of the house to build up yocks.

Ballroom terpers Patricia and Capella found themselves in a tough spot coming on after Baer and Rosenbloom to close the show. A sizable portion of the house, apparently thinking the show was over with the comics' stint, got up and walked out at show caught. Patricia and Capella are one of the best ballroom couples around town. Their three routines were executed with a smooth skill and grace, the result of their extensive swank nitery work. Capella did a one-armed lift, segued into a fast spin for good results. During one of their routines the gal showed signs of strain coming out of a spin, probably feeling the load of a shoulder injured during an early show.

Standard act of Monroe and Grant opened the bill with their trampoline biz. Boys started slowly and stayed that way, getting few chuckles.

Flash drummer Hal Hunter showed some slick imagination with his fast drumming all over the stage while simultaneously tap dancing, the same bit made famous by his dad, Jack Powell. Kid worked hard and won the mitts.

Frank Conville, working with his gal partner, blond Sunny Dale, might have sold better, but his timing was off. Most of the comic's material was fair with some lines just laying there. His Charlie Chaplin bit was okay, but his closing piece was overlong and got a weak hand.

Thrush Dorothy Claire's stint registered fair, but the gal mugged too much. She has the voice, looks and figure to click without it, as demonstrated by her job in *Coffee Song*, her closer. *The Man I'm Near*, from *Finian's Rainbow*, just isn't her type. A pop ballad might have sold better.

Pic, *Mr. District Attorney*.

Don Marshall.

SUMPIN'S JUMPIN'

(Continued from page 39)

half of the show, leaving only a short Shakespearean excerpt read by Canada Lee to spice a long, yawn-spurring post-intermission session. After a bright curtain-lifter by the Benny Carter aggregation (16), stage is shared by Gerry and Byron, a trim tap act; Lorraine Baker, a mellow-voiced songstress; Otto Eason's smooth roller-skate tap work; the sock song stylings of Herb Jeffries; rib-tickling routines by gagster Wonderful Smith, and for the wind-up of Part I, Toni Harper, an eight-year-old songstress, who can be a showstopper on nearly any bill. Acts individually were fine but slipshod emseeing and unprofessional presentation considerably weakened their efforts.

Second portion dragged miserably. Song work and an unconvincing take-off on Mae West by Mae Johnson didn't help matters. Phelan and De Quincey, a short-garbed terp duo, in a choreographic Indian dance proved stale corn, with polite payees stifling their chuckles. In the last slot, Canada Lee came on to display his fine and resonant voice to good advantage, doing Macbeth's final soliloquy. Since this is all he contributes, customers, lured to the b. o. by the Lee name, could rightfully feel the thesp's three-minute reading does not war-

Miami Hotels Face Loss of Club Dates

(Continued from page 4)

winking at the law via a pay-off method. Recent nitery op pressure on authorities to end the violations has merely put hotel backs up. They now reportedly are trying to elect their own officials and pass a law permitting use of talent in their public rooms a la Persian Room-Wedgwood Room in New York.

If such a law is passed the straight niteries will be hard hit. Practically all the clubs on the beach are some distance away from the hotels and call for expensive taxi rides. With stick-ups scaring customers, many of them will stay at their hotels rather than wander to outside clubs.

Bigger Act Market

If the law passes city council, hotels will be able to buy single attractions away from competitive niteries and to that extent will make for a bigger act market. Where a deal calls for rooms, a rare commodity in Miami, an act will prefer to take a hotel job.

But tho the hotels and niteries don't get along together, they agree on one thing. They resent the gambling spots. Clubs here usually die for their second shows and complain that the green tables lure potential trade away. Hotels' beef is the same, but based on different reasoning. They claim that when their guests drop heavy rolls in the casinos they start to think of the resort as a dangerous spot, so cut their stay short and may not return in subsequent seasons.

Casinos Use Talent

The dice spots which get the big play outside of town are the Sunny Isles, Club 86, 115 Club, Brook Club and Colonial Inn. The last two use talent, with the Colonial spending big dough for top names.

Insiders here say that the chemin de fer and dice games have to go, but admit that solons aren't too interested in doing anything about it. The cynics point to a new drive which will close spots up in their order of opening, thus assuring each a full season before the padlocks are used.

HELLER'S CAROUSEL

(Continued from page 39)

squirmed thru entire routine.

Heller did not sing, giving his tonsils a two-week rest on doctor's orders, and the caliber of Carousel shows is certainly lessened by his absence.

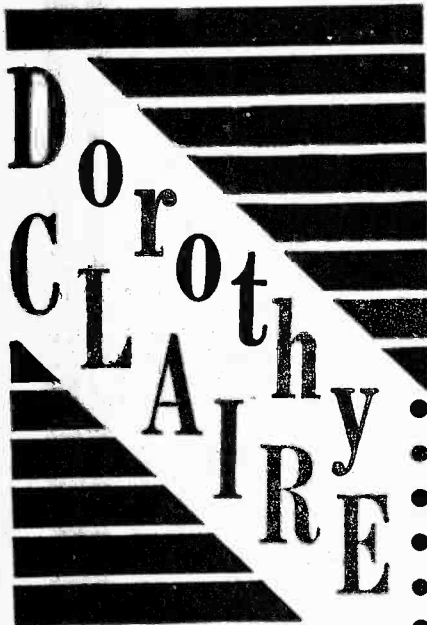
Herman Middleman ork (6) cut the show and played for dancing in usual capable fashion.

Len Litman.

rant the ballyhoo accompanying his appearance.

Doctoring alone won't save this revue. It needs instead a series of major operations which will leave only the potent acts. Bill should then be reshuffled so that acts build to a bang-up finale. A live-wire emsee is needed to keep pace at a high pitch. Present method of acts introuging each other has long been proven a fizzle. While comic Wonderful Smith is good as far as he goes, the laugh load is too great for him to carry. Need for more gagsters is obvious.

Lee Zhitto.



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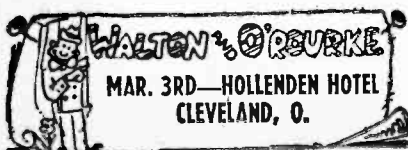
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COLEMAN LEADS N. Y. CRITICS

Legit Legislation Slated for Brush-Off

NEW YORK, March 1.—Two bills already introduced in the State Legislature and a third to be proposed, all affecting legit, seem slated for limbo this session, according to trade sources. The sources point out Legislature has but a few weeks to adjournment and must consider many more important measures.

League of New York Theaters appears to favor the soon-to-be-introduced MacNeil Mitchell Bill, which would amend the penal code and not only provide for trial by jury, but relieve theater operators of responsibility in the closing of a legit show for moral reasons.

Senator Fred Morrill's bill provides that the accused may get an injunction to prevent his show from being closed until the case has been settled by the courts.

O'Mahoney's Bill

Senator O'Mahoney has introduced a measure that places the job of licensing children to work in showbiz into the hands of the educational authorities of a town, with the Labor Department enforcing their rules. This measure is aimed directly at small-town promoters who put kid acts together for work in taverns and bar-rooms without consulting the authorities.

Theater League also is supporting a measure introduced in City Council by Eugene Connolly stipulating that license for a theater can be revoked only if a conviction is obtained against the owner or operator of a house.

"Desert Song" Hypos B. O. For Detroit's Light Opera

DETROIT, March 1.—The first season of the Detroit Civic Light Opera at the 4,600-seat Masonic Temple Auditorium, under management of Barrie O'Daniels, got off to a \$57,549 start with *The Firefly*, starring Allan Jones, Rosemarie Brancato and Roy Atwell. First week attendance was 37,000. O'Daniels took over this year, after the opera's first three seasons under the direction of Max Koenigsberg.

Second and third week showed a drop, reflecting relative drawing power of the attractions and the weather. *Rio Rita*, starring Bert Wheeler and Ollie Franks, grossed \$36,252, attendance 25,000; *Countess Maritza* did \$34,823, attendance 24,000.

The Desert Song, starring Walter Cassel and Andria Kuzack and with a \$40,000 advance before opening, is slated to gross far ahead of recent weeks and may hit \$60,000.

Six Weeks of Legit For Salt Lake Festival

NEW YORK, March 1.—Utah will get six weeks of legit beginning May 1 at the 2006-seat auditorium of the State University in Salt Lake City during the State festival.

Tentative sked at present is Orson Welles in *King Lear*, Francis Lederer in *Joan of Lorraine*, Hurd Wilder in *Skin of Our Teeth* and a production of Arnold Sondagard's *Great Campaign*. Sixth production is unskedded.

State is spending about 500G on entertainment for the festival. Sondagard and Helen Tamiris also are lined up to do the scripting and choreography for a music-drama to be presented in July.

New York Drama Critics' Accuracy Averages

May 1, 1946, to March 8, 1947

	Shows Caught	Right	Wrong or No Opinion	Accuracy Percentage
Robert Coleman (Mirror).....	45	40	5	88.9
Ward Morehouse (Sun).....	35	30	5	85.7
Robert Garland (Journal-American).....	44	35	9	79.5
John Chapman (News).....	40	31	9	77.5
Louis Kronenberger (PM).....	44	34	10	77.2
Richard Watts Jr. (Post).....	29	22	7	75.9
Howard Barnes (Herald-Tribune).....	43	32	11	74.4
Brooks Atkinson (Times).....	35	26	9	74.3
William Hawkins (World-Telegram).....	41	32	12	73.2

(Note: Not included in this tabulation are productions with fixed or limited runs of less than 100 performances. Also not included are shows which have preemed too late (see story) to be included in success or failure column. Inclusion of both first and second-string critics' averages gives composite accuracy percentages as follows: Mirror, 86.9; Sun, 84.8; Journal-American, 78.3; News, 73.9; PM, 73.3; Post, 76.1; and Herald-Tribune, Times, and World-Telegram, all 73.9.

Barton Bats Guild Or Vice-Versa in 'Iceman' Part Tiff?

NEW YORK, March 1.—Nobody seems to know as yet who beat whose noggin in, so far as road tour of *The Iceman Cometh* is concerned. Jim Barton is sore and thinks that he got a run-around from author Eugene O'Neill.

Barton sez he was contracted originally to play Harry Hope, part subsequently assigned to Dudley Digges. At that time Hickman was skedded to be played by Eddie Dowling. Subsequently Barton was advised that Dowling couldn't direct and play a part, so Barton re-signed for Hickman assignment. All apparently has gone well for 22 weeks, except that when show was skedded for road, Barton was asked to take over Digges' Hope slot on tour.

Barton said, "The Theater Guild told me that Hope is the star part, that they would pay me more money and give me 90 per cent billing. I told 'em if they billed me as 'James Barton in *The Iceman Cometh*, by Eugene O'Neill,' it wouldn't be enough. Why should I follow a portrait of an Irishman created by a fine actor, when I had one of my own in the mill? Also I figure they are trying to save a salary by shoving in an understudy in my slot."

Be it as it may, the Theater Guild reports that it is highly unlikely that Barton will go on the road with *Iceman*. Frank Tweddell is skedded to move up from his current role to take over Digges' slot, and E. G. Marshall, Barton's understudy, has the official nod for the Hickman assignment.

Meanwhile since *Iceman* skeds to vacate Martin Beck as of Saturday (15), the Barton bags are packed in dressing room pending departure, as and when the Guild calls for the understudy to take over. It can, and likely will, be next week if Earl Larrimore, understudy for Marshall, gets out of hospital.

Sez Barton: "I have a two-year contract, expiring June, 1948. They are going to pay me off in full as long as the show runs."

"Ruth" Fair \$7,600 in K. C.

KANSAS CITY, Mo., March 1.—*Dear Ruth* did a so-so \$7,600 at the Music Hall here for three performances (February 21-22), John Antonello, of A. & N. Presentations, reported.

Blackstone's magic crew is next up at the Music Hall under the

Court Rules Good Must Pay SOC 3G

CHICAGO, March 1.—Jack Good, musical comedy star, has been ordered in Chancery Court to pay the Select Operating Corporation (owned by the Shuberts) \$3,244, representing one-third of the excess over the salary Select would have paid him from March, 1945, to October, 1946, plus one-third of any excess earned over \$500 a week from October to the present.

Philip Mitchel, master in chancery, ruled that Good used the friendship and sympathy of John J. Shubert to influence his father, Jacob J., to cancel a contract with Select. Mitchel's report, made to the Circuit Court, stated that Good persuaded the elder Shubert to cancel a contract with him because of ill health and then almost immediately accepted a role in *Rio Rita* at \$450 a week—\$150 more than the Shubert contract called for.

Mitchel said Good, thru John Shubert, told Jacob "he was all washed up in the theatrical business."

Shull Issues Strawhat Guide

NEW YORK, March 1.—About the most complete listing of straw-hat theaters to date has been compiled by Leo Shull, editor of *Actors' Cues*. New directory went on newsstands Thursday (27) and should prove a hefty time-saver and assist to thespians angling for summer stock futures.

Editor Shull has dug up detailed info on 100 barn playhouses scattered over the country, both Equity and non-Equity, including travel distances from New York, railroad fares, management personnel and seating capacities.

Anti-Bigot War Board Set Up

NEW YORK, March 1.—A dozen top legit pilots, crux and scribes have been formed into a committee by the National Conference of Christians and Jews to explore what can be done by legit to promote healthy racial and inter-cultural relations. Committee will report to the NCCJ. Members: Brock Pemberton, Oscar Hammerstein II, John Golden, Gilbert Miller, Lawrence Langner, Lee Shubert, Vinton Freedley, Moss Hart, Emil Friedlander, Brooks Atkinson, Mrs. Richard Rodgers and Robert E. Sherwood.

A. & N. banner for six performances (6-9.) *Ballet Theater* opened for a three-show run today (1) under Plamor booking.

Morehouse in Second Place

Atkinson drops to eighth slot as latest recap highlights major upset

(Continued from page 3)

wrong only five for a fine accuracy mark of 88.9.

Due to travel absences from his paper, Ward Morehouse (*The Sun*) has only passed on 35 Stem entrants to date, with five errors charged against him. He still holds a firm grip on second place in the running with an 85.7 average.

Another hefty spurt has landed Robert Garland (*Journal-American*) into the slot vacated by Coleman. Garland was plodding along in seventh position last November, but smart picking in the interim tabs him with only nine bad guesses out of 44 tries for a third place average of 79.5.

John Chapman (*News*) continues in his hold on the No. 4 slot. *The News* expert is only a pace or two behind Garland with a 77.5 average, tabbed on nine errors out of a possible 40. Almost neck-and-neck with Chapman is Louis Kronenberger (*PM*) with a 77.2 accuracy tab, based on 10 wrong picks out of 44.

Richard Watts Jr. was not included in the November check-up as he had too recently taken over *The Post's* drama chair from Vernon Rice and had only covered five shows at the time. Rice's average at the half-way mark put him in eighth place, but Watts record of 22 right guesses out of 29 since he took over the legit saddle puts him in sixth slot with an average of 75.9 and pushes Howard Barnes (*Herald Tribune*) back into seventh spot. Barnes has judged 43 plays and had 11 errors for a 74.4 average.

Atkinson's Score

November's record showed Brooks Atkinson with only one error charged out of the 11 shows he had judged after taking back his *Times* drama critic's seat from Lewis Nichols, and in the lead down the backstretch with top 90.9 score. But *The Times* aisle expert has slipped badly since sitting in on 16 more productions for a total of 36 and added eight more errors to the red side of his score. Nine wrong and 26 right put him an eyelish behind Barnes with a tally of 74.3.

Newest recruit to the first-string reviewer ranks, *The World-Telegram's* William Hawkins, still brings up the field. Hawkins has picked wrong 12 times out of 44, giving him a score of 72.7.

It is interesting to note (see chart) that in general a composite tab by newspapers, including scores of both first and second-string crux, shows a drop in most averages from the top-expert scores. Only *PM*, *The Post*, and *The World-Telegram* show increases due to judgments of the second-string lads.

There are still nearly three months to go before the tape-breaking on May 31. Such plays as *Beggar's Holiday*, *Burlesque*, *Street Scene*, *Finian's Rainbow*, *Sweethearts*, *All My Sons*, *John Loves Mary* and *Craig's Wife* remain to be proved for the tab, and there will be other entrants bowing in and out during the remainder of the season. There'll likely be more than one upset before the boys hit the finish line.

BROADWAY OPENINGS

VOLPONE

(Opened Monday, February 24, 1947)

CENTURY THEATER

A comedy by Ben Jonson. Settings, Donald Wolfit. Musical arrangements, Rosabel Watson. General manager, Charles G. Stewart. Stage manager, Roy Hawkins. Press representatives, William Fields and Walter Alford Association, Ltd.

Volpone.....Donald Wolfit
Mosca.....John Wynyard
Voltaire.....Frederick Horrey
Corbaccio.....Eric Maxon
Corvino.....Alexander Gauge
Bonario.....Kempster Barnes
Sir Poltlick Would-Be.....Robert Algar
Peregrine.....Malcolm Watson
Nano.....Richard Blythe
Ca Strone.....Geoffrey Wilkinson
Androgyno.....David Dodmead
Three Magistrates.....Joseph Shear
George Bradford
Malcolm Watson
Celia.....Rosalind Iden
Servants, Officers of Justice, etc.

As Donald Wolfit and his players continue at the Century, it becomes more and more apparent that they reversed the proper order in unveiling their rep. Each successive offering has been better. If they had first presented *Volpone*, there is no question but that they would have teed off to considerable acclaim, and acclaim for it they still deserve, even if somewhat belated.

Wolfit, it appears from the records, first essayed the foxy title role of Ben Jonson's roustabout renaissance farce back in 1938 at the West End's Westminster. It is a top job and it is too bad that it has been so long on the way to the Stem. For the record and those who are hazy on their Jonsonia, it concerns the maladroitness of a Venetian gentleman and his conniving servant to bilk several knavish nitwits. They pretend that each is slated to be the Volpone heir. There is a bit of skulduggery in the way of attempted rape and there's plenty of bawdy Elizabethan talk before the pair over-reach themselves and the Venetian fathers throw the book at the lot. Comedy is sharp and amusing and played crisply for laughs by all the principals. The laughs come, and Ben Jonson's nonsense provides the most agreeable evening the Wolfiters have given to date.

Wolfit, bewigged and bearded in red, is exactly right as the slickly lecherous grafter and with a few *Man Who Came to Dinner* overtones manages to make his sins extremely likable. It is evidently his own production, since even the settings are credited to him in the program. Be that as it may, his staging has come to life and the whole troupe for the first time gets together and plays the romp for all that's in it.

Over and above the star, John Wynyard comes into his own as the parasite, Mosca. Wynyard makes the ingratiatingly villainous steward something right out of a page of the *Decameron* and is a top-drawer foil for his scapegrace master.

Alexander Gauge is robustly amusing as the greedy merchant who will toss his ever-loving wife into the Volpone hayloft in order to be first on the list of beneficiaries. Eric Maxon lends able support as a miserly Venetian oldster, and Frederick Horrey does likewise by the advocate who completes the unseemly trio. Rosalind Iden has more or less of a minor chore in this item of the rep, but gets right into the swing as the virtuous if bandied-about wife. Kempster Barnes still has a tendency to chant his lines. A minor matter, however, when all the rest of cast is so good.

This is the first time that *Volpone* has hit Broadway exactly as Sweet Ben penned it down. After 350 years it unveils as still lusty, ribald entertainment. Customers may buy a classic reluctantly, but for this one they'll be paid off in belly laughs. However, the text ain't for school kids. *Bob Francis.*

YELLOW JACK

(Opened Thursday, February 27, 1947)

INTERNATIONAL THEATER

A drama by Sidney Howard in collaboration with Paul De Kruif. Staged by Martin Ritt. Settings, Wolfgang Roth. Music arrangements, Lehman Engel. General manager, John Yorke. Stage manager, Thelma Chandler. Press representatives, Wolfe Kaufman and Mary Ward. Presented by the American Repertory Theater.

O'Hara.....Arthur Keegan
McClelland.....William Windom
Busch.....Eli Wallach
Brinkerhof.....John Becher
Miss Blake.....Anne Jackson
Walter Reed.....Raymond Greenleaf
Aristides Agramonte.....Efrem Zimbalist Jr.
James Carroll.....Victor Jory
Colonel Tory.....John Straub
Wm. Crawford Gorgas.....Eugene Stuckmann
Jesse W. Lazear.....Alfred Ryder
Roger P. Ames.....Emery Battis
Major Cartwright.....Angus Cairns
William H. Dean.....Robert Rawlings
Dr. Carlos Finlay.....Philip Bourneuf
An Army Chaplain.....Donald Keys
A Commissary Sergeant.....Ed Woodhead

SOLDIERS, ORDERLIES, etc.: Don Allen, Thomas Grace, Bart Henderson, Fred Hunter, John Behney, Michele Corhan, Will Davis, Robert Lester, Gerald McCormack, Walter Neal, James Rafferty.

Making their switch-over from rep to a limited-run policy, the American Repertory Theater unveil a revival of *Yellow Jack* for a four-week stretch at the International. Thirteen-year-old Sidney Howard-Paul De Kruif drama shows no signs of age and gets a first-rate production at the hands of ART.

Jack should never show age, since it is nothing more nor less than an historical series of vignettes welded into a dramatic pageant of self-sacrifice. It keeps alive the memory of some great pioneer figures of American science and spotlights a medical achievement which might otherwise be forgotten, the assault by Drs. Walter Reed, Jesse Lazear, James Carroll and Aristides Agramonte against military red tape and public bigotry in their up-hill battle to conquer yellow fever. It packs plenty of timeless drama, as told by Howard and De Kruif.

ART stars Victor Jory and Philip Bourneuf and features Raymond Greenleaf and Alfred Ryder. All give excellent accounts of themselves, with Jory's rugged Dr. Carroll a little more theatrically showy than the others. Bourneuf plays the old Scottish local medico superbly and Greenleaf scores as Walter Reed. Alfred Ryder, who along with Bourneuf played the show in a series of special mats with a cast drawn from *Winged Victory* personnel, repeats a fine performance as the martyred Lazear, and Efrem Zimbalist Jr. tabs himself for continuous Stem improvement with his portrait of the Cuban, Agramonte.

Nor has ART neglected the lesser roles. Arthur Keegan, John Becher, Robert Rawlings and Emery Battis all can take individual bows for their contribs. Eugene Stuckmann's William Gorgas and John Straub's bit as a pompous, hide-bound marine medico deserve a right honorable mention, and Anne Jackson does well by the single fem role of an army nurse.

Martin Ritt has staged it all with a canny eye to effect, against simple but imaginative backgrounds by Wolfgang Roth. Use of steps and raised platform upstage to rep the laboratory, with other scenes played down front, lends admirably to blending and binding the episodes which make up the whole. Incidental music, arranged by Lehman Engel, also is a help to the mood.

All-in-all, ART's revival of *Jack* must be written down as one of discriminating taste, finely acted and presented. As to its customer pull—that is something else again. Over the years, *Jack* has become over-familiar to the eye and ear, via the movie, various stage revivals and radio. It would seem that it must be done superlatively to have a substantial b.-o. lure. So, ART has done

HAMLET

(Opened Wednesday, February 26, 1947)

CENTURY THEATER

A tragedy by William Shakespeare. Setting, Donald Wolfit and Eric Adeney. Music arrangements, Rosabel Watson. General manager, Charles G. Stewart. Stage manager, Roy Hawkins. Press representatives, William Fields and Walter Alford. Presented by Hall Shelton by arrangement with Advance Players Association, Ltd.

Hamlet.....Donald Wolfit
Claudius.....Alexander Gauge
Horatio.....John Wynyard
Ghost.....Eric Adeney
Polonius.....Eric Maxon
Rosencrantz.....Robert Algar
Guildenstern.....David Dodmead
Osric.....Richard Blythe
Marcellus.....George Bradford
Bernardo.....David Dodmead
Francisco.....Richard Blythe
Laertes.....Kempster Barnes
Sailor.....Hugh Cross
First Player.....Josef Shear
Second Player.....Frederick Horrey
Player Queen.....Marion Marshall
First Gravedigger.....Malcolm Watson
Second Gravedigger.....Geoffrey Wilkinson
Priest.....Robert Algar
Reynaldo.....Geoffrey Wilkinson
Fortinbras.....Frederick Horrey
Gertrude.....Violet Farebrother
Ophelia.....Rosalind Iden

The fifth and final item on their rep menu puts the Wolfit troupe just about back where they started. It seemed earlier in the week that their rowdy, amusing production of *Volpone* would snag the customers to the same degree that their initial *Lear* was likely to drive same away. Now they have gone back to Shakespeare and have saved *Hamlet* as the piece de resistance. Wolfit's *Hamlet* is no tasty dish.

We have had plenty of melancholy Danes striding the walls of Elsinore over the years, mad ones, angry ones, exciting ones. Wolfit's *Hamlet* is none of these—he's just peevish. It seems extraordinary that an actor of Wolfit's ability—and there is no question that he has plenty—should approach the greatest part, or at least one of the greatest parts ever written, so superficially. He races thru as if anxious to make it a dead heat with the final curtain and rattles off many of the lines to the point of unintelligibility. And in spite of the impression of haste, his performance remains stolid and pedestrian, completely lacking the insight which his contemporaries have brought to the chore.

The over-all support is as sub-standard as the star's contribution. Alexander Gauge's king has some stature and John Wynyard gives Horatio good diction and a sympathetic touch. Rosalind Iden comes off well enough with Ophelia, but her chanting in the mad scene is completely lost back of the third row. The current Polonius comes over as something out of a rube soap opera and seldom has the ghost been gabbled thru as tho there were only one minute to cock-crow. The rest of them seem equally eager to say their lines and have done.

Wolfit and Adeney's permanent setting is sufficiently serviceable, but has no such imagination as has back-grounded recent *Hamlet* revivals. In sum, the imagination of the production keeps pace with that of the playing.

It is too bad to have to record such an adverse report on the efforts of a visiting troupe. It seemed as tho they were all on upgrade with each successive unveiling. Unfortunately, *Hamlet* toboggans them back to the foot of the hill. *Bob Francis.*

Ferrer To Do "Richard III"

NEW YORK, March 1.—Jose Ferrer will produce Shakespeare's *Richard III* next season. Actor will take *Cyrano de Bergerac* on the road after it closes March 22. Ferrer may also produce late next season Henrik Ibsen's *Peer Gynt*.

it well—and there will likely be enough interest to keep the International comfortably filled for the next four weeks. *Bob Francis.*

BROADWAY SHOWLOG

Performances Thru March 1, 1947

New Dramas

	Opened	Perfs.
All My Sons.....	1-29, '47	37
(Coronet)		
Another Part of the Forest.....	11-20, '46	117
(Fulton)		
Born Yesterday.....	2-4, '46	457
(Lyceum)		
Christopher Blake.....	11-30, '46	104
(Music Box)		
Happy Birthday.....	10-31, '46	140
(Broadhurst)		
Harvey.....	11-1, '44	990
(48th Street)		
Joeman Cometh, The.....	10-9, '46	140
(Martin Beck)		
Joan of Lorraine.....	11-18, '46	120
(Alvin)		
John Loves Mary.....	2-4, '47	31
(Booth)		
Life With Father.....	11-8, '39	3,065
(Bijou)		
O' Mistress Mine.....	1-23, '46	358
(Empire)		
Present Laughter.....	10-23, '46	143
(Plymouth)		
State of the Union.....	11-14, '45	543
(Hudson)		
Voice of the Turtle, The.....	12-3, '46	1,204
(Morosco)		
Years Ago.....	12-3, '46	103
(Mansfield)		

REVIVALS

As You Like It.....	2-20, '47	3
(Century)		
Burlesque.....	12-25, '46	78
(Belasco)		
Craig's Wife.....	2-12, '47	21
(Playhouse)		
Cyrano De Bergerac.....	10-8, '46	167
(Barrymore)		
King Lear.....	2-18, '47	5
(Century)		
Lady Windermere's Fan.....	10-14, '46	160
(Cort)		
Merchant of Venice.....	2-23, '47	4
(Century)		

Drew a seven to two nod. Yes: Howard Barnes (Herald-Tribune), John Chapman (News), Robert Garland (Journal-American), Brooks Atkinson (Times), Robert Coleman (Mirror), Richard Watts Jr. (Post), William Hawkins (World-Telegram). No: Louis Kronenberger (PM), Ward Morehouse (Sun).

Musicals

Annie, Get Your Gun.....	5-16, '46	322
(Imperial)		
Beggar's Holiday.....	12-26, '46	76
(Broadway)		
Call Me Mister.....	4-18, '46	367
(National)		
Carousel.....	4-19, '45	783
(Majestic)		
Finian's Rainbow.....	1-10, '47	59
(48th St. Theater)		
Oklahoma!.....	3-31, '43	1,684
(St. James)		

REVIVALS

Sweethearts.....	1-21, '47	47
(Shubert)		

ICE SHOW

Ice-time.....	6-20, '46	352
(Center)		

OPENED

Volpone.....	2-24, '47	2
(Century)		

Crix voted seven to two affirmative. Yes: Louis Kronenberger (PM), Brooks Atkinson (Times), Robert Coleman (Mirror), John Chapman (News), Richard Watts Jr. (Post), Ward Morehouse (Sun), Robert Garland (Journal-American). No: Howard Barnes (Herald-Tribune), William Hawkins (World-Telegram).

Hamlet.....	2-26, '47	1
(Century)		

Took an eight to one thumb-down. No: John Chapman (News), Robert Garland (Journal-American), Howard Barnes (Herald-Tribune), Lewis Funke (Times), Richard Watts Jr. (Post), Ward Morehouse (Sun), Louis Kronenberger (PM), William Hawkins (World-Telegram). Yes: Robert Coleman (Mirror).

Yellow Jack.....	2-27, '47	4
(Century)		

Crix gave nod to tune of six to three. Yes: Richard Watts Jr. (Post), Robert Coleman (Mirror), Brooks Atkinson (Times), Howard Barnes (Herald-Tribune), William Hawkins (World-Telegram), Ward Morehouse (Sun). No: Louis Kronenberger (PM), Robert Garland (Journal-American), John Chapman (News).

CLOSED

Fatal Weakness, The.....	11-19, '46	119
(Royale)		
Saturday (1)		

COMING UP

Importance of Being Earnest, The.....	3-3, '47	
(Royale)		
Parlor Story.....	3-4, '47	
(Biltmore)		

OUT-OF-TOWN OPENINGS

HEARTSONG

(Opened Thursday, February 27)

SHUBERT, NEW HAVEN, CONN.

A new play by Arthur Laurents. Directed by Phyllis Loughton. Production designed and lighted by Stewart Chaney. Company manager, Max Siegal. Press representative, Willard Keefe. Stage manager, Robert Downing. Presented by Irene M. Selznick.

Joe Bannon Lloyd Bridges
Ivy Susan Douglas
Uncle Ted Jay Fassett
Malloy Shirley Booth
Kate Bannon Kay Stewart
Arnold Everett Vinton Hayworth
Lt. Adams Gregg Leland

Arthur Laurents' newest opus, *Heartsong* will no doubt fare a deal better than his recent *Home of the Brave*, despite the fact that it is by no means as well written. As it unveiled here, it looks to have an even chance for survival against Stem competition.

Show, as it stands now, is much too long and moves slowly. However, basic structure is strong enough for easy scripting repairs and necessary cuts without detracting from its over-all attractiveness. While plot is a bit on the thin side and suffers from a third-act overdose of preaching, Laurents has managed finely drawn characterizations and soft-pedals the propaganda, so that the audience is never conscious it's being harangued. Altho it is obviously a serious play, more than enough comedy has been larded in for good contrast, and keyed as it is for fem appeal, *Heartsong* should be hot mat b.-o.

Booth at Her Best

Thesping honors definitely go to Shirley Booth, who handles comedy assignment of a hard-boiled neighbor in her best form. Her second stanza drunk scene is a standout as a combo of high and low comedy playing.

Kay Stewart, sharing romantic lead slot with Lloyd Bridges, is likely the weakest link in a completely capable cast. She plays the young wife too coldly to gain proper sympathy. With the addition of a bit more warmth and insight into the character, she should be able to give Bridges the support that his able playing of the young husband deserves. Susan Douglas, on the other hand, more than justifies the promise which won her the Donaldson Award last year for the Stem's best debut performance in *He Who Gets Slapped*. As a little elfish neighbor, she contrives a beautiful job to become easily the most sympathetic interest in the play, and adds the needed warmth to counteract Miss Stewart's frigidity.

Set Is Top-Drawer

Stewart Chaney's set of a Greenwich Village studio penthouse is the best job of designing seen here this season and his lighting keeps pace with the imagination he has put into it. Phyllis Loughton's staging is taking full advantage of complicated scenic set-up. All-in-all, *Heartsong* should have popular Stem appeal, after speed is acquired via necessary cuts. *Sidney Golly.*

Hoofer-Principals Given Seniority Credit by Equity

NEW YORK, March 1.—Chorus Equity members may now acquire credit toward becoming senior members of Actors' Equity, the parent body, by working in musicals as principals while still members of the hoofers' union, according to a decision by the Equity council.

Formerly, CE members worked under an AE contract while acting as principals in musicals, but time put in did not count toward becoming a senior member of the thespians' org. Rule stated that a performer had to start all over again to get his two years and 50 weeks of employment needed for senior status in AE.

TEN O'CLOCK SCHOLAR

(Opened Monday, February 24, 1947)

GEARY, SAN FRANCISCO

A play by Joseph Schrank. Staged by Thomas Mitchell. Settings, Richard Jackson. Company manager, Lewis J. Deak. Press representative, George B. Hunt. Stage manager, Ralph Simone. Presented by Louis J. Deak, in association with Lee Shubert.

Emily Wilkins Fay Bainter
Herbert Wilkins Thomas Mitchell
Jimmy Buddy Swan
Eleanor Wilkins Jean Ruth
Bill Wilkins Paul Langton
Arthur Wilkins Skip Homeier
Sam Tucker Edward Ryan
Mary Helene Stanley
Mr. Muller Paul Maxey

Ten o'Clock Scholar is a delightful and heart-appealing comedy that will be enjoyed by theater goers of all ages. A blend of farce and homey drama, it drew enthusiastic applause from the opening-nights. Play struck a responsive chord among parents in the near-crowded house and should be popular with teen-agers, too.

Story concerns the Wilkins family—nice people with three young children, one a boyish returned serviceman. The adolescent has discovered philosophy and is determined to discuss it. The youngster's spouting of Schopenhauer in his feverish search for the meaning of life so upsets the domestic circle that Pa and Ma Wilkins have to take steps.

Thomas Mitchell, as the kindly parent, poses a feigned seriousness for his son's ideologies, and from then on the play develops into many amusing situations, papa getting off balance and mama taking the cue in stride.

Outcome is that father quits his job as a \$40-a-week bookkeeper to devote his time to a childhood hobby—wood carving—all to the horror of his offspring. The question of doing what brings the most happiness then becomes involved with the matter of bread and butter as a family council is held, with father undergoing an inquisition led by the turncoat boy philosopher.

Mama steps in and irons things out, except for one puzzling remnant. The audience doesn't find out whether dad gets his old job back.

The cast is excellent. In the role of the adolescent is Skippy Homeier, who made such a smacking success as the odious Nazi child in *Tomorrow the World*. Fay Bainter, as the ever-understanding mother, and Jean Ruth and Paul Langton, as the troubled daughter and elder son of the Wilkinses, do capital work.

Edward Murphy.

ROUTES

Dramatic and Musical

Anna Lucasta (Biltmore) Los Angeles.
Anna Lucasta (Locust St.) Philadelphia.
Apple of His Eye, with Walter Huston (Cass) Detroit.
Blossom Time (Civic O. H.) Chicago.
Born Yesterday (Erlanger) Chicago.
Brigadoon (Forest) Philadelphia.
Blackstone (City Aud.) St. Joseph, Mo., 5; (Music Hall) Kansas City 6-8
Barefoot Boy with Check (Shubert) New Haven, Conn.
Bathsheba, with James Mason (McCarter) Princeton, N. J., 7-8
Chocolate Soldier (Colonial) Boston.
Call Me Mister (Shubert) Boston.
Dear Ruth (Davidson) Milwaukee.
Eagle Rampant, with Tallulah Bankhead (Shubert-Lafayette) Detroit.
Fatal Weakness, with Ina Claire (Ford) Baltimore.
Greatest of These (Selwyn) Chicago.
Glass Menagerie (Plymouth) Boston.
Hamlet, with Maurice Evans (Emery Aud.) Cincinnati.
Harvey, with Joe E. Brown (Harris) Chicago.
Lute Song (Studebaker) Chicago.
Magnificent Yankee (American) St. Louis.
Moon for the Misbegotten (Nixon) Pittsburgh.
Nine o'Clock Scholar, with Thomas Mitchell (Geary) San Francisco.
Oklahoma (Municipal Aud.) New Orleans.
Pygmalion, with Gertrude Lawrence (Curran) San Francisco.
Red Mill (Shubert) Philadelphia.
Student Prince (Mayfair) Portland, Ore., 5; (Junior College Aud.) Sacramento, Calif., 7-8.
State of the Union (Hartman) Columbus, O.
State of the Union (National) Washington.
Three to Make Ready (Blackstone) Chicago.

STAIRS TO THE ROOF

(Opened Wednesday, February 26, 1947)

PASADENA PLAYHOUSE, PASADENA, CALIF.

A play by Tennessee Williams. Directed by Gilmor Brown and Rita Glover. Assisted by Julia Farnsworth. Musical backgrounds by Jack Curtiss. Technical director, Fred C. Huxley. Art director, Rita Glover. Stage manager, Dean Devenish. Presented by Pasadena Playhouse Association.

Ben Murphy Jack Harris
Mr. Gum Ralph Penney
Mr. Thatcher Dan Curran
Grl. Toni Newman
Jim Michael Enserro
Bertha Carolla Farris
Alma Marcia Pryor
Helen Louis Kane
Edna Patricia Reid
Dan Nicholson, Robert Crawford, Harvey Oelrich, Eleanor Steele, Rosemary Rossi, Nels Fitzgerald, William Gruenberg, Earl Booth, Francis Kennett, George Carlisle, Dave Harvey, Frank Miscossi.

Audrey Thesilian, Thelma Hysmith, Carmelita Ulven, Lindalou Stovall, Betty Crawford, Barbara Turner, Mary Larmonth, Francis Kennett, Alton Sullivan, Russell Gold, Robert G. Rockwell.

Playwright Tennessee Williams has all his frustration, resentment and scorn against the world into one disheveled piece of frantic condemnation. Playwright labors to find a satisfactory solution to modern economic and social ills. He falls short by a mile, both in welding together an entertaining play and in presenting any logical answer to his self-set problems. Instead, his *Stairs to the Roof* is a wildly confusing hodgepodge of unrelated characters and meaningless intpretation. Altho he allows himself 20 scenes to speak his piece, the result is merely a bewildered and disappointed audience.

Written more than six years ago, but preem-delayed for the first time until now, the play follows same social lines set by Odets, Soroyan, and somewhat by Norman Corwin, but with less skill. A loosely woven plot, held together by kaleidoscopic montages, portrays Ben Murphy as a frustrated, shirt factory worker, with lofty ideals and a burning hope for a better world. Via flashbacks, fantasy and symbolism, Williams attempts to transform hero from a disillusioned toiler to a revitalized soul with a look to the future. Deserted by his pregnant wife, in danger of losing his job because he has discovered the "stairs to the roof" (the roof symbolizing the road to personal and economic freedom), hero and a fresh, idealistic young girl are chosen by the Supreme Being to become the Adam and Eve of another planet, and thus begin the human cycle all over again. While spotlighting apparent injustices in modern civilization, Williams says nothing new, nor has he any way to any practical solution. To suggest, even in fantasy, that we all move to another planet and start from scratch, is too much to foist on the most spiritually inclined theatergoers.

Pasadena thespis were competent on most difficult acting job. As Ben Murphy, Jack Harris gives a sincere and thoughtful characterization. Toni Newman's portrayal of the girl is simple, unaffected and intelligent. Michael Enserro as Murphy's college pal, Jim, scores brightly with a light and natural touch. Gilmor Brown's direction is adequate, often working under trying conditions to give life to Williams' preachings. Settings are effective, using one basic set for all scenes, with minor shifts. Stylizing sets called for severe lighting, sometimes good and at other times tiring. Use of lantern slide projections in place of sets, and complete absence of any props gave presentation a novel twist.

Williams is to be commended for his courageous and violently outspoken stand, but appears certain that the play must be entered on the debit side of his ledger to date. An earnest effort beyond doubt, but sadly lacking in entertainment values. *Alan Fischer.*

Up in Central Park (Erlanger) Buffalo.
Voice of the Turtle (Ohio) Lima, O., 5; (Michigan) Ann Arbor, Mich., 6; (Palace) Flint 7; (Temple) Saginaw 8.

Off-Broadway Review

TIN TOP VALLEY

(Opened Thursday, February 27, 1947)

AMERICAN NEGRO THEATER PLAYHOUSE

A drama by Walter Carroll. Staged by Abram Hill. Sets, Roger Furman. Lighting, Lloyd Love and Gene Denton. Stage manager, Howard Augusta. Musical director, Hattie King Reavis. Technical director, Richard Bernstein. Production advisor, Lajor Egrl. Presented by the American Negro Theater.

Ruth Talbot Lillian Adams
Mildred Price Betty Haynes
Greg Talbot Charles Nolte
Buck Price Frederick O'Neal
Soldier Michael Lloyd
Willie Turner James Jackson
First Man Joe Nathan
Second Man Kenneth Porter
Third Man Michael Lloyd
Wilks Walter Carroll
First Neighbor Doris Luper
Second Neighbor Lulu Hairston
A Photographer William Malkin
Preacher Wilson Frederick Carter
A Mourner Maggi Coates
A Crippled Woman Sadie Stockton
Organist Bessie Powers
Members of the Congregation and Choir:
Josephine Cooper Garfield Love
Lucille Harris Lulu Peterson
Urylee Leonardos Mildred Pollard
Hilda Levine Bertha Reubel

The American Negro Theater has done it again. The Negro legit experimental group may even have a follow-up for *Anna Lucasta*.

ANT's newest script, *Tin Top Valley*, by 24-year-old Walter Carroll, newbie, has strong Stem possibilities.

Carroll tells the tragic story of a poor white Southern mother who shoots her son on discovering he is about to leave her and go North to school with a Negro friend. Next door neighbors precipitate the situation by tattling that the boy has been seen with a Negro girl. Crime is later blamed on the Negro pal.

Play is noteworthy for fine character drawing, sharp climaxes and treatment of a tough social question without resorting to soap boxing.

Script calls for nine scenes and three sets. Elimination of one set and telescoping action into remaining two would make for further compactness.

Standout thesping stint is by Frederick O'Neal as a drunken poor white on the make for a fem neighbor. Actor's role has its comic side which he stresses to lighten the heavy tragic tone of the script. Lillian Adams registers solidly as the mother. Gal, about 25, does a terrific job in the role of a woman twice her actual age. Betty Haynes doesn't come off as successfully in the part of the son's girl friend. She tries hard, but gives the character too low-down a treatment. Joe Jackson and Walter Carroll contribute effective bits.

Abram Hill's able staging brings out the full measure of comic and tragic implications. Roger Furman has designed three nice sets, especially a church interior which sets a fine mood for the last scene. *Leon Morse.*

SEEKING MISSING HEIR!

• All persons who played in or were otherwise associated with the play *Humpty-Dumpty* (opened at New Amsterdam Theatre, New York, on November 14, 1904) please write to E. W., Box 168, The Billboard, 1564 Broadway, New York. Information desired to locate missing heir.

Burlesque

By UNO

RENE GRIFFIN, featured strip, ending 10 weeks on the Hirst Circuit, to open March 14 on the Jack Kane wheel. . . . Dolores Hamilton, chorine of the Casino, Pittsburgh, in Mercy Hospital for treatment of burns sustained backstage when her gown caught fire. . . . Lou Ascol and Moe Gary, who last week played the Empress, Milwaukee, for the first time, pinch-hit for Survy Miller, house comic of the Avenue, Detroit, the week before. . . . Gerri Green, tapster, back to burly after seven years in vaude and USO-Camp Shows. . . . Harry Arnie and Denny O'Hara are the comics, and Parker Gee, straight man, at the Follies, Los Angeles. House singer is Tommy Allison. Female principals are Ermaine Parker, Inez Clair, Leah Wynn, Sharlane and Carlos and Betty Lee. Louise Miller is operator; George (Daddy) Clark, former character player, is stage manager, and Mrs. Leon Devoe, producer. . . . Helen Clarkson Lewin, ex-burly player, is now cashier at the Rialto movie house in Manhattan.

EILEEN HUBERT exited from the Murray-Trudine unit on the Hirst Wheel to take care of Junior at her home in Atlantic City. . . . Billy (Zoot) Reed returned to the Grand, St. Louis, after a brief vacash. . . . Dorothy Miller, formerly of the Follies, Los Angeles, visiting her ma and friends in St. Louis, where she chored at the Grand before going West. . . . Betty Ryan opened at the Club Terris, Milwaukee, replacing Winsome Wynette, who moved over to the Star Showboat nitery. . . . Nat Ozmon, house singer at the Hudson, Union City, N. J., utilizes his forenoons completing his third year of a pre-medical course at N. Y. University. . . . Harry Rose, Jess Mack, Red Marshall and Roland O'Keefe are touring Japan with different USO units. . . . Chet Atland is house singer at the Gayety, Washington, where the policy was changed last week from three to four-a-day. . . . Willie Cohen, back doorman at the Music Box, Manhattan, formerly of Watson and Cohen in burly, celebrating his 51st year in show business. . . . Cy and Alfreda Walker are at the Iceland Arena, Akron. . . . Harry Stratton, comic, is back in Los Angeles awaiting settlement of a sister's estate. . . . Billy and Curly Steed, ex-burleskers, now starring at Bea Morley's Palm Garden, Milwaukee.

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EVELYN ROWE

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4-Day Torrents Drive Carnival Indoors at Rio

RIO DE JANEIRO, March 1.—Rio's 1947 carnival celebration (February 15-18) had to go indoors because of rain which continued throughout the festival. On the Avenida Rio Branco, main concentration point of activities, the loudspeakers blasted out the latest sambas, frevos and marchas to the few who braved the elements.

Indoor events, however, all played to capacity, with most reporting turn-away biz. Private clubs, associations and societies all had their parties. Spots with dance floors, of any size, were jam-packed thru the four days.

Prices for admission or table reservations ranged from 10 to 150 cruzeiros (50 cents to \$7.50). Some of the more costly events included supper, all drinks extra. Tho the sale of distilled spirits was prohibited during carnival, champagne, wines and soft drinks could be obtained at peak prices.

The Casinos Atlantico and Urca, dark since gambling was outlawed last year, re-opened for the festival and held carnival balls each night and parties for children each afternoon. Urca balls were sponsored by the Associacao Dos Artistas Brasileiros (Brazilian Actors Association). The Copacabana injected the carnival atmosphere into its Golden and Midnight Rooms, reporting turn-away biz all four days.

Quintandinha, the costly hotel and amusement resort in the mountains near Petropolis, about an hour's drive from Rio, came out of the doldrums to get a much-needed share of the gravy. Hotel reservations were exhausted five days prior to carnival, as Cariocans left Rio for the holiday merry-making. Notably missing for the second year was the grand ball in the Municipal Theater, which used to climax the carnival.

Int'l Harvester Parties Bonanza To Showbiz Poke

CHICAGO, March 1.—International Harvester, farm implement makers, is utilizing showbiz to the tune of between \$750,000 and \$1,000,000 during late winter and early spring in staging family parties thruout the Midwest, in connection with local distributors. Cost of the promotion is carried solely by the firm, with the local distributor merely paying postage on handbills which are supplied by IH. No advertising is done at the show, other than introducing the local distributor who takes a bow.

At the present time, nearly 60 units are working the Harvester circuit on a five-per-week basis. IH expects to entertain a million and a half people at 3,000 parties during the four months. Typical show presents an emcee, who doubles an act, and three supporting acts, ranging from novelties to vocals. Plenty of the talent is radio hillbilly troupes, but a substantial number of standard club-date acts are also working the circuit.

INDIANAPOLIS, March 1.—Kay Keiser Agency here is in its second month of furnishing a series of 64 good-will shows for International Harvester Company, with two units operating in Indiana and Illinois. Unit No. 1 has the Haymakers, Paul Burton and Jack Simpson, Emmy Lou, Country Cousin Chickie and Florence Izor. On Unit No. 2 are Tom Moriarty and Dick Fansler, Red Dickerson, Smiley Circle and Joan Izor.

Magic

By Bill Sachs

RUSSELL SWANN, Tung Pin Soo (Al Wheatley) and Karrell Fox escaped serious injury recently when the car driven by Hathaway the Magician was demolished in an auto accident in Detroit. Hathaway also escaped injury on that occasion but Fate caught up with him the next day when he was struck by an auto while hailing a cab. He's now in Receiving Hospital, Detroit. . . . The Amazing Mr. Taylor (Joe Taylor) is working club dates in and around Philadelphia after a six-month stand in the Boston area. . . . Green the Magician, after bucking blizzards and snowbanks in Saskatchewan the last three months, has canceled the rest of his route to return to his headquarters in Mundare, Alta., until the 50-below-zero weather changes to something more reasonable. . . . Sir Felix Korim writes from his Clinton (N. Y.) headquarters: "Recently I had the honor of appearing as a feature of the 16th Annual Magi-Fest in Columbus, O. Before the performance, my attention was called to the blurb sent to your column recently by a poor, misguided chap named Turtle, regarding my original illusion, *Sensatia*. I read Turtle's comment from the stage before an audience of more than 400 magicians. Following the actual presentation of *Sensatia*, in which a girl is sliced into seven parts, every member of the audience declared the illusion entirely new and unlike a sword box and definitely more mystifying. The audience, by the way, included some of the best minds in magic. Turtle has obviously not seen the illusion he discusses and I believe he can be dismissed as a publicity grifter trying to get a little space at someone else's expense. The best thing for him to do is draw back into his shell." . . . Jack Herbert is winding up a two-weeker at Hotel Schroeder, Milwaukee. . . . Roy Wallace, the hillbilly magician, is playing Northern Ohio niteries after concluding a swing thru Kentucky with the Brown County Jamboree of Indiana. He claims to be the only magus working in hillbilly get-up.

CINCINNATI magicians are mourning the passing of Samuel M. Mayer, long one of the Cincy magic fraternity's most active members. Sam, who numbered among his friends nearly all of the pro magicians who played Cincinnati in the last 15 years, dropped dead of a heart attack Sunday night (23) while performing his magic at a party he was giving in honor of his niece and her fiancée, who are to be married soon. He was 68 years old. . . . Mal-Cardo posts, that he was treated to a generous portion of Southern hospitality by Leon Jacobs, Georgie Pierce and other IBM members during his recent engagement at the Pre-View, New Orleans. "Pierce, an exceptionally fine card man, was kind enough to show me several valuable manipulating secrets which I have overlooked for 20 years," Mal-Cardo writes. Mal-Cardo is slated to invade Texas territory this week. . . . LaFollette writes from St. Petersburg, Fla., that magic has taken the spotlight in entertainment in that sector, and that he is keeping extremely busy on dates. LaFollette's magic shop there is the gathering place for all visiting magicians. Among those who visited there recently were Mr. and Mrs. Les Hunt, McDonald Birch, Lesta and Bellcamp; Jim Boyce, Hartford, Conn.; Clarence Rogers, Ogdensburg, N. Y.; John Leedy, Cleveland; Al Seitz, Philadelphia; Bateman, Toronto; Otto Curl, Indiana; Dr. D. W. Boughman, Indianapolis; George Weisensel, Baltimore; Ray Cox, New York, and Fred Palmer, Hartford, Conn. . . . The Johnstones, George and Betty, opened Friday (28) at the Tower Theater, Kansas City, Mo., their second stop there this season.

Mich. Tightens Laws On Booking Offices

DETROIT, March 1.—Hugh O'Neill, recently appointed Michigan State director of private employment agencies, is launching a stiff drive against both open and hidden unlicensed booking activity. O'Neill is in official control of all booking activity in the State.

Showing his determination to stamp out unlicensed bookings, O'Neill stopped a special show at Bay City recently, using the State police. O'Neill says he has authority to call on the police to stop a show if it is illegally booked.

Outlines Position

Key points of his position, as he outlined them, are:

(1) Acts, band leaders or others may not act as booking agents, handling an entire show—tho they may, of course, book themselves only.

(2) All bookings in the State must be State-licensed agents. Out-of-State agencies must secure a Michigan license if they book in the State.

(3) State-licensed booking agents may not be used as fronts for out-of-State agencies or local individuals who do the actual booking, but place it thru an agent for purely "front" purposes. O'Neill indicated this last point would be difficult to enforce, but stated he was definitely opposed to such "kickbacks."

Rules apply to both indoor and outdoor bookings. Most serious opposition is likely to be encountered by the second rule, which, while long substantially the ruling of Michigan officials, has been bitterly opposed by out-State booking offices.

British Workers To Stage Own Style "Pins-Needles"

LONDON, March 1.—Britain's largest union, the Transport and General Workers' Union, is planning a showbiz method of celebrating its Silver Jubilee this May. Highspot of the celebration will be a super show, *Transport Cavalcade*, to be housed in one of this city's largest halls.

Show will have several bands, 200 chorines and a 60-terper ballet. Theme will be transport from earliest times to the present. Top legit and pic names are expected to appear.

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THE FINAL CURTAIN

BACKUS—Frederick P., 84, former actor, in Englewood, N. J., February 21. He worked backstage several years before getting his first part in *White Slaves*, with Bartley Campbell, with whom he played in several succeeding shows. He later joined Richard Mansfield touring America and abroad, in character roles and Shakespearean productions. He last appeared on Broadway in *Gentlemen Prefer Blondes*, in 1927.

BELCHER—Frank, 78, retired actor and singer, in Brentwood, L. I., February 27. He studied opera in Milan, Italy, and sang with the Boston Opera Company and toured the vaude circuits with a James J. Corbett unit. He played in the New York production of *The Emerald Isle* and *The Chocolate Soldier*. Survived by his widow, Nan, of Minneapolis.

IN MEMORY of My Beloved Husband

L. H. (GIGGS) BOWE

Died March 8, 1946.
ALWAYS IN MY HEART.
Wife

MABEL

BRYON—Helen, dramatic and musical comedy actress, suddenly February 15 in Highland, N. Y. She appeared with the Cummings Stock Company in Toronto and was featured in road companies of *The Female Drummer*, *Sergeant Kittu* and *Midnight Maidens*. Services and burial in Toronto February 17.

CHRISTIAN—Palmer, 61, organist, of a heart attack at his home in Ann Arbor, Mich., February 20. Formerly a concert soloist and guest artist with many symphony orchestras, he headed the University of Michigan organ department the past 23 years. Survived by his widow.

CROSBY—George, 75, formerly with Beckmann & Gerety Shows, in Los Angeles February 14 of a heart attack. Burial in Holy Cross Cemetery, Los Angeles.

CURTIS—Loyal B., 69, head of the New York music publishers, L. B. Curtis, in New York February 21.

DAWLEY—Estelle, last season with the Mad Cody Fleming Shows, in Mound Park Hospital, St. Petersburg, Fla., February 21. Survived by her husband, C. B. (Happy) Dawley, and a son, Charles.

DES ROSIERS—George A., 83, former minstrel show performer and one-time manager of the old Boston Music Company, Buffalo, in Buffalo recently. He toured with the Primrose & West Minstrels years ago. Survived by a daughter, Lillian M. Smith, Buffalo, with whom he lived. Burial in Buffalo Cemetery, Pine Hill, N. Y.

EARLE—Harry, 59, Negro minstrel and vaude performer, recently in Waterloo, Ia.

GENARO—Pina, 82, former circus troupier as a member of the Pina Troupe, January 31 in Los Angeles. Survived by his widow, five sons and two daughters. Services and burial in Los Angeles February 4.

HALL—Mrs., mother of C. J. (Duke) Hall, on the advance of the Eagles' Circus, in Columbus, O., February 20.

HANLON—Alex, 58, former agent and booker of the Loew Theater, New York, in that city February 23. His family name was Furstman, but he adopted the pro name of Hanlon while appearing as head of a trio of acrobats with which he toured the vaude circuits before joining the Loew staff.

HARRIS—Mrs. Amanda, 67, formerly with the old Midwest Shows and husband of the late Thomas B. Harris, outdoor showman, February 23 in Findlay, O. Survived by a son, Roxie Harris, owner-manager of the Ohio Valley Shows.

IMPELLETTERI—Anthony, 62, former cello player in chamber en-

sembles playing leading New York hotels, in New London, Conn., recently. He is credited with being one of the co-origina-tors of the tenor banjo.

INNES—Robert F., 34, director of traffic and continuity departments of WJIM, in Lansing, Mich., February 15.

JOHNSTONE—Katherine M., 77, retired actress, professionally known as Catherine Lorimer, in Jackson Heights, L. I., February 23. Debuted in Mark Twain's *Puddinhead Wilson*, in 1890, and made her last stage appearance with Margaret Anglin, in *Lady Dedlock*, before retiring in 1929. Survived by a sister, a former actress, known on the stage as Frances Graham.

KUDISCH—Alexis, 65, composer and violinist, in Brooklyn February 23. He founded the American String Quartet and the New York Polyphonic Symphony Orchestra. A native of Russia, where he studied with Rimsky-Korsakoff, he came to the United States with the Russian Symphony Orchestra in 1910. For a time he served as second concertmaster of the Ballet Russe de Monte Carlo. Among his compositions were *Russian Serenades*.

LEHRTER—Mrs., mother of Herbert (Whitey) Lehrter, former boss canvasman with various circuses, February 6 in Reading, O.

LOEBER—Fred, 88, former musician, recently in Fort Dodge, Ia. Survived by a son, Fred, 24-hour man with Cole Bros.' Circus. Burial in Fort Dodge.

MALLOY—Louise, former newspaper columnist and author of several plays, in Baltimore February 25. Her historical play, *The Boy Lincoln*, was produced on Broadway in 1940. Among her other plays were *The Women of War*, *The Ragged Cavalier*, *The Player Maid* and *The Free Willer*.

MAUREY—Max, 77, noted French playwright, in Neuilly-Sur-Seine, France, February 27. In addition to his play writing, Murray founded the famous Grand Guignol Theater, Paris home of horror plays and thrillers, about 1893. Also founded the Theater Des Capucines and for a time was director of the Theater Des Varietes in Paris. Among the many plays Maurey wrote are *Asile De Nuit (Night Shelter)*, in which Signoret starred, and several works in the repertory of the Comedie Francaise, State-subsidized playhouse of Paris.

MOYLAN—Roger F., 46, former circus and carnival troupier, February 22 in Foundation Hospital, St. Louis. Survived by his widow, Margaret. Burial in St. Louis February 23.

NORMAN—Harold, member of the Oldham Repertory Company, in Oldham, Lancashire, England, February 26 of a wound accidentally inflicted during a performance of *Macbeth*.

PETERS—Peter, 51, amusement park operator in Puerto Rico, in Boston, January 9, just announced. He was known as a pro wrestler under the name Cyclone Peters. Burial in Bradford, R. I. Survived by his widow and one child.

REGAN—Mrs. Dorothy Lewis, 80, veteran actress, in Jackson Heights, L. I., N. Y., February 21. She starred for several years in *Hearts of the Blue Ridge* and later played in Christopher Morley productions in Hoboken, N. J., and in stock companies in New York, Boston and Detroit. Survived by her husband, John A., and a daughter, Mrs. Eleanor Davies.

RING—Charles, 64, former president of Theater Managers' Association, Lodge 33, Cincinnati, and charter member of the Motion Picture Operators' Association, No. 327, Cincinnati, recently in Miami. There are no known relatives. Burial in Miami.

SCOTT—Leslie A., 27, for the past

three years emcee at the Eagles' Cafe, Detroit, and son of Les Scott, former juggler with a USO show, in Detroit February 22 of injuries sustained in an iceboat accident. Survived by his widow and daughter. Burial in Mount Olivet Cemetery, Detroit.

SHAVEN—Manila G. (Bud), 47, publicity director of WWJ, Detroit, in that city February 21.

TALLEY—William H., snake show worker, formerly with Rubin & Cherry, L. J. Heth and J. J. Murphy shows, in Louisville February 20. He retired about 12 years ago. Survived by two brothers and a sister. Services and burial in Louisville.

WELFEN—Emil T., 47, Minneapolis musician, February 18 in St. Paul. He was a member of the Minneapolis Symphony ork for 10 years, a former member of the Detroit Symphony and on music staffs of KSTP and WCCO, Twin Cities. Survived by his mother, a brother and two sisters, all of Minneapolis. Burial February 22 in Fort Snelling National Cemetery, Minneapolis.

Marriages

CHERNEN-STODDARD—Irving Chernen and June Stoddard, accordionist, in Cleveland February 19. Bride was with the Bisbee Comedians last season.

GRAHAM-SPITZBARTH—Ronnie Graham, of the Four Guys, cocktail unit, and Jean Spitzbarth, non-pro, in Philadelphia February 18.

HYDER-FULTZ—George (Doc) Hyder, former orchestra leader and president of Philadelphia Local 274, AFM, and Isabelle Fultz, non-pro, in Philadelphia February 16.

TRUSZ-CARTIER—Casimer J. (Casey) Trusz, non-pro, to Sally Cartier, of the Cartier Sisters, aerial act with the Ringling Bros. and Barnum & Bailey Circus, February 8 in Brooklyn.

Births

Twin sons to Mr. and Mrs. Mort Singer Jr., in New York February 3. Father is a Broadway producer.

A son, John, to Mr. and Mrs. Jack Lambert in Hollywood Presbyterian Hospital, Los Angeles, January 30. Father is a stage and screen actor.

A son, John III, to Mr. and Mrs. John Tillman, at Doctors' Hospital, New York, February 2. Father is a CBS announcer; mother the former Patricia Voils, CBS script writer.

A son, John C., to Mr. and Mrs. John Oglione, formerly of the Johnny J. Jones Exposition, recently.

A daughter, Mary Ann, to Mr. and Mrs. Tommy Alquist in Hartford, Conn., recently. Father, assistant manager of the Princess Theater, Hartford, formerly was press agent for the Sparks Circus and previous to that was with Hal McIntyre and Stubby Pastor bands.

A daughter, Norma Kathren, to Mr. and Mrs. A. C. Wilkins January 8 in Little Rock.

A daughter, Christine, to Mr. and Mrs. James Moser, recently at Mary's Help Hospital, San Francisco. Father is news writer at KGO, San Francisco.

A son, Gary, to Mr. and Mrs. Jack Holmes February 9 in Waycross, Ga. Parents are tent show operators in Georgia.

A daughter, Shirley, to Mr. and Mrs. F. W. Miller in New Orleans February 1. Parents have the girl shows on W. G. Wade Shows and formerly were with F. E. Gooding Amusement Company.

A son, John William, to Mr. and Mrs. William Longnecker in Good Samaritan Hospital, Los Angeles, February 12. Mother is Ruth Hussey, actress; father a Hollywood actor's agent.

A son to Mr. and Mrs. Willard Parker in St. John Hospital, Santa Monica, Calif., February 13. Mother

is Marion Pierce, former musical comedy star; father is an actor.

A daughter, Randall Jane, to Mr. and Mrs. Bill Brownell in Cleveland February 24. Parents, Bill and Shir-lie Brownell, are on the *Family Hour* of WJW, Cleveland.

A daughter, Susan Isabel, to Mr. and Mrs. John J. McKenna, at Lenox Hill Hospital, New York, February 21. Father is director of public relations of McCann-Erickson, Inc., ad agency. Mother was formerly in the sales department of Mutual Broad-casting System.

A daughter to Mr. and Mrs. Bob Lacey at French Hospital, San Francisco. Father sings with Hal Pruden's ork.

A daughter, Patricia Ann, to Mr. and Mrs. John R. Burr in Quincy, Mass., recently. Father is co-man-ager of Playtime Amusements. Mother was a former concessionaire with the same org.

A daughter, Wanda Marie, to Mr. and Mrs. Paul Renn, of the Crescent Amusement Company, in Sanford, N. C., February 13.

Divorces

Ida J. Thornton, well known in outdoor show business, from Claude A. (Buddy) Thornton recently in Nebraska.

W. A. (Bob) Hallock Jr., general agent, Majestic Greater Shows, from Alice Marie Hallock December 5.

Margarete Gould, actress, from Howard Gould, January 14 in Reno, Nev.

Bill Halop, actor, from Helen Tupper, showgirl, January 15 in Los Angeles.

L. C. (Curly) Reynolds, co-owner of the World of Today Shows, from Peggy Reynolds January 20 in Muskogee, Okla.

Maxine Fife, film actress and dancer, from Forest F. Cory in Los Angeles January 23.

Ann Miller, stage and screen actress, from Reese Llewellyn Milner in Los Angeles January 23.

Elsie Marie Sanders from George Sanders, British-born film actor, in Los Angeles January 27.

June Carter, dancer, from Burt Carter, nonpro, in Chicago recently.

Mary Magdalene Beall, from Harry H. Beall, Hollywood publicist, in Los Angeles February 5.

Cyd Charisse, screen actress, from Nico Charisse, dance director, in Los Angeles February 17.

Frances Rafferty, film actress, from John E. Horton, in Los Angeles February 18.

Midge Miller, burlesque performer, from Calvin C. Miller, non-pro, February 20.

AUSTRALIA ALLOWS

(Continued from page 4)
and August will save tax payment, since it pays only on the portion earned in May and June at the rate for the amount earned and the same for the portion earned in the latter period. In other words, he would pay on the rate charged at \$2,500 in each case and not on the rate for \$5,000.

Levy permits many deductions, including transportation from the U. S. to Australia. Return fare can be allowed only if the act returns direct to the U. S. without playing dates on stopovers en route. Transportation inside Australia also is allowed, as are agents' fees, advertising, stamps, telegrams, telephones, and repair and maintenance of instruments.

Yank visiting acts pay on dough for work here an amount of tax equivalent to the U. S. or Australian tax on earnings, whichever is the greater. As the U. S. tax is levied on total earnings from all sources, it is unlikely that it would be less than the Aussie bite on the portion earned Down Under. Thus a visitor would not pay more taxes in toto than if his earnings had been derived wholly from within the U. S.

WORLD'S FAIR TALK GROWS

St. Louis Is New 'Threat'

Morton tees off with what gazettes term "half billion-dollar argument in favor"

CHICAGO, March 1. — They're talking of a world's fair in St. Louis, in Detroit, in Chicago, in Minnesota and out in California. And, judging by the intensity of the talk, it's a safe bet the United States will have one or more world's fairs within the next 10 years.

Biggest clamor right now is in St. Louis. There the move is gaining momentum. Only this week Stratford Lee Morton, president of the St. Louis Academy of Science, teed off with what the St. Louis gazettes termed "a half billion-dollar argument in favor of a second St. Louis World's Fair in 1953."

Meanwhile in Detroit, folks await the report due in a few weeks of an advisory committee named to study the possibility of staging a world's fair in the Motor City. Heading that committee, incidentally, is Federal Judge Frank A. Picard, who made the original and new court decisions in the all-important portal-to-portal cases.

Some Assurance Found

Here in Chicago folks this week were occupied with a mayoralty primary and aldermanic elections. But showfolks, pulling for a world's fair here, found assurance in the returns. It looked as tho the successor to Ed Kelly as mayor would be a fellow Democrat, Martin Kennelly, and that not a little of the Kelly policy would continue.

And it was Kelly and his close associates who only a few months ago beat the drums long and hard for a world's fair. They wanted it almost immediately. Then after making their announcement they would go, called it off, declaring, in effect, conditions weren't ripe. The conditions referred to hinged principally around hotel accommodations and building materials. Both were short, drastically so.

However, even when the cancellation announcement was made, plans to hold a world's fair in the near future were made. It is of course a matter of history that the Century of Progress here in the early '30s was a success. It paid off. And business in Chicago boomed. As a matter of fact, the estimate is that \$500,000,000 was spent here during the exposition while the nation was gripped in a depression.

It was this \$500,000,000 which Morton, speaking before the Sales Managers' Bureau of the St. Louis Chamber of Commerce, cited as a reason why St. Louis should hold another world's fair.

Cites Store Sales

It wasn't Morton's only reason. Morton pointed out that one Chicago department store hiked its sales 60 per cent during the exposition. He enumerated other reasons, such as, the city's need for a major face-lift. (See *World's Fair Talk* on page 63)

How To Avoid Damage Suits

By Leo T. Parker
Cincinnati Attorney at Law

(EDITOR'S NOTE—This is the sixth of a series of articles by Leo T. Parker, Cincinnati attorney at law and author, designed to assist owners and operators of circuses, carnivals, parks and fairs in avoiding unnecessary lawsuits.)

Contrary to the opinion of most persons, there is a distinct legal difference between a trade name and a trade-mark. Briefly, a trade-mark is a name, mark or other symbol used to indicate or identify merchandise. A trade-mark never is the name of a business, as a corporation, partner-trade-mark. Briefly, a trade-mark may be registered in the United States Patent Office, but since a trade name applies exclusively to a business no provision is made for its registration except by the laws of a relatively few States in which protective laws have been enacted. A trade name may be either a name, symbol, mark, slogan or other design associated with a certain business, as a circus, carnival, or other traveling show, park, etc.

The law is well settled that the first user of a trade name enjoys the exclusive right of its use in the territory in which it is well known. This is so because the law will not permit any corporation, person or firm to appropriate either a trade-mark or trade name which is so similar to another that the public is likely to be deceived. That, in itself, is the essence of infringement. It is not, as some persons believe, an object of the law to protect owners and users of trade-marks and trade names without due regard to the general public. The real purpose of all trade-mark, trade name, and unfair competition laws is to protect and prevent the public from purchasing one product, service or entertainment when believing that another is being purchased.

Identical Marks

If, on the other hand, two different companies use identically the same trade names or trade-marks in the same kind of business, and in different territories, no infringement exists, if neither company has established its business in the other's territory.

For example, in *Western Company v. Peoples Company*, 149 Fed. (2d) 1020, reported 1946, the testimony

showed the Western Company had registered with the Commissioner of Patents of the United States in 1935 its trade-mark "Stag." This company began to use the trade-mark "Stag" nearly 30 years before it registered it. Since then it advertised its business and merchandise under the trade-mark "Stag" in Missouri, Kan. (See *HOW TO AVOID* on page 63)

Venders Score Big At Mobile Carnival

MOBILE, Ala., March 1. — More than 100 venders of novelties operated from out of trucks, fixed locations and doorways during the five-day carnival, which ended here Tuesday (18). Excellent business was the rule.

It was estimated that over 2,000 tons of confetti were sold, most of it during the passing of six parades. Stuff sold as high as two-bits for small bags, with the price tobaganing on the final night to a 10-cent low. Take from confetti was rated at \$175,000, with the bulk of it going to carnival societies.

Among operators here were O. S. Hunter, of the Thomas Dunne Company, New Orleans; Bill Winpee, Mrs. Marie Smuckler, Mrs. Flonnie Ayres, George Desak, John McClure, Edgar Pistole, Herman Berger and Howard Gould. Thousands of balloons, many of them pegged at \$1, 75 or 50 cents, were sold.

Dan Rogers, veteran worker, got the jump when he snared the exclusive on the carnival book and mopped up on ads. Book carried pictures of the carnival king and queen, their court and a history of the carnival.

Venders were not allowed to operate without a State or county license as hereto and were forced to put up \$35 in addition to the city license of \$5.50.

Drinking Water, Parking Rules in Pa. Bills Now Up

HARRISBURG, Pa., March 1. — Legislation providing that the operators of amusement places in Pennsylvania furnish one water drinking fountain for each 1,000 or fraction thereof of seating capacity at all locations seating 3,000 or more persons, has been introduced in the House of Representatives by Assemblyman Louis Mohr Jr. The bill, H. 349, was referred to the committee on judiciary.

Another proposal (H. 355), also by Representative Mohr, provides that municipal police post all non-parking areas within 1,000 feet of amusement places in the State at least one hour prior to the beginning of scheduled amusement events. This bill was referred to the house committee on motor vehicles.

Mullins Sets Sunday Circus At Tulsa Spot

Aims To Uncover Talent

TULSA, Okla., March 1.—Johnny Mullins, Oklahoma-Arizona amusement enterprise magnate, today announced plans for the production of a year-round indoor circus in his huge hippodrome-like arena on the Tulsa State Fairgrounds. Circuses will be offered each Sunday afternoon thru the year, according to present plans.

Mullins for the last six years has operated the Southwest largest roller skating rink in addition to booking every type of attraction from indoor rodeos to the fabulous Dorseys, Abbott and Costello, Spike Jones and most of the nation's name dance bands in the half-million dollar arena pavillion.

Will Open April 6

Inaugurating a long range expansion program, Mullins will utilize the facilities, including more than 6,000 ringside opera chairs for spectators, for a series of weekly circus matinees to open April 6 and to run each Sunday thereafter for an unlimited engagement.

Quality talent featuring professional performers, preferably those living in the general vicinity of Tulsa, will be recruited for long bookings or alternate appearances. Meanwhile Mullins and Capt. Roy Good, veteran showman who joined the Tulsan as managing director of the circus, will seek to "discover" new circus talent and to bring many old-timers out of retirement. Enough talent has been contacted to assure a top flight opening and hundreds of additional performers are expected to be "scouted" thru advertisements Mullins is interesting in *The Billboard* and in Oklahoma dailies.

Building Is Suitable

The new show will bow shortly after the second annual appearance of the Hamid-Morton Police Circus, March 18-23, in the arena which Bob Morton last year pronounced one of the best indoor circus plants for its size in America.

Inauguration of the circus will not interfere with regular roller skating sessions at the arena, except on Sunday afternoons. The high-domed structure will permit aerial apparatus to remain in place, and Robinson's elephants and Loyal-Repensky horses with the H-M show proved that the reinforced skating surface is suitable for every kind of indoor circus performance.

Augmenting his widespread amusement enterprises, Mullins said the circus will not detract his attention from his 31-acre Crystal City amusement park, Crystal City pool and Casa Loma ballroom in Tulsa, and other amusement interests in Phoenix, Ariz. Rehabilitation and expansion work has started at Crystal City for an earlier than usual opening in April.

Mrs. Rose, Midgets Hurt in Train Crash

ALTOONA, Pa., March 1.—Mrs. Ike Rose and several members of her troupe of midgets were injured early February 18 when the Red Arrow, crack Pennsylvania Railroad train on which they were passengers en route from Detroit to New York, was wrecked near here.

Besides Mrs. Rose those listed as treated at local hospitals were Adella Nowak, lacerations and loss of blood; Sovenia Riddle, shock, bruises and a possible fracture, and Esther Howard, Gustie Perk and Savens Riddle. Eight midgets were said to be in the group.

The Rose Midgets concluded an engagement as concert attraction with Orrin Davenport's Shrine Circus in Detroit February 16. Al Wagner, owner, Cavalcade of Amusements, recently inked the unit for 1947.

MIL'KEE, CHI DATES GO BIG

H-M Jams 'Em Thruout Week

Increased seating capacity plus raise in price help beat last year's 69G mark

By Hank Hurly

MILWAUKEE, March 1.—A year ago when the Hamid-Morton Circus showed here under auspices of the Tripoli Temple, Bob Morton said, "This date has been growing each year and now we've reached capacity. After all, when you fill this auditorium for each performance you've reached the peak, both in attendance and gross receipts."

That was a true statement at the time, but Morton hadn't reckoned with the fact that a new seating arrangement would be made this year, making for a 6,000-seat capacity instead of the 5,625 last year, or that prices would be upped.

As a result, the show, which opened Monday (24) and which closes Sunday (2), is enjoying its greatest success from all angles. Morton said last year's gross hit \$69,000 and this year's final tab may reach the 100G mark. Last year top price was \$1.65. Top price this year was \$2. Show got 50 cents, \$1 and \$1.50 for matinees and \$1, \$1.50 and \$2 for night performances and the same for Saturday and Sunday.

Publicity Excellent

Publicity this year, as was the case last, was excellent, Omer Kenyon, in charge of the Milwaukee date, said. Both *The Milwaukee Sentinel* and *Milwaukee Journal* went "all out" on the show with pictures and stories.

As for the show itself, it was a fast-moving, well-balanced affair and when caught Wednesday (26) afternoon, the audience, made up mostly of kiddies, gave with plenty of applause.

While there were plenty of repeat acts from last year, the Hamid-Morton combo has enough new ones to give it plenty of freshness. New acts included Woolford's Dachshunds, Capt. John W. Tiebor's Trained Seals, the Rosales Sisters, the Two Adamsons; Bobby Whaling, assisted by Yvette; the Flying Hartzells and (See H-M JAMS 'EM on page 49).

Shreveport Jaycee Attendance Up 35%

SHREVEPORT, La., March 1.—Third annual Junior Chamber of Commerce Hippodrome Thrill Circus here, produced and directed by Edwin N. Williams, was a record-breaker from an attendance standpoint. Officials reported attendance was up 35 per cent over last year.

Acts included Albright, dogs; De Rizkie family, acrobats; the Jacks, trampoline; Miss Hodgson, cloud swing; Rudy Rudynoff Jr., Liberty horse; Miss Dot, skating; the Turners, rings; Lucy Lee and Dan Albright, slack wire; Penny Millette, high sway pole; the Sidneys, bicycle; Miss Francine, trapeze; the Walkmirs, perch, and the Berosini Troupe, high wire.

In clown alley were Lew Hershey, Cecil Eddington, Buzzy Potts and Jimmy Armstrong.



KING AND QUEEN! Dr. William Northern Jr. and Mabel Ringling, daughter of Mrs. James Haley and the late Richard Ringling, are pictured after being crowned king and queen of the Sara de Sota Pageant at Sarasota, Fla.

King's Opener Set for April 7

Org plays fairgrounds in Jackson, Miss.—work progressing in quarters

JACKSON, Miss., March 1.—King Bros.' Circus opens its season at the State Fairgrounds here April 7 and 8.

Work is progressing rapidly and winter quarters crew is under direction of L. D. (Doc) Hall, superintendent. Training barns are under direction of Matt Lawrish, equestrian director. Lee Hinckley and crew painted and decorated the greater part of the rolling stock. Altogether 18 semi-trailers have been rebuilt, painted and stored. Work is progressing rapidly on an equal number of units. With one or two exceptions, all straight jobs have been discarded and replaced with 28-foot semi-trailers.

Deacon McIntosh, master mechanic, has added 12 new tractors to the show's fleet, since the closing in St. Augustine, Fla., December 15. Walter Symph, Jim Brown and Swift are among the car mechanics. Lawrence Pierce, boss carpenter, has returned from a trip to his home in Salamanca, N. Y.

Joe Webb returned from Kansas City, Mo., where he located a boiler for the steam calliope; he is off again to Kentucky for a load of lumber for bible backs and jacks. Chester and Sylvia Gregory, Side Show ops, arrived from their York, S. C., home. Elmer Myers, superintendent of big show tickets, and Henry Carter arrived from Hot Springs. Harold Rumbaugh returned to quarters after a trip to New Orleans and Mobile, Ala. J. C. Rosenheim, purchasing agent, returned from a trip to Atlanta.

Animal Farm Set Up

JUNCTION CITY, Kan., March 1.—A training farm for circus animals, both wild and domesticated, has been set up southwest of here by R. E. Leonard.

Unhappy Elephant Trainer Releases Five Bulls on Street

STOCKHOLM, Sweden, March 1.—Upset by the decision of the Swedish government to sell the animals of the former German-owned Carl Hagenbeck Circus, a German elephant trainer turned loose the show's five bulls in Malmoe February 23. The elephants charged down Main Street smashing windows, breaking lampposts and terrorizing citizens.

Police, after vain attempts to halt the animals, appealed to the trainer, Capt. Hugo Schmidt, to round them up. Weeping bitterly, Schmidt finally consented and regained control of his charges.

With tears streaming down his face, Schmidt said: "The State is making a great mistake in selling them. They have been trained together and love each other. If they are parted they will die."

State Court Hears R-B Argument; Holds Verdict in Abeyance

DOVER, Del., March 1.—State Supreme Court heard argument Monday (24) and held decision in abeyance in the action of Edith Conway Ringling against Ringling Bros. and Barnum & Bailey Combined Shows, Inc., a Delaware corporation, and individual respondents, on appeal taken by the respondents from a decision of the Court of Chancery.

The lower court held, on the bill of complaint, that the April 10, 1946, stockholders meeting was not valid, and ordered an election conducted by a master.

The complainant contended she was deprived of her full voting rights and that James R. Griffin and John Ringling North are not entitled to hold office as directors.

Simon D. J. Collins will clown at the Fort Worth Livestock Show and the Phoenix (Ariz.) Rodeo before heading for Mexico, where he will play the fiesta.

Polack Show Starts Fast

Packed house is on hand opening night—two new acts added; others changed

CHICAGO, March 1.—Two new acts and changes in several others from the line-up which played in other cities, marked the opening of the Polack Bros.' Shrine Circus in the Medinah Temple Auditorium Friday (28). Show drew 2,500 at its opening matinee Friday, 1,000 of which were crippled children from Spaulding, Guenther and Thompson Crippled Children's schools. A packed house was on hand for the night show Friday and officials said the sale for the week-end was excellent. Org received plenty of advance publicity.

New acts included Roland Tiebor's Seals and Conchita Morales, iron jaw. Clem Hartman was added to clown alley and the Ericksons, comedy act, added two performers.

Medinah Auditorium seats 4,500 persons. Prices are \$1, \$1.80, \$2.40 and \$3.

Springfield, O., Big for Eagles

SPRINGFIELD, O., March 1.—Aided by good weather, cold but clear, the Eagles Circus, under direction of E. Don McCullough, was doing big business here! Show, which opened Thursday, was due to close tonight, but McCullough said chances of running over Sunday were good. City fathers, who previously frowned on Sunday performances, intimated today they would relent.

At the opening matinee Thursday, org played to a full house, mostly kids, and the night show drew almost capacity. Houses Friday were capacity.

McCullough reported the engagement at Akron, February 19-24, was most successful. Show opened there Wednesday (19) to capacity. Thursday (20) cold weather and snow set in and it hurt, McCullough said, with only a half-house on hand for the night performance. Rest of the week was very good, he said.

Following the engagement here, personnel of the show will have a two-weeks layoff before opening in Gary, Ind.

Vaughn Richardson Books Tampa for Wallenda Org

TAMPA, March 1.—Vaughn Richardson announced here today that he had booked the Egypt Temple Shrine Circus for the Wallenda Circus.

Show will be held in April in the Homer W. Hesterly Armory.

Veach Rodeo Inks Four

TRENTON, Mo., March 1.—The Veach Rodeo has been signed for four early dates, Billie Veach, business manager, announced. Dates are Thomasville, N. C., April 30-May 3; Story City, Ia., June 20-22; Chariton, Ia., June 27-29, and Trenton, Mo., July 2-4.

Big Advance Sales Reported In Twin Cities

MINNEAPOLIS, March 1.—The Twin Cities are Shrine circus conscious, with Minneapolis Zuhrah set to open Monday (23) for six days in the Municipal Auditorium and St. Paul Osman Temple girding for the March 10-16 run in the St. Paul Auditorium.

Minneapolis officials reported Wednesday (26) all reserved seats in the 6,500-seat house were sold out for every night, forcing a 13th performance Saturday morning (8). St. Paul also runs 13 performances and reports today were the 7,500-seat house will come close to reaching the all-time attendance high of 87,000 set last year. Minneapolis general admissions go at 80 cents and reserves at \$1.60. In St. Paul it's \$1 for generals and \$1.50 to \$2 for reserves.

Only duplication of acts for the two cities are Hubert Castle, wire, and The Ortans, acrobats, who will play both dates.

Minneapolis Line-Up

Terrell Jacobs, animals; Hoaglan and Company, horses; Ethel D'Arcy, aerialist; Art and Marie Henry, rolling globes, the Lowells, balancing; The Martell duo, balance; Mickey King, aerial gymnast; The Three Harolds, aerial bars; Johnny Laddie & Company, dogs; Art Henry, Liberty ponies; The Hanneford Family, riding; Cooper's Arabian Liberty horses; Al G. Kelly-Miller Bros.' Circus elephants, with Isla Miller and Virginia Noel; Three Eagles, high wire; the Ward-Bell Troupe, trapeze; Three Pages, trampoline; Irwin Lange Troupe, teeterboard; the Bounders, bounding bed; Count Ernesto Wiswell, funny Ford; Happy Kellems, Van Wells, Whitey Harris, Joy Coyle, Lawrence Gross, Yo-Yo Alcott, Donahue Duo, Albert White, Hopp Green, Horace Laird, Bozo Carey, Jack Kennedy, Lew Hershey and the Stanleys, all in clown alley.

St. Paul Line-Up

Dick Clemens, animals; Violette and Rooks, acrobats; Dick Lewis & Company, with Bozo Harrel, acrobats and clowns; Milt Herriott, Liberty ponies; Da Visco Duo, perch; Miss Ruby's Dogs; Sonny Moore's Roustabouts; Harry Haag's Dogs; Eva Mae, trapeze; Esther Escalante, toe and heel catch; Miss Corrine; Dorita Konyat, horses; The Chambertys, aerialists; La Louisa, aerial ballet; Walter Jenner, seals; Bert Dearo and Don Francisco, wire; The Randys, aerialists; the Flying Concellos; Cristian's Horses; Eugene Scott's Elephants; Otto Griebing, Freddie Freeman, Gabby Dekoe, Jimmy Davison and Camara, clowns.

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Nobody Knows What Inyamboes Are, But Bary Says He Has 'Em

By Pat Purcell

CHICAGO, March 1.—Howard Y. Bary, a corpulent individual who dabbles in this and that in and out of the circus business and generally seems to do all right for himself, is in the Belgian Congo in search of a new feature for the Ringling Bros. and Barnum & Bailey Circus, and cables from that distant land indicate Bary has succeeded in unearthing something that is not only strange and different, but it has all hands on these shores quite mystified, indeed. Here are the developments, offered in chronological order, as that seems to be simplest method of recording these unusual facts, or reports.

First—The New York Times printed the following cable sent by Bary from Nyanza, Ruanda-Urundi, which is deep in the Belgian Congo:

The King Says Okay

"At a special meeting of King Rudihigwa and all his chiefs, approved by Sandrart, resident director, and attended by Drijvers (whatever or whoever that is) administrator for Nyanza Ruanda and Howard Y. Bary, of Ringling Bros. and Barnum & Bailey Circus. . . . As a token of friendship and esteem for the people of the United States, it was voted to present as a gift to President Harry Truman 12 inyambo for the Smithsonian Institute National Zoological Park and Ringling Bros. and Barnum & Bailey Circus. Inyambo have never before been allowed to leave Ruanda Urundi. King Rudihigwa and his chiefs are certain these Inyamboes will be an interesting and educational feature and addition to the animal collections of Washington Zoo and the Ringling Bros. and Barnum & Bailey Circus when traveling thru the United States of America. It is expected to transport the inyambo from the center of Ruanda-Urundi to America by American Airlines cargo plane. The plane, before starting on the first trip of its kind in the world, will be named the 'Congo Ark.'"

So far so good—but the question naturally arose: "What is an inyambo?"

In Sarasota recently James A. Haley, president of the Ringling-Barnum org, was asked the question, and he merely smiled and shook his head, remarking, "You've got me, there."

Then F. Bev Kelley, general press representative, was interrogated. He said anyone's guess was as good as his on that one, but he imagined it was sort of a "fawn-colored gnu."

The \$64 Question

Next a letter was dispatched to Dr. William M. Mann, director of the National Zoological Park, under the direction of the Smithsonian Institute in Washington, who does know quite a lot about the animals inhabiting this planet. His reply, in part, was:

" . . . I do not know what inyamboes are. There have been, as you know, some newspaper accounts of Bary and these animals. Often, different tribes have different names for the same animal and I have found no one in Washington who has any idea what these might be . . ."

So there you have it—no one in such an euridite city as Washington has come up with the answer, so it looks like the expectant public will have to patiently await the arrival of Bary and his "Congo Ark."

North Gets Material

Also, from Voorburg, Holland, comes a translation from one of the local gazettes there that John Ringling North has been quite active in Europe signing talent for the 1947 Ringling-Barnum tour.

In Antwerp he saw the famous black Frisian stud-horses of the Circus Strassburger and instructed his agents to look for fine specimens of this breed. This breed, it is believed, was first shown to an American circus audience by the Van Leer Circus in 1941.

As the translation further revealed: "Of Strassburger he engaged an

R-B NY Preem April 9; \$6 Top

(Continued from page 3)

price scale of \$6 to \$1.10 which resulted in an unprecedented estimated gross of \$2,000,000 for the 77 performances staged in 39 days.

North returned here by Clipper Sunday (23) following a European talent scouting trip which lasted nearly three months. He reported having signed about 40 acts representing all unoccupied countries. Line-up of acts was not released, however, since their actual appearance here is dependent upon surmounting passport and transportation difficulties prevalent in post-war travel. Hans Lederer, American agent who accompanied North, remained in Europe to help expedite the transportation of acts and their equipment. North left New York yesterday for circus winter quarters at Sarasota, Fla.

Acts known to have been signed by North include Les Idalys, French aerialists; Frances Bruen and sister, jugglers traveling under a Swedish passport who were viewed in Spain, and the Alanza Troupe, English high-wire walkers.

Also set for Garden appearances in New York and Boston are Rob Cimse and Company, aerialists booked for these dates thru the George A. Hamid office. Cimse troupe has not yet arrived. The Ward-Bell Flying Troupe, an aerial feature last year, has been re-signed.

Tommy, Famed Hanneford Horse, Dies in Hollywood

LOS ANGELES, March 1.—Tommy, veteran circus horse known to millions, owned by Grace Hanneford, daughter of Poodles Hanneford, is dead. Altho Tommy had survived shipwreck and revolution during his days with the Poodles Hanneford Circus, he died of natural causes at the Hanneford ranch in North Hollywood.

The white Percheon was acquired by the Hannefords, famed trick riding act for five generations, and toured thruout the world. A 16-year-old trouper, Tommy, appeared in many movies, his last pro assignment being in Paramount's 36-star *Variety Girl*.

Turner Heads Ad Firm

ST. LOUIS, March 1.—Charles Velvin Turner, formerly for many years on the advertising cars of various circuses, has closed with the Blackstone magic show and has packed away his tack hammer to take over the management of the Point-of-Sales Advertising Service here. On the Blackstone show, Turner worked under the guidance of Lon B. Ramsdell, Blackstone company manager and also well-known in the circus field.

item of trained pigs; of the Circus Knie (Swiss) 12 Liberty-broken Arabian horses with their trainer, and also the Danish acrobats, 'The Five Harstons.'"

R-B Billing Opens Mar. 10, Boudinot Says

CHICAGO, March 1.—General billing for Ringling Bros. and Barnum & Bailey Circus will start in New York Monday (10), F. A. (Babe) Boudinot, assistant general agent announced here today as he prepared to depart for New York.

"We will bill out as far as 200 miles from New York in all directions," Boudinot said. "We expect to use about a half-million pieces of paper and cards on billboards, painted bulletins, banner walls, sides of buildings, store windows, subway cars, street cards, busses, railway express trucks, etc.

Personnel includes Arthur R. Hoppper, general agent; Boudinot, Frank Mahery, Clyde Carlton and L. S. Conarroe, managers of Advertising Cars Nos. 1, 2 and 3, respectively; E. J. Caupert, advertising inspector; Joseph Brown, banner puller; Fred G. Barker, special agent; La Rue Deitz, advertising inspector; William M. Feigley, boss billposter Car No. 1; William F. Albers, boss billposter Car No. 2; Jack Adams, boss bannerman Car No. 3; James Kennedy, boss lithographer Car No. 1; Forrest Biggs, boss lithographer Car No. 2, and Robert M. Burns, banner squarer Car No. 3.

Billposters, lithographers and bannermen include James F. Long, Joe E. Long, Joseph Bernstein, Basil Philion, Leonard Zaruba, G. Paul Hale, Walter L. Clark, Mack F. Adams, James Kerrigan, C. L. Hegerness, D. Roscoe Stevens, F. J. Crowther, Arthur Outten, Thomas Connor, E. M. Jackson, Anthony J. Jacobs, Robert Belknap, Charles Smith, Harry L. Audette, Harold L. Barrows, S. J. Clauson, John B. Fletcher, E. H. Riche, Frank Lee, J. W. McGowan, Earl H. Paige, William Schmitt, Apul Campion, William L. Dowd, George Orth, Armand Melanson, Frank Geiser, Merrill Bodine and Donald Moffat.

"In addition to the named billposters, lithographers and bannermen, we will use several billposters from New York, members of the local Billposters' Union No. 2," Boudinot said.

Manchester Belle Vue International Line-Up

VANCOUVER, B. C., March 1.—Keith Tudor Crowe, owner of the Tudor Enterprises, is out of service and is back in the booking business, concentrating his efforts on Canada, South Africa and other United Kingdom spots. He reported the program of the 18th annual Manchester Belle Vue show, billed as the "gigantic international circus" as follows:

- 1—Spec featuring the Dagenham Girl Pipe Band.
- 2—Overture by the Star International Circus Orchestra under the direction of Fred Bonelli.
- 3—The Riding Scots, featuring Voltige, "equestriennes acrobatiques."
- 4—Manz, Chico and Lopez in a Mexican festa including knives, ropes and whips.
- 5—The Three Austins, clowns.
- 6—Miaz, dogs.
- 7—Ring riders (the Scotts again).
- 8—Dubusky and Company, international musical clowns.
- 9—Cooke's ponies (Cooke once rode for Ringling Bros.).
- 10—Jose Moreno, juggler on slack wire.
- 11—Intermission.
- 12—High stilt walkers (Manz, Chico and Lopez).
- 13—Aicha, Ben Ahmed, Indian dancers and snake charmers.
- 14—Dubusky and Company, musical clowns.
- 15—Trubka's bears, presented by Marian Adamski.
- 16—Mysterious Omi, billed as the world's strangest human being.
- 17—Victoria Troupe, cycling musicians.
- 18—Dorothy Gray and Brother, American aerialists (Mae Stanley formerly billed as Kafka, Stanley and Mae).
- 19—Gilbert Houke and His Royal Bengal Tigers.
- 20—Finale: Dagenham Girl Pipers.

Cleveland May Hit 155G Gross

CLEVELAND, March 1.—From all indications, when the final tab is made here Sunday, the gross for the Cleveland Grotto Circus will hit right around the \$155,000 mark, George Hoffman, chairman of the circus committee, said here today. Show played to nothing less than three-quarter house every night, and in most cases sellouts, and the week-end crowds were turnaways. Matinees, on the other hand, were light.

Bill Voges' Wild West Show, which replaced Mother Murphy's Midgents on this stand, drew an average of 35 per cent of the audiences. Saturday, February 22, the Wild West Show drew better than 4,000 persons, while the Sunday matinee drew 3,700. Admission price is 25 cents.

Show, which closes with a matinee Sunday (2), got away to a big start, opening night crowd being the largest the cast has ever drawn at an opening show, Orrin Davenport said.

A Name! Ain't It A Shame, Mayme?

CINCINNATI, March 1.—George W. Westerman, that enterprising promoter with the Irving J. Polack organization, is hotter than that proverbial cowboy's pistol these days, and all because certain people have been taking his middle name in vain any just kicking it around rather shamefully. He puts the finger specifically on one of *The Billboard's* scribes. And George William, always one to do things in a big way, takes his complaint not to one of *The Billboard's* lesser lights, but to Mr. E. Walter Evans, *Billyboy's* prexy, himself. George W. complains to wit:

"Dear Mr. Evans:
"Forty-five years, both lean and fat, in show business, and in all those years the name George W. (it stands for William) Westerman has served me as a most useful moniker. And now, after all of these years of facts and fancy, silence and fun, work and play, in your issue of February 22, one of your yarn spinners referred to me as George J. Westerman. Of all things! Taking the W out of my name is just as bad as removing the L from Kelly or V from Evans.

"Thru all these years I have carried and nourished the name of William by referring to it as W. There have been many guesses made as to its meaning. It has been suggested that it might mean anything from Washington to Wahoo—and along comes *The Billboard* and with one stroke annihilates the W completely.

"So I request, in fact, demand that proper and immediate restitution be made and in a box, no less, on a prominent page. Who in the hell is this George J. Westerman anyway???"

Maybe George W. should ask the editors of the Cincinnati dailies. That's the name that was given to them during the Polack org's recent engagement in that fair city.

Sparks Show Has Prevue Opening at Venice, Fla.

VENICE, Fla., March 1.—The Sparks Circus, owned by James Edgar, will have its prevue opening here Monday (3) for the American Legion.

The regular tour opens Tuesday (4) at Fort Myers. Remainder of the week's route is Arcadia, Wednesday; Sarasota, Thursday; Bradenton, Friday, and Tampa, Saturday and Sunday.

Dressing Room Gossip

Bailey Bros.

Everything is going along okay. A new Chevrolet two-ton truck was delivered recently.

Mrs. Bob Stevens was hostess at a shower for Mrs. Lillian Sadowski, wife of our chief mechanic. Guests included Mrs. Frank Ellis, Mrs. Laura Anderson, Bee Kyle Wecker, Maryalyn Whitener, Mrs. Guy V. Whitener, Mrs. Sal Graham and Mrs. Jarza Thompson.

All seats are practically completed and the semi trailers have their first coat of red and white paint. All sleeper, ticket office and concession trucks have been painted white by that master of the spray gun, Ted Gallup. Bad Eye has all prop equipment ready with new ring curbs and statue tables. All new seat ends, railing banners and elephant blankets are ready. All cookhouse equipment has been gone over and Cy Murray finished painting the truck and tables white. Pete Sadowski has all but a few of the trucks checked.

Gladys (Killim) Gillum purchased Captain Engerer's wild animal act and is rehearsing daily in the ring barn. Buck Lucas will have the concert and also will furnish several acts for the big show. Sidney Franklin's troupe has been contracted. The Knight Troupe, now in Mexico, will arrive in Newberry, S. C., March 20, as will the Henderson family and Ernie Stewart. Stanley Troupe is expected about March 25. Bert and Corrine Dearos will be in Newberry for the opening, April 3. Howard Holly, electrician, is expected any day from Chicago.

Frank Ellis and Mrs. Laura Anderson have completed a new lunch wagon, 35 feet long, and open on all sides. New wagon will have plenty of neon.

Visitors have included Casey Holt and Bill Atwater of Burlington, N. C.; O. C. Cox and B. C. (Youngstown) Schmidt, en route from Florida; Sol Aberman and family of Rock Hill, S. C.; Keller Pressely, en route to York, S. C.; George (Red) White, for years assistant to Fred Smythe on the Ringling Show, with his wife, Barbara, drove up from Sarasota, Fla., for a conference with Owner Bob Stevens on the Side Show; and Mr. and Mrs. Harry Anderson, Enquirer Job Printing Company, Cincinnati, on their way back from a Florida vacation.

Jack Grady has a billing crew of eight contracted. Ellis (Skinny) Goe, the band master, reports his boys are all set.

New canvas has arrived from the O. Henry Tent & Awning Company, Chicago.

Polack Bros.

The second half of the Cincinnati engagement was very enjoyable. The entire cast was invited to the Hotel Gibson for a buffet luncheon given by the Syrian Temple. Talks were given by members of the Patrol and Irving J. Polack and George William Westerman. Three of our troupe, Emil Pallenberg Jr., Gus Bell and Giustino Loyal were made honorary members. Giustino was made honorary potentate.

Hiram Neuenchwander presented Nita and Peppi with flowers following their act. Adolph Delbosq was presented flowers by Dr. W. C. Huebener. Next day, every performer was wearing a rose.

Aldo Cristiani's young son, Harry, was christened in Cincinnati.

We had a surprise the final night in Cincy. Instead of the familiar Charley Chaplin in the Lopez Trio, we saw a new character with a zoot suit. Yes, it was Juanito Lopez back on the job after eight months.—ELMER SANTANA.

Cleveland Grotto

Everybody wearing smiles because of the beautiful dressing rooms here. Even with *Desert Song* day and dating us in the same building, practically everyone has a private dressing room. What member of the Antalek Troupe is now attending night school? No, it couldn't be Koloman!

Since Dr. Don Francisco worked that chest cold out of our equestrian director, Col. Harry Thomas, he has hung his shingle outside his dressing room door. He says business is rushing. Pete Cristiani gets his fan mail from the bobby-soxers all over the nation. Shades of Frank Sinatra!

Funniest sight of the week is Orrin Davenport jumping over the rail when the Wild West line-up comes in. Says Orrin: "If people don't think that's a real Wild West show, they're crazy." The brons have been jumping over everything, including Clyde Beatty's steel arena. They even chased Izzy Cervone off the band stand.

Everybody is still wondering what Joe Short carries in those two big thermos jugs each day. Felix Adler created a sensation when he turned the pig, Amelia, loose in the Auditorium Hotel lobby. Amelia found the taproom in nothing flat. Says Felix: "Well, she is used to going where I go."

Somebody should send Ala Ming a route card. On her Monday off, she reported to the building for matinee. Glancing around at the empty seats Ala exclaimed: "I feel so sorry for the Grotto. Nobody is coming to the matinee."

Tom Gregory, CFA, and his wife were very much in evidence. Si Hall, of the Rochester, N. Y., committee, was Orrin Davenport's week-end guest, as was a representative group from Toledo. Ted Deppish and his camera from Dayton were in evidence, and Jack Dempsey paid a pop call on Orrin Davenport and Col. Harry Thomas.

Fernandez Animals Arrive

SAN FRANCISCO, March 1.—A number of animals of the E. K. Fernandez Circus arrived here Thursday (20) aboard the Matson freighter, Sea Pegasus, from Honolulu. Animals included Babe, a 7,500-pound pachyderm, seven tigers, three horses and two bears, in charge of Trainer Larry White.

H-M Jams 'Em In Milwaukee

(Continued from page 47)

Frank Cook, the last named appearing in this show for the first time as a single.

Clown alley included the Georgetto Brothers, Thomas (Smokey) Rouse, Dippy and Loa Diers, Alfred Florenze, Sa-So, Billy Rice, Bozo Cosmo, Hip Raymond and Dime Wilson & Company.

Zacchini Arrives

Because of the illness of Edmondo Zacchini, the cannon act, featuring Miss Victory (Egle Zacchini), was missing from the program until Wednesday night. Edmondo flew in from the West Coast, arriving just as the matinee performance ended.

The circus band was under direction of Joe Basile and featured Lois Lynn, recently returned from a three-year USO tour, as vocalist.

Show moves to Kansas City, Mo., for six days, March 4-9.

The program and staff follows:

- 1—National anthem by circus band, directed by Joe Basile, and featuring Lois Lynn as vocalist;
- 2—Clowns;
- 3—Joe Walsh's Wild Animals;
- 4—The Great Francisco, high pole;
- 5—The Seven Brannocks, acrobats, and Raymond, comedy juggler;
- 6—Clown band;
- 7—Peaches O'Neil, aerial web, with Victoria George, Elaine Parish, Zeaklyn Walch, Mary Sherer, Connie Wilson and Florence Balchunus;
- 8—Woolford's Dachshunds;
- 9—Clowns;
- 10—Capt. John W. Tiebor's Seals;
- 11—Peaches O'Neil and girls, aerial rings;
- 12—Janet and Paul, aerialists;
- 13—The Rosales Sisters and the Two Adamsons, perch;
- 14—Frank Cook, high wire;
- 15—The Loyal-Repinsky Troupe, bareback riding;
- 16—Les Kimris and Lee Wallenda, aeroplane tourbillion;
- 17—Bobby Whaling, assisted by Yvette, trick and comedy cycling;
- 18—Hamid-Morton elephants;
- 19—Clowns;
- 20—The Flying Hartzells.

Bob Morton is producer and director; Len Humphries, assistant manager; Bill Tumber, press; Al Hamilton, Vernon McGreavy, Elwood McBeth, Carl Sonitz and Ben Truex, advance; Omer Kenyon, in charge of Milwaukee date; Glen Correy, tickets and banners; Jack Shaw, boss property man, and Mike Malice, assistant boss property man.

Beckner Heads Ore. Rodeo

HEPPNER, Ore., March 1.—Officers elected for the 1947 Heppner Rodeo, dates to be selected later, are Lee Beckner, Ione, president; Jim Valentine, Heppner, arena director; Claude Buschke, Hardman, dance director; Harlan McCurdy Sr., Heppner, parade director; W. C. Dougherty, Heppner, grounds director; R. B. Ferguson, Heppner, stock director, and Jack Lloyd, Heppner, secretary.

FEMALE INDIAN ELEPHANTS FOR SALE—FOR RENT

Ready for routine and breaking into an act. Gentle—tame—broke. Due at a United States port February, March, April. All Elephants under six feet.

In addition to the above, large Elephants over seven feet due in March, broke for pushing and pulling. Write

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FOR SALE—The Following Surplus Equipment

Aerial Rigging, Swinging Ladders, Ground Cradle Rigging with Traps and Rings, Loop the Loop Trapeze, the Girl who keeps you guessing, can be hung or uprights, all Cables and Guy Lines complete. Comedy Revolving Ladder with Traps and Rings, single pole trap rigging, double Trapeze, Single Trapeze, Roman Rings Rigging with Crane Bars and Guy Lines, Muscle Grind Bars that are cuffed on bearings—all the above is Vanwyke Steel Tubing Rigging. Also have complete Teeter Board Props, Spring Board, High Pedestal, chair for perch pole finish trick; also thirty-inch Rolling Globe for training animals, complete Props for Seal Act, including Seal Cart and Tank; Pop Corn Machine, like new, kettle type with burner, low slung twenty-foot Elephant Trailer, two hundred new twelve-foot Side Poles, Comedy Funny Ford Car hooked up for driverless driving, Iron Jaw Swivels; Slide for Life, one hundred fifty foot Slide with Carriage; Side Saddles, Western Saddles, Flat Saddles, Swinging Perch Poles and what not.

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For the new outdoor season be sure you get OAK-HYTEX. Now, at your jobbers, free Oak Change Aprons with your first purchase of OAK-HYTEX Balloons. Ask for your free Memo Book, too. If your jobber doesn't have them, use the coupon and we'll see that he gets them.

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Gentlemen:

Here is the name and address of the jobber who supplies me with OAK-HYTEX balloons. I want to secure the Oak Change Apron and Memo Book from him.

My Name.....

Jobber.....

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Distributors for Oak-Hytex Balloons.
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WANTED FOR

BUFFALO RANCH REAL WILD WEST SHOW

Using fireproof canopy top, opening early May, good Contracting Agent; also Lithographers and Billposters; must be union; also few Clowns, Electrician, Seat Men, Mechanic, Boss Canvasman. A few more outstanding Acts. Would like to hear from good Cookhouse. A-1 Circus Committees, write

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For long season, Family Act doing two or more strong enough to feature, good Chimp Act, Seal Act or other Animal Acts, Clown with props and walk around. Also Side Show Acts. Can place Working Men in all departments, especially Semi Drivers. This show has good sleeping accommodations and best Cook House on the road. State lowest salary and all in answering. Address all replies to

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Good & Bernard Combined Circus Photos Again available to the public, over 200 nostalgic old-time prints from the original famous CHARLES BERNARD COLLECTION of 19th and 20th Century circus features, combined with over 1000 GOOD'S CIRCUS SNAPS depicting all phases of circus endeavor of most circuses since 1900. Truly AMERICA'S GREATEST CIRCUS PHOTO COMBINE. Send 25¢ for descriptive lists and sample view. ROBERT D. GOOD, 1609 Turner St., Allentown, Penna.

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GENUINE TEXAS LONGHORN STEER

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UNDER THE MARQUEE

Friends of Herbert (Whitey) Lehrer were sorry to learn of the death of his mother in Reading, O., February 6.

Best time to start worrying about the winter is at opening time in spring.

Robert North, press agent, who recently closed an eight-week engagement with the Eagles Circus, has gone to his home in Lynchburg, Va., for a rest. He called at *The Billboard* Cincinnati offices en route south.

Ritta Taliaferro, wife of Gus Taliaferro, superintendent of programs on Cole Bros.' Circus, was operated on at Norton Infirmary, Louisville, February 27, and is reported mending okay.

Dressing Room Gossip: "I heard him holler, 'Mister, you forgot your change.'"

Bill Montague wires *The Billboard* from West Hartford, Conn., that members of the Circus Fans' Association which will hold its national convention in Dayton, O., will spend a day on the Cole show there May 12.

Jackie Dale and Bud Wheeler have returned to their home in Baxter Springs, Kan., after a visit with Bob Stevens, owner-manager of Stevens Bros.' Circus, at Hugo, Okla. Both Dale and Wheeler will be with the Stevens org this season.

March openings. Yesteryear railroad showmen never dreamed of opening before May 1 when newcomers became First of May's.

Joe Scharoun, a visitor to *The Billboard* New York offices February 24, announced that he will be with the James M. Cole Circus as purchasing agent and on the front door. He was with the Bradley & Benson Circus last year.

Betty Haworth, daughter of Joe and Fannie Haworth, recently won a beauty contest in which 72 other participated and was proclaimed "Miss Wilkesboro, N. C., of 1947." She is 17 years old. Joe Haworth is the legal adjuster for the Cole Bros.' Circus.

From the very beginning the customer has a stinking feeling that the never-ending concert announcement may have a sequel.

S/Sgt. Eldon J. D'Orio reports he has re-enlisted in the army and will leave soon with the U. S. Army Air Force band for duty in South America. Mail addressed to the New York office of *The Billboard* will reach D'Orio. Goldia Hampton will be with the Sparks Circus this year.

Peter H. Lindemann and his granddaughter, Mrs. Frank Kaner and her husband left for Gonzales, Tex., winter quarters of Dailey Bros.' Circus. Lindemann is contracting agent for the show and Mrs. Kaner is in the performance. Her husband is a candy butcher.

Pointing to a side show banner that depicted a fat girl, a farmer proudly advised another rustic: "She's one of the best specimens I've ever seen."

During the engagement of Polack Bros.' Circus in Cincinnati, Cheerful Gardner, handling the four bulls on the show, together with his wife, visited *The Billboard* offices. The mother of C. J. (Duke) Hall, on advance of the Eagles Circus, died at her home in Columbus, O., February 20.

Taylor and Mickie Trout recently participated in what is believed to be

the first vaudeville show the natives of the Portuguese Azores ever saw. Army interpreters repeated the gags and, as Taylor reported, "I never knew if they really got it or not but they did laugh and the natives have been swell to us since the show."

Bale-Ring Whitey said: "I was on a circus when business was so bad that the only remaining way the boss had to cut his nut was by taking the beef out of the beefstew."

Al Sweeney, who handled advance publicity for the Polack Circus in Chicago, scored all along the line. His big achievement, however, was getting a picture in all five Chicago dailies, of the Polack bulls being marched down State Street in a snow storm. Picture event went out on the Associated Press wirephoto.

J. C. Admire, at present in advance of Gordon, the Wizard, magician, will finish his season's work March 21 and start on the advance of the Kay Burns Circus out of Lebanon, Tenn., March 23. Admire will work 18 days in advance of the show. Mrs. Admire, who did press and handled the front door at the Waverly, N. Y., theater this winter, will handle school tickets, press and mailing for the Gordon show.

Leland Brison reports he and his brother, Ray, plan to open the Raymond-Lee Circus the latter part of April. He also says that the recent cold weather caused the deaths of four of their cage animals. Since closing the circus last fall, the Brissons have been playing dates with their musical act but will concentrate now on getting things ready for the spring tour. Brison says the show will have a callopie this season and also three aluminum trailers.

When facing trial before the boss most troupers plead nolo and pay fines. Their's is the minor violation of parking their jugs on the wrong side of the sleepers.

Lee Virtue is busy designing and making a new wardrobe for the Sylvester Duo, of the Clyde Beatty Circus. . . . Aerial Solts, now located in their new home in Peru, Ind., are practicing daily and will be ready for the outdoor season. Carl Solts's injured hand, which caused the duo to cancel many indoor circus dates, is okay again. . . . Zuhrah Shrine Circus, scheduled in Minneapolis March 3-10, received the entire space occupied by Cedric Adams's column in *The Minneapolis Star* recently.

Doc Candler, who was to be with the Ayres Davies Circus, reports he is under a doctor's care in Mount Clemens, Mich. . . . Leo Demers, tarzan acrobat, is wintering in Cudahy, Wis. . . . Al Sigsbee, former circus general agent, is now in charge of a realty company's buildings in Milwaukee. . . . Billy Burkhard, novelty contortionist and trapeze artist, is now located in Sheboygan, Wis.

Dick Scatterday, veteran bannerman of Cole Bros.' Circus, visited *The Billboard's* New York offices February 18 and announced that he would make his headquarters in New York for the next several weeks. Business travels this winter have taken Scatterday to the West Coast and back. He reports interest in circus advertising particularly good and predicts the compilation of a top-notch program for this year.

Back in '13 when a small overland dog and pony show arrived in a hamlet the burg's funder-outer arrived on the lot with, "How many men with the show?" "Nineteen," answered a canvassman. "How many women?" "One," answered the

canvassman. "Je-e-e-z-el," yelled the surprised funder-outer.

Lyndon Plummer, with the King Bros.' Circus last season, is wintering at his home in Bath, Me.

The Chet Cains, Mrs. Annabelle Loving and Alexis Alcido and her husband recently garnered a big splash in *The Panama City* (Fla.) *News-Herald* when Jean Bosworth, staff writer, wrote a story on their former circus days. Cain, former tattoo man, quit the road in 1936 and now, with his wife, the former Rose Wood, Motordrome rider, owns a tourist camp in Panama City. Mrs. Loving, former snake charmer, owns her own home there and busies herself with household tasks. Alexis Alcido, aerial artist, formerly La-Fitt, night club dancer, and her husband plan to troupe again this year. They have a daughter, Sherry, 14 months old.

The Billboard

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For Outdoor Season opening May 1st in Michigan, Acts of all kinds—Group Aerial, Animal, Side Show People, people for all departments. All Big Top Help, get in touch with Jerome Smith. Those who signed for season, report at once. Can use Assistant Boss Canvassman for Side Show. Address:

GEN. DEL., MARION, OHIO
Until March 15; then Holly, Mich.

SPAR BROS.' CIRCUS

Wants Agent, two Clowns, Low Aerial and Ground Acts. Open March 21st Indoors.

WALTER HARTER

R. R. #4, Greenfield, Ind.

CHILL STILL ON IN FLORIDA

Alcidos Sign With Strates As Free Act

JACKSONVILLE, Fla., March 1.—Dick O'Brien, assistant manager of the James E. Strates Shows, in winter quarters here, announced today the signed contract had been received from the Alcidos, who will be featured on the Strates org this season as the free attraction.

Twelve more sets of wheels and tires were delivered this week. They were purchased from the War Assets Administration. Already 20 new wagons have been built and it is expected when the show train is loaded here within the next few weeks a total of 40 wagons will have been constructed.

Latest arrivals among the concessionaires are Tony Gordon, Joe DeCapio and Ding Dong Christian.

Personnel of the shows attending the Golden Gloves Tournament here included H. E. and Don Truax, Dick O'Brien, Percy Morency, C. W. Franklin, Nelson Thomas, Jimmy Strepolis, Bill Leon, Louis Strates, L. H. Kimes, Eocco Maroletti, Mike Olsen, Paul Hutchinson, Starr DeBelle, Claude Bentley, Eugene Jenkins, Eddie Seamon, W. T. Holdridge, R. C. McRea, Jimmy Yotis, Fred Stebbins, Al Mercy and A. W. (Mac) Askill.

Starr DeBelle says the Wild Life Show is nearing completion and animals are expected to arrive within the next few days.

Three E. C. Edwards Units on Crescent

REGINA, Sask., March 1.—E. C. Edwards, known as Alberta Slim, cowboy yodeller on CKRM, Regina, will have three attractions with Henry Meyerhoff's Crescent Shows, of Penticton, B. C., this season.

He will join the org at Penticton in mid-March with a gorilla, an iron lung and a Western show. Last named, which will feature his trained horse, Trigger, has been with the Conklin Shows and Wallace Bros.' Shows of Canada.

Gorilla was bought recently. Trailer was purchased from the Howerton Tire & Rubber Company, Eureka, Mo. Iron lung was bought in Chicago.

This season will mark Meyerhoff's first jaunt with shows around the Western Canadian provinces. Org will travel in 20 railroad cars.

Rough Show Fees Readied by Omaha

OMAHA, March 1.—New city ordinance regulating carnivals, now in its first draft, is expected to be rough on traveling shows.

Provisions are said to include a \$50 daily fee for the show and a special fee of \$5 or \$10 for each act, game, show or ride. A three-man committee is helping the city legal department frame the ordinance.

Spurring city fathers' action are several carnival showing requests. Most recent was that of the Vinton Commercial Club to sponsor the Wonder Shows of America, June 1-8, at the Municipal Stadium site. Council previously denied the request.

ELP Gives JJJ Rolling Stock Thoro Repairs

To Build as He Travels

DE LAND, Fla., March 1.—With a full complement of working hands in all departments, work of rebuilding and revitalizing the Johnny J. Jones Exposition is well under way in winter quarters on the fairgrounds here, with E. Lawrence Phillips and Morris Lipsky in personal charge. An early April opening will be announced soon, Phillips said, and work is being concentrated on the rolling stock first.

"Our rides came into winter quarters in excellent shape and about all they need is some fresh paint, which they will get before opening, so we are giving all our attention to the rolling stock," Phillips explained. "Work is nearing completion on the train, and the wagon department is running according to schedule."

New Concession Row

Lipsky's first love, the concession department, has his personal attention at this time, and an entire new array of modernistic stands are under construction. Eddie Coe is working as Lipsky's first lieutenant, and this department will be well enough along in another week so Lipsky can divert his attention to the ride department, as he became vitally interested in pig iron during the past two seasons.

Phillips said that he has contracted for an unusually strong minstrel show, which will be featured during the early weeks the org is in southern territory. After that a girl show will be added.

"Girl shows never get any money the first four or five weeks of our route; they cost the show money and is a hardship on the managers, so I have decided not to add a girl revue (See JJJ Rolling Stock on page 58)

Paramount Expo Get Batavia Fair

BATAVIA, N. Y., March 1.—Paramount Exposition Shows, an org new to the field this year, was given the 1947 Batavia Fair midway contract here last night. Competition was rumored keen, with Cetlin & Wilson, B. & C. Shows and O. C. Buck Exposition all having made bids. Fair, last played by James E. Strates Shows, was gradually considered a railroad show contract. This was the last of the State's major fair dates still available following the recent meeting of the New York Fair Associations.

Announcement of the signing was made by Ralph P. Flannagan, general manager of the shows. Org now has 10 fair dates inked by Flannagan and Ben Braunstein, general agent. Nine besides Batavia are Norwich, N. Y.; Huntington, Port Royal and Washington, Pa.; Hampton and Norfolk, Va.; Elizabeth City, N. C.; Bishopville, S. C., and Greenville, N. C. Two others are pending.

New rides slated for arrival at the shows' Norfolk winter quarters this week are a Caterpillar, Rolloplane, Octopus and Kiddie Auto ride. Ben Hall, electrician, planed to Memphis to oversee the reconditioning of the shows' light plants.

Garrison To Head Gold Medal Unit For Ray Brydon

COLUMBUS, Miss., March 1.—Ray Marsh Brydon has closed with Robert Garrison, illusionist, to produce and manage a show, titled *India*, which Brydon will have on the Gold Medal Shows. Garrison has nine people in his present company. Unit will employ about 25 people when it opens with Gold Medal April 5.

It will be housed in a new 30 by 160-foot top, with a 160-foot front, Brydon said. Show is being built at the fairgrounds here. It is one of 10 which will go out this season under the personal direction of Brydon.

Baddeley Buys English and U. S. Rides

Royal Canadian Owner Back

VANCOUVER, B. C., March 1.—William Baddeley, owner of the Royal Canadian Shows, who left for England last fall to purchase anything obtainable in new rides, returned Tuesday (18). Production in the old country is similar to that on this side of the water, with production far behind demand, Baddeley reported.

He managed to purchase one ride, an Autodrome, which he says, is somewhat like a Tilt-a-Whirl, but has streamlined autos in place of the type car used on the latter ride. When he will get delivery is a question, as he is 64th on the list.

Buys Games

Baddeley also bought half a dozen concession games, which he says are new to Canada. In addition he purchased the right to manufacture one of them, a rabbit game, which he says can be operated by a group game or individually, or sold singly as a toy.

En route back here he stopped off in Chicago and St. Paul and placed an order with the Selner Manufacturing Company, Faribault, Minn., for a Tilt-a-Whirl. He pointed out that he is 90th on the list for delivery of this ride, and for this reason does not expect it this season.

Erects Building

A new winter quarters building is under construction for Royal Canadian and should be completed in a few weeks. Of concrete construction with suites of living rooms on the second floor, Baddeley was able to get material priorities because his staff of employees are all returned Canadian servicemen. Building is classified as non-essential. All the returnees will live in the suites.

Org opens its season early in April.

NSA Holds Barn Dance

NEW YORK, March 1.—National Showmen's Association's sixth annual Barn Dance, with music by Joe Basile's ork at the clubrooms Saturday (22) was attended by about 200 members and friends. New entertainment committee is headed by Don (Dada) Simmons.

Orlando Stand Down for RAS

Fla. Amusement, Royal Crown, Blue Ribbon feel Jack Frost pinch

By Pat Purcell

TAMPA, March 1.—This midwinter carnival business may be all right when the weather is good, but it is strictly no good when the weather is bad; and this has been one of those Florida seasons when reports from hither and yon over the commonwealth indicate that all and sundry would have been better off if they had "stood in bed."

Even when the sun has popped its noggin from behind clouds the past two weeks there has been a chill wind which makes natives, and visitors, shiver and wonder why they ever left the old fireside. And, once that sun disappears, the customers vanish with such amazing rapidity that the majority of show operators, talent and agents have such a long, idle evening they are almost at a loss to entertain themselves.

RAS Takes Belting

Naturally, there is little or no spending under such circumstances and these have been the circumstances. Last Wednesday on the Royal American midway at the Central Florida Exposition in Orlando, a sewing machine operator removed a pair of mitts before he could sew the name "Mickey" on one of those little trick hats.

This would indicate that the Royal American Shows were experiencing a sad stand at Orlando, which was very big indeed a year ago. 'Tis only too true, as the folks didn't show up for the matinees early in the week, and it was getting colder by degrees each night.

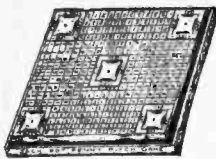
Carl J. Sedlmayr had arrayed a fine line-up of rides and attractions for the edification of the natives and the fair-going tourists, but it was simply too cold for all but a hardy few. Show operators wouldn't comment on how far off their business was from last year. It was that bad, (See ORLANDO STAND on page 58)

Hale To Tub-Thump For John R. Ward

BATON ROUGE, La., March 1.—Walter Hale this year will handle publicity and promotion for the John R. Ward's World's Fair Shows, Ward announced here. A veteran in the business, Hale at one time was with Rubin & Cherry, Beckmann & Gerety, Hennies Bros. and Conklin shows. He will handle press, radio, promotions and tie-ups.

General Agent Sam Gluskin, who has recovered from an illness that shelved him for several seasons, has mapped the spring route. He was assisted by W. E. (Johnny Bunny) Snyder, business manager, who is now in winter quarters here supervising the construction of new concessions.

Ralph W. Clawson has been supervising rebuilding work. He has averaged three rebuilt jobs a day. Org this year will flash added neon. Searchlights and tower illuminations have been improved and three additional railroad cars have been purchased.



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Any Quantity. Each 1 1/2¢
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120 Pages, 2 Sets Numbers, Clearing and Polloy.
1200 Dreams. Bound in Heavy Gold Paper
Covers, Good Quality Paper. Sample, 15¢.
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MENTAL TELEPATHY, Booklet, 21 P. 25¢
"WHAT IS WRITTEN IN THE STARS", Folding
Booklet, 12 P., 3x5. Contains all 12 Analyses.
Very Well Written, \$5.00 per 100; Sample 10¢.
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MIDWAY CONFAB

Mike McNicholas is a patient in Charity Hospital, New Orleans.

Florida—where your summer bank roll spends the winter.

L. R. Lewis is working at the Oakland Race Track, Hot Springs, and will be there until closing day.

Mr. and Mrs. Don Elliott, of Grand Rapids, Mich., and Mr. and Mrs. John Quinn, of the World of Pleasure Shows, are vacationing in Havana.

Some of the high-priced concession space sold at some fairs are burial plots.

Isaac (Silent O'Brien) Malitz recently made a trip to the West Coast. He again will be with Hennies Bros.' Shows.

Mrs. Nora Butler cards from Austin, Tex., that her son, Corp. J. P. Butler Jr., has been in a veterans' hospital since March 30, 1946.



MR. AND MRS. FRANK W. PEPPERS, of Peppers All-Stage Shows, snapped in Key West, Fla., during their recent two-month vacation trip. While in Key West they celebrated their 11th wedding anniversary, at which time Frank gifted his wife with a 1946 house trailer.

Lee Edward Haig, palmist, recently discharged from the army, cards from Vero Beach, Fla., that he will join Endy Bros.' Shows in Miami. At Vero Beach he renewed friendships with personnel on the Florida Amusement Company.

An early influx of straw hats and white shoes will hit shows in Northern quarters following the Florida fairs.

Jesse J. Reis, former show secretary, who quit the road in 1943, was a recent visitor to the Chicago office of *The Billboard*. His main interest now is developing his farm in Yarmouth, Me. His wife, Hazel, is a former Motordrome rider.

H. A. (Big Six) Bouck, who is wintering with the Holtzmans at their Silver Court Park in Miami,

Compact

Stopping in front of a cookhouse where he was guaranteed a good listening tip, a general agent loudly extolled the conveniences of a house trailer with, "They are a bit small and crowded, but you can cook and eat breakfast without shaving and rushing to a cookhouse or restaurant to be insulted by a waiter." "That ain't all," shot back the cookhouse operator, "you can even sit in your toilet and stir the beans."—S. D.

writes that Leo (Dutch) Tapper, who had been associated with him in the operation of his Big Six Diner for 12 years, died January 28 in New York.

Tim and Jeanette Waters recently entertained at a wiener roast at their Gulfport, Miss., trailer park. Guests included Pam and Hank Gaudy, Ralph and Fay Stevens, Louise, Bob and Billy Gordon and H. G. Hewitt, all of whom leave soon to join various shows.

Only time to be superstitious about a grassy lot is at closing time on Saturday night—if the lot is still grassy.

Alberta Slim, for the last four years with Conklin and Jimmy Sullivan shows, has contracted his Side Show with Henry Meyerhoff's Crescent Canadian Shows, marking the first time the org will present a Side Show as an attraction. Slim also has inked his horse and gorilla shows and an iron lung.

Luke King reports from Sarasota, Fla., that his sister, Baby Burlington, has joined the Creoles in Oil Show with the Barney Tassel Shows. . . . Tex Conroy, veteran Side Show manager and talker, has been inked to manage the front of Carl J. Lauther's Side Show on the Johnny J. Jones Exposition Shows.

Line-up on the Joe Hilton Side Show includes: Henry Thompson, sword swallowing and impalement;



LON B. RAMSDELL, now serving his third season as personal manager to Blackstone the Magician, playing legit houses, will return to the O. C. Buck Shows, with the opening of the 1947 season, in the capacity of business manager. It will mark this fourth season with the latter organization.

Betty Hilton, snakes; June Fraser, sword box; Alzora, turtle girl; Alma Meyers, electric chair; Billie Brundell, fire-eater and magician; Jack Hires, tickets; Joe Hilton, front; Roxana, annex, and Kitty James.

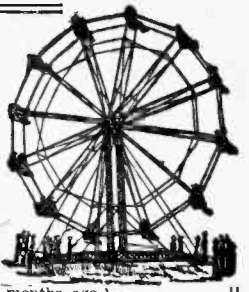
Modern Hobin Hood. He takes it from those on the midway who can well afford to spend it and gives it to the needy—in the G-top.

Mrs. F. Percy Morency, wife of the secretary of the James E. Strates Shows, sends belated news from Jacksonville, Fla., of the marriage November 30 of Percy's daughter, Bernadine, to Wayne Anthony Spence, formerly of Baton Rouge, La., but now a Detroit business man. The Spences spent their honeymoon with the Morencys in Dallas.

Tommie and Etta Henderson and their daughter have returned to their Paris, Tex., home following a four-week trip thru Louisiana, Georgia and Florida. At New Orleans they met Mrs. Henderson's sister, Mrs. Laura Lamb, and attended the Mardi Gras. At Valdosta, Ga., they visited

PLANNING AHEAD

is considered wise business judgment. What we plan for we usually eventually get. Many customers are replacing orders for new BIG ELI WHEELS to be shipped in 1948. (Our 1947 production was completely sold many months ago.) Latest Price List is now ready for mailing. Ask for a copy today—investigate a profit-earning BIG ELI WHEEL.



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800 Case Ave. Jacksonville, Illinois

Proven Before Thousands at the N.A.A.P.P.B. Convention

BEE HIVE

(the better hybrid popcorn)

Pops More Than

\$200 Per 100 Lb. Bag!

(in regular 10¢ carnival boxes)

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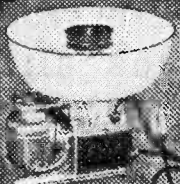
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Want Freaks and Novelty Acts.
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THE APE BOY



Very curious attraction. One of the best for Sideshows and Window Attractions. Length about 18 inches. Prepaid only \$15.00. Many others. Shrunk Bodies, Shrunk Bodies, Devil's Child, Missing Link, Fish Girl, Gorilla Boy, Wolf Boy, Mummified Bodies. Many others. We also make up your ideas. Write for Circulars and Descriptions. **TATE'S CURIOSITY SHOP**, 5234 E. Van Buren St., Phoenix, Arizona.

FOR SALE SPILLMAN PORTABLE AERIAL

JOY RIDE

Good Condition. Write or Wire
O. J. COLBERT
Wenona Beach Bay City, Mich.

NOTICE

What do you have to book? Rides, Shows or Concessions. This Show will carry a Free Act and no gate. All replies:

BOX 23
OBERLIN, KANSAS

AT LIBERTY FOR 1947 SEASON

Well equipped FLASHY SOUND CAR, just out of paint shop with two of the best looking PHOTO STUDIOS on the road today. Both Studios covered with neon lights and fluorescent lighting effects. NOTE: These Studios have been on the Baker United Shows for the past four years. All replies to
W. H. (BILL) LAMBERT
2137 White Ave. Indianapolis, Ind.

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Tickets—Paddles—Laydowns
Complete BINGO Outfits
CARNIVAL SUPPLIES AND EQUIPMENT
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(BRAND NEW)
Build Your Own
A Complete Setup as Follows:

One large aluminum kettle with stainless steel shell. Removable elements, 2350 watt, 110 volts, 60 cycles, A. C. Includes a complete lid with motor, gears, switches, latest type hangers and all necessary wiring. Simple . . . all you have to do is hook up your wires!

Complete for only \$150.00
 Will pop 30 pounds of popcorn per hour. Kettle can be removed in One Second! Will start to pop in Three Seconds after first popping. This Kettle can be installed in all makes of machines.

Dealer Inquiry Invited
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"BOOMERANG"
Excellent Condition
10 Cars
Sacrifice
Write or call
SAM SHAW
 399 Flatbush Avenue Extension
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● Hundreds of outdoor operators are going to use our Baby Golden Hulless and Jap Hulless this year. If you haven't received your sample, write us for it. Also, your permanent address.

● Also, if you like the large Hybrid yellow, we have it, too, as well as complete supplies.

INDIANA POP CORN CO.,
 MUNCIE, IND. Phone, Wire, Write Anytime.
 Phone open Day and Night.
 DIRECT WESTERN UNION WIRE.

NOW CONTRACTING FOR 1947 SEASON
RIDES—SHOWS—CONCESSIONS
W. G. WADE SHOWS
 C. P. O. Box 1488 Detroit 31, Mich.

STEAM TRAINS **BUILT TO LAST**
A LIFETIME

A more fascinating Ride that puts more money in the Ticket Box.



OTTAWAY AMUSEMENT 2514 Aloma
 WICHITA, KAN.
 WRITE FOR FOLDER, PRICES AND DELIVERY DATE.

QUEEN OF THE FLYING RIDES
FLYING SCOOTERS
BISCH-ROCCO AMUSEMENT CO.
 5441 COTTAGE GROVE CHICAGO, ILL.

Mr. and Mrs. Knox Qualls and Mr. and Mrs. Grabo Henderson.

Doc Waddell spent February 19 and 20 at Rushville, Ind., as the guest speaker at the annual banquet of the Rush Agricultural Society. While there he also addressed the Rushville High School Assembly, a luncheon service club, county jail prisoners, and conducted a prayer meeting at the tomb of the late Wendell L. Willkie.

Then there was the yesteryear press agent who always bought a high-priced typewriter during the summer because it hocked for more money during the winter.

Faye Cummings recently underwent a goiter operation in St. Joseph Hospital at Hot Springs, where she and her daughter are wintering. . . . Bert Geyer, scenic artist, has been engaged to redecorate the Happy Attractions and the Powelson Greater Shows. This is his fourth year on the job. He and Elda Geyer will take to the road the latter part of April with their Creation Show.

Bob White, owner-producer of Bob White's Scandals of 1947, booked this season with Prell's Broadway Shows, is convalescing following a three-week sojourn in the West Jersey Hospital, Camden, N. J., where he underwent two major operations. He will be ready to go when the outdoor season opens. Whitey Rogers, veteran girl show talker, for many years with the James E. Strates Shows, has signed to manage the front of White's show.

Louis T. Riley has booked his Tilt-a-Whirl, Chairplane, Kiddie Auto Ride and Kiddie Airplane Ride with Beam's Attractions. Riley writes from Orlando, Fla., that he and Mrs. Riley expected to be back at their Owensboro, Ky., home soon. Mrs. Riley is now recovering from an attack of flu. Her daughter, Mrs. R. Marvin Howard, flew to Orlando to be with her during her illness. The Rileys recently visited Mr. and Mrs. Dan C. Stratman at Punta Gorda, Fla.

Tall Timber, year-round stomach lumber, said he saw a "Girl Wanted" sign hanging in front of a Posing Show, but it didn't say whether or not the object was matrimony.

Bertha (Gyp) McDaniels, of the Johnny J. Jones Exposition, whose winter activities have taken her over a large stretch of the country, recently planed to Havana from Miami and back in the company of Carl J. and Frances Lauther. Returning to Miami, the genial Gyp said that she planned to head for De Land, Fla., quarters of the Jones combo, where she again will have her Penny Arcade and Rocky Road to Dublin attractions. . . . Harry and Mary Reeb, of the H. & M. Sales Company, car-

(Continued on page 54)

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A PORTABLE WALK AROUND SPEAKER. NOT SURPLUS MATERIAL.

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JUST PRESS THE TRIGGER AND VOICE IS BEAMED TO THE DESIRED AREA

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ANYTHING IN CANVAS
 14x14 Wall Tents with fly. New. Complete with poles and stakes \$70.00 Ea.

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WANTS
SHOWS AND CONCESSIONS
CAPABLE RIDE MEN FOR ALL RIDES
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Due to unprecedented use since decontrol, a critical shortage in oils for popcorn seasoning is due to develop by late spring. If you are not fully protected by a reliable supplier who can assure you of oils through the summer and early fall months, contact us at once so that we may set aside enough to carry you through these critical months. Write for special prices on all popcorn and supplies and our concession catalogue.

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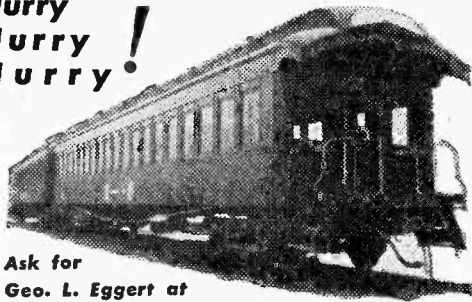
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**Hurry
Hurry!
Hurry!**



Ask for
Geo. L. Eggert at

ALLEN'S FOUNDRY & MACHINE WORKS
P. O. BOX 426, Phone L.D. 944, LANCASTER, OHIO

The TILT-A-WHIRL Ride

On Midways All Over America
Its Grosses Are Getting Better All the Time

—Manufactured by—

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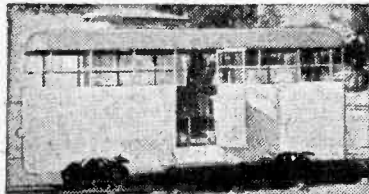
Our new Spring Catalogue will be ready for mailing about March 15th. To be sure that you are on our mailing list, please send us your present address.

Watch for our full page ad in the Spring Special of The Billboard.

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Factory built and engineered. Light and portable. 14 passengers. Top money maker on any location. Sensibly priced. Proven design and construction. Immediate delivery.

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Write for Catalogue

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IMPROVED

SPITFIRE RIDES

NOW SCHEDULING 1947 PRODUCTION

FRANK HRUBETZ & CO.

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IN PRODUCTION NOW GENUINE ESKIMO, YUKON AND WOOLY KIDS

FOR BALL GAMES, 14 AND 16 INCH SIZE.

Successor to Mr. George W. LaMance. Write for prices.

S. & W. CONCESSIONS CO.

482 Washington St.

Atlanta, Georgia

Midway Confab

(Continued from page 53)

nival supply house, are in Daytona Beach, Fla., for a few weeks' vacation.

Vancouver Notes: Jack McGee, who has a number of concessions with Henry Meyerhoff's Crescent Shows, returned from California, where he wintered. . . . William Baddeley, operator of the Royal Canadian Shows, returned recently from England. . . . A. K. McMartin signed with Crescent Shows to handle press and radio in the Coast area. . . . B. Moss's Victory Shows go out this season as the Totem Shows. . . . Henry Meyerhoff left Vancouver, B. C., February 19 for winter quarters at Penticton, B. C., by way of Seattle and Spokane. . . . George Doherty, acting general agent for the Crescent org since January, pulled out (22) via the Kettle Valley Railway for Penticton, B. C. Shows will preem in the home town March 31.

Nicholas, the Artist, last week planed from Baltimore to Penticton, B. C., to join Henry Meyerhoff's Crescent Canadian Shows for the 1947 tour. He will be art and music production chief. . . . After a brief absence from the road, Frank Sager, girl show impresario, has signed with John R. Ward's World's Fair Shows where he will produce the posing show, featuring Morlene. Mrs. Sager will emcee the show and handle the front. E. A. Kelly will have a cigarette shooting gallery on the org, Sager says. . . . Homer R. Sharer, formerly with Dodson's World's Fair Shows and last season with King Bros.' Circus, is in Detroit framing four sex attractions, first of which will open with Bright Light Exposition. The other three are set for a tour of New England, while Sharer remains in the Motor City to operate kiddie rides at two local parks.

A buffet luncheon by Mr. and Mrs. Doc Ward proved one of the high spots for showfolks during the George Washington Birthday Celebration at Laredo, Tex. Old-timers attending included Charlie Goss, the Tracy Midgets; personnel from Lloyd's Side Show; Prince Omar and wife, the fat girl; Rio, the human glutton; Happy and wife, No. 1 ticket box; Blacky Black, fire eater; Punch and Judy and Sailor Slim, tattoo man. . . . George and Dick Proctor report from Laredo, Tex., that Mr. and Mrs. Carl Stone were visitors; Masi Levi is working a ball game there; Gypsy Pete is recuperating and that Gypsy and his wife plan to go to Hot Springs for the baths; Guzzle Sid was on the midway with his ball game; Jimmie Donovan arrived too late to locate his Fun-house, and Magic Johnson is building a new Illusion Show. The Proctor brothers also write they arrived in Laredo too late to book their Athletic Show.

Mike Adams letters from New York headquarters that his Adams Amusements will carry 2 shows, 4 rides and about 20 concessions on the

1947 tour. Org, says Adams, has five fairs and seven street celebrations booked in New England territory. . . . Joe Parenteau, who recently sold his three concessions, has built a new cookhouse, which he has booked with Frank Dickerson. Joe's brother, George, and Hazel Rizzardi will be with the new unit. . . . Peck Wilson cards from Tampa that George W. Keefer has booked his 18 concessions with K. F. (Brownie) Smith's Greater Shows. Keefer, according to Wilson, will be concession manager, while Smith continues as general manager. Beauford Carter is in charge of winter quarters.

Joseph (Shine) Shiner's American Banner Shows, and not American United Shows as previously reported, have inked the Sylvania Zacchini cannon act and added an Octopus and Roll-o-Plane. . . . Frederick DeCoursey, of Belfonte, Pa., is general agent and publicity director on Heller's Acme Shows. . . . K. L. (Dick) Taylor letters from Malvern, Ark., that he will be back on the road in 1947 despite injuries sustained in a recent accident. He plans to take his custard and novelty concessions out, with George Ferguson, Woodrow, Chambers and Cliff Lamb assisting him.

POP CORN!

About the first of April Concessionaires everywhere will be receiving their first shipment of our famous

BABY GOLDEN HULLESS POP CORN

● We are the ONLY processors in the U. S. A. who offer this fancy hullless corn and as our supply is limited it will be impossible to supply all "late-comers."

● Place your order now for the season. This extra premium corn is sold only in 1 to 10 bags per shipment and not through jobbers.

● Also for those who like the Jap White Hullless and large Hybrid Yellow we offer the best at popular prices.

● Write for price list. We want your permanent address.

THE INDIANA POP CORN CO.

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Wire, Write, Phone Night or Day



Candy Floss Machines

Our AC Model #100 is now ready—complete with 8-step heater rheostat. Single spinnerhead, \$197.50. Double Spinnerhead, \$212.50.

Heater Rheostats, \$22.50; Single Bands or Ribbons, \$5.00 Ea.; Double Bands, \$14.00 Ea. Orders shipped on 25% deposit, balance on delivery. **CONCESSION SUPPLY CO., Box 133, Sta. B, Toledo 6, Ohio.**

FOR SALE FOR SALE FOR SALE

One 10x10 Center Concession, blue canvas, white pine frame, masonite panels, floor, equipped with new Star Popcorn Machine, Floss, Apples, Snow, fluorescent lights; lots of extras. The most flashy outfit of its kind on the road. Price \$1500.00. Also plenty of stock for above at inventory. One 6x8 Popcorn Outfit, complete with all-electric popper, ideal for small show. Price \$250.00. One 4x8 Penny Pitch Board, all (5) jackpot, a winner, \$25.00. One new Eckols Electric Ice Machine, never used, \$40.00. Ten One-Gallon Dispensers, \$5.00 each. One Dry Popcorn Popper, good as new, equipped for butane, \$80 hour capacity, plenty of flash. Price \$500.00. One 12-Quart Hand Popper, new, \$12.50. One new Copper Kettle, used for Candy Apples or Carmel Corn. Price \$35.00.

Bug House, equipped with 6 large Laughing Mirrors, Laughing Sal with amplifier and laughing records, blower; 18x24 top, like new; 14x32 banner and complete banner line for it, ticket box, everything ready for use, needs nothing to operate. Price \$1500.00. Only used part of season. 1940 Chev. Tractor, 18,000 actual miles, pre-war tires; Springfield 24-Ft. Van Trailer, all in perfect shape, a real buy at \$2500.00. One Spartan House Trailer, equipped with butane; one Buick Sedan, all in new condition. The above equipment can be seen at Jones Gulf Station, Malvern, Arkansas, or write Gen. Del.

K. L. "DICK" TAYLOR

JOSEPH J. KIRKWOOD SHOWS

America's Best Advertised Midway

OPENS MARCH 10TH

RALEIGH

With Fayetteville and High Point To Follow

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AGENTS FOR ROLL-DOWN, RAZZLE DAZZLE, CLOTHES PIN, BLOWER, SKILLO AND WHEELS.

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GIFT SHOPS
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CLARE WEBER

Original



This is only one of many Clare Weber Originals. More to follow.

HANDMADE
by Disabled Vets

BRACELETS

Beautiful beveled Plexi-glass stones in an assortment of 12 colors, cut and polished by hand. Stunning hand-twisted ornamentation of 12K Rolled Gold Plate wire makes this assembly a work of art.

IMMEDIATE DELIVERY!

25% with order, balance C.O.D.

BRACELETS \$36 doz.
EARRINGS \$12 doz.

If samples are desired, send \$4.25 (refundable) and color chart will be included.

WRITE FOR SPECIAL DISCOUNTS ON QUANTITY ORDERS

Clare Weber **STUDIO**
Costume Jewelry
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WANTED FOR FLORIDA CUCUMBER EXPOSITION

Wauchula, Florida, March 10 to 15

Stock Concessions of all kind. Shows not conflicting with own outfits and transportation. Bingo and Cook House open for this date.

SOUTHERN STATES SHOWS holds exclusive contract from fence to fence.

All answers to JOHN B. DAVIS, Wauchula, Fla.
I will be on the Fair Grounds from March 6.

GREATER UNITED SHOWS CAN PLACE

People for Hawaiian Show, also Side Show. We furnish complete outfits. Also Fin Show, Monkey or Midget and Snake Shows, Penny Arcade. WANT Spitfire and Rolloplanes. Wire

J. GEORGE LOOS

Greater United Shows, Victoria, Texas, until March 15.

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SHOWS With Own Outfits. Special Proposition. Side Show. Penny Arcade.

WANT COOK HOUSE CUSTARD
AL BLACKMON
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CHARLESTON, S. C.

MEETING ST. POSITIVELY FIRST IN
BLACKMON'S

GOLDEN RULE SHOWS

WEEK MARCH 10 TO 15

CONCESSIONS—Will place all 10¢ Hanky Panks, American Palmistry, Photos, Age and Scales, Novelties, Candy Floss.

SUMMERVILLE, S. C., MARCH 3-8.
COL. A. L. SYKES-McRORIE, Agt.

WANT

RIDES. Have Five Office Owned. Will Book One Flat Ride. Help on All Rides.

WANT FREE ACT
LEO RILEY
Bus. Mgr.

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BEAUTIFUL ARCADE

Modernly equipped, new 40x70 top, neon front; best on the road. Also new Mangels Roto Whip.

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PAUL'S AMUSEMENT CO.

Can use a few more legitimate Concessions. Ex on Bingo and Photo. All Stock Concessions open except Snow, Floss, Popcorn, Fish Pond, Penny Pitch, Dart Balloons, Hoop-La, Scales, Hit and Miss Ball Games and Grab. What have you?

This Show opens March 15th. Have six office-owned Rides. Also could use more Ride Help. Book Shows of all kinds. No time to write, wire. (No Gyps). All reply to

P. A. SCRIMAGER

PAUL'S AMUSEMENT CO.

CONWAY, ARK.

MAJESTIC GREATER SHOWS

Opening Durham, N. C., March 10

Can place Merchandise Concessions of all kinds. Also Counter Men for Bingo. Second Men on all Rides that can drive Trucks. Don Thompson can place General Help on Motor Drome. All replies to

SAM GOLDSTEIN, Owner-Mgr.

FAIRGROUNDS, GREENSBORO, N. C., UNTIL MARCH 8TH.

Special News

CARNIVAL AND PARK AMUSEMENT DEVICES NOW AVAILABLE

PLACE YOUR ORDER HERE FOR THE

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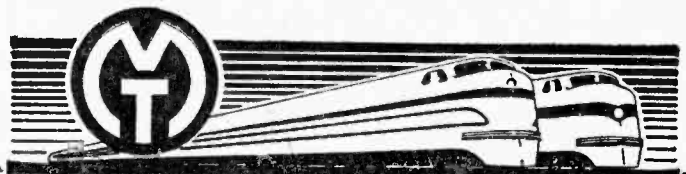
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WRITE FOR OUR NEW CATALOG

ALLAN HERSCHELL COMPANY, INC. WILL CONTINUE TO BUILD AND SERVICE ALL RIDES AND EQUIPMENT THAT HAVE BEEN MANUFACTURED BY BOTH ALLAN HERSCHELL COMPANY INC. AND SPILLMAN ENGINEERING CORPORATION.

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NORTH TONAWANDA, NEW YORK



BUY ONLY THE FINEST!

Naturally equipment that has met with such phenomenal success for net profits and dependability is in great demand. . . . We've been swamped with orders!

Sorry, we cannot promise you immediate delivery even though we have more than tripled our manufacturing facilities. It will pay you to wait for the leader. Get the facts now!

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.22 SHORTS, \$60.00 CASE

SPATTERLESS \$75.00 CASE

NEW RIFLES REMINGTON 241 AUTOMATICS\$55.00 EA.
WINCHESTER 62 GALLERY PUMPS 34.00 EA.
SEND 1/3 DEPOSIT, BALANCE C. O. D.

SHOWMEN'S EXCHANGE

707 GEE STREET, N. W.

WASHINGTON, D. C.

WONDER CITY SHOWS

OPENING MONTICELLO, ARK., MARCH 15

Can place Shows, own equipment. Rides not conflicting. Concessions all kinds. Owing disappointment will sell exclusive Photos, Popcorn, Diggers, Penny Arcade. Address:

JOE KARR

WONDER CITY SHOWS, BOX 368, MONTICELLO, ARK.

MORRIS HANNUM SHOWS

RALEIGH, N. C. — WEEK MARCH 10 TO 15

Auspices Raleigh Fire Department Ambulance Fund

SHOWS—Want Snake Show, have complete outfit; Illusion Show, Unborn Show. Special proposition for Motordrome.

RIDES—Can place another No. 5 Wheel with or without transportation, Rolloplane, Flyoplane and Whip, Kiddie Aeroplanes or Trains.

CONCESSIONS—Can place Ten-Cent Stock Concessions of all kinds. Guess Age, Weight, Novelties and Penny Pitches, Balloon Darts, Ball Games, Lead Gallery, Fish and Duck Ponds, Diggers, Rotaries.

WANT HELP—Ride Help, if you are in the vicinity of Raleigh pay us a visit. Have a good proposition for Soundman with his own truck.

FREE ACTS—Contact me for a 40-week season's booking. Interested only in High Acts at the right price.

All replies to

EDDIE LIPPMAN or MORRIS HANNUM
Goldsboro, N. C., March 3 to 8; Raleigh, March 10 to 15.

FOR SALE

DUE TO OTHER BUSINESS CONNECTIONS

Announcement of a Brand New Connection Will Be Made Later

Diesel Light Plants on '41 Chevrolet Trucks, Complete.....	\$8,000.00
1 Spillman 32 Ft. Merry-Go-Round. This is really a little beauty. Good transportation, Complete.....	7,000.00
1 Tilt-a-Whirl in Excellent Condition.....	8,500.00
2 Trucks in Fine Shape, Complete.....	6,500.00
1 Rollo-Plane. With Good Transportation, Complete.....	6,500.00
1 #12 Ell Wheel, Completely Gone Over This Winter, With Truck.....	1,000.00
1 Chair-o-Plane.....	1,000.00
1 Kid Train (Electric), Complete Streamlined.....	1,250.00
1 Kid Merry-Go-Round, with Organ, Top and Sidewalls.....	500.00
1 Kid Chair-o-Plane.....	500.00
1 Kid Auto Ride.....	500.00
A Lot Miscellaneous Equipment, Light Towers, New Tops and Sidewalls, P. A. Systems, Wire, P. C. Tables, etc., etc.	

Wire Us Your Needs and We Will Be Glad to Deal With You

APEX SHOWS

BOX 139, JACKSONVILLE, TEXAS

CRESCENT AMUSEMENT CO. WANTS

OPENING CAMDEN, S. C., MARCH 31

CONCESSIONS that work for Stock. No P. C. or Ball Games. Harold Lloyd, Red Meyers, Curley Wolf, Bob and Jackie Coleman, Frank Maddish, write. Can place Long Range Gallery. Concession Agents. Man for Novelties.

SHOWS with or without own outfits that do not conflict. Will buy Unborn Specimens or outfit complete. Opening for Fun House, Glass House, Mechanical Show. No Girl Shows.

PERFORMERS—Colored Musicians. All those with us last season write Doc Anderson. Bus transportation. Salaries from office.

RIDE HELP in all departments. Second Men that can drive.

L. C. McHENRY, Owner **JACK PERRY, Manager**
BOX 373, GASTONIA, N. C.

BUFF HOTTLE SHOWS

HAVE FOR SALE

One 25 Kw. A.C. Light Plant, one 25 Kw. D.C. Light Plant, both in 20 ft. semi trailer; sell as unit. Two 25 Kw. Transformers, two 50 Kw. Transformers, 22 ft. and 24 ft. semi trailers. Want for season of 15 fairs starting July 4th, opening March 8th—Shows with own outfits, Second Men on Rides that can drive semis. All people contracted for 1947 season contact

B. W. HOTTLE, Mgr.
BOX 1025, NEW ORLEANS, LA.

100 New and Used Trailers — Vans — Racks — Platforms

100 USED TRACTORS

International, Fords, Chev, Dodge, Macks.

IMMEDIATE DELIVERY—LOW PRICES

Serving the show people for 15 years.

BERMAN SALES COMPANY

Phone 521

Pennsburg, Penn.

GEM CITY SHOWS

DIAMOND OF THE SHOW WORLD—THE BEST IN THE MIDDLEWEST

Featuring

ZACCHINI, THE HUMAN CANNON BALL

This Show Playing a Route of Fairs and Still Dates That Are Proven Ride and Show Spots. Northern Circuit of Fairs Starting First Week of August at Aurora, Ill., then La Crosse, Wis.; Warsaw, Wis.; Escanaba, Mich.; Manitowoc, Wis.; Beaver Dam, Wis., and others pending. Then Into Southern Circuit, Route To Be Announced Later.

WANT

WANT

F R I D S: Will book, account disappointment, Roll-o-Plane. (K. Etzel, answer.) Also want Caterpillar, Glider, Octopus or any Ride not conflicting. Also Pony Track. Must be well framed. All Rides must have own transportation.

S H O W S: Want well framed Side Show, Monkey Circus, Glass House or Fun House, Snake Show, Wild Life Exhibit or any worth-while attraction. Must be well framed and have own transportation.

C O N C E S S I O N S: Will book Novelties, Candy Floss, Scales, Candy Apples, Cane Rack, Knife Store, Hoop-la, Ball Games, etc. Will sell "Ex."

Want Agent for Penny Pitch, Ball Games, Country Store, Devils Alley, Balloon Dart, Board Dart, Cigarette Gallery. Will frame store for capable Agents. Can place Stock Man. Can place Special Agent who knows his stuff and can handle some press work. Also want Man for Billposting and Sound. Must be union and have own equipment.

R I D E H E L P: Can use good Second Men on Wheel, Tilt, Merry-Go-Round. Must drive Semis and have 1947 chauffeur's license. Want good Kiddie Ride Man for Allan Horschell Eight Car Auto Ride and Aeroplane Ride. Dave Prevost wants Foreman for Rides-O-L.

Can use capable Help in all departments.

(Jack Orr, Billie Logsdon, contact Tom Mehl)

Small Unit Open—You Can Join Now

TOM MEHL
Business Mgr.

All reply to
JACK DOWNS, Mgr.
BOX 1081, EL DORADO, ARK.

DICK THORNTON
Concession Mgr.

WANT TO JOIN AT ONCE

Wheel, Pin Store, Razzle Dazzle; Mac McCoy, answer; Custard, Snow, Coke Bottles, Fish Pond, Buckets, Swingers, String, Lead Gallery, Arcade, Ball Games, P. C. and other legitimate Concessions. What have you? H. J. Duke Mitchell, answer. Book, buy or lease small Merry-Go-Round. Book Tilt, Roll-o-Plane, Spitfire or other good major Ride not conflicting. Have 20x30 and 30x60 Tops and Fronts for worth-while Shows. Have Side Show ready for talent and inside, if you have it answer. Book clean Shows with own outfits. What have you? Need Men for Front Gate and Towers, good Kid Ride Men and other Useful Help. Opening for Stock Store Agent.

RICHMAN-CARPENTER SILVER STATES SHOWS

BISBEE, ARIZONA, TILL MARCH 8; THEN DOUGLAS.

WANT—GARDEN STATE SHOWS—WANT

Due to disappointment can place Free Act. Please send photo, price, etc. Can place the following Concessions: Penny and Cigarette Pitch, Watch-La, Pitch Till You Win, Scales, Devil's Alley, Slum Spindle, Bumper, Penny Arcade, Lead and Cigarette Galleries, Rotaries, Diggers, High Striker, Floss, Sno-Cone, Coke Bottles, Basketball and some P. C. What have you? Will offer inducement to Fun or Glass House, Monkey Show, Motordrome, 10-in-1 and Wild Life. Want to hear from the following: Cecil Courtney, Nick Sullo, Ed Vess and Capt. Shaw. All address: R. H. MINER, 161 Chamber St., Phillipsburg, N. J., or R. H. MINER JR., 20 S. 8th Street, Easton, Pa.

SUNFLOWER STATE SHOWS

WANT

CONCESSIONS OF ALL KINDS. WILL BOOK OR FRAME ANY SHOW EXCEPT 10-in-1. Girl Show open. Want Men on Wheel, Octopus, Merry-Go-Round, Mixup. If you do not drive do not apply. Wire or come on.

C. A. GOREE, Mgr.
San Marcos, Texas

WANTED

FERRIS WHEEL

Will Book or Buy. Write or Wire
MAXWELL HARRIS
940 WINONA AVE. CHICAGO

WANT SILK CITY SHOWS WANT

Opening Early In April

Superintendent to take charge of six Rides. Also Ride Help and Canvas Man. Have for Sale—Two 20x40 Tops, complete with poles and side wall. All replies to

A. LONGO, 260 McBride Ave., Paterson 1, N. J.

GOLDEN GATE SHOWS

Will open April 12, Pembroke, Ky. Want Ball Games, Penny Pitch, Pitch-Till-U-Win, Hoop-La, Cook House, Bingo, Mitt Camp, Snow Ball, Fish Pond, Bumper, any Ten-Cent Stock Shows with your own outfit. Want Jig Show, Ride Help. Office wants Agents for Stocks and P. C. 15 Kw. Light Plant for sale. **FRANK OWENS, Mgr.** Golden Gate Shows, Post Box 653, Pembroke, Ky.

CONCESSIONS WANTED

Hoop-La, Coke Bottle, Balloon Dart, Grab, Devil's Bowling Alley. Want two or three nice Shows for fairs and celebrations. For Sale—Two Le Roi Engines.

MOUND CITY SHOWS

1417 Grattan St. ST. LOUIS 4, MO.

20 FT. TANDEM POPCORN TRAILER FOR SALE

Equipped with Jumbo Popper, Butane Gas, Candy Floss, Ice Machine and Candy Apples. Neon around top on outside, fluorescent lights inside. Can be seen at Hutchinson, Kans., Fair Grounds.

F. G. MILLER

General Delivery Hutchinson, Kans.

CARNIVAL WANTED

for

4th July Celebration

CLARKSVILLE CHAMBER OF COMMERCE

Contact

MISS LEOTA BARRON
Clarksville, Mo.

CONCESSION AGENTS WANTED

For Bumper, Dart, Center Hoop-La. Men that drive truck (with wife) given preference. Also Man to take charge and handle two Shows, Cage Animal and Big Snake Exhibit. Join at once. Will open here March 22.

RAY L. SWANNER

700 NO. MAIN ST. MALVERN, ARK.

AGENTS WANTED

Can use Agents for Watch-Las, Fish Ponds, Cigarette Shooting Gallery, Over 12 Pan Store; preferably those with experience; Cigarette Pitch and Penny Pitch. A good season's work for those who can stand prosperity, as THE BRIGHT LIGHTS SHOWS play all proven spots to make money. Answer at once to

SAUL SALSBERG

8500 Biscayne Blvd., Miami, Fla., till March 15th; then Box 851, Lynchburg, Va. Show opens April 10th.

O. C. BUCK EXPOSITION SHOWS

"Largest Modern Motorized Show in the East"

14 RIDES — OFFICE OWNED — 10 SHOWS

NEON TOWERS, DIESEL PLANTS, SEARCHLIGHTS

WANT — Hillbilly Show; will furnish complete outfit. Mechanical World or any Grind Show not conflicting.

CAN PLACE — Special or Press Agent.

HAVE OPENING for a few Ride Foremen, Second Men, Canvas Men and General Carnival Help. Gene Chapman, wire.

WANT Talker for Monkey Show. Art Converse, Whitey McMahon, contact FRED MUNN, 32 N. W. 61st Street, Miami, Fla.

CAN PLACE Drome Riders and few Acts for Side Show.

ADDRESS:

O. C. BUCK

O. C. Buck Exposition Shows

Winterquarters

Troy, N. Y.

TRIANGLE SHOWS

"America's Midway Masterpiece"

WANT FOR SEASON 1947

OPENING IN WILSON, N. C., SATURDAY, MARCH 22D AT AMVETS' SPRING FROLIC

MONKEY OR DOG & PONY SHOW — FAT SHOW — MOTORDROME or any outstanding meritorious Shows with real Attractions.

CAN PLACE Ball Games, Fishponds and any other Slum Concessions for the BEST Still Dates and established FAIRS EVER PLAYED BY ANY SHOW. Can place Help in all departments, Rides, Shows, Diesel Power, Electrician's Helpers. Preference given those who drive semi trailers. All people contracted confirm, All address

JAKE SHAPIRO, General Manager

P. O. BOX 145, WILSON, N. C.

B. & D. SHOWS

FEATURING THE FLYING ROMAS FREE ACT

LAST CALL

LAST CALL

Opening Kannapolis, N. C., March 31st — Do Not Miss This One.

Have a list of the best Spring Dates in North Carolina. THE FIRST ONE IN.

They do not have to hire taxis, take buses or look it up on the road map to find us. We play in town lots. The right size to stay in where the money is.

SHOW HAS 5 RIDES. WILL BOOK ABOUT 20 CONCESSIONS, 3 SHOWS.

WANTED CONCESSIONS—A few more Stock Stores only, no Crift, Ball Games, Pop Corn, Age and Scales, Bumper, String Game, Cork Gallery, Short or Long Range Lead Gallery, Fish Pond. Will book (1) American Mitt Camp only. Especially want Bingo, Cook House or Sit Down Crab Stand, Photo Gallery.

RIDE HELP—Can use Second Men on #5 Eli Wheel, Chairplane, Merry-Go-Round, Tilt. No drinking, you will not last.

SHOWS—Any good clean Show with its own transportation—Snake, Monkey, Life, Fun House, 10-in-One, Walk Through, etc.

WIRE. There is no time to write. All replies to

C. E. DAVIS

22 W. DEPOT ST.

CONCORD, N. C.

To Guarantee Insertion of YOUR Ad in The Big Annual SPRING SPECIAL

(to be dated March 29)

MAIL OR WIRE YOUR RESERVATION TODAY . . .

. . . And Send Your Copy Instructions Early
Forms Start to Press Saturday, MARCH 15

**CARNIVALS CIRCUSES
PARKS FAIRS
CELEBRATIONS**

ALL OUTDOOR PLACES OF AMUSEMENT
Need Large Quantities of

EQUIPMENT and SUPPLIES of All Kind

Get your share of the available business by using an
effective advertisement in the

OUTDOOR EQUIPMENT REVIEW

An Important Section of the Spring Special . . . The Annual
Catalog and Reference for the great OUTDOOR MARKET.

The Billboard

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CINCINNATI 1, O.—25 Opera Place—Phone MAin 9390

NEW YORK 19, N. Y.
1564 Broadway
MEdallion 3-1615

CHICAGO 1, ILL.
155 N. Clark St.
CENTral 8761

ST. LOUIS 1, MO.
390 Arcade Bldg.
CHestnut 0443

DETROIT 1, MICH.
1009 Fox Theater Bldg.
RANdolph 1100

HOLLYWOOD 28, CALIF.
6000 Sunset Blvd., Suite 25
HOLLYwood 5831

TAKE NOTICE

SMITH'S GREATER SHOWS

LOOK

OPENING APRIL 5TH, TWO SATURDAYS

WANT Shows of all kind, have equipment for some of my old people. Anna Lee and Luke King, write. Peggie Ewell, Pop Erbe and others, write. Will book Snake, Wildlife, Monkey, Fun House, Girl Show or any money getting show.

CONCESSIONS WANTED—Corn Game, Candy Floss, Candy Apples, Pop Corn and Peanuts, Mitt Camp, Diggers, High Striker, Photo, Scales, Penny Pitch, Glass Spindle, Ball Games or any Stock Concessions except Water Games, which is sold. Cook House and all Percentage booked.

WANTED—Ride Foremen for Eli Wheel, Allan Herschell Merry-Go-Round, Loop-o-Matic and Kiddie Rides. Will book or buy for cash other Rides. Ride Help of all kind needed.

WANTED—Reliable General Agent, one that knows North Carolina, Virginia, Maryland and Pennsylvania. I can lay out a route. Need a first-class Billposter, union, with own car. Also Legal Adjuster.

WANTED—A nice Free Act, one that finishes on the ground. High Diver preferred. Can use Sound Truck. Southern correspondence address

GEO. W. KEEFER, Bus. Mgr.

#8307 18th St., Rt. 6, Box 389
TAMPA 4, FLA.

K. F. SMITH, Gen. Mgr.

Rt. 7, Box 185
FAYETTEVILLE, N. C.

JIMMIE CHANOS SHOWS WANT

Legitimate Concessions—Ball Games, Fish Pond, String Game, Pitch Till U Win, Hoop-La, Huckly-Buck, Want Sound Car, Electrician and Ride Help for Merry-Go-Round, Ferris Wheel, Chair-o-Plane, Kiddie Auto, Octopus and Roll-o-Plane, prefer those who drive Semi. Vaughn Schomberg, Cliff Curtis, answer. No drunks need apply. Want Agents for Percentage to work for Office; also have two new Ball Games; also want Ticket Sellers. Want Girl Show People with or without own outfit; must have two girls or more. Will book any other Show, with very liberal percentage. This Show has no Gate and no racket. All replies to

JIMMIE CHANOS, 11 N. W. 70TH ST., MIAMI 38, FLA.

P.S.: Any Ride Help that wants to go North; will leave last of March.

CARAVELLA AMUSEMENTS



"Most Beautiful Show Under the Sun"

OPENING EARLY APRIL

30 WEEKS BONA FIDE CELEBRATIONS AND FAIR DATES
"WATCH SPRING ISSUE FOR STARTLING DATES"

Can place Ten-in-One, Girls for Revue, Hawaiian, Hillbilly, Monkey Circus. Capable Managers for above Shows. Joe Hilton, Buddy Bernstahl, Ralph Templeton, please contact. GOOD PROPOSITION FOR MOTOR DROME. Can Place—Will book or buy any Rides that don't conflict. ALL CONCESSIONS OPEN EXCEPT BINGO, COOK HOUSE, FRENCH FRIES and POP CORN. WILL BOOK OR BUY A-1 CUSTARD. Can Place—CAPABLE and RELIABLE MANAGER FOR P. C. CONCESSIONS. Can Place—CAPABLE and RELIABLE MEN on all RIDES. ALL OLD HELP CONTACT AT ONCE. ALL WIRE:

FRANK H. CARAVELLA, Caravella Amusements, 618 Terrace, Meadville, Pa. Phone 26251.

ROYAL EXPOSITION SHOWS

KISSIMMEE, FLORIDA, WEEK MARCH 10 TO 15; LAKE COUNTY FAIR, EUSTIS, FLORIDA, MARCH 17 TO 22

With two exceptionally good spots to follow.

Want Illusion Show, Penny Arcade, Motordrome, Novelties, Jewelry and various Merchandise Concessions. Want experienced Ride Help that drives semis. Also two good Ball Game Agents. All correspondence and wires, this week, Plant City, Fla.; then as per route.

BRADY & LEEDY SHOWS

WILL PLACE

Neat Side Show and Grind Shows with own transportation, Long and Short Range Gallery, Bowling Alley, Diggers, Cotton Candy, Hoopla. Playing a proven route of Celebrations and Fairs. No other show of its size can equal. This week, Colquitt, Ga.

J. J. PAGE SHOWS

Want legitimate Concessions of all kinds except Cookhouse, Grab, Diggers, Popcorn, Fish Pond and Bingo.

Want reliable party to take complete charge of 10-in-1. Want Musicians and Performers for Colored Minstrel Show. Salary and percentage. Have opening for money-getting Grind Shows with or without own outfits. Everybody address

J. J. PAGE SHOWS

BOX 705

JOHNSON CITY, TENN.

WALLACE BROS.' SHOWS

"AMERICA'S MOST SPECTACULAR MIDWAY"
FOR SALE

1946 1 1/2-ton Dodge. Cab over engine—\$2,000.00.
1936 1 1/2-ton Ford. New Motor, Tires—\$500.00.
22-Ft. Carter Drop Frame Trailer—\$400.00.
3 LeRoi Motors—\$100.00 each. Some Parts.

Address:

BOX 1184

JACKSON, MISS.

WANT MANAGER

With 2 or 3 Rides and 10 to 15 Concessions, including P.C. No grift or gate, for ONLY Colored Park this prosperous area; center lot. Operate same with V. F. W., 50-50 your office's net profits, after power bill, etc. We furnish permits and lot. All replies:

M. J. BELLANDE, Commander V.F.W.

212 LAMUESE ST.

Phone 19

BILOXI, MISS.

(10 months' action.)

PINE STATE SHOWS

OPEN NOW

Grenada, Miss., until March 12; Starkville, Miss., March 15, with two Saturdays; Tupelo, Miss., and New Albany to follow.

Can place well-flashed Concessions of all kinds; Cook House that caters to show people, privilege in meal tickets. Can place Ten-in-One, Monkey Show or Wild Life. Others booked. Good proposition for Flat Ride and Roll-o-Plane. All address: MANAGER, PINE STATE SHOWS. P.S.: Rena and Kay Kaiser can place several more Girls for two Girl Shows, also Concession Help. Jean Helton, Ruth Whitson, Blondie, Galveston Ann and others, wire at once. Joe Drake, come on. Al Anthony and Clarence Clayton, contact Kay.

FOR SALE

Eli M 16 Ferris Wheel, perfect condition. Portable, electric-driven Merry-Go-Round, 3-abreast, 36 horses.

AMUSEMENT PROMOTIONS, INC.

1325 N. DuPont Street

Wilmington, Del.

Orlando Stand Down for RAS

(Continued from page 51)

and only a heat wave the last two days could save it. As of Thursday night the prediction was not favorable, but the natives paid little heed as previous frosts had raised Old Ned with a heavy percentage of their citrus trees.

Real Estate Still Sells

Eight other shows playing Florida were given a quick canvas, and the reports were much the same. Owners in the real estate business didn't sob as loudly as those to whom they rent, but that is natural as the majority of the owners will have real estate for lease in some other spot next week.

Florida Amusement shivered thru its engagement at Sebring, and then moved to Vero Beach to encounter real unseasonable weather for that spot, and Royal Crown, in a revival fair at Daytona Beach, didn't have much of a chance to find out if that spot is any good anymore. Daytona Beach usually is a few degrees warmer than Orlando, but when it gets below 40, it is just too cold.

Teeth were chattering around the Blue Ribbon Shows, now engineered by Fitzie Brown and Dutch Whitesides, at Gainesville. It really was cold around there, while down in the Miami area David B. Endy reports his Endy Bros.' Shows did a satisfactory business at the Shrine Fair, but the weather was off, too. Endy's report was the most optimistic received, as the Miami area is a little more tropical, but even so it wasn't too hot. David B. did report, however, that it was worth while playing, which indicates he will wrap up a few hunks of cabbage.

Others with nothing much to cheer about were Barney Tassell at the Elks' Fair, Lake Worth; the Royal Exposition at Plant City; Pryor's Amusement Company at Graceville, and the A-E at Greenville.

Royal American and Endy Bros. now go to the barn for refurbishing for the 1947 tours, but the others will continue on as per schedule with the hope that the tourists soon will get some weather that will make them want to return to Florida next year.

Yup, these carnival fellows can get civic minded, too.

Claxton to Theaters

There was one ray of sunshine thru the clouds over Orlando, and that fell on Leon Claxton, manager of the *Harlem in Havana* revue. Claxton announced that he has completed a series of theater bookings for his unit that will keep his company busy until Royal American officially opens its '47 tour in St. Louis.

Claxton's org made such a hit at the Florida State Fair that it has been booked for leading white and colored theaters from Tampa to as far north as Cleveland and Pittsburgh. Org will open with a midnight ramble in Tampa Saturday (8). Claxton will use the same scenic and stage arrangement he has featured under a top, adding gold cloth drapes to mask off a full-sized theater stage.

JJJ Rolling Stock Gets Going Over

(Continued from page 51)

until after we are well up the country," he said. "That will give us ample time to obtain better material and to build the latest type of front."

Lockett Heads North

Ralph G. Lockett, general agent, spent a few days in quarters this week and left Wednesday "for points north." Phillips said that "we'll follow our customary route north to Washington, and then probably head west across Pennsylvania."

He added that "despite reports to the contrary, we're still very much

interested in the Michigan State Fair, if it operates this year."

Winter quarters scene has changed considerably since pre-war days, as three buildings were razed by fire. There are still enough so that many wagons are housed, and Phillips plans on the erection of a huge corrugated iron building for next year so that all work may be done under a roof.

There has been some talk of re-viving the Volusia County Fair here, but so far all the folks have done is talk and no one has shown anything that resembles a bank roll.

L. J. Heth Inks Ind. Cele

NORTH BIRMINGHAM, Ala., March 1.—L. J. Heth Shows contracted to play the July 4 celebration at Connersville, Ind., Joe J. Fontana, who closed for the org, announced. Event will be auspiced by the Regional Fisher Post No. 1, American Legion.

WANTED SHOWS—ATTRACTIONS

PIRATE THEME
BUCCANEER DAYS

Corpus Christi, June 12-13-14.
200,000 Attendance:

Wants first-class Carnival, Aquacade, Rides, Showboat, Acts, Diving Teams, Name Bands, all clean Shows and Attractions. Give availability and terms.

P. O. BOX 1458

Corpus Christi, Texas

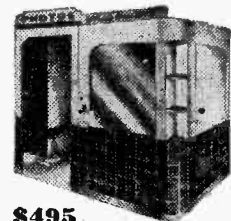


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Big profits. Exclusive features—Easy to operate. KD or 1 piece. 5 year warranty. Cameras only or complete. 10 sizes—single, double or triple.

Write, Phone, Wire.

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SAMMY EPPLE

WANTS

Wheel Agents and General Outside Help. Buck Cooper, Joe Agel, wire.

HEART OF TEXAS SHOWS

Brownwood, Texas

WANT

Ex Diggers, Rat Game and Tilt-a-Whirl. No gate, grift, Gips or passes.

AMERICAN LEGION AMUSEMENT PARK

Phone 616

Biloxi, Miss.

DIGGERS—FOR SALE—DIGGERS

For Sale—One set of 8 Electric Iron Claw Digger Machines, complete with nice top and frame; wooden floor; wood light stringers with the feature of two separate lines in same stringer, one for lights, the other for motor. These machines are in 1-A condition and ready to start earning you money. \$1,000.00 cash takes all. All replies—wire or call:

J. T. SPARKS

4232 Ave. U, Birmingham 8, Ala. Ph. 8-5200.

WANT

Octopus Foreman and Second Man. Must drive semi and must know Ride. Top salaries. Address:

LOUIS CUTLER

Opelousas, La., this week

WANT

High Divers, Fire Jumpers, Diving Girls. State all in first letter.

DIVING GORDONS

355 N. E. 78th St.

MIAMI, FLA.

CETLIN & WILSON SHOWS

Opening the First Week in April

- WANT—Lot Superintendent capable of laying out large Show. Top salary to one who can produce.
 - WANT—Experienced Ride Help on all Rides.
 - WANT—Useful Show People in all departments.
 - WANT—Trair Help. Get in touch with Tommy Poplin, Trainmaster.
 - WANT—Drome Riders-Specialists, also Talker.
 - CAN PLACE—Legitimate Concessions; no exclusive.
- Tex Smith, formerly with Sheesley Shows, contact at once.

Address

CETLIN & WILSON SHOWS
BOX 787, PETERSBURG, VA.

OPENING MARCH 14-22 SWAINSBORO, GA. **A. M. P. SHOWS** ALL PEOPLE CONTRACTED COME ON

America's Most Progressive Show

WANT

Scenic Artist to paint large panel fronts and repaint Side Show Banners.

WANT—Second and Third Man on Ferris Wheel, Roll-o-Plane, Tilt-a-Whirl, Chairplane, Octopus and Merry-Go-Round. Also Man for new Kiddie Whip, Kiddie Auto and Aeroplanes. Semi Drivers preferred.

WANT—Pitch Till U Win, Devil's Bowling Alley, Penny Pitch, Hi Striker, Age and Scales, Balloon Pitch, Dart Stores, String Games and Basket Ball Games.

SHOWS—10-in-One, Jigg Shows (have Tops and Banners for same), Monkey Shows, Snake Shows, Illusion, Unborn, Wild Life and Fun House. Ducky Miller wants Cat Rack Agents. All replies to

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Our 1947 Route Includes 16 Leading Fairs and Celebrations in California and Oregon, Closing at Porterville, Calif., Armistice Day Festival, November 11.

Due to non-arrival of newly purchased Rides will book Scooter or Dodgem with own transportation, good proposition. Can use non-conflicting Shows and Concessions. Experienced Show People and Ride Help can have long profitable season with us.

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SEASON OPENS SATURDAY, APRIL 5

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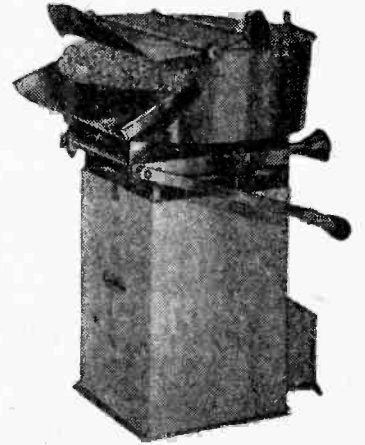
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A fast, efficient, trouble-free popper that pops corn direct in the seasoning and salt. Pan easily dumped . . . enclosed transmission . . . gears run in oil . . . keeps heat where needed . . . no pressure from popping corn insures maximum popping volume. Dump handle interchangeable—right or left hand operation. Machines operated by bottle gas or natural gas. Motor driven by electricity. Gasoline extra.

Capacity

Pops two pounds of raw corn each popping. With good grade corn, pops approximately 50 lbs. raw corn per hour, giving about 13 bushels of popped corn per hour.

Specifications

Inside pan diameter, 16 inches. Over-all height to top of pan, 26 inches. Base dimensions, 11 1/4" x 17 1/2".

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GRIDDLE MEN, HAMBURGERS AND FRANKFURTERS

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LEWIS AND GREENSPOON

BULLOCK AMUSEMENT CO.

Wants Ferris Wheel Foreman and Second Men on all Rides. Beach location all summer.

FOR SALE—Smith & Smith Chairplane with 20-foot Tower. This Ride is in excellent condition, complete with LeRoi Motor, Fence and new Ticket Box. Ride is ready to set up and operate. Price, \$1,800.00. Peerless Popcorn Machine (gasoline), like new, with 16-quart aluminum Kettle, \$35.00; small Marquee, used one week, just like new, made of fireproof material, complete with Poles and Ticket Box, \$75.00; one good 14 by 24 Top and Frame, good for one season, used for a Double Ball Game, \$100.00. Above equipment can be seen at my Winter Quarters in Charlotte at the following address:

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Made its first appearance at the TAMPA, FLA., FAIR and made a record gross. This Ride was purchased and will be operated on the ROYAL AMERICAN SHOWS. We can supply a limited amount of Pretzel Rides for early delivery if orders are placed now.

Pretzel Representative

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3000 BINGO

No. 1 Cards, heavy white, 5x7. No duplicate cards. 35 cards, \$3.50; 50 cards, \$4.00; 75 cards, \$4.50; 100 cards, \$5.50; 150 cards, \$8.25; 200 cards, \$11; 250 cards, \$13.75; 300 cards, \$16.50. Remaining 2,700 cards, \$5 per 100 for cards only—markers or tally omitted. No. 3 cards—Heavy, Green, Yellow, Red—Any set of 50 or 100 cards, per card, 6¢.

3000 KENO

Made in 30 sets of 100 cards each. Played in 3 rows across the cards—not up and down. Light weight cards. Per set of 100 cards, tally card, calling markers, \$3.50.

LIGHT WEIGHT BINGO CARDS

White, Green, Yellow, Black on White, postal card thickness. Can be retained or discarded. 3,000, size 5x7, per 100, \$1.25. In lots of 1,000, \$1 per 100. Calling markers, extra, 50¢. Ping-Pong Balls, printed 2 sides . . . \$30.00 Replacements, Numbered Balls, Ea. . . .50 3,000 Jack Pot Slips, (strips of 7 numbers), per 1,000 1.25 M. W. Cards, 5x7; White, Green, Red, Yellow, per 100 2.00 3000 Small Thin "Brownie" Bingo Sheets, 5 colors, loose only, no pads. Size 4x5. M 1.50 3000 Featherweight Bingo Sheets, large size, 5 1/2 x 8; 5 colors; loose, no pads. M Adv. Display Posters, Size 24x36. Each Cardboard Strip Markers, 10 M for Nickel Wire Cage, with Chute, Wood Ball Markers, Master board; 3 piece layout for 15.00 Thin Transp. Plastic Markers, Bwn., 3/4 M Red or Green Plastic Markers, scalloped edges, transparent, size 3/4 inch. M . . . 2.50 All above prices are transportation extra. Catalog and sample cards free. No personal checks accepted. Immediate delivery.

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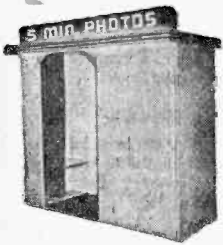


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PEARL CITY RIDES AND SHOWS
Booking for 1947
WANT Concessions—Bumper Game, String Game, Airplane Game, Lead Gallery, Cork Gallery. Good proposition for Arcade. WANT Shows—Mechanical Show, Fun House, any new Show. RIDES to book or lease—Octopus, Tilt, Caterpillar, Roll-o-Plane. HELP—Second Men on all rides open. Cash for 50 Kw. Transformer. **REGER BROTHERS, P. O. Box 5, Canton, Mo.**

CLUB ACTIVITIES

Showmen's League of America 400 So. State St., Chicago

CHICAGO, March 1.—President Irving J. Polack presided at the regular meeting. With him were Past President Fred Kressmann, Treasurer Walter Driver and Secretary Joe Streibich.

President Polack invited members to be his guests at the Polack Bros.' Shrine Circus Sunday (2). Membership cards serve as admission tickets.

A vote of thanks was given Bill Carsky and Bernie Mendelson for their handling of the work of the servicemen's package committee. Post Commander Charles Owens announced Carsky has been made an honorary member of the League's Al Sopenar American Legion Post.

Membership applications of Fred Herring Jr., by Rube Liebman, and Giustino Loyal, George J. Marofchak, Adolph DeJbosq and Edward Longsdorf by President Polack were read.

It was announced the first bloc of postal savings bonds expired. They will be re-invested in Series E Bonds.

On the suggestion of Bernie Mendelson it was decided to get a ping-pong table for the club.

The sick list still includes Dave Tennyson, George Terry, August Jansley, Harry Westbrook, William J. Coultry, Maxie Herman and Marshall Green. Green advises he will be out of action for a year.

Attending after absences and called on for short talks were Nate Lewis, Jack Klein, George Davis, Lou Leonard, Happy Maxwell, Orville W. Harris, Harry Bernstein, Morris J. Kaplan. Leo Weiss, a new member, attended his first meeting.

Visitors to the rooms were Jack Price, Cecil Turner, Joe Exler, Walter Hackett, Tommy Thomas and Al Butler.

Ladies' Auxiliary

Social was held February 20, in the Sherman Hotel. Letters have been received from Etta and Hedda Henderson, now in Miami; Mrs. C. W. Parker, Parker Amusement Company, and Virginia Kline.

Nan Rankin, first vice-president, returned from Georgia and is now vacationing in Miami. Minnie Simmonds also is vacationing there. Evelyn and Margaret Hock, both past presidents, are due soon from Hot Springs.

Auxiliary donated \$25 to the Cook County infantile paralysis fund.

Marie Brown, past president, is entertaining her sister from out of town. Grace Goss, of the John R. Ward Shows, will leave soon to join that organization.

Caravans, Inc.

400 South State St., Chicago

CHICAGO, March 1.—Billie Lou Bunyard and Pat Seery, assisted by Clara Polich and Edna O'Shea Stenson, were hostesses at the social Saturday (22). Party had an old home week atmosphere, as many guests from other organizations attended. Included among them were Uncle Herman, Chet Genter and Helen Wong, of Show Folks of America, and Whitey Lehrter, Ralph Pope and Mr. Hoyt, of the Showmen's League of America.

Mabel Davis and Joicey Williams Gray, both recovered from illnesses, attended their first social in many months. Past President Jeanette Wall, back from a week-end visit with her brother in Milwaukee, won a bed-spread in the raffle. Hattie Hoyt celebrated her first anniversary as secretary. Pearl McGlynn's granddaughter and Ann Young's son are

National Showmen's Association 1564 Broadway, New York

NEW YORK, March 1.—Second Vice-President Joe McKee presided at the regular meeting held Wednesday (26). On the dais were Max Hofmann, counselor; Dr. Jacob Cohen; Fred C. Murray, chaplain; Harry Rosen, treasurer; Walter K. Sibley, executive secretary, and Mrs. Edwina Benn, secretary. Chairman D. D. Simmons, of the entertainment committee, received permission from the Board of Governors to purchase a television set for the clubrooms from the anticipated profits of various events. Barn dance staged in clubrooms Washington's Birthday netted \$300 as nucleus of tele fund.

H. William Jones, chairman of the bingo committee, outlined tentative plans for fund raising. Sibley was instructed to purchase a new sound system for the clubrooms. Possibility of erecting in the near future the proposed monument on the association's cemetery plot was discussed.

Among members present: Irving Rosenthal, Morris Vivona, Charles Smith, Joe Goodman, Dave Ricci, Abe Kalman, H. William Jones, Jack Hornfeld, R. H. Crump, Moe Elk, Joe Prell, Aaron Hymes, Sam Miller, Laz Fink, Eli Guralsky, Ben Herman, Fred Murray, Gerald Snellens, Jack Lichter and Joe Weisman.

Mr. and Mrs. Bob Buffington visited, en route to join the Lawrence Greater Shows. Sam Walker and Steve Libitz will operate four stores on the Roland Champagne Shows. Next regular meeting Wednesday (12).

Heart of America Showmen's Club

931A Broadway, Kansas City, Mo.

KANSAS CITY, Mo., March 1.—Board of directors meeting which preceded the regular weekly session, was called to order by President Harold Elliott. James A. Wood, John Bruce Presley, George D. Wormington, H. C. (Jack) Kennedy, Don L. Kerr, John J. Stasi and Jess L. Sandusky were elected to membership.

A card of thanks from Mrs. J. M. Jacobson was read. Buck Ray, program committee, turned in \$157.50 collected from the banquet and ball program. Charles Elliott is on the sick list.

Boxie Warfield, of the Schriber Mercantile Company, is back in from a trip south. Past President Chester I. Levin and wife, Ruth Ann, are on a trip to New Orleans and then will go East. Membership drive for gold card life memberships ends November 1.

Banquet and ball committee, under direction of Sam Benjiman, continues with plans for the annual event.

Ladies' Auxiliary

Following the successful February 14 dinner given by the men's club, the auxiliary held a business meeting, at which President Blanche Francis presided, with Loretta Ryan, treasurer, and Hattie Hawk, secretary, also on the rostrum.

Letter of thanks for flowers was read from Hattie Wagner, president of the Ladies' Auxiliary of the Michigan Showmen's Association. Jess Nathan, Nellie Weber and Ruth Martone were present, having recovered from their illnesses. Raffle was won by Jess Nathan.

seriously ill. Both are hospital patients.

Caravan's annual spring party will be held March 29, with Josephine Glickman, chairman.

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Lengths from 20 feet to 34 feet. Open and closed types. Also special units as required.

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ROUTE OF CREAM

Fairs in Northern Iowa and Wisconsin, Southern Circuit, Missouri, Arkansas and Mississippi. Still Dates. Best obtainable for Bicycle Show. Will lease new Merry-Go-Round, new Octopus to reliable Foremen; percentage basis. Tilt Whitey, Double Slim Jim, come home. Place Electrician who will do other work (transformers); salary. Joe Ristick wants Agent for Hit and Miss Whiskey Bottles. Jack Adams wants Boxers and Wrestlers for Athletic Show. Small, neat Cook House; Photos, Center Hoop-La, Slodrome, Fun House, Mechanical Show, Diggers open. Address: **BOX 128, WEST HELENA, ARK.** Season opens March 24th.

SAM'S FUNLAND SHOWS WANT

Opening April 5th, North Carolina. 2 Saturdays—2. No gate. No Flat Games. Rides—Pay cash for \$5 Wheel or book same. Book any Ride that does not conflict with the 3 Rides we have. Shows—Can place Freak, Monkey, Snake with own outfit. Concessions—Have opening for Cat Rack, Penny Pitch, High Striker, small Cook House or Grab or any 10¢ Grind Store. Address all mail or wires: **SAM FOGLEMAN, Box 11, Elon College, N. C.** P.S.: Want Foreman for 2-Cage Loon-the-Loop.

FOR SALE

Olive flameproof Tent, 60 with two 30 bale ring, 10 foot side wall, used four weeks; over 10 Sec. Eight-High Blues; 1940 Ford, long wheel base, can be opened to make stage 14x18. Sell all or part. Call Bradenton, Fla., 34709, or

RAY GUYER

Care General Delivery Oneco, Florida

SHOOTING GALLERY FOR SALE

Finest Gallery on the road, mounted on 10-wheel 5-ton 1942 G.M.C. Truck. New 10-ply tires. Truck just overhauled. Gallery complete with Rifles, Ammunition, Tools, etc., \$7500.00. Selling due to serious illness.

BILL CORBETT

P. O. Box 1633 Tampa 1, Florida
Telephone: H. 41355

FOR SALE

Ball Game, known as The Whole Dam Family, two sets, built of hard maple, back stop painted with all characters, \$150.00; two Baskets, like new, two basket balls, balls are not regulation, \$20.00; 350 Lawn Mower Sharpener, sell for \$1.00 each retail, \$75.00; new Khaki 8x8 Center Outfit, four-way awnings, corners sewed in, hip roof, 31 bally all around, \$95.00.

E. E. LOWREY

Cabin #15, 1738 E. Washington Ave., Phoenix, Ariz.

WANTED GENERAL AGENT

PARKER, wire.
C. W. STEPHENS
QUITMAN, GA.

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BRIGHT FLAMEPROOF CANVAS

Royal Blue—Tangerine—Forest
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Flameproof your tents with Hoopers
Liquid Flameproofing Compound.

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2315-21 W. Huron CHICAGO 12
Chicago's Big Tent House Since 1870

—WANTED—

Girl Show Operator with Girls and Wardrobe.
Have top and transportation.
Work salary or commission.

ROOF GARDEN SHOWS

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SHOOTING GALLERY LOCATION WANTED

Prefer East Coast Beach Resort.

VERNON A. STEWART
104-106½ High Street
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WANT

Good Semi Truck Driver, Spot Men, Buck Men take charge of Slum Alley; Joe Reynolds, write.

FRED FORNIER
Care Strates Shows
Jacksonville, Fla.

MIKE BOSCO WANTS BINGO CALLER

Salary and percentage to right party. Can also use Counter Men. Open March 14 with A. M. P. Shows.

P. O. BOX 770, MACON, GA.

GREAT LAKES EXPOSITION SHOWS

Want to book, buy or lease two more Major Rides, low percent; two more Shows, committee money; few Grind Concessions and Photo open. Few dates open. For Sale—10 ft. Ball Hood and Frame.

R. L. WHELPLEY
90 W. 43 ST. ASHTABULA, OHIO

WANTED TO BUY

WANTED—22 SHORTS. PREFER KANT-SPLASH & SPATTERPROOF AMMUNITION.

VERNON A. STEWART
PORTSMOUTH, VA.

DUE TO DISAPPOINTMENT

DIAMOND MIDWAY SHOWS

Can place Ferris Wheel, Merry-Go-Round and Chair-o-Plane for the season; also a few more Shows and Concessions. Write or wire at once in care of our cafe, 218 N. Fifth St., Quincy, Ill. We open May 12.

C. A. STEPHENS SHOWS

Now booking for the 1947 season. Shows, Rides and Concessions. Opening South Georgia, March 7. Permanent address:

BOX 817
CRYSTAL RIVER, FLA.

Show Folks of America San Francisco

SAN FRANCISCO, March 1.—President Harry Seber presided at the February 17 meeting. Elected to membership were William J. Markey, George Honold, Fred J. McFadden, T. Mattley, O. H. Mattley, Ruth Debra Novinger and Harold Woodward.

Birthday of Mrs. Ethyl Weidmann was observed with a song. Mrs. Edith Walpert, past president of the Ladies' Auxiliary, Pacific Coast Showmen's Association, was on the rostrum.

Present after long absences were Charles Albright, Leo (Cider Bill) Kavanaugh, Mr. and Mrs. Harry Friedman; George Saxon, new partner of Tony Soares in the Pacific United Shows; Al and Christine Rodin, Mr. and Mrs. Syster, Isabelle Myers, all of West Coast Shows; Tony DeFarbe, Dave McCarron, Mrs. Wharton and Hazel Boyd.

Fred Weidmann, chairman of the board of directors, reported on his meeting in Chicago with the parent body.

Council Raiford reported that inability to rent space for Arthur Hockwald's demonstration car has forced the abandonment of Hockwald's proposal to raise money for the club. Nate Cohn said many designs are sought for the club's label pin. A prize will go to the winning designer.

Mr. Boehn reported that Ed Cluck is awaiting an operation in a San Francisco hospital. Mary Texeira reported Mrs. Padgett recovering. Milt Williams said he visited Joe Alterman who is recuperating from an operation. Steve Murphy reported that Reilly Castle Berglun confined to her home with a severe cold. Fred Ramsey said Nellie Baker will enter Marine Hospital.

President Seber told of the services for the late John Severson. A \$100 donation to a funeral fund by Bill Kindel was reported. Seber reported the acquisition of the cemetery monument, but said additional funds are needed. Contributions were received from Mrs. Glenn Artz, \$20; Earl Leonard, \$15; Rite Friedman, Maizie Sullivan and Estelle Rosenthal, each \$10, and Leo Kavanaugh and Nate Cohn, \$5 each.

Michigan Showmen's Association

3153 Cass Avenue, Detroit

DETROIT, March 1.—Jack Dickstein, first vice-president, presided at the weekly meeting assisted by Louis Rosenthal, treasurer; Bernhard Robbins, secretary, and Arthur Grzann, chaplain.

Membership drive, directed by Roscoe Wade, second vice-president, gets under way next week. Everyone who sends in one new application will receive a new official club lapel pin. Those sending in two applications will not only receive the pin but will be given the chance to complete for the \$500 cash award.

Mr. and Mrs. Joe Exler in from Texas to attend the funeral of Mrs. Exler's mother. Society's Red McKernon leaves for Los Angeles March 14 to attend the ABC bowling tournament.

Mrs. Vic Horwitz, who was struck by a car while crossing the street in Toledo, is hospitalized there.

Arthur J. Frayne and Mrs. Lewiston, who head the committees for the St. Patrick's Day party March 16, report it will be the club's biggest jamboree of the year.

Charles Ferris, Harry and Dorothy Schable, Carl Winetraub, Jack (Smoky) Spencer and Sammy Tocco were clubroom visitors. Tony Perfile is now handling the lunch counter. Renovations to the clubrooms following the recent fire are practically complete.



"America's Largest and Most Beautiful"

CAN PLACE

CONCESSIONS—Scales, Age, Ball Games, High Striker and any legitimate Store. Want for Motordrome and Minstrel Show high-class Showmen to take charge of some finest framed shows on the road, also Showmen for Grind Shows. No hopscotchers or drunks.

SHOWS—Can place Monkey Show, Fat Show, Snake Show or any worthwhile attraction not conflicting. Must be high class and neatly framed.

RIDES—Will book Spitfire, Flying Scooter, Fly-o-Plane or Moon Rocket.

RIDE HELP—Foreman for two Wheels, also Second Men for other Rides.

Must drive semis. Positively no drunks. Want man to take charge of Front Gate and Marquee. Also man for Courtney Light Towers. Roscoe Carter, wire. Can also place Mechanic's Helper. Can place capable Lot Man that can get trucks on and off lots. Must be sober. Salary no object to right party. All replies to

E. L. YOUNG, Daytona Beach, Fla., This Week

MARKS SHOWS, INC.

MILE LONG PLEASURE TRAIL

Opening Early in April in
RICHMOND, VA.

32 Weeks of Proven Still Dates, Celebrations and Fairs.

Now booking legitimate Merchandise Concessions.
Can place any money-getting Grind Shows with or without transportation. Will book or buy Glass House and Fun House.
Following Show Carpenters and Builders write or wire: George Saunders, John Ord, Whitey Thurlow and Frank Gilbert, also Spot Pensonault, contact Harry Parker here.
We Have for Sale—Three 20-ft. Semi Trailers with Tractors. Address
JOHN H. MARKS, P. O. Box 771, Richmond, Va.



HASSAN De Luxe D. P. 3 SIZE PHOTO OUTFIT

Makes Close Ups and Full Length
NOT AN EXPERIMENT
But the Results of 16 Years of
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**A REAL PRACTICAL MONEY
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CAMEL TENTS

ALL STYLES — ALL SIZES

Forest Green — Khaki — Green — Blue
Flashy Trimmings — Quick Delivery



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SERVING THE SHOWMEN OF THE SOUTHEAST
329 South Central St.
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GOLD MEDAL SHOWS

FIRST CALL

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SEASON STARTS SATURDAY, APRIL 5
WITH "FIRST IN" ROUTE OF PROVEN SPRING DATES, WITH
14 FAIRS STARTING MIDDLE OF JULY AND BEST
4TH OF JULY DATE IN ILLINOIS.

To All Interested Parties We Will Give Our Route for Entire Season.

WANT FOR THESE SHOWS

ALL UNDER THE DIRECTION OF

RAY MARSH BRYDON

"WONDERLAND"

Acts of all kinds for big Side Show. Freaks to feature, Bally Acts, Working Acts, etc. Want best Mental Act. This Act will go to Toronto and Dallas. Also want real Magic Act that pitches, Glass Blower, Talker and Grinders wanted. (Geo. Marsall, write).

"TINYTOWN REVUE"

Little Men and Women, black and white. Also Runts. State what you do, age and all. This Show plays Dallas. Good Talker, Ticket Sellers.

"BRING 'EM BACK ALIVE"

Want Man and Wife to handle and manage beautiful Snake Show and Jungleland. A good deal here to the right party.

"GREENWICH VILLAGE"

Artist Models in person, Girls with form, face and figure. Must be youthful and be able to pose. Top pay. Also Talker who can sell front. M. C. who can sell Show inside. Ticket Sellers, Workingmen, Boss Canvas Man.

"HOLLYWOOD MONKEYS"

Have A-1 all new Frame-Up from Banners to back stake line. Want Man with Monkeys to handle on a percentage, or will hire on salary person with good Monkey Act. Long season. Talker and Ticket Sellers.

"FRONT PAGE PEOPLE"

Want People for this big, all new Illusion Show. Magic who sells both Act and Slum. Lecturer, Talker, Girls for Bally and Illusions. Would contract a party with a lot of good Illusions and cut him in this Show. Will play Dallas. Want to hear from Bill Salisbury, Doc Garrison, Margulis and Willard the Wizard.

"FAT FOLKS FROLIC"

Slim Curtis can place Fat Folks, boys or girls. Must be clean and well behaved. I tolerate no drinking. We play Dallas.

"NUREMBERG TRIAL"

All new Crime Show. Want Man to manage that can grind over mike and handle Ding Box. Prefer vet of last war.

"BEAUTIFUL BAGDAD"

Girl who can dance, Turkish, Oriental, Egyptian, Castinet, Strobolite and Strips. Musicians. Want a five-piece Band that can cut revue. Want A-1 Calliope and Hammond Organ Player. Want Girl to feature as M. C. Will use 6 "Boys" for drag feature. Want Talker and General Help.

"BUG HOUSE"

Want Man to frame and handle Glass House. I have some glass and will buy whatever else is needed. To good man I will make a good offer. Grinder and Ticket Seller wanted.

ALL REPLY AT ONCE TO

RAY MARSH BRYDON

General Carnival Help, Ride Men, Concessions, etc., write OSCAR BLOOM. Also want to book Arcade, Fun House and any Ride not conflicting. I will have the best framed Show I ever had for a Route that is top Working Men, come to Quarters. Now at work. Can place another good Builder, Painter, etc. All Reply:

BOX 32, COLUMBUS, MISS.

WALLACE & MURRAY SHOWS

Opening March 5th at Aiken, S. C.—Two Saturdays

WANT Attractive Grind Shows, such as Wild Life, Illusion. What have you?

CAN PLACE first-class Side Show and Girl Show with own transportation.

WANT Foreman for Merry-Go-Round and Man to take charge of two Kiddie Rides.

OPENING for experienced Workingmen in all departments.

CAN PLACE legitimate Merchandise Concessions of all kinds. Fishpond, Cigarette Gallery, Hoopla, Penny Pitch, Ball Games, Scales, Coca-Cola, Guess Weight, Darts, Pitch-Till-You-Win, anything that is legitimate. Can place same for opening and all season.

All wires and mail to

JACK MURRAY, Gen. Mgr.

Box 14, Gibsonton, Fla., until March 10; then Aiken, S. C.

B & C's EXPO SHOW

12 RIDES

PLAYLAND ON PARADE

8 SHOWS

SHOWS—Iron Lung, Motordrome, Fun House, Wild Life. Man to take over Snake Show.

CONCESSIONS—Few choice ones open.

HELP for Rides, Help for Office Concessions, Man to work in office, must know all office routine.

FOR SALE—No. 125 Merry-Go-Round Organ.

BOX 88, HEMLOCK, N. Y.

MATTHEW J. RILEY ENTERPRISES

OPENING APRIL 14TH, PHILADELPHIA, PA.

WANT CONCESSIONS—Fishpond, Bowling Alley, any Ten-Cent Slum Stores.

WANT RIDES that don't conflict.

WANT Ride Help for Merry-Go-Round and Chairplane.

Address till March 15

MATTHEW J. RILEY

P. O. BOX 1525

MIAMI, FLA.

CLUB ACTIVITIES

International
Showmen's Association
415A Chestnut St., St. Louis

ST. LOUIS, March 1.—Past President John Maher presided at the regular meeting February 20, with Treasurer Leo Lang and Acting Secretary Cy Horwitz assisting.

Carl Hansen spoke of his recent Florida vacation and of the helpful ideas he obtained on his visits to the Miami Showmen's Club. Red McCoy phoned from New Orleans to express delight with his novelty business during the Mardi Gras. Meyer Katz, club custodian, is expected back soon from his vacation.

C. D. Todd has recovered following a surgical operation. Edgar (Red) Hart visited the club for the first time since his discharge from the hospital. Walter Payne left for Baton Rouge, La.

Interior decorators have submitted sketches for the new board of governors' meeting room. New members are Robert Fisher, Adolph Siskin, Harry Weiblen and Albert Bobbitt.

Regular Associated Troupers
106 E. Washington, Los Angeles

LOS ANGELES, March 1.—Nell Robideaux, first vice-president, pinch-hitting for President Jimmy Lynch, presided at the February 20 meeting. Vera Downie, present after an extended absence, was honored with a seat on the rostrum.

Bazaar committee, headed by Lill Eisenmen, is working hard on plans for that event. Committee members are Lucille Dolman, Madame Delma, Emily Bailey, Ruth McMahon, Oril Kent, Julia Smith, Ruth Kelley, Helen Smith, Marge Chipman, Mary Kanthe and Virginia Sharp.

Inez Allton, chairman of the sick and relief committee, reported the following on the way to recovery: Frank Bennett, Pete Kortez, June Gilligan, Cecile Bowen and Cecelia Kanthe. Vera Downie, Mora Bagby and Johnny Castle were called on for remarks. Sam Brown, new member, was introduced.

Guests were Joe Gass, Wilma White and Matt Herman's brother. Bertha (Gyp) McDaniels donated \$10 to the sick and relief committee. Helen Fields won the drawing. A card has been received from Toots and Sam Epple from Oklahoma.

Hugo Showmen's Club
Hugo, Okla.

HUGO, Okla., March 1.—President R. D. Miller presided at the February 22 meeting. H. Brower and Smith Lumton were appointed to look for larger club quarters.

New members are Mr. and Mrs. Vernon Pratt, owners of the Hugo Bros.' Circus; Rita Joe Pratt, and Mr. and Mrs. Henry Cameron, the George Hanneford family and Mr. and Mrs. Barth.

Show at the Dixie Theater was a big success, and it may become an annual event. Dance will be held sometime in March, with music by the club's new dance band.

Show Folks of America
1839 W. Monroe St., Chicago

CHICAGO, March 1.—Next regular meeting of the board of directors will be held Thursday (6) in the home. Next regular meeting of the club will be held in the home Tuesday (18).

There will be a St. Patrick's Day dinner in the home Sunday (16). Menu will be corn beef and cabbage. All showfolks in the Chicago area are invited. Reservations may be made by calling Canal 6636. Tickets are 75 cents each.

WANTED

For opening Baton Rouge, La.,
March 15.

Cook, Fry Cook, Griddle Man,
Waiters. Long season. Pleasant
working conditions.

PEE-WEE GRIFFITH

Care John R. Ward World's Fair
Shows, Box 148, Baton Rouge, La.

Southern Amusement Co.

Victoria, Tex., March 1-8; Port
Lavaca, Tex., March 10-15.

Can place Man to handle Mix-Up,
also Second Men for #5 Eli and
Merry-Go-Round. All legitimate
Concessions open except Popcorn
and Snow. Good opening for Grab
Joint.

MIDWESTERN EXPOSITION

WANTS

Popcorn, Candy Apples, Floss and
Snow. Agents for Percentages.
Rides and Shows not conflicting.

Address

TED WOODWARD

Oakdale, La., March 3 to 8

MAGNOLIA STATE SHOWS

WANT . . WANT . . WANT—LAST CALL

Open at Collins, Miss., March 15th

Shows, Concessions and Rides that do not
conflict with Spitfire, Merry-Go-Round, Ferris
Wheel, Chairplane. Want Cook House Help.

All Mail to

S. J. WESTERN or TOM POMPORICE

Forest, Miss., until March 10th

HAPPYLAND SHOWS

NOW BOOKING

Shows — Rides — Concessions — Free Act.
for 1947 Season.

3633 Seyburn, Detroit 14, Mich.

Phone: PLaza 7924

FOR SALE

Streamlined Kiddie Train, in excellent condition,
gasoline powered, priced cheap for quick sale.
One Basketball Concession, complete with new
nets and leather balls, \$75.00. Write, wire or
come and get them.

HAYDEN WIGGS

BOX 505

SELMA, N. C.

WANT

Sober and capable Foreman and Second Man
for Allan Herschell Merry-Go-Round. Wire

J. GEORGE LOOS

GREATER UNITED SHOWS

Victoria, Texas, until March 15th.

WOLF GREATER SHOWS

Opening May 2nd. Have 22 street celebrations and
fairs—two a week starting in June, fairs com-
mencing in August. All Concessions open with the
exception of Bingo, Popcorn, Photo, Ice Cream
and Ball Games. Book few Shows. Address:
P. O. BOX 2725, Bloomington Sta., Minneapolis,
Minn. Ph.: Midway 7647. P.S.: Buy Roll-o-Plane
or Double Loop. Want Ride Foremen and other Help.

SHOOTING GALLERIES

And Supplies for Eastern and Western Type Galleries.
WRITE FOR CIRCULAR.

H. W. TERPENING

137-139 Marine St. OCEAN PARK, OALIF.

World's Fair Talk Growing

(Continued from page 46)

ing by elimination of its slum area; the city's loss of a quarter-billion dollars worth of assessed valuations; its loss of population; the recent statement of an English visitor that the slums of St. Louis were exceeded "only by those of Warsaw and the back portions of China."

Morton disclosed Minnesota is thinking in terms of a world's fair to celebrate its centennial in 1958. In fact, he had been asked if the St. Louis fair could not be held in 1950 to avoid conflict, Morton said, adding if St. Louis did this it would pass up one of the real opportunities that come to a city in 50 years.

How To Avoid Damage Suits

(Continued from page 46)

sas, Arkansas, Oklahoma and several other Southern States. At least 90 per cent of persons in these States knew the Western Company manufactured and sold "Stag" products but few, if any persons, in Northern and Eastern States ever had heard of the Western Company.

Another company, known as Peoples Company, began using the identical trade-mark "Stag" on the same kind of merchandise in Northern States including the State of Minnesota in 1938. As above explained 33 years previous the Western Company had begun use of the trade-mark "Stag" in Western and Southern States and three years previous it had registered the trade-mark in the United States Patent Office. Thus, it is quite apparent the Western Company had 33 years priority in use of the trade-mark "Stag," and three years priority in registration of this word. But, and this is important, the Western Company had not advertised nor sold any of its "Stag" merchandise in the Northern or Eastern States. In other words, the States in which the Western Company has advertised and sold its "Stag" merchandise since 1908, and the States in which the Peoples Company has advertised and sold its "Stag" merchandise since 1938, are wholly remote.

Built Good Will

Further testimony proved each of the companies has built up a business and valuable good will under its trade-mark "Stag" in the different States wherein it has advertised and sold its product under that name.

And most important, use of the trade-mark "Stag" by the two companies has at no time caused any confusion or deception of purchasers to buy any of the "Stag" products of either of the parties, as the product of the other.

(Continued next week)

FOR SALE

1 pr. Water Buffaloes, Male Yak, all halter broke, gentle; two Male Lions, one three and one seven, latter seat and door bounce broke; Bengal Male Tiger, seven years, good one; 1 pr. European Wild Boars; one 18 ft. Cage Wagon, 8 ft. wide, four compartments; one 18 ft. Cage, 6 ft. wide, brand new, never used, all steel but floor, wired for lights, four compartments, one of the finest and strongest ever built. Both Cages are on rubber tired wagons; also Banners, Poles and Stakes.

WIXOM CIRCUS & RODEO
Hotel Freeman Black River Falls, Wis.

WANT AT ONCE

For the South's Greatest Minstrel Show Comedians, Chorus Girls and Musicians. Top salaries if you can cut it. Want people that can join on wire. One night stand. Showmen preferred. Want the best, as we offer the best salaries. You pay your wires, I pay mine. Will send tickets, but no money advanced. Chorus Girls, \$30 a week, and Musicians, \$40.00. Wire **TED WILSON** or **H. C. BROWN**, 114 Desiard, Monroe, La. Rehearsals start the 9th.

Carnival Routes

Send to 25 Opera Place, Cincinnati 1, O.
(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

- Bell & Vinson: Pleasanton, Tex.
- B. & H. Am. Co.: Sumter, S. C., 7-15.
- Bistany's Greater: Jacksonville, Fla., 5-15.
- Bradford Am. Co.: Mercedes, Tex.
- Brady & Leedy: Colquitt, Ga.
- Brodbeck: Enid, Okla.
- Coastal Plane: Tarboro, N. C.
- Copper State: Willcox, Ariz.
- Arcade: Lockhart, Tex.
- Crafts 20 Big: Brawley, Calif., 3-9.
- Crandell's Midway: Cuthbert, Ga.; Lumpkin 10-15.
- Dickerson: Kingsland, Ga.
- Exposition at Home: Jacksonville, Fla.; Savannah, Ga., 10-15.
- Fay's Silver Derby: Valdosta, Ga., 10-15.
- Ferris Greater: Montebello, Calif., 7-16.
- Florida Am. Co.: (Fair) Fort Lauderdale, Fla.; Bradenton, 10-15.
- Franklin, Don: Rosenberg, Tex.; Alvin 10-15.
- Gate City: Brunswick, Ga.; Tifton 10-15.
- Gem City: Magnolia, Ark.
- Gentsch, J. A.: Forest, Miss., 3-15.
- Golden Rule: Summerville, S. C.; Charleston 10-15.
- Greater Rainbow: Fort Smith, Ark., 8-15.
- Greater United: Victoria, Tex., 5-15.
- Groves Greater: Lake Charles, La.
- Hames, Bill: Fort Worth, Tex., 5-13.
- Hannum, Morris: Goldsboro, N. C.
- Harrison Greater: Columbia, S. C., 7-15.
- Heart of Texas: Brownwood, Tex.
- Johnny's United: Jesup, Ga.
- Keystone Expo.: Darlington, S. C., 3-15.
- Kirkwood, Joseph J.: Raleigh, N. C., 10-15.
- Leeright, J. R.: Marlin, Tex.
- Long's United: Fullerton, Calif., 5-10.
- Madison Bros.: Hope, Ark.
- Magic Empire: Opelousas, La.
- Majestic Greater: Greensboro, N. C.; Durham 10-15.
- Marion Greater: Orangeburg, S. C.
- McCall, Jim: Camilla, Ga.; Dawson 10-15.
- Mid-Western Expo.: Oakdale, La.
- Mighty Page: Gulfport, Miss., 8-15.
- Omar's Am.: Texarkana, Ark.
- Pine State: Grenada, Miss.
- Pryor's Am.: Graceville, Fla.; Samson, Ala., 10-15.
- Rainbo: Calhoun, Ga.
- Rosen, H. B.: Elba, Ala.
- Royal Amusement: Stapleton, Ga.
- Royal Expo.: Plant City, Fla.; Kissimmee 10-15.
- Royal Crown: Daytona Beach, Fla.; Thomasville, Ga., 10-15.
- Rupe's Midway for Fun: Sandia, Tex.
- Siebrand Bros.: Phoenix, Ariz., 8-15.
- Silver States: Bisbee, Ariz.
- Smith, Roland, Am. Co.: Seguin, Tex.
- Southern Am. Co.: Victoria, Tex.; Port Lavaca 10-15.
- Southern Valley: De Ridder, La.
- Stephens, C. A.: Quitman, Ga., 7-15.
- Sunflower State: San Marcos, Tex.; New Braunfels 10-15.
- Tassel, Barney: (Elks Fair) Lake Worth, Fla.; Sanford 12-22.
- Tidwell, T. J.: Sweetwater, Tex.; Monahans 3-8.
- Utah Expo.: Boulder City, Nev.
- Virginia Rose Attrs.: Louisville, Ky., 7-15.
- White Star Attrs.: Vienna, Ga.
- Zacchini Bros.: Conroe, Tex.

Circus Routes

Send to 25 Opera Place, Cincinnati 1, O.

- Beatty, Clyde: Nacogdoches, Tex., 13; Victoria 14; San Antonio 15-16.
- Clyde Bros.: Miami, Okla., 5-6; Carthage, Mo., 9-11; Ponca City, Okla., 12-15.
- Davenport, Orrin: St. Paul, Minn., 10-17.
- Hamid-Morton: Kansas City, Mo., 4-9; Wichita, Kan., 10-16.
- Polack Bros. (Eastern Co.): (Vocational School Fieldhouse) Lansing, Mich., 13-19.
- Polack Bros. (Western Co.): (Medinah Temple Aud.) Chicago, Ill., 3-16.
- Sparks: Fort Myers, Fla., 4; Arcadia 5; Sarasota 6; Bradenton 7; Tampa, 8-9; St. Petersburg, Fla., March 11; Bartow, Fla., March 12; Winter Haven, Fla., March 13; Lakeland, Fla., March 14; Orlando 15.

WANTED

WORKING MEN IN ALL DEPARTMENTS, JOIN PER ROUTE: FORT MYERS, FLA., March 4; ARCADIA, FLA., March 5; SARASOTA, FLA., March 6; BRADENTON, FLA., March 7; TAMPA, FLA., March 8-9; ST. PETERSBURG, FLA., March 10; CLEARWATER, FLA., March 11; BARTOW, FLA., March 12; WINTER HAVEN, FLA., March 13; LAKELAND, FLA., March 14; ORLANDO, FLA., March 15.

SPARKS CIRCUS

PROF. SANDERS
SIDE SHOW PEOPLE, NOTICE

SHOW OPENS MARCH 28TH, SELMA, ALA. WANT SWORD SWALLOWER, FIRE ACT, LEO BOMBERSHEIM, SEALO TODD, VERGIL PATE, WIRE OR WRITE ME AT ONCE.

PROF. SANDERS SIDE SHOWS
PEPPERS ALL STATES SHOWS
SELMA, ALA..

BILL HAMES SHOWS

"Texas Only Railroad Show"

Want Shows and Rides that do not conflict. Ride Help on all Rides. Have booked 8 Celebrations, Old Settlers' Reunions, starting July 1. Fairs start September 1. Gainesville, Paris, Abilene, Amarillo, Lubbock, Marshall, Palestine and Henderson booked; two others pending. Address BOX 1377, Ft. Worth, Texas. Wire Texas Hotel.

CRYSTAL EXPOSITION SHOWS

7 office owned rides—4 shows
Opening Crystal River, Fla., March 15th. American Legion Celebration. Car given away on midway.

WANT Legitimate Concessions of all kinds except Bingo, Popcorn and Cookhouse. Will sell ex. on Custard, Diggers, Photo and Penny Arcade. Can place Foremen and Second Men for Loop-o-Plane, Tilt, Octopus, Ferris Wheel, Chair-o-Plane and Kiddie Rides. Good opening for organized Minstrel Show. Salaries out of office. Due to disappointment will book Merry-Go-Round for season. Want Show Electrician and Sign Painter. Address all mail:

W. E. BUNTS **Crystal River, Fla.**

W. S. CURL SHOWS

OPENING IN APRIL

Want General Agent that knows Ohio and Indiana and who can and will book a 5-ride, legitimate Show. Must have car. State all in first letter or stop in and see me. Want legitimate Concessions of all kinds except Bingo, Popcorn, Grab, Cotton Candy, Photo, Duck and Fish Pond, are booked. Mr. Constable, did you get my letter? Would appreciate a reply. All reply

W. S. CURL **P. O. Box 27** **London, Ohio**

WANT FOR POLACK BROS.' CIRCUS

Opening Lansing, Mich.—Eastern Unit
March 13, 1947

Concession Help of all kind—Stand Men, Seat Butchers, etc. Popcorn, Floss, Novelties all booked. Contact **GEO. PAIGE**, Medinah Shrine Temple, Chicago, until March 10; then Olds Hotel, Lansing, Mich.

LAST CALL ELLIOTT E. MULLER'S LAST CALL

—COLORED—

FLORIDA MINSTRELS

OPENS MARCH 14—WANTED NOW—P. O. BOX 1898, DELRAY BEACH, FLA.

Contracting Agent and Billposter, must have own transportation. Can place Musicians, Chorus Girls, Comica, Novelty Acts to feature. We pay top, free room and board in sleeper. Want to hear from good Boss Canvasman, also Working Boys who will work. No drinking allowed. Tickets if I know you. No collect wires.

ZACCHINI BROS.' SHOWS

NOW SHOWING CONROE, TEXAS

HUGO ZACCHINI MGR.	BABE EMSWILER LEGAL ADJUSTER MARIO ZACCHINI SUPT.	CASH WILTSE BUS. MGR.
------------------------------	---	---------------------------------

WANT SHOWS—Fun House, Wild Life, Snake or any good Show. WANT RIDES—Merry-Go-Round, Octopus, Roll-o-Plane, Flyplane. CONCESSIONS—Any 10¢ Stock Concessions. Fred Chili, answer. Dewey Marks, wire. Man and Wife to take care of Hit and Miss Ball Game. Johnny Johnson, come in. Joe Wilson, get in touch with Bill Are.

FIDLER'S UNITED SHOWS

OPENING MARCH 15

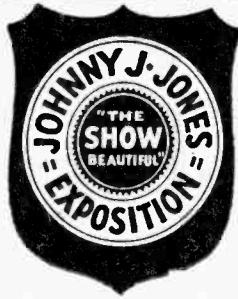
Want Concessions that work for Stock. Want Foremen and Ride Help for Wheel, Tilt, Caterpillar, Fly-o-Plane and Bubble Bounce. Must be able to drive semis. Address:

SAM FIDLER
4217 N. FLORISSANT **ST. LOUIS, MO.**

CONCESSIONS FOR SALE

3 brand-new Anchor Concession Tops, complete with portable frames. Best made. Sizes 12x10, 10x8, 8x8. Also Four-Wheel Trailer. Trailer cost \$600.00; size 15x7. Rubber like new. One spare tire. Large enough to load ten Concessions on. Can be hooked up back of any ordinary size car. A smooth roller. Five-foot side boards. Covered with 14 oz. made-to-order tarpaulin, brand new. Will take \$300.00 for Trailer. Will take \$350.00 for Tops, Frames, Stringer and complete Outfits. Can be seen at my home here.

DAVE STEVENS
2349 E. HOUSTON STREET **SAN ANTONIO, TEXAS**



Have few openings for RIDE FOREMEN

for office owned rides. Also Second Men, Canvasmen for shows, Polers and Chalkers for train crew, Porters for sleeping cars and useful Carnival Help in all departments.

Top salaries, good treatment and railroad show accommodations to those who merit it.

WANTED—Experienced Trainmaster. Can use 2 more high-class Models for Posing Show. **FOR SALE**—One trackless Streamline Train for adults and kiddies. Good as new. Cash or terms to responsible party. Also Lindy Loop and Hey-Dey in fair condition. Three large all-steel Light Towers and other Used Show Paraphernalia. Can be seen at Winter Quarters now.

E. LAWRENCE PHILLIPS, General Manager
JOHNNY J. JONES EXPOSITION
 P. O. BOX 1180 DE LAND, FLORIDA

WINTER QUARTERS

Eddie L. Wheeler

ROME, Ga., March 1.—Work here is nearing completion, with only a few trucks and the front gate remaining to be painted. Finishing touches are being given the rides and show fronts.

Eddie L. Wheeler, owner-manager, and James R. Shipman returned from a business trip to Mississippi and Alabama. Org plans to open here March 14.

Three new tops have arrived. Shipman, who is supervising winter quarters work, is directing the construction of new fronts and ticket boxes. Painting and decorating is handled by Dad Carr. Addition of a Funhouse is expected.

Already here making ready for the opening are Mr. and Mrs. Homer Dixon, cookhouse; Mr. and Mrs. Whittaker, kiddie ride and basketball game; Mr. and Mrs. Gil, bingo.

Show's staff besides Wheeler includes Mrs. Lois Wheeler, treasurer; Shipman, lot superintendent and electrician; Edward Weitzel, Merry-Go-Round foreman; Whittaker, Chair-o-plane and kiddie ride, and Fred Allen, mechanic. The writer is mailman and *The Billboard* agent.—MRS. J. R. SHIPMAN.

Central States

ARANSAS PASS, Tex., March 1.—Much work has been accomplished here, where Manager W. W. Moser has been residing. Five trucks, six 50-foot light towers and two Diesel-powered 60 kw. generators have been added. Generators are mounted on a custom built semi-trailer, finished in white to conform with rides and show fronts, which will be all white with red trim.

Shows bow at Salina, Kan., April 7, with equipment here skedded to move to shows' winter quarters at Hazelton, Kan., for repair work. Calliope will be mounted on a new panel truck. Dutch Bristow's Jungle Land will be housed in new aluminum trailer. De Lisle Chappel, Sky High Sailor, will present the free act.

Mr. and Mrs. C. E. Hagensick left for their home in Pineville, Mo., to ready their concessions. Delivery on their new Ferris Wheel is expected early in March, giving the midway twin Ferris Wheels.

Mr. and Mrs. Clifford Knox are readying their concessions and miniature train. Bruce Duffy reports his new snow cone concession completed. Manager Moser reports the 1947 route nearly completed. First celebration will be the Colby (Kan.) Tractor Show, followed by a spring route and 14 fairs and celebrations now under contract. — MRS. J. D. STIENBECK.

John McKee

POPULAR BLUFF, Mo., March 1.—Repairs and painting are proceeding at a fast clip. All ride seats are being repainted and re-upholstered.

New top and a new refrigerator have been ordered for the cookhouse. Mr. and Mrs. John Kermee, who will operate it, are planning other improvements.

Owner McKee made a trip to Indiana to bring back a newly purchased Merry-Go-Round. Mr. and Mrs. Harold Newlin are back from Des Moines, where they visited her parents, Mr. and Mrs. Johnson. Mr. and Mrs. C. B. Moore visited quarters, then returned to their Mayfield, Ky., home, saying they will return to stay within a few weeks. Mr. Moore again will manage the office-owned bingo besides handling his own concessions.

Mr. and Mrs. Walter Marco have signed with their photo machine and sound system. Mr. Teska is putting more lights and chrome on his Working Village. Billy, two-year-old son of Mr. and Mrs. B. Wyrick, gives all the work the double-o.

Coastal Plain

TARBORO, N. C., March 1.—Make-ready work has been stepped up. All rides and equipment are being repaired and repainted.

Manager C. V. (Bill) Cox and H. W. Thomas, business manager, have returned from a booking trip, during which they closed several fair contracts. Concessionaires here include Red Gerber, T. E. Saunders, Red Sherror and Mr. and Mrs. Sam Spell. The Spells will have six concessions. Business Manager Thomas checked in with six concessions.

H. E. Bridges advises from Raleigh, N. C., that he will be back with his concessions. Tom Shingledeck has painted all show fronts. — H. W. THOMAS.

Wolf Greater

MINNEAPOLIS, March 1.—Work is progressing, with Henry Hingst and William Kelson in charge of crew. Manager William Wolf will have a new Tilt-a-Whirl and Merry-Go-Round, and is expecting delivery on an additional ride in June.

Shows will carry seven rides, 25 concessions and a number of shows. Org is about booked for the season, with 22 celebrations and fairs signed. —MRS. M. JOHNSON.



Featuring Fearless Greggs Cannon Act

10 — OFFICE-OWNED RIDES — 10

WANT

For the opening date, March 27, the following: Cook House, Dart Game, Balloon Dart, Huckley Buck, Coke Bottles, String Game, Devil's Bowling Alley and Scales. Good opening for nice clean Side Shows, 20% to office. Ride Help Wanted—First and Second Men for the following Rides: Octopus, Ride-o, Smith & Smith Chair-o-Plane and Second Man for Ferris Wheel. Want #1 Mechanic, guaranteed top salary and good treatment. First come, first served. Want Electrician for Ride unit. All holding jobs get in touch with me at once. All replies by wire or mail to

TROY E. WILLIAMS

WILLIAMS SOUTHERN SHOWS, Route 3, Morganton, N. C.

WANT

WANT

JOHN R. WARD'S WORLD'S FAIR SHOWS

OPENING BATON ROUGE, LA., MARCH 20, FOR 10 DAYS

WANT Carpenter, Builder, Sign Painters and Blacksmith, and Wagon Builder for all season. WANT Monkey Show, have complete outfit. Unborn Show, Wildlife or any Show of merit that doesn't conflict. Will frame Shows for reliable Showmen. Want Talker and Boss Canvas Man for Midget Show. Want capable Lot Man who can lay out midway, Penny Arcade. Girls for Penny Pitch and Ball Games. Experienced Man and Wife to take complete charge of two Photo Galleries. High-class Stock Concessions in keeping with our high standard. Reasonable privileges. Want Polers and Working Men for train, Cat and Tractor Drivers. Ride Foremen for Tilt, Spitfire and Pony Ride.

BOX 148

Baton Rouge, La.

EXPOSITION AT HOME SHOWS

March 10 to 15, Savannah, Ga. — In the Heart of the City

Can use Hanky Panks of all kinds, no exclusive, \$25.00 per week. RIDES—Will book any Flat Ride, very reasonable percentage. SHOWS—Need Side Show with or without outfit; exceptional proposition. Also any Grind Shows. Will build for proper people. HELP—All Ride Help. Foremen and Second Men, top salaries.

Everybody reply to
ROX GATTO

Exposition at Home Shows, MacClenny, Fla., now.

P. S.—Joe Hilton, contact McGary immediately.

FAY'S SILVER DERBY SHOWS

Opening March 10th, Valdosta, Georgia

CONCESSIONS OPEN — Penny Pitch, Bumper, String, Diggers, Devil's B. A., High Striker, Photos, Snocone, Ball Games or any Grind Store not conflicting. NO PERCENTAGE OR FLATS WANTED. SHOWS—MONKEY, MINSTREL, TEN-IN-ONE OR ANY GRIND SHOW. WILL FURNISH TOPS TO RELIABLE SHOWMEN. CAN USE RELIABLE RIDE HELP. IF YOU DRINK STAY AWAY. JOIN THIS SHOW FOR A GOOD ROUTE AND A LONG SEASON. WE WILL PLAY GEORGIA, ALABAMA, TENNESSEE, ILLINOIS and INDIANA. Want to buy 50 Kw. Transformer. WIRE:

E. J. FAY, Mgr.

TYPE AND PICTORIAL
POSTERS
CARDS
 Posters and Cards
 of every size and description for every occasion. Exclusive designs created for your show. LOW PRICES. Write for Samples! (Union Printer).
24 HOUR SERVICE
METROPOLITAN PRINTING CO.
 1326-34 VINE STREET PHILA. PA

LOUIS BRIGHT

Will pay cash for small House Trailer. Must be in good condition. Also want Panel or Pick-Up Truck. Can use Agents that want to make money on Slum Stock Stores. Must be sober and furnish reference. I throw stock, I don't keep it. For Sale—R. C. A. Portable Loud Speaker, in A-One condition. (Would have to be seen to be appreciated.) Priced right. Address:
 BOX 42, Mt. Pleasant, North Carolina.

WANT TO BUY TWO STATEROOM CARS

Must be in first-class condition. Address:
James E. Strates Shows
 Jacksonville, Florida

WANT TENT SHOW

Bussey, Iowa, Week of July 4th.
 Small event for sixty years. Real spot for good Free Acts and clean Concessions.
E. C. McCLURE, Mgr.

PHONE MEN

BOOK, U. P. C. TICKETS, BANNERS

Big Indoor Show
 CHAIRMAN, 6 N. W. First St., Evansville, Ind.

A & P AMUSEMENT CO.

Opening March 22nd, Edmond, Okla. Two Saturdays. Need Bingo, Candy Floss, all Stock Concessions. What have you? Need First and Second Men on all Rides. Can place all useful Show People. Would like to book live Pony Ride. Winter quarters open. Two miles east on Highway 66, two miles north of Edmond, Okla.

NEW TENTS
For IMMEDIATE DELIVERY!
 80-Ft. Round Top, 3 40-Ft. Middles.
 30x60, 20x40 and 20x30 Hip Roof Tents.

FLASHY FLAMEPROOFED CANVAS

NOW AVAILABLE IN THESE COLORS:
 ● FOREST GREEN ● ROYAL BLUE
 ● KHAKI ● ORANGE

BERNIE MENDELSON—CHARLES DRIVER

O. Henry Tent & Awning Co.
 4862 N. CLARK ST. CHICAGO 40

SHOW CIRCUS CONCESSION MERRY-GO-ROUND

TENTS

CENTRAL Canvas Company

HARRY SOMMERVILLE—FOREST GILL
 121 West 8th Street Kansas City 8, Mo.

TENTS

Concession, Khaki. Immediate Delivery.
 8x10, 8x12, 10x12, 10x14. Also Four-Way Joints, 8x8, 10x10, 10x12. Roped Tents, 20x30 to 40x70. Orange, Green or Blue to order. Change Aprons and Sidewall. Order Now.

D. M. KERR MANUFACTURING CO.
 1954 W. GRAND AVE. CHICAGO 22

FOR SALE MECHANICAL SHOW

Mounted on 25-foot Two-Wheel Trailer, opens up to a full Walk-Around. Can be set up in one hour. The scene of the show is a carnival, including 6 Rides, 4 Shows, Concessions, Pop Corn Man, High Striker, Free Act. Everything works in natural position. Front of trailer, steps and ticket box are made of aluminum. Very flashy. Price, \$2,500.00.

HOWERTON TIRE & RUBBER
 Box 25, Eureka, Mo. (Phone: Eureka 2927)

FOR SALE

LOOP-A-PLANE, CIRCLE SWING, EZE-WAY ALL ELECTRIC CUSTARD MACHINE

JOHN K. MAHER
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on **WORLD OF MIRTH SHOWS**

Capable Readers, long season; also Front Man. Good proposition to capable Man.

Write **RACHEL G. LILLY**
 411 47th Street West Palm Beach, Fla.

CARNIVAL WANTED

Any Week June, July, August, 1947. Top-notch organization only. Terms and correspondence to

PAUL G. HOGUE, Sec.
 Wheatland Vol. Firemen Wheatland, Pa.

CARNIVAL WANTED

1947 Jamestown Homecoming, July 31-Aug. 1-2. Three or four Rides, Concessions, etc. Clean, legitimate only. Terms and correspondence to

ARTHUR SHELTON, Secy.
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J. R. LEERIGHT SHOWS WANT

Slum, Merchandise Stores, Bumper, Blower, Bowling Alley, Coke Bottle, Scales, Age. Proven route celebrations and fairs. Shows with own set-up.

J. R. LEERIGHT SHOWS, Waco, Tex.

WANTED

Agents for Roll Down **BILL BUTTS**
MADISON BROS.' SHOW
 Hope, Ark., March 1-8; Magnolia follows.

Penn Premier

STROUDSBURG, Pa., March 1.—Work is progressing rapidly, with additional help arriving daily. A No. 5 Ferris Wheel has been purchased from Sherman Husted, Central Amusement Company, which gives the org a total of three wheels. The Great Wilno will be shot over the three wheels as the free attraction.

A new Looper is scheduled for delivery before the opening date. The old banner line on the Side Show is being replaced by 20-foot half-round chrome pilasters. Lloyd D. Serfass, general manager, has closed with Rita Cortex, burlesque performer, to perform and manage the revue.

Doc Hartwick will present his Wild Life exhibit, Stella Show and a kiddie train. Red Barlow signed as legal adjuster. L. C. (Ted) Miller has closed four more fair contracts—Chase City and Woodstock, both in Virginia; Sanford, N. C., and Bishopville, S. C.

Speedy Bauers is installing neon tubing on his Motordrome front. Donald Crawn is handling all the scenic work, while Charles Gutermuth supervises work on all motorized equipment. Ted Comfort is in charge of all the building, assisted by Blackie (the Griddle Man), Russell Kuntz, Bill Traffer, Paul Glassner, Cowboy Straus and Eddie Fields.

Sam Crauso and Jimmy Smith are in charge of the cabinet work, and the rebuilding of a new office and electric wagon. George Stem will handle the light towers and the new searchlights. Eddie Eager, formerly with the Cetlin & Wilson Shows and the John Marks Shows, will handle all radio and publicity work.

B. F. Brown was signed as billposter. Owner Serfass has closed a season's agreement with the International Billers' Alliance.

Harry Fink again will manage his own show. Prince Leon, the midget, featured last year on the Side Show, will handle the Funhouse. Patsy Reasana has added his concessions; Al Boxall, bingo; Mac McGee, cookhouse, and Abbott, ball games.

Miles Detrick is again ride superintendent. The writer is mailman and agent for *The Billboard*. Hazel Bauer continues to do a good job in the commissary department.

A new 100-kw. transformer was purchased from the John Marks Shows to overcome the overload carried in the past. Delivery has been made on a new Comet, Airplane Ride and Roll-o-Plane.

Since returning from Tampa, Mrs. Serfass was called to Trenton, N. J., upon the death of her brother, Jacob Thiel.

Recent visitors here included the Taylor brothers from Martinsville, W. Va., who signed with 15 concessions; Mickey Percell, manager of the show bearing his name; George Elbert, Harry Newman, Tim Kunkle and George Robinson.—ERNEST ARNOLD.

Great Rainbow

ALMA, Ark., March 1.—Mrs. Loren Leach entertained 30 members of the show at a birthday party for her husband, the general manager of the show.

Preparations are virtually complete for the March 8 opening at Fort Smith, Ark., altho chilly weather made painting and building disagreeable the past week.

Owner Leach and Clarence Norby, superintendent, await the arrival of a new Scooter ride. Norby has been busy readying his hobby show for an engagement this week-end at a local school.

Doc Whithouse went to Kansas City, Mo., to buy stock for his concessions. New canvas has arrived for the Side Show, Girl Show and bingo.—FRANK WARD.

JOSEPH J. KIRKWOOD SHOWS
America's Best Advertised Midway

LAST CALL
OPENS RALEIGH, N. C., MARCH 10TH
FAYETTEVILLE AND HIGH POINT FOLLOW

SHOWS: Can place Man for Snake Show. Opening for Glass House, Fun House, Monkey Show, Motor Drome, any new or novel Show, with or without equipment.

CONCESSIONS: Ball Games, Penny Pitches, Hoop-La, Cork Gallery, Long or Short Range Lead, Fish Pond, any legitimate Slum Store. You all know above three spots.

HELP: Ride Men, Canvas Men, Ticket Sellers, useful Carnival People, come on, We will place you.

SEMI DRIVERS: We pay bonus to Drivers.

FREE ACT—Want sensational High Free Act. Crash Dunigan, wire.

RED CLAYTON WANTS NAIL STORE AGENTS.

Address: **RALPH DECKER Box 2755 Raleigh, N. C.**
PHONE NIGHTS HILLSBORO HOTEL. GO ON LOT ANY TIME AFTER TUESDAY.

WE WANT RIDES

Largest Amusement Park In Eastern Pennsylvania

We need four or five Rides in good condition on percentage basis and delivered to park. Park located on Susquehanna River, 16 acres of ground, swimming pool and dance pavilion. In a radius of twenty miles, large industrial plants and 400,000 people.

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CHICAGO, ILL. Opens WED., MAY 14
17 Pleasant Profitable Weeks 17

Can place FREAKS of all kinds, Working Acts, Bally Acts, Musical Acts. STRONG FREAK TO FEATURE IN ANNEX.

WANT 2 A-1 Sober Ticket Sellers—Also a Talker who has Ability, Class and Appearance. ALL ABOVE FOR PALACE OF WONDERS.

and for **HERMINE'S ROYAL LILLIPUTIANS—World's Greatest Troupe of 16.**

Can place 4 to 6 more Midgets to Bally. Like to hear from Dennis and Ethel, Shorty Logsdon, Bingo Hinkle. Two Runts for Ticket Boxes, work in clown make-up. Want best Midget Talker. Max Kimmer, Geo. Haley, Whitey Woods, write.

After Labor Day we play 10 weeks of Fairs, including Dallas. All reply:
RAY MARSH BRYDON
 For both Shows at Riverview, address now: P. O. BOX 32, COLUMBUS, MISS.

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COMPLETE KIDDIELAND EQUIPMENT

Streamline Train With 420 Feet of Track
 Airplane Ride Flying Jenny
 Miniature Merry-Go-Round Ferris Wheel
 Street Car

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L. W. ELLIOTT AMUSEMENT COMPANY
WANTS

FOR VFW CELEBRATIONS ON INDIANAPOLIS LOTS

One Ride, two Shows, few more Concessions, American Palmistry, String Game, Jewelry, Coke Bottle, others not conflicting. Write what you have, will place you if possible. Want following people to contact at once: Coffee Gus, Mrs. Bertha Kent, Cecil Hendricks.

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SAXONBURG VOLUNTEER FIRE COMPANY & RELIEF ASSN.
SAXONBURG, PENNA., JULY 14 TO 19

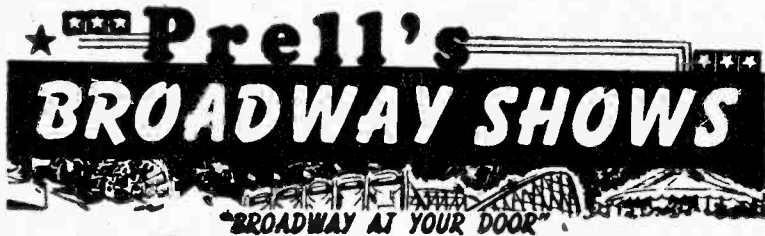
"The Biggest—the Best—in Western Pennsylvania"
WANTED—SHOWS AND MOTORDROME.
 Wire or Write C. F. GRAHAM, Secretary.

TOMORROW'S SHOW TODAY

The First Big One

Spring Festival — J. J. Raby Post 445, VFW, Martin Park, Charleston, S. C. Right in Center of City.

8 Big Nights, March 21 to 29 — 50,000 Attendance Sure.



35 BIG WEEKS 35

WANTED

Foreman Twin Ferris Wheel, #12 Eli; also Foreman Roll-o-Plane. Ride Help of all types, come on, can place you. Want Carpenters and Helper, good season. Assistant Mechanic, good proposition. Can place Pony Rides. American Palmistry, will give exclusive to reliable party. Arcades. Curly Shoemaker needs Cook and all Cookhouse Help—brand new layout. Sammy Tucker, get in touch with Johnny Miller. Can place all Grind Stores and reliable Concessioners—contact me. All people contracted report.

WRITE, PHONE OR WIRE

SAM E. PRELL, Charleston Hotel, Charleston, S. C.

BARNIE TASSSELL

UNIT SHOWS

CAN PLACE

Major Rides not conflicting. Shows of merit and Concessions of all kinds except gift for week March 10, Sanford, Fla., and

STARTING MARCH 17TH, SAVANNAH, GA.

right in town.

This is the only show holding permit for Savannah this spring. That is positive.

Write, wire this week, Lake Worth, Fla.

FLORIDA AMUSEMENT COMPANY

THE GREAT ST. PETERSBURG FAIR, MARCH 18 THRU 29

Legitimate Concessions only; no exclusive, please. Scales, Grabs, Cook Houses, Custard, Popcorn, etc. For space and locations see Berney Smuckler at Fair Grounds, St. Petersburg, now. All others address Show. Place any Flat Rides this date. Address

HOWARD INGRAM

Ft. Lauderdale, this week; Bradenton following.

FOR SALE—Single Loop at a bargain.

BINGO MANAGER WANTED

To Take Full Charge of 20x40 With \$5,000.00 Worth of Merchandise.

Must Be Sober and Reliable. Wife as a Checker,

Wire: BOX 341, c/o Billboard, Cincinnati, Ohio

ISLAND MANOR SHOWS, INC.

WANT

Foremen and Second Men for Ferris Wheel, Caterpillar and Roll-o-Plane. Top salary; boozers, save stamps.

Can Place Grind Stores of all kinds. Want Swinger Ball Agents and Grind Store Agents. Good proposition for Motor Drome.

For Sale—Two Surelite gasoline driven Generators in perfect condition. All replies to

Lawrence Tamargo, 128 Franklin St., Elmont, N. Y.

FULLER AMUSEMENT CO.

WANTED

SHOWS—Glass House, Midget, Illusion, Fat Girl, Mickey Mouse with own equipment. CONCESSIONS—Opening for a few more Stock Stores. Due to disappointment, Ball Games open. RIDE HELP—Can use a few more good men that can drive truck. Long season, good treatment. R. C. Lewis no longer with this Show. Open in March, contact at once. Can use Banner Man with car.

OHAS. O. FULLER

Address

PERKINS, CALIF.

Winter Quarters

Midway of Mirth

TRENTON, Ill., March 1.—Painting and repairs of rides and rolling stock are the most popular topics in the general assembly room. T. L. Davis, general supervisor, reports everything will be in shape for the opening.

New tractor truck and semi have been added. New Spitfire is due for delivery before the opening early in March.

Mr. and Mrs. Tandy, who have the cookhouse, feed the help here with the aid of Mr. and Mrs. Loveless. Frank Laval, lot superintendent, is looking after details. Ralph and Jackie Mulkey plan to visit their folks in Rhode Island before the opening.

Mrs. June Pope was severely burned but is improving. She and her husband, Carl, have the bingo. Mr. and Mrs. Reece are en route here from their Tampa home.

Recent visitors included Mrs. Lelia Graber and F. R. Schoultz, popcorn and snow cones, and Robert Koberger, advance agent, who made a brief stopover between busses.—MRS. BILLIE GOODRICH.

B. & V.

LODI, N. J., March 1.—Shows open April 12 in West New York, N. J., under auspices of the American Legion for a 16-day run, including three Saturdays and Sundays.

Mr. and Mrs. Van Vliet returned from the fair meeting at Albany, N. Y., and announced that fair dates start July 27 at Owego, N. Y., and continue thru the week of September 16 at Bridgeton, N. J.

Ed Ferreri has placed his *French Follies* and is also taking over the posing show. Both outfits will have new fronts and tops. H. W. Jones again will have one of his bingos on the show. New Fruehauf trailer was ordered for the Caterpillar, plus five Mack Diesel tractors and an office trailer. Ralph Lee has placed his long-range gallery and kiddie autos, and Milard Finch will have his Batter Up, floss and lead gallery on the show. Doc Sheridan's pony track is ready to go.

Peppers' All State

SELMA, Ala., March 1.—Work is under way with Jess Kennon in charge of concessions, Frank Perrittie rides, and Tom A. Larson, the show fronts. Last named will manage the Monkey, Snake and Unborn shows.

Professor Sanders has contracted for the Side Show. Mr. and Mrs. T. R. Smith will manage Mrs. F. W. Peppers' bingo. Mrs. Millie Spence will have milk bottles; Mrs. Roy Hunter, cat rack, and Mr. and Mrs. Rose, novelties and jewelry. Mr. and Mrs. V. C. Buck have contracted their cookhouse.

In quarters are James Fisher, Ed Elam, Mr. and Mrs. Roy McCurdy, Mr. and Mrs. J. B. Kind, Mr. and Mrs. LeRoy Hunter, Mr. and Mrs. Earl E. Canton and Mr. and Mrs. Tom Yence.

New canvas continues to arrive. New tops for the ball game and the new Minstrel Show arrived. Three new tractors were ordered last week. Org will open here March 28.

Land O' Pine

POULAN, Ga., March 1.—Things are humming here as everyone either is building or painting before the trek North. Manager J. A. Lefekure is directing the work.

Org has 2 rides, 2 shows and expects to have about 20 concessions. Wilman (Curley) Smith joined with his Ferris Wheel and mitt camp.—R. S. STERLING.

A G. M. DIESEL-DRIVEN
ELECTRIC POWER PLANT
TAILORED TO SUIT YOUR NEEDS



Available in sizes of
from 5 K.W. to 300

K.W. Designed around the famous General Motors Diesel Engine. Complete with single bearing close coupled generators, large type instruments mounted on STAINLESS STEEL panels. Write for prices and details of the plant to supply your show with electricity.

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Anywhere

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G.M. Diesel Engines

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Kiddie Ride

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Soft Drink, Candy Stands, etc.

Year-around work. Get in on the ground floor.

Percentage basis.

Real Hot Spot where you can Make Money.

Located

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MANGLES ROTO-WHIP

BRAND NEW

\$2,350.00

You must send truck to pick it up. Never out of crates.

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VETERANS' UNITED SHOWS

NOW BOOKING

SHOWS AND CONCESSIONS FOR 1947.

Opening May 3rd, Southern Iowa. Address

925 CHICAGO AVE. MINNEAPOLIS, MINN.

Merry-Go-Round Horses

Manufacturers of plastic fabricated Carousel Pieces, size 3. Inside or out. Price, \$125.00, F.O.B. Factory.

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436 NORTH H ST.

FRESNO, CALIF.

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Reconditioned 16MM. Sound Projectors—DeVry's, Victors, R.C.A.'s, Eastmans, \$275 to \$425 each. Brand new R.C.A.'s and Eastmans. 16MM. Machines and Film Programs rented. 35MM. Sound Prints for sale.

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SHOWMAN'S
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**HAVE BINDING POWER
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CHAS. A. LENZ**

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St. Petersburg, Florida
Phone 5914



A1938 Insurance Exchange
Chicago, Illinois

Johnny T. Tinsley

GREENVILLE, S. C., March 1.—Activities are in the wind-up stage here, with Curley Crandall, superintendent, in charge. Org's opening is set for March 15.

H. S. (Tommy) Thompson returned from an extensive booking trip, during which he signed six fair contracts in South Carolina and Georgia.

Shows plan a strong billing job. C. G. Daniels will be in charge of the billposting and advertising car. A new line of paper has been ordered.

Owner Tinsley reports delivery of a new office trailer. Jack and Leslie Coleman made a business trip to Greenwood, S. C., and Atlanta. Mr. and Mrs. H. S. (Tommy) Thompson purchased a new house trailer. Mr. and Mrs. Curley Crandall and Mr. and Mrs. Herbert Guillemette week-ended in Columbia, S. C.

Mr. and Mrs. H. L. Archer and daughter, Joan, are en route here from St. Marks, Fla. Others expected soon are Pat and Hank Stulken, Mrs. Pearl Barfield, Leon Dailey, Mr. and Mrs. Millard Methune, Humpey Hewett, Mr. and Mrs. Sidney Alcido, Mr. and Mrs. Bert Shuler and Albert (Dummy) Rives.

New ride line-up includes Twin Ferris Wheels, with all new fluorescent light, three-abreast Merry-Go-Round, streamlined Caterpillar, Chairplane, Kiddie Airplane, Kiddie Auto, Kiddie Swings, Kiddie Twain, Whoopee Palace, Fly-o-Plane, Whip, Pony ride and Roll-o-Plane.

Recent visitors include C. A. Stevens, owner of the shows bearing his name; R. G. (Doc) Felmet, his agent; R. C. Lee and Roy English, of Lee's Rides, and Mr. and Mrs. Curley Morley, Peerless Shows.—MAYO TINSLEY.

Prell's Broadway

CHARLESTON, S. C., March 1.—Increased activity is evident as more men arrive to prepare for the opening March 21. Cash Miller, who will have the Side Show, Snake Show and Wild Life Show, arrived with four men. Also here is his wife, Gertie, who is preparing her own shows.

Mack Klein, who will be in charge of the Diesels, is another arrival. He served as electrician last year. The Kleins, incidentally, are expecting an addition to the family.

The new Diesels are expected March 15. Patty Finnerty, again business manager, infos from Miami that he will arrive here shortly. Bob White, who will have the *Scandals* unit, is due this week-end. Curly Shoemaker continues work on his new cookhouse.

Motordrome, being built by the two Baro brothers, is practically finished. Whitey Hewitt is pushing work on fronts being built on new trailers recently purchased by Owner Prell.—ALLAN A. TRAVERS.

Wallace & Murray

GIBSONTON, Fla., March 1.—Owners Jack Murray and Al Wallace and General Agent G. C. Mitchell have been covering much territory lately. Murray returned from Louisiana with a truck load of show property which had been stored there. Al Wallace has been off looking at equipment and Mitchell is winding up the routing. Dave Wise, secretary, is busy, interviewing prospective ride help and concessionaires.

Following is a partial list of concessions contracted for the season: Rollins and Williams, cookhouse; Benny Weise, bingo; Mr. and Mrs. Charles Barnett, frozen custard and ice cream; Bob Parker, diggers; Mrs. Kate Murray, mitt camp, with three readers; Esther Wallace, popcorn, peanuts, candy apples and caramel corn.—DOLLY WISE.

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LIQUID
popcorn
seasoning
with that
BETTER
flavor*

POPSIT PLUS is acclaimed nationally as the leader! It will pop more corn because every drop is used.

The fact that it pours readily, measures accurately, eliminates all inconvenience at the popping machine and permits uninterrupted operations has won it preeminence in the seasoning field.

For better flavored, quick selling popcorn all the time, use the liquid peanut oil seasoning with the "nose and eye appeal"—POPSIT PLUS!

Warehouse Stocks available at Boston, Pittsburgh, Cincinnati, Cleveland, Indianapolis, Detroit, Chicago, Des Moines, Kansas City, Omaha, Denver, Portland, Seattle.

C. F. Simonin's Sons, Inc.
Refiners
ESTABLISHED 1916

3450 N. BELGRADE ST. PHILADELPHIA 34, PA.

SEASONING SPECIALISTS TO THE NATION

**THE OLD RELIABLE
"ECHOLS"
ICE SHAVERS**

**Snow-Cone Machines
Ice-Chippers
ADAME ICE SHAVING
MACHINES**

7320 So. Compton Ave.
Los Angeles, Calif.

**OPENING MARCH 17, 1947
JACKSON, TENNESSEE**

Want Ride Help that drive Trucks, especially for Kiddie Rides. Want Shows with own outfits and transportation. Want Girl or Posing Show; will furnish outfit. Want Concessions — Frozen Custard, Jewelry, Hoop-La, Ball Games and others.

ROGERS GREATER SHOWS

P. O. BOX 2007 MERIDIAN, MISS.

WHITE'S RIDES

CAN PLACE FOR 1947 SEASON

Rides, Shows and Concessions, one of a kind.
We have no gate.

G. W. WHITE

3614 Fagan St. Chattanooga, Tenn.

BINGO HELP WANTED

Sober, experienced Manager; Caller and two Counter-men. Wire

BILL STACY

c/o Western Union, Oakdale, La., or write
General Delivery, Oakdale, La.

FOR SALE

.22 Shorts, Longs and Long Rifle Cartridges.

FRANK R. HUMPHREY

Ripley, Miss.

**WILL PAY CASH FOR
WURLITZER BAND ORGANS
MERRY-GO-ROUND HORSES
USED RIDES**

All or any part, regardless of condition.
Reese T. Wade, 16845 Lindsay, Detroit 27, Mich.

WANTED WANTED WANTED

WORLD OF MIRTH SHOWS

GIRLS for GIRL SHOW—Rhumba, Tap, Hula, Strip, Fans, or what have you? Wardrobe furnished, top salaries.

GIRLS for POSING SHOW—Must be attractive. Experience not necessary. Tall girls preferred.

MUSICIANS—State experience, instrument and salary expected.

CANDY PITCHMEN—Must be experienced.

STATEROOMS and BERTHS available to all people engaged.
If you drink don't bother to answer this ad. All answers

J. SCIORTINO

Gibsonton, Fla.

LAWRENCE CARR SHOWS

OPENING APRIL 23, CAMBRIDGE, MASS.

Long season with bona fide Falls already booked.
WANT legitimate Concessions of all kinds. No Wheels or Coupons. Sunny Kelly, answer.
WANT Girl Show Operator with Girls; have complete outfit. Johnny Ryan, answer. Have complete Monkey Speedway, want Operator to handle same.
WANT Working Acts for 150 Ft. Side Show.
FOR SALE—4 COMPLETE BALL GAMES, USED 1 SEASON; WILL BOOK ON SHOW. Winter quarters now open.

LAWRENCE CARR

196 WILDWOOD STREET

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Prices Effective March 1, 1947

ROLL TICKETS

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Keystone Ticket Co. SHAMOKIN, PA.

Send Cash with Order. Stock Tickets, \$20.00 per 100,000.

**100,000
\$25.00**

10,000 \$ 8.50
20,000 19.25
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OAK-HYTEX TOY BALLOONS

TOUGHER STRONGER BALLOONS
for Your DART GAME

Insist on OAK-HYTEX See your jobber now Ask him for your Oak Change Apron, free with your first purchase of OAK-HYTEX Balloons. Get your free Memo Book, too. If your jobber doesn't have them, use the coupon and we'll see that he's supplied.

THE OAK RUBBER CO., RAVENNA, OHIO

Gentlemen:
Here is the name and address of the jobber who supplies me with OAK-HYTEX balloons. I want to secure the Oak Change Apron and Memo Book from him.

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Jobber
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Distributors for Oak-Hytex Balloons.
807 1/2 So. Flower St., Los Angeles 14, Calif.

BINGO
Will pay cash for Corn Game Top and Frame or Frame alone or Complete Outfit.
Will also buy Complete Photo Outfit.
C. C. GROSCURTH
Box 621
Owensboro, Ky.

JIMMY CYR WANTS
Roll-Down Agents and Wheel Agent. Open March 7, Columbia, S. C., with Harrison Greater Shows. Frank Cook, wire.

ELECTRIC COIN PITCH
COMPLETE AND CRATED, \$100.00
PERFECT GAMES COMPANY
PERFECT GAMES BUILDING
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TWO POWER UNITS
PE-95-G Generating Plant, complete. Output rating, single phase, 60 cycle, AC, 120 or 240 volts. Capacity 10 kw. unity power factor or 12.5 KVA @ 80 per cent. Guaranteed A-1 condition. Price, \$500 each, F. O. B. Chicago. Write or wire BOX #813, The Billboard, 155 N. Clark St., Chicago 1.

LONGHORN AMUSEMENTS
Booking for 1947
Concessions—Corn Game, Popcorn, Snow Cone, Ball Game. Shows—Mitt Camp, any legitimate Concessions. "EX." on your booking. Rides that do not conflict. Ride Help wanted. Underwood, get in touch with me; also Bill and Boots. Write E. H. PIERCE, Tipton, Okla.

TIVOLI EXPOSITION SHOWS
OPENING IN APRIL
Want Shows with or without equipment. Want Penny Arcade and a few more Merchandise Concessions. Address: H. V. PETERSEN, Mgr. Box 742, Joplin, Mo.

L. J. HETH SHOWS
NOW BOOKING SEASON 1947
Shows, Concessions, Ride Help.
North Birmingham, Ala.
Phone 7-3121

Larry Nolan
DENVER, MARCH 1.—Roy Shaffer has all the trucks painted, loaded and ready to roll. Office has indirect lighting powered by a transformer delivered from the Duquesne Electric Company.

J. H. Bowe booked his jewelry store. Jack Wells took delivery on his new cookhouse top and is building the frame.

Gladys Anderson will have the novelties and her husband, Ray, will work skillo for Scott Lamb. George Banks is framing another show, giving him three.

Jimmie and Louise Madison continue on the West Coast but advise they will arrive here in time to repaint their ball games. Mr. and Mrs. Larry Marks are in Wichita, Kan., awaiting opening. Also in Wichita is the Bishop family, which will have popcorn, balloon darts and pony ride. The Bishops write that they have cut up many jackpots with Bob and Imogene Morgan, also of the shows' concessions.

Sis Harper, who will handle Madeline Nolan's pan game, is in Fairbury, Neb. Art and Nellie Talley took delivery of a new truck and house trailer and are ready to go with their photo gallery.

Alta Shaffer again will have her cake joint and handle *The Billboard*. The Nolans, who have leased their photo gallery here, are on a short vacation trip to Albuquerque, N. M. Virgil Campbell, formerly of Polack Bros.' Circus and for the last seven years with the Inter-Mountain Theaters, talks of taking a six-month leave of absence from his desk and of spending it on the shows.

Air brakes have been added to the tractors. A few of the rides will open on local lots in March.

Org has been contacted for the chamber of commerce sponsored street celebration in Selden, Kan., June 6-7. Show has also been signed for Legion Spring Festival at Wake-ney, Kan.; for dates at Colby, Goodland and Syracuse, Kan.; for July 4 at Brush, Colo., and by auspices in Aurora and Englewood, Colo.

Recent visitors included Ada Smith and Charles Brock, of Utah Exposition Shows; Frank Swartz, of Swartz Attractions, and Major George Woods, chief of the Englewood (Colo.) Fire Department.

Pioneer
WAVERLY, N. Y., March 1.—A large crew supervised by Pop-Eye Andrews is readying equipment. Finishing touches are being placed on the 30-foot office job.

Jerry Higgins is directing work on his new modernistic Girl Show front, being built on long semis. Frank Turner is en route here and will rebuild the bingo and several other concessions. Paul Menick is on a booking tour.

Six new show tops were purchased recently. Mrs. Mickey Percell is recuperating in a local hospital from a recent operation.

Several new trucks have been purchased, with delivery promised for org's opening in mid-April here on a lot owned by the shows.

Owner Mickey Percell points out that the shows this year will be largest he has ever put on the road.

Recent visitors included Harry Dukes, Joe Zoltosky, R. (Ducky) Evans, John Schuyler, Harry Phillips, Robert Tuttle, Mr. and Mrs. Lew Panel, Tex Rose, George Cooke and Al Smith.—J. PERCELL.

Blue & White
CORPUS CHRISTI, Tex., March 1.—Work is nearing completion for the scheduled opening March 22. Owner Nelson has completed the spring route. Org will play uptown spots, staying out of the sticks.—CACTUS BOB DAVIS.

Yes! ...there IS a home for show people on the road...



IT'S THE NEW 1947

Shoreland Tandem
TRAILER COACH

Write for Full-Color 8-Page Illustrated Folder

Orders for custom interiors made to your exact requirements will be accepted in the near future. Now available, the popular priced PRINCE-TON Trailer Coach.



Here's a "residence" you'll be proud of. Here's the solid comfort of home that you can happily return to every night, wherever you happen to be. Skillfully planned, ingeniously laid out, beautifully furnished in the most modern manner, the new Shoreland Tandem is a marvelous acquisition for show folks... and as every owner will tell you—America's No. 1 buy in Trailer Coaches.

CHICAGO STREAMLITE CORPORATION
DEPT. B N. W. CORNER 37TH STREET AT PRINCETON CHICAGO 9, ILL.

CONCESSIONS!!
STILL SOME FOOTAGE AVAILABLE FOR THE
National Orange Show
SAN BERNARDINO, CALIF., MARCH 13-23, INCLUSIVE
"A MILLION DOLLAR EXPOSITION YOU CANNOT AFFORD TO MISS"
Want Ride Help who drive semis in all departments. Can place good Grind Show for best route in West. "No wind, no rain, no muddy lots—plenty of sunshine."
HAVE FOR SALE—LATE MODEL SPITFIRE RIDE.
A-1 condition throughout, including motor, paint, upholstery, neon, ticket box, etc. Will trade for good #5 Eli Wheel.
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WANT * WANT * WANT * WANT * WANT
LARRY NOLAN SHOWS
We carry Six Rides . . . Five Shows and 30 Concessions.
Open Wednesday, April 23rd, in Rocky Ford, Colo. . . Always two spots a week.
FREE GATE . . . CLOSE IN LOCATIONS.
RIDES
Book, lease or buy WHEEL owing to last-minute disappointment. Have opening for Eli No. 5 or 12 with or without transp.
SHOWS
Two more money-getting, clean Grind Shows with own equipment, or will frame Monkey or Big Snake for right people. Have Mechanical, Fun House, Athletic and Girl. All others open.
CONCESSIONS
All booked except following: BINGO, must be neat and well stocked, work on P.C. to office, or will build and stock one for good people; Basket Ball, Jewelry, Bumper, String, Hoop-La.
Special Agent with car that can and will bill two spots a week. Lamb can use Skillo Agent.
NOTE this Show holds contracts for five spring celebrations in Western Kansas in May and June, also Brush, Colo., for July 4th. Plus spring annual in Aurora and Englewood (Denver suburbs) for Fire and Police Depts.; then to the hills where the gold is and fairs until November. Get set with the West's best and fastest moving little show. All address:
LARRY NOLAN, Gen. Mgr., P. O. Box 2015, Denver, Colo.

WANTED WANTED WANTED
Concessions—Basket Ball Game, String Game, Pitch-Tilt-U-Win, Hoop-La, Novelties, Lead Gallery, Fish Pond, Clothes Pin, Air Plane Game, Bowling Alley and Frozen Custard. Want Big Snake Show. Booked for 28 weeks, three big Celebrations before the Fourth of July.
JAYHAWK AMUSEMENT CO.
503 SOUTH MAIN
ERIE, KANSAS

BATTLE FOR DET. PATRONAGE

West View Tax Case Important

May become measuring rod to determine land values for all funspots in area

PITTSBURGH, March 1.—West View Park became involved in a tax case February 25 that may become a measuring rod for all amusement parks in this area in determining their land values for tax assessments.

West View Borough, in which the park is located, appealed to the Allegheny County Board of Assessment for adjustment of what was alleged to be the "wholly inadequate" tax assessments on the property of the park. Borough Solicitor Carl Brandt charged the park's land and buildings, which are booked for triennial assessment of \$159,145, have an actual value of \$500,000.

He said if the park paid its proper share of taxes the borough would have additional funds with which to make needed improvements. He added the park occupies one-sixth of the borough but only pays 2 per cent of the taxes.

In a statement to *The Billboard*, Park Manager George Harton said Brandt was placing the park in the "improved land" category which has frontage to a street in front and an alley to the rear. The park, he said, has very little land on which homes could be built and most of the acreage was in hills and dales.

Harton said he would appeal in the event the county board ruled against him and it is likely the borough also will file an appeal in the event the county agrees with the park. This would bring the case to the County Court of Appeals which would have a far-reaching effect on Kennywood, the other park in the county, and perhaps on the other parks in the State now having an amusement park tax assessment.

N. J. Bill Would Ban Weddings at Amusement Centers

TRENTON, N. J., March 1.—Among the bills the New Jersey State Legislature will be confronted with when it reconvenes here Monday (3) will be one to prohibit marriage ceremonies at amusement centers. Bill, proposed by Assemblywoman Lillian A. Mathis, would subject operators, using weddings for exploitation purposes, to fines not exceeding \$500 or a maximum jail term of six months or both.

Bill is designed to eliminate exploitation stunts such as the public wedding staged on a Merry-Go-Round at Jack and Irving Rosenthal's Palisades (N. J.) Park last spring. Stunt was engineered by publicist Bert Nevins.

Amuse. Area for W. Haven

WEST HAVEN, Conn., March 1.—White City Stadium here, once a sports rendezvous, is being converted into a streamlined amusement area which will include a Roller Coaster and numerous other amusement devices. The area, to be converted at a cost of \$250,000, is expected to be completed by the time the season opens.



PISMO PLAYWAY, Pismo Beach, Calif., is looking for a big season this year. Shown here discussing the 1947 plans, which call for the spending of \$75,000 over a three-year period or less, if materials are available, are, left to right: Otto Franke, Joe Rose, Larry Coe, George Doss, Johnny Burton, Chuck Faulkner, J. F. McCaffrey and Florence McCaffrey.

—(Photo by Sam Abbott)

Rolling Green's Five-Year Improvement Plan Enters Third Year; To Cost 85G

Remodeling of Spot's Theater on Program This Season

SUNBURY, Pa., March 1.—Five-year improvement plan, inaugurated by Owner Roy Spangler at the close of the 1945 season, and which will cost \$85,000, at Rolling Green Park enters its third phase this year with the remodeling of the theater, which, upon completion, will house a Funhouse, and the main auditorium will be used for a Pretzel Ride, purchased from Leon Cassidy, Bridgeton, N. J. Front entrance to the Funhouse and the Pretzel will be streamlined and the building repainted. Approximate cost, Spangler said, will be \$22,500. In addition, the swimming pool, revamped in 1941 under direction of Ackley, Bradley & Day, will be painted at a cost of \$2,000.

Spangler started his improvement campaign at the close of the 1945 season when the Skyline Twister was remodeled and about one-third of the timber replaced, concrete footers placed under all timber touching the ground and about one-fourth of the track replaced. Two new streamlined Coaster trains of stainless steel finish, purchased from the National Amusement Device Company, Dayton, O., were installed and a new lighting system added at the loading and unloading station. In addition, the entire Coaster was repainted. Approximate cost of all this, Spangler said, was \$22,000.

During the spring of 1946 a building formerly used for a Dodgem ride was moved approximately 100 feet to a new location. Front was streamlined and repainted and 10 new Auto Skooters placed in the building at a cost of \$8,500. Five more cars are on order for this season. In the early summer of '46 a new modernistic band shell and vaudeville stage was built at a cost of \$5,000. This will be in action for the first time this season.

Will Fix Midway

When the curtain rings down on the 1947 season, Spangler expects to repair the retaining wall, macadamize part of the midway, relay miniature railroad track, purchase a new miniature train and remodel the hot dog and refreshment stand. The expenditure, he figures, will run around the \$12,000 mark.

Come 1947 the Bowling Green Park (See *ROLLING GREEN'S*, page 72)

Snowstorm Fails To Halt Washington Cele, Gamache Says

NORTH DARTMOUTH, Mass., March 1.—Lincoln Park here, which staged its first picnic of the '47 season February 1 (*The Billboard*, February 22), and is now referred to as "Little Florida of 1947," had its first snowstorm of the year recently and it moved Roland S. Gamache, spot's public relations director, to write *The Billboard* as follows:

"The snowstorm didn't stop us from celebrating Washington's birthday eve with a dance and skating party. Our ballroom had approximately 850 people and our skating party had more than 500. Our alleys also were busy all evening. So it shows that a snowstorm doesn't really stop 'Little Florida' from doing business here.

"Lincoln Park this year will have its grand opening of the midway, rides and amusements April 6, with an Easter parade and egg hunt. Our preview opening to the public will be March 30."

Dover Firm Files Charter

DOVER, Del., March 1.—Amusement Productions, Inc., has filed a charter with the corporation department of the secretary of state's office to deal in amusement enterprises. Its capital is listed as \$200,000 and 150 shares of no par value stock.

Principal office is listed as being in Wilmington, Del.

Two Funspots Will Reopen

Tashmoo and Sugar Island should add zest in transportation fight

DETROIT, March 1.—Battle for patronage among Detroit's amusement parks may be a bit tougher this year than former years as two old-time parks figure on swinging back into the local picture.

Tashmoo Park on Harsen's Island in the Saint Clair River and Sugar Island Park, at the mouth of the Detroit River, are the two spots set for openings this season after being closed for many years. Sugar Island's project was reported last week (*The Billboard* March 1).

At Tashmoo, which has been operated as an occasional picnic spot the last few years, Owner-Manager Arlington R. Fleming has elaborate plans for full-scale park operation, including installation of rides, concessions and other attractions. Developments are being held up, however, because of the grave uncertainties of transportation to the island. Projected end of the Detroit and Cleveland Navigation Company would upset the possibility of getting Detroiters to the island, except by a roundabout bus and ferry route or those driving their own cars over the same route. Plans for large scale picnic operation, however, have centered on reaching the island, about 40 miles by direct water route from Detroit, by lake steamers.

Press Agent's Dream

Tashmoo management, incidentally, is set to benefit inadvertently from a real press agent's dream, since the Detroit Telephone Company is placing in service a new telephone exchange named Tashmoo and the park's local representative in Detroit is on the new exchange.

Fate of another old-line island park also is threatened by transportation difficulties. At Bob-Lo (Bois Blanc) Park, actually in Canada but reached by boat from Detroit, Manager Harry Fletcher reports no plans for opening have been made. Steamship companies on the Great Lakes are upset over a combination of labor problems, including increased labor costs principally, and reduced payload of boats established by federal regulation (*Detroit Spots Reopening*, page 73)

John J. Livingston Plans New Negro Funspot in Dallas

DALLAS, March 1.—John J. Livingston, in the wholesale and retail perfume business here, is planning to promote and develop a Negro amusement park locally. There is a possibility, he says, that Frank Wood may be his partner.

At present, Livingston has eight acres of land under option and the deal has the endorsement of the Dallas Chamber of Commerce, the mayor, the Negro Chamber of Commerce and outstanding business men in the city.

Livingston at present is confined to his home with a broken leg.

Attention . . .

WANTED

AT

**Pensacola Beach
Pensacola, Florida****NOW UNDER NEW
MANAGEMENT***Can Place*

- ★ PORTABLE RIDES
- ★ MERRY-GO-ROUND
- ★ FERRIS WHEEL
- ★ KIDDIE RIDES
OF ALL KINDS

Also Can Place

- ★ BALLOON
DART GAME
- ★ SCALE
- ★ GUESS YOUR AGE
- ★ BALL GAMES
AND
WHAT HAVE YOU?

No other Park or Beach
within radius of 200 miles—
natural beach and plenty
people to draw from.

**THIS IS A
SUMMER PARK
Opening
APRIL 1st**

If you are Sober, Reliable
and have something
worth while to offer

*Wire or Write:***WHIT NEAL**

**P. O. BOX 749
PENSACOLA
FLORIDA**

Sitting 'Round the Table

(Editor's note: The discussion on the question "Are fireworks and/or free acts necessary in parks?" continues. If you haven't voiced your opinion on the subject as yet, send in your views and they will be presented here. This column is for all persons connected with the park industry and it's your chance to air your views. Too, if you have a question you'd like discussed, send it to the Outdoor Editor, The Billboard, 155 North Clark Street, Chicago 1.)

He Likes the Column

I want to express my appreciation of the work you are doing in accumulating and preparing this information for the benefit of all parties concerned.

Last year was our first year at really developing our amusement park area, and I don't believe our brief experience would be of much value to other parks in the country when one considers the vast experience of larger and older parks, and I would defer to them on the subject now being discussed for a more definite and accurate experience.

I will say we are most definitely going to have some fireworks this year and probably a series of free acts.—W. H. HITZELBERGER, Fair Park, Dallas.

Doesn't Need Free Acts

Our patronage is from Philadelphia, the southern part of Pennsylvania, the northern part of Maryland and most of Delaware. All reach our park by steamboat, the first boat arriving at 10 a.m. and the last boat leaving at 9 p.m.

With daylight saving time, we find we are fresh out of customers by dark, which automatically rules out fireworks. Our patronage is such we feel we don't need free acts as a stimulator.

Smart promoters would criticize us for not using such things to stimulate our business, but somehow or other we manage to stay in business by devoting our entire efforts to the booking of small church and school picnics.—L. K. CHRISMAN, Riverview Beach Park, Pennsville, N. J.

Must Consider Weather

Our proposition covers too large an area for free act purposes. However, fireworks have proved attractive and satisfactory to the public but there is always the weather element to be considered.—Cedar Point on Lake Erie, Sandusky, O.

Both Essential

Fireworks or free acts, or both, are essential to a park wherever permitted.—FRANK D. SHEAN, Casino Park, Virginia Beach, Va.

Fireworks Necessary

We believe fireworks are necessary but not free acts, at least in our part of the country.—H. H. O'LEARY, Clear Lake Amusement Company, Clear Lake, Ia.

Both Help Attendance

I wouldn't say fireworks and/or free acts are necessary, but I do be-

NAAPPB Insurance Confab In New York March 11

NEW YORK, March 1.—Insurance committee of the National Association of Amusement Parks, Pools and Beaches will meet at Hotel New Yorker here March 11 and the following day most of the members will go to Boston for the New England park men's meeting.

N. S. Alexander is chairman of the insurance committee, and H. P. Schmeck, Philadelphia Toboggan Company, is vice chairman. Other members are John L. Campbell, Baltimore, adviser; Robert Inglis, Associated Indemnity; Ed Carroll, Riverside Park, Agawam, Mass.; A. B. McSwigan, NAAPPB president; Paul H. Huedepohl, NAAPPB secretary; L. B. Schloss, Glen Echo, Md., and Edward L. Schott, Coney Island, Cincinnati.

lieve if they are used regularly week in and week out they help in building up attendance.—H. D. GILMORE, Whalom Park, Fitchburg, Mass.

Free Acts Help

Don't know too much about fireworks but free acts greatly assist park promotion. My free acts pay good dividends and our patrons look forward to our weekly programs. Free acts should be of interest and of a specialty type. I use the Philadelphia Mimmers Parade string bands which shows how important it is to have something exclusive. This thought is very important when a park, such as mine, is located 35 miles from my drawing population. Fireworks would be of very little interest to my patrons.—RICHARD F. LUSSE, Forest Park, Chalfont, Pa.

CPA Okays Rebuilding Of Savin Rock's Wheel

WEST HAVEN, Conn., March 1.—CPA has granted permission to the Beach Amusement Company to rebuild the Virginia Reel, destroyed by fire at Savin Rock last summer.

Irving Landow, secretary of the Beach Amusement Company, said rebuilding would cost \$22,500, and the new coaster would be located at the old site, the corner of Campbell Avenue and Beach Street. Work will start as soon as material is obtained. Landow hopes the ride will be ready when the Rock opens for its '47 season.

Woodstock Island Improved

WOODSTOCK, N. B., March 1.—Island Park here, near the U. S. border, and one of the few amusement parks located on an island and occupying all the space, is undergoing many improvements for 1947. Buildings used by the army, which took over the spot during the war, have been razed and a bridge installed from Woodstock leading to the island and into the park.

Ship Animals to Australia

VANCOUVER, B. C., March 1.—First post-war consignment of animals for shipment to Vancouver arrived here last week from Toronto and were loaded aboard the Eastgate, which sailed for Australia February 20. Housed in crates and consigned to a Melbourne park, were two red foxes, six squirrels, and two snowy owls, and from Elk Island National Park in Alberta, three elk and three buffalo.

Rolling Green's Five-Year Plan Will Cost 85G

(Continued from page 71)

owner hopes to add a kiddie land. "We do have several kiddie rides located in various places in the park and these, together with the new ones, will be bought and placed together, giving us a modern kiddie land," Spangler said.

The year 1949 will see changes and improvements in the spot's picnic area. The picnic tables and shelters, of which there are 20 at present, capable of seating more than 3,000 persons, will be revamped and repainted. Also, new and modern entrances to the park, of which there are two, will be erected and other minor improvements made which will crop up between now and then. Spangler figures the expenditure in 1949 will run around \$15,000.

The Sunbury funspot features picnics and outings. Last year it had about 500 picnics, outings and reunions. Estimated attendance was 465,000. Park does not have a paid gate and there is no charge for parking. Rolling Green is open all week-ends in May and September and daily from May 30 to Labor Day. Park has 7 major rides, 3 kiddie rides, 14 concession games, 6 refreshment stands, ballroom, penny arcade, shooting gallery, athletic field, picnic facilities, pool and books orchestras, name bands, vaudeville, free acts and fireworks.

Spangler, who this season starts his 14th year at Rolling Green, is optimistic about the outlook for 1947. He plans, as in previous years, to circularize all manufacturing concerns, stores, schools, churches and organizations of all kinds within a 50-mile radius. Other advertising will be done via billboards, newspapers, window cards and over three radio stations.

FOR SALE

Walk Through Fun House Building coming down account of fire to Virginia Reel at Savin Rock, Conn. Must be moved in 30 days. 11 mechanical pieces, rolling barrel, rocking bridge, motors, tilted room, mirrors, compressor, lots of extras. All built in panels. Easily moved. For quick sale, \$1,500.00 for key. Will take large trailer truck to haul.

P. H. McDONALD

69 Campbell Ave. WEST HAVEN, CONN.

FOR SALE

New Super Roll-o-Plane, fully equipped, including both 3 phase Motors, Ticket Booth, Plane Covers. \$5,300.00 cash; \$5,500.00 terms. Have booking in good park if desired. Write

NEIL MUSSERROUTE 5, BOX 83 PHOENIX, ARIZ.
c/o Arthur Stillwell

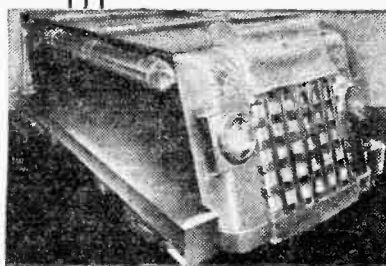
Pokerino Operators

Equip your Pokerino with new improved positive contacts. Send \$2.50 for sample set of 18 Contacts. ALSO IN STOCK—Balls, Timers, 6-V Lamps, Transformers.

TOLCES

2905 W. 15th St. BROOKLYN 24, N. Y.

NATIONAL STREAMLINED COASTER CARS

for Increased Business!

East . . . West . . . North . . .
South . . . Park Managers and
Owners all over the country are
realizing greater intakes because
they streamlined their Coasters
with NATIONAL CARS.

CUSTOM-BUILT to fit any structure
Locked-in Track. Equipped with
"Safety-Lock Handle Bars." Built
for durability with seats uphol-
stered in foam rubber and covered
with Fiber Glass. Cast Steel
Wheels. Timken Bearings through-
out. Car exterior of chrome-copper
and stainless steel . . . brilliant
and appealing to the eye.

Also Century Flyer Train—Park Benches—Distortion Mirrors

NATIONAL AMUSEMENT DEVICE CO.
BOX 488 VAF DAYTON 7, OHIO

With the Zoos

Burma, elephant resident of the Philadelphia Zoo since 1939, was featured in the *Picture Parade* of the Sunday (16) *Philadelphia Inquirer*, with three pictures showing her playing with a soccer ball.

Bushman, giant gorilla at Lincoln Park Zoo, Chicago, whose name is almost as well-known around Chicago as the city's No. 1 citizen, garnered a full page, including a large color photo, in *The Chicago Sunday Tribune's* Graphic Section, Sunday, February 16.

St. George's Island Zoo, Calgary, Ont., will send a pair of young cougar kittens to the London Zoo. The lion cubs and an elk may follow. Recently a pair of porcupines were sent to the Dublin Zoo. Twelve grackles, a Southern Alberta bird, will go to an Australian zoo in exchange for two dog-faced baboons.

After having only one hyena for many years, the Philadelphia Zoo soon will have four more, a pair of striped hyenas and a pair of spotted ones. The striped kind lives both in Africa and Southern Asia, whereas the spotted type is strictly African. Also to arrive in the same shipment as a young kudu, large antelope; a blesbock, another kind of antelope, and two servals, miniature leopards, from Africa. All the stock is coming from Warren Buck, Camden, N. J., animal dealer.

GRENLOCH PARK

NEW JERSEY

Famous old park opening after having been closed for eight years. Has fine picnic groves—beautiful lake, with excellent bathing beach—main buildings have been repaired and painted.

Park is on the Black Horse Pike, R. #42, one of the main highways running from Philadelphia and Camden to Atlantic City, about 12 miles south of Camden. Would like to book Kiddie Rides, Penny Arcades, Chair Swings; must be in good condition. This would be permanent for the season with a 7-day week. Anyone interested write

WILLIAM DOUGHERTY
Grenloch, N. J., or call
EDWARD GARDNER
Beaver Brook 8-2095

**B&L Spending
8G on Plunge
At Wildwood**

KANSAS CITY, Mo., Feb. 22.—B. & L. Concession Company is spending approximately \$8,000 on renovation of the swimming pool at its Wildwood Lakes Park here, C. G. Laube, prexy of the firm, reports. Resort is slated to reopen about May 15.

Chief improvement is construction of concrete piers, on one of which the company plans to build a stage for free acts when lumber is available, Laube said. Pool, which is spring fed, also is being enlarged, deepened and resanded, he said. In addition, new diving equipment is being installed.

B. & L. this year bought additional land to enlarge the park to 29½ acres, and Laube reported the ultimate plan is to fence in the whole plot and charge a general admission which would admit patrons to all attractions. This development, however, has been stymied by the lumber shortage, but Laube is confident the lumber supply will ease enough this year so the idea can be put into action in 1948.

Laube's concern has bought 80 new steel army tables for installation on its picnic grounds, which now have 120 tables and benches. Installation, however, has been shelved for lack of lumber to make benches.

Plan this year is to continue admission prices at the same level as last year. Tab at the pool is 30 cents for children and 50 cents for adults. Dance hall admission is 50 or 75 cents, depending on the band. Local orchestras are used. Dance hall has tables and chairs for 400, and serves soft drinks and beer. It operates six nights a week (Mondays off) and the pool seven nights.

Laube reported that B. & L. also has enlarged its concessions at Fairyland Park, which is slated to reopen about May 15. B. & L. operates the dance hall and cafeteria there, and the firm has built a new frozen custard stand and may add other stands, Laube said.

Company also has concessions at the Topeka (Kan.) Ball Park, Fort Smith (Ark.) Ball Park, Kansas City Midget Auto Race Track and the Sarasota (Fla.) Kennel Club in addition to two restaurants here.

Mr. and Mrs. Frank Wagner, owners of Edgewater Park, Grand Island, N. Y., have returned to their Buffalo home after visiting in Cleveland, Toledo and Detroit. They were accompanied on the trip by their son, a recent army dischargee, and at Detroit they took in the Michigan Showmen's Association banquet and ball.

DET. SPOTS REOPENING
(Continued from page 71)

It is the contention the boats can't be profitably operated on many of their routes and a virtual end of the excursion lines that once crisscrossed the lakes is in prospect.

New Ride Added

One new ride, a Scooter Boat, has been installed at Bob-Lo, despite the fact the spot is not sure about opening.

Meantime, both major and miniature parks are currently undergoing general revamping and face-lifting in preparation for early openings. A few activities in heated structures

continue the year around at Eastwood and Edgewater Parks, with the opening of the "summertime park" season due next week, weather permitting, when Victor Horwitz may open his miniature Motor City Park.

Opening plans for the season for the major parks still are indefinite, altho a date around April 1 is anticipated, at least for week-ends. Absence of major park executives, including Henry Wagner and Max Kerner, Eastwood; Charles S. Rose, Edgewater, and Fred W. Pearce, Walled Lake, most of whom are vacationing in the South, delays the official decision on openings.

PARKS AND CARNIVALS

can obtain for Spring delivery

**NEW 1947 TYPE
LAUGHING FIGURES**

Laffing Luke

Giggling Gertie

ANIMATED HEADS

HUMOROUS AND GROTESQUE

THE SKIPPER

THE DEVIL

THE TOUGH GUY

THE WITCH

THE SINGING GIRL

THE BEARDED GIANT

STUNTS FOR DARK RIDES OR FUN HOUSES

THE GORILLA

THE FALLING GHOST

THE GIANT AND DWARFS

LAFFING LUKE and GIGGLING GERTIE are life size figures in a sitting position, real action and lots of fun. They are complete with amplifier, record changer, speaker and 20 records. Both figures could be used in front of any ride or device, and are the best ballyhoo ever used. They earn their cost in a few weeks' time by increased receipts.

ANIMATED HEADS may be used alongside of Laffing Luke or Giggling Gertie as a background, or a group of these heads with bodies painted to suit heads will dress up and liven up most any front on any ride or device. The heads may also be used as stunts inside a ride or fun house.

The size of heads averages about 32 inches high, 32 inches wide and 7 inches deep, with motor mounted inside of head. They are complete ready to plug in. Our photos show suggestions for painting bodies and background if required.

THE GORILLA and FALLING GHOST are compressed air activated stunts for Fun Houses or Dark Rides. They are scary and can be installed in a reasonable sized space. A small compressor will operate both if air is not already available.

THE GIANT AND DWARFS STUNT is really an outstanding animation continuously in operation, with motor included, for installation in Fun Houses, Dark Rides, and especially for scene sheds in Old Mill or Water Rides. Size—10 feet long, 7 feet high, 3 feet deep.

OUR SUPPLY OF FIGURES IS LIMITED
SEND FOR PHOTOS AND ADDITIONAL DATA

PHILADELPHIA TOBOGGAN COMPANY

130 East Duval Street, Germantown

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ROLL OR FOLDED TICKETS DAY & NIGHT SERVICE
SPECIALLY PRINTED
CASH WITH ORDER PRICES --- 10M, \$10.00 --- ADDITIONAL 10M's AT SAME ORDER, \$2.00
Above prices 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
1 ROLL.....\$1.00
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

OCEAN BATHING BEACHES **ISLE OF PALMS PARK** **PLAYGROUNDS OF THE SOUTH**
CHARLESTON, S. C.
OPENING DATE CHANGED TO APRIL 19TH.
DAY AND DATES WITH THE FAMOUS CHARLESTON AZALEA FESTIVAL.
WANTS
RIDES—Want two Flat Rides, all other Rides booked. SHOWS—Want any type Show for Park with outfit, 15%. CONCESSIONS—Grind Stock Concessions, \$20.00 a week. Exclusives, 50% additional. Cookhouse, Bingo, Custard, \$40.00. Want large Roller Skating Rink with outfit, 15%. Especially want large Wildlife Show, basis for zoo. Bookings close April 1st. We are ready to close contracts now.
TERRILL'S AGENCY
199 KING STREET, CHARLESTON 5, S. C. PHONE 3-1245

DETROIT MANAGER APPOINTED

Hazen L. Funk Picked by Gov.

New head is Detroit city official—says intent is to operate event this year

DETROIT, March 1.—A manager has been named for the Michigan State Fair here and all indications are the event will operate this year for the first time since 1941.

Hazen L. Funk, 41, secretary of the Detroit Department of Public Works for the past five years, this week was named manager by Gov. Kim Sigler. A dark horse appointment, Hazen's name had not been associated with the position until the governor's announcement.

Prior to assuming his post with the city of Detroit, Funk had managed the Greater Lakes Theater, movie house here owned by his father, Gustave W. Funk. Before that he was engaged in property management.

Asked whether the fair will operate this year, Funk told *The Billboard* "that is the intention; I'm positive."

He said he will go to the State capital next week, at which time he will be appraised of the governor's ideas.

The governor has been at odds with the fair board and with Commissioner of Agriculture Figg over policy. The governor, who assumed office this year, had pledged during his election campaign that the fairgrounds would be made available for year-round recreation use. In this he has met with opposition from the fair board.

Changes Sought

Several moves are underway to change the method of control of the (See *Name Detroit Manager*, page 77)

Sahasras During Ohio Fairs Are Foreseen

AKRON, March 1.—That Ohio fair towns may encounter renewed activity upon the part of the Women's Christian Temperance Union's dry-up-the-State campaign was indicated when Norman C. Parr, executive secretary of the Buckeye Retail Liquor Dealers' Association and spokesman for 3,000 Ohio liquor establishments, went to bat to permit the sale of liquor in the vicinity of fairs while they are in operation.

Last year the WCTU forced taverns and nightclubs within a two-mile radius of fairs to close in many cities. Parr this week termed the WCTU "unrealistic" in its campaign.

"It is time," he said, "that the hand of unrealistic persons and organizations such as the WCTU be called."

Parr asserted it was the opinion of many members of the State Legislature that the old blue laws were erased when the liquor control act was put on the statute books in 1933.

"Many honest, upstanding business men were granted permits to operate legal establishments prohibited by an antiquated law that Ohio lawmakers thought they had taken off the books," he added. "The department of liquor control, in good faith, issued permits in areas covered by an antiquated statute. Many persons invested their life savings in these enterprises and now a minor segment of our society is seeking to take away the legal means of livelihood of these persons."



JUMPING FROG WINS PUBLICITY HONORS. Carl T. Mills (left), secretary-manager of Calaveras County Fair, Angels Camp, Calif., receives the award for having done the best job in advertising and publicity for Class A fairs or "fairs going to be big" from Frank Kingman, IAFE secretary. E. G. Vollmann (right), president Western Fairs Association, Inc., looks on. Calaveras Fair features the Jumping Frog Jubilee. Mills's promotional display scored 100 per cent.

Fair Management

Stamps Master Plan as "Must"; Blends Experience With Needs

Editor's Note—This is the first of three articles by R. J. Pearse, architect-engineer, with a background of more than 20 years in fairgrounds design. Born on an Iowa farm and schooled at the Harvard School of Landscaping, where he studied city planning, Pearse's views are the result of experience (he has made plans for many annuals in the U. S. and Canada) and of observation. He has made it a point over the years to consult with the many people whose interests go into a fair.

By R. J. Pearse

A FAIR without a master plan is like a ship without a compass; it is not going in any direction and it never reaches port.

A real master plan is built up around years of experience in the operation of the particular fair, the suggestions of the exhibitors, of the race track men, of the amusement men and all those which go to make up the fair personnel. This information is then placed on a master plan by one who combines all of these ideas with a knowledge of city planning, fair operation and the needs of the fair patrons.

This master plan should show not only the present fair, but a progressive fair planned for improvements each year over a period of years so that when finished, it will be one complete unified fair plant. The size of a fair bears little importance because the principles of the needs of a small fair are almost identical with those of a larger fair, only on a different scale.

Parking Top Problem

Each unit placed on a master plan should be located only after a definite set of reasons have shown that this unit should be in this certain spot. Naturally the larger units such as the race track, the parking areas and the midway must be located first, as they occupy the most space and they

are the hardest to move if not located correctly.

A large number of people nowadays come to the fair in their own car. Therefore parking space is the first problem. An ideal parking area is at the front of the fair so that the car may be parked and the whole family pass thru the entrance together. When they leave they may meet at the entrance, go directly to the car and leave without becoming involved in traffic congestion. The (See *Stamps Master Plan* on page 77)

Keene, N. H., Plans New Exhibit Bldg.

KEENE, N. H., March 1.—Plans have been announced for the erection of a large exhibit building on Cheshire fairgrounds next summer for the purpose of housing the increasing industrial and educational exhibits. Building will be 200 feet long and two stories high.

Entertainment features announced for the fair, September 4-6, include Joe Daly's Circle-J Ranch Show and two evenings of fireworks and music daily by the Cheshire Fair Band, under direction of Charles A. Woodbury.

Calif. State Hikes Attraction Budget

SACRAMENTO, Calif., March 1.—California State Fair, returning to operation this year after a six-week lapse, has set its attraction budget at from 30 to 40 per cent higher than in 1941, when the event was last held.

Past policy of spectacle shows will be followed, according to E. P. (Ned) Green, secretary-manager, but will go strong on centennial theme in 1948 and for two years thereafter, Green indicated.

Midwest Events Buy Cycle Races

Winkley lines up strong sked for two-wheelers — also books Thrill Show

MINNEAPOLIS, March 1.—Frank Winkley, Thrill Show impresario and motorcycle racing promoter, will play more fairs with cycle races this season than in any year since he broke into the business.

Sold on the idea that cycle events will continue to grow as an attraction at fairs, Winkley, who headquarters here, made a strong pitch on behalf of the two-wheelers to Midwest fairs during the winter and has lined up an impressive list of annuals which will offer motorcycle races.

Already booked are the fairs at Fairbault, Howard Lake, Austin, Owatonna, New Elm, Kasson and St. Peters, Minn.; Sedalia and Springfield, Mo.; Webster City, Marshalltown and Cedar Rapids, Ia.; La Crosse, Wis., and Iola, Kan.

All events will carry the sanction of the American Motorcycle Association, Winkley said. He will open the cycle season with a still date May 11, at Springfield, Mo., under the sponsorship of the Ozark Empire District Fair.

Winkley also has lined up a strong route for his Thrill Show. Fairs contracted include Minnesota State Fair, St. Paul, and Owatonna, New Ulm and Albert Lea, Minn.; Sedalia and Springfield, Mo.; Spencer, Cedar Rapids and Davenport, Ia.; Elkhorn, Wis.; Huron, S. D., and Fargo, N. D.

WFA Votes Tie-Ups With Calif. Cent.

SAN LUIS OBISPO, Calif., March 1.—The centennial committee of the Western Fairs Association, Inc., meeting here in a night session during the second annual College of Fairs at California Polytechnic College, voted every assistance possible to the California Centennial Committee in the three-year State-wide observances which will start in 1948. The WFA committee, headed by Dale Campbell, of Mariposa County Fair, passed resolutions offering co-operation.

Attending the session were Charles Bihler, Art Craner, Carl T. Mills, W. S. Randall, Cecil Mathews and Tom L. McHugh.

The fair committee will ask that the State Centennial Committee assist in setting dates of celebrations so there will be no conflict with fair dates. In communities that will not support both, an effort will be made to combine them.

Mills, secretary-manager of the Calaveras County Fair, told the group his committee was working on a theme to combine the centennial with that of the fair, which has in the past featured the Jumping Frog Jubilee.

Craner presented a copy of Senate Bill No. 610, outlining the State's participation in the celebrations from a financial standpoint.

Altho the resolutions to be submitted are general in nature, the WFA will offer detailed reports as more plans develop.

SCHOOL BELLS RING IN MICH.

B-C Revue, Acts For Minn. State

Stage show inked for nine of ten nights—seek names as first-night attraction

ST. PAUL, March 1.—Barnes-Carruthers Theatrical Enterprises, Chicago, has been awarded the grandstand attraction contract for 9 of the 10 nights of the Minnesota State Fair, which, canceled last year because of polio, will resume this year.

The Chicago agency will supply a revue for nine nights and acts for both afternoon and night. Attraction for opening night, August 24, is still up in the air, with the field open to all attraction suppliers. Idea is to present names to bolster some State-wide contest, such as competition between bands.

Last year the Boyle Woolfolk Agency, Chicago, was awarded the grandstand contract but was not called upon to deliver, due to the annual's polio-forced cancellation.

The B-C revue which will play the State fair here also will play the Wisconsin State Fair, where it is signed for eight of the nine nights. Signing of the B-C unit was made possible when both the St. Paul and Milwaukee fairs agreed to give up one of the nights usually devoted to a revue.

Besides the B-C contract, the Minnesota State Fair has closed with National Speedways (Al Sweeney and Gaylord White) and with John Sloan for each auto racing outfit to stage two days of racing; with Frank Winkley to present two afternoons of auto and motorcycle thrillers and with John R. Guthrie, Muskogee, Okla., to put on four rodeo matinees.

The Royal American Shows were awarded the midway contract. Fireworks contract for 10 nights went to Thearle-Duffield Fireworks, Chicago.

Full-Time Secretary For West Union, Ia.

WEST UNION, Ia., March 1.—Ed Bauder has been appointed full-time secretary of Fayette County Fair here. Naming of a full-time secretary was required because of extensive alterations and improvements being made to the grounds.

Improvements include redesigning of the plant to provide a new race track and construction of an all-steel grandstand with a 3,000 seating capacity.

Harper Renamed President Of Shade Gap, Pa., Event

SHADE GAP, Pa., March 1.—J. M. Harper was re-elected president of Huntingdon County Fair here. Other officers are Eugene Irvin, first vice-president; I. G. Owens, second vice-president, and J. Elmer Young, secretary. Grange Trust Company was retained as treasurer.

Harper, who also serves as general superintendent of the fair, announced inking Col. Cliff Gatewood's Flying X Rodeo as the grandstand attraction. Paramount Exposition Shows will be on the midway.

Contemplated improvements include the painting and general improvement of all buildings and the erection of a new fence encircling the grounds. If possible, a new livestock stable will be built this summer.

Around the Grounds

Pacific Nat'l Aims for 750,000; Push New Rochester, N. Y., Plant

Grading of the newly acquired site for the Monroe County Fair, Rochester, N. Y., has been pushed thru the winter months. Grounds, a former 60-acre farm, will be converted into a year-around recreation center, offering a range of activity designed to lure Rochester's industrial workers.

Plan for '47 is to use tents for fair buildings. A half-mile race track will offer harness racing and possibly auto races, according to the fair's president, John C. Mulloch. By utilizing two springs and a creek it will be possible for the plant to have a swimming pool.

Major E. B. Allen is beginning his 37th consecutive year as president-general-manager of the Flemington (N. J.) Fair. Already the veteran fair man has drafted the fair's attractions, and has contracted for four still dates at the fairgrounds. Latter are midget auto races Decoration Day, stock car races June 15, midget auto races July 4 and motorcycle races July 19.

Suspended since 1941 when it drew a gate of 386,000, the Pacific National Exhibition at Vancouver, B. C., this year is aimed to draw a gate of 750,000, Mackenzie Bowell, president of the Exhibition Association, recently told members of the association.

Plans for the revival, opening August 25, call for the extension of the grounds to take in the first nine holes of a golf course, the construction of a new horse show building and a general program of replacement and repairs.

The Calgary (Alta.) Exposition and Stampede has offered to donate \$50,000 to the city to assist in locating the present street car barns on a new site. Barns now are on property necessary for the proposed expansion of the fairgrounds. It is unlikely the area now occupied by the car barns will be made available to the exhibition board before 1948.

Buildings of the Kerrobert, Sask., Exhibition will be painted before the '47 event. Annual last year spent \$1,000 on repairs and improvements, and now has a \$2,700 cash surplus. Officers are president, J. J. Bell; vice-presidents, Melvin Joice, W. Gardiner and E. R. Young, and secretary-treasurer, F. W. Ball.

Wild Bill Reams announced from West Leeport, Pa., that he will be featured stunt man with Cherokee Hammons' Rodeo and Thrill Shows, with dates in Michigan, Ohio, Illinois, Missouri and Ontario.

Grandstand act program for the Erie County Fair at Hamburg, N. Y., has been completed. Acts signed are Henry Robinson's elephants; Adamson Duo, Swedish equilibrists; Four Macks, skating; Vespers, tumbling and teeterboard; Musical Johnstons, xylophone, and the Aerial Downies, performers on a 60-foot ladder. Other attractions will include Jack Kochman's Hell Drivers for two nights;

Joe Chitwood's Hell Drivers, also two nights; and auto races, directed by Sam Nunis, one afternoon. Also booked is Joe Basile's Madison Square Garden Band.

Five ex-servicemen, all sons of the late Henry Bottieri, himself a fireworks man, have formed a fireworks company in Schenectady, N. Y., which has been incorporated as the North American Fireworks Company. Heading the org as president-manager is William R. Bottieri, who before he entered the army was with the Martin Fireworks Company, Fort Dodge, Iowa. Other brothers are Albert, Louis, Henry Jr., and Moe.

Tony Sacco, head of the Chicago booking agency bearing his name, announces he is back in the outdoor booking business, which he left temporarily during the war years. He announces booking the Thompson White Horse Troop into the Cassapolis (Mich.) Fair July 22, and into Niles, Mich., July 23; Kalamazoo, Mich., July 25, and La Fayette, Ind., July 26.

Faculty for the County Fair Short Course at the University of Minnesota (Department of Agriculture), St. Paul, (See Around the Grounds, page 77)

Short Course On Fairs Set

Two-dayer will be held in Lansing April 21-22—association meets to sked topics

LANSING, Mich., March 1.—Michigan fair men, cued by the Western Fairs' Association, will have their own short course on fair management.

A two-day course will be held in the Olds Hotel here April 21-22, it was announced by Hans Kardel and Harry B. Kelley, president and secretary, respectively, of the Michigan Association of Fairs.

The association will have the assistance of the Michigan State College at East Lansing, the Michigan Department of Agriculture and other State agencies.

To Determine Topics

Topics to be covered will be determined at a special meeting of the State Association here Tuesday (4), at which time the fair men also will discuss State aid and date conflicts of horse race meetings with county fairs.

It is believed fair men from States other than Michigan will be invited to attend the course on management. No decision has been made as to whether there will be an enrollment (See School Bells Ring on page 76)

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Newton, Kan., Sets Plans; Parade, Picnic To Open
 NEWTON, Kan., March 1.—Labor Day parade and a Labor-Merchant picnic will open the Harvey County Fair here September 1, E. A. Berry, fair president, announces. Rockwell Shows have been contracted for the midway.

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Bill Would Dry Up Indiana State Fair

INDIANAPOLIS, March 1.—A bill which would prohibit the sale of alcoholic beverages at the Indiana State Fair has passed the House of Representatives and is now before the Senate. Sponsored by Rep. Edwin C. Moseley (R), Peru, and Russell Colbert (R), Washington, violators are liable to a fine of \$500 and six months imprisonment at the State Farm.

Bill does not affect sale of alcoholic beverages on the State-owned grounds except during the operation of the fair.

Enchanted Land For Kids Plan At Calif. Event

SAN DIEGO, Calif., March 1.—San Diego County Fair in Del Mar, scheduled for 10 days and 11 nights starting June 26, will feature *Little Enchanted Land* for children. Ernest Hulick again is secretary-manager and Fred M. Sandusky director of exhibits and concessions.

According to Hulick, *Little Enchanted Land* will be a combination of free and paid entertainments. Especially constructed, *Land* will have a 125-foot front and be 185 feet deep. The entrance will be copied from a story book castle, with 10-foot soldier cut-outs at the gate. Pay attractions will include miniature trains, streetcars, pony ride and horse-around. Puppet show, with nine shows daily, will be free.

Along the sidewalk of the area there will be a mural eight feet high, with the nursery rhymes and characters in color. Motion pictures for tiny tots also will be shown. Again this year, the kiddie bank, or nursery, will be installed. Near by will be a rock candy mountain made of papier mache, with large peppermint sticks supplying color.

Fair which pulled more than 150,000 people in 1946, will feature a three-day rodeo, six-day national horse show, quarter horse racing, running races, air show, two-day dog show, two-day cat show and an enlarged flower show. Theme this year will be outdoor life, with the emphasis on yachting, aviation, motor-fishing, fishing and hunting.

In the exhibit division, San Diego will feature a farm implement show, airplane show, motor and sailboat display, home and automobile show.

Don Diego, Hulick's trade-mark, again will make an appearance at the gate to welcome the payees. *Fiesta-cade* will be the grandstand attraction, with featured acts to be announced.

England's First Post-War Commercial Fair Skedded

LONDON, March 1.—England's first post-war commercial fair, the British Industries Fair, will open in London May 5. A total of 2,153 manufacturers have signed up for exhibit space at the event here, while 978 manufacturers of engineering, hardware and other heavy goods items will exhibit at the same time in Manchester.

Auburn, Calif., Returns

AUBURN, Calif., March 1.—Directors of the 20th agricultural district announce the 1947 district fair, suspended since 1941 by the war, will resume October 3-5. It will be managed by L. F. Morgan. In pre-war years the event ran in June.

Memphis Votes On Fair Arena

\$2,000,000 bond issue for all-purpose bldg. placed on ballot—to seat 15,000

MEMPHIS, March 1.—Voters of Memphis will cast their ballots March 27 in a general election on a bond issue for the construction of a \$2,000,000 all-purpose arena at the Mid-South Fairgrounds here.

Plans for the arena, termed a "Little Madison Square Garden," call for 10,000 permanent seats, with provisions for an additional 5,000 temporary seats.

Building would be used during the fair and would be available the year-round for horse shows, basketball, ice hockey, wrestling, other sports, indoor circuses and conventions. Planners say it would be big enough to house the Democratic National Convention, "should it come here," or the Ringling Bros.' circus. Special attention to lighting and p.a. systems was given by architects, it was reported.

Strong probability that the voters will okay the bond issue is seen in the recent endorsement of Ed Crump, veteran political boss here, who urged expansion and development of the fair and the construction of an all-purpose arena.

Biggest building here now available for public gatherings is the Auditorium, which seats 4,282 in one hall, 2,499 in another. Crump Stadium has a capacity of 26,700 for outdoor events.

Pasco County (Fla.) Event Picks Site at San Antonio

DADE CITY, Fla., March 1.—Plans for developing a permanent site for the Pasco County Fair have been revealed by County Agent J. F. Higgins, who announced a tract of land at San Antonio, Fla., has been selected and sufficient money raised to purchase it.

Leaders of the Pasco County Fair Association, organized in 1945, plan to build a race track, rodeo pens and eventually an assembly building, which could be used for 4-H Club meetings and other county-wide gatherings, as well as for the fair.

Goldendale, Wash., Elects; Plans To Revamp Grounds

GOLDENDALE, Wash., March 1.—Klickitat County Fair board elected Hugh Cameron, president; Frank Linden, vice-president; E. M. Huckfeldt, secretary; Quentin Jackel, treasurer, and Gus Trumbo, trustee.

Remodeling of the grounds is under way after a visit by a rodeo committee to Redmond, Ore., to study plans for new grounds there. New fencing will be installed at the Goldendale grounds in time for the 1947 rodeo. Rodeo committee members are Cameron, Linden, Paul Davenport and Don Bridgefarmer.

Decides Mich. Counties May Levy for Fair Site

LANSING, Mich., March 1.—Monroe County has the statutory right to levy taxes to buy and improve land for a fairground, according to an opinion by Michigan's attorney general. Edward J. McCormick, assistant prosecutor, raised the question. He had informed the attorney general that a committee of the board of supervisors plans to propose at the next board meeting that the question be placed on the April ballot.

Moose Jaw Skeds Fave Dish Contest

MOOSE JAW, Sask., March 1.—A prize for the dish most typical of Saskatchewan food will be offered at the Moose Jaw Exhibition this summer.

Competition will be sponsored by the Moose Jaw Restaurant Association in co-operation with the nutrition department of the Provincial Government's Department of Public Health and the exhibition.

Dish must be complete with recipe and must contain "foods typical of the Province, readily available the year around and combined in such a way that a palatable and reasonably stable dish will result."

Prize will be \$15.

Ten Sell-Outs Chalked For Fort Worth Rodeo

FORT WORTH, March 1.—Ten of the 23 rodeo performances of the Southwestern Exposition and Fat Stock Show, opening Wednesday (5), were sold out a week in advance. All tickets were priced at \$3, tax included, except box seats which were offered at \$4, including tax.

Bill H. Hames will again provide the carnival attractions. Admission to the showgrounds, including the carnival, will be 50 cents. Rodeo will be held in the Will Rogers Memorial Coliseum (capacity 6,400 seats).

Building Space All Sold for York, Pa.

YORK, Pa., March 1.—All concession space in the main building and under the grandstand has been sold for the 1947 York Interstate Fair and deposits made on contract consideration, according to an announcement made by Sam S. Lewis, president and general manager.

York's annual last fall proved a record-breaker in all departments, and interest shown to date by commercial and industrial exhibitors indicates the '47 event will keep pace.

Spain's Sample Fair in May

MADRID, Spain, March 1.—The 25th annual International Sample Fair will be held at Valencia, Spain, May 10-31. American products exhibited will include books and newspapers.

SCHOOL BELLS RING

(Continued from page 75)
 fee. Such matters will be decided at next week's session.

Concerned about the conflict in dates between the Northville pari-mutuel track and late county fairs, the association may take action at next Tuesday's meeting to eliminate such conflicts. Members of the Legislature and the governor are being invited to next week's meeting so that they can be apprised of the needs for increase in State aid.

Third State

Decision to hold a short course on fair management gives Michigan the distinction of being the third State in recent years to schedule such a course. The first in more than two decades was instituted in California last year under the sponsorship of the Western Fairs' Association, which only recently held its second annual College of Fairs. The Minnesota State Association of Fairs is sponsoring a three-day course early in April at St. Paul.

Two other States, Ohio and Indiana, are considering the establishment of similar courses. The State associations in both those States, at their annual winter conventions, authorized a study to determine whether they should sponsor courses.

REP RIPPLES

LEW BELMONT and T. I. Fahle write that they will have a one-nighter tent show on the road this season. . . . Laurel Twombly is showing 16mm. pix under auspices in the Corry (Pa.) sector. . . . Fyfe's Show, vaude-pix, is in the Logan (Utah) area, playing schools and halls and using dramatic sketches for vaude. . . . Frank Carlo writes from Arlington, S. D.: "I have been playing halls in this region the past two months to fair biz. Am making two-week stands with rep bills and films, and will soon move to my established Utah territory." Landers and Smart will play dates around Savannah, Ga., with their 10-people colored minstrel show before opening the carnival season. . . . Wallace and Herman Ninehart have a film roadshow operating around Battle Creek, Mich., under auspices. . . . Roscoe and Dorothy Gerall, former well-known rep performers who were in California for several years, now operate a cafe in Rochester, Minn. . . . Roy and Peggy Lewis, well-known repsters, now have their own show playing schools and colleges in the South. They were last with Jack Brooks in 1944. . . . Al Pitcaithley, formerly in rep, now with KAVE, Calsbad, N. M., had his Coffee Club program featured in an illustrated article in the February issue of *Rexall Ad Vantages*, trade mag, which was sent to all Rexall dealers. Program originated from the Star Pharmacy Rexall Store, Carlsbad, and in June will have been running two years, five times a week. The late Dick Butler was with Al on the Jack Kelly Show. . . . Lucille Stoddard, with Bisbee's Comedians last season, will soon take her Toy Lu magic act to the West Coast.

CHARLES E. ANDERSON is showing 16mm. pix under auspices in the Angola (Ind.) sector. . . . Miles and Ruby Rineham, who soon will finish their third winter season, are showing religious films around Baltimore. . . . Freel's Show, vaude-pic, reports fair business in Adams County, Nebraska. . . . Chris Tate Players recently have been around Kingston, Ont. . . . Merrill Brothers, who have a school show in Buffalo Coun-

ty, Okla., will open under canvas late in April. For Saturday dates they use a spook show in halls. . . . Nile's Alabama Minstrels, colored, will make some Mississippi hall dates under auspices before opening their carnival season. . . . Bay Players recently have been active in New Orleans. . . . Mention of the Charles Worthan Dramatic Company, of East Peoria, Ill., in last week's issue, brought the following from Fred A. Schmagar, Sterling, Ill.: "Charlie and his talented wife, Sadie, were old residents of this city. He was director of the Knights Templar band and both were prominent in civic and social circles. Everyone here hopes that Charlie will book the opry into the old home town this season." . . . Capt. J. W. (Bill) Menke informs that the new barge for his Goldenrod Showboat in St. Louis will be ready by April 1.

Delaware Op Launches State's First 16mm. House

WILMINGTON, Del., March 1.—Delaware now has its first 16mm. theater operation, the Club House Theater at Yorklyn. New venture is operated by Thomas C. Marshall, air corps veteran, in an old clubhouse built about 30 years ago and equipped with fireproof projection booth for exhibition of silent films. Marshall has installed two Bell & Howell 16mm. sound projectors.

The second-floor auditorium has seating capacity of about 120. Marshall plans a single performance on Wednesday nights and two performances on Saturday nights. Films will be secured thru Del-Mar Visual Aids, Inc., of Wilmington, and Films, Inc., New York. Nearest commercial movie theater to the new Yorklyn venture is five miles distant.

Around the Grounds

(Continued from page 75)
April 7-9, is being lined up by Dr. J. O. Christianson, director of agricultural short courses for that university. List of subjects ranges the field of county fair management. Tuition for the three-day course is \$10.

Regional meetings for fair boards in Wisconsin will be held in four different sections of the State, A. W. Kalbus, supervisor of county and district fairs for the Wisconsin Department of Agriculture, announces. Sessions skedded are Mineral Point, March 27; West Bend, March 28, Marshfield, April 3, and Rice Lake, April 4.

En route from the College of Fairs, San Luis Obispo, Calif., to Brockton, Mass., where he directs the Brockton Fair, Frank Kingman, secretary of the International Association of Fairs and Expositions, was a visitor at the Chicago office of The Billboard. Kingman said he will attend the County Fair Short Course at St. Paul in April.

Secretary Dorothy Packman, George A. Hamid, Inc., has returned to New York after two weeks of vacationing in Florida.

American Motor Racing Society held its second annual convention in the Stevens Hotel, Chicago, February 21-23. Org. comprised of auto race promoters and drivers, sought to work out a nationwide publicity campaign designed to heighten interest in racing as a sport and to fend off possible detrimental State legislation.

Stamps Master Plan as 'Must'; Blends Experience With Needs

(Continued from page 74)
closest approach to this arrangement should be sought. Sometimes it is better to have parking areas on either side of the entrance or on either side of the fair, with entrance gates located to accommodate these guests.

Suggests Zones

The zoning of fair units brings out an interesting problem in their arrangement. They might be divided into three such zones: the noisy zone, the semi-noisy and the quiet zones. The noisy zone naturally covers the midway, the grandstand attractions and the concession stands; the semi-noisy zone takes in the stock barns, the exhibit building, art exhibits, dining halls, etc., and the quiet zone includes the educational exhibits, the women's building, playgrounds, hospital area and the parking area.

It may seem strange to make these groupings, altho it is well known that too much of one thing is too much anywhere, and that anyone tires of either too much noise or too much quiet. By careful arrangement these zones can be considered, and in many cases a better result obtained by not combining the buildings in one zone that should be in one or the other of the other groups.

Race track is probably the largest unit and should be located with a great deal of thought. Orientation is a major problem. Any location to give a front to the grandstand from northeast to southeast is the best. South is the next best. A northern-facing location in the fall season puts the sun in the face of the grandstand late in the afternoon. West should never be chosen unless it is absolutely unavoidable.

Where To Have Stand

Another major suggestion is that the land extending beyond the back stretch of the track is worth nothing for concession space. Therefore the race track should be located with the grandstand as far away from the entrance as is reasonably possible, for all the space between the entrance and the grandstand is either good concession space or good exhibition space. Many grandstands located too close to the entrance lose much revenue that could otherwise be collected if the stand were farther away.

Best location for the midway is on a pear-shaped area with the entrance at one side or other of the entrance to the grandstand and yet far enough away so that the noise of the midway does not interfere with grandstand attractions. A nationally known musical attraction cannot compete with a Motordome or a Whip.

Urges Courts

Exhibit buildings should be arranged around courts, that is, hollow squares with buildings on three sides, facing an open lawn area, with these courts all opening out on a large court around which the entire fair, exhibit buildings, grandstand, midway and concessions are arranged. In the larger fairs the stock group should be dominated by the coliseum (a judging ring or horse show building where the different breeds of livestock may easily enter the ring). The main entrance to the coliseum should open on the large central court.

A livestock group, an agricultural group, an industrial group, an educational group, a women's group, a farm machinery group and in the future we may dream of an aviation and atomic group, all should be made accessible to the main large central court thru the smaller courts. These courts, of course, should be large or small according to the size of the fair. With the present shortage of steel trusses and large beam con-

struction, it may be a good idea to use smaller, narrower buildings arranged with the long axis parallel to the sides of the court where different units of the larger exhibits can be placed and later be replaced with larger buildings when the exhibits grow and warrant such expansion.

Thus we have the general plan described, locating in order, the parking area, the race track and grandstand, the midway and various exhibit groups which are adaptable to the hundreds of different fairs now in operation. Each fair has its own separate problems, no two can be alike, and an ideal master plan must be adjusted to accommodate local conditions and local tastes.

As one fair manager said: "If I don't make some changes before next year the people won't be here to be inconvenienced again as they were last year." A pleased public is the answer to a successful fair.

NAME DETROIT MGR.

(Continued from page 74)

fair and the fair plant. Latest development in this respect is a bill introduced in the State Senate Thursday, February 27, which would set up a 20-man board consisting of 15 representatives of county fairs and five representatives of 4-H Clubs.

Former Gov. Alex Grosback is supporting a move to establish a seven-man board which would be responsible for year-round use of the grounds, as well as the operation of the fair.

Funk told *The Billboard* a big job remained to ready the State fairgrounds for operation. The plant was used during the war years by the army as a storage depot.

He disclaimed any knowledge of the '47 dates, pointing out it was his understanding in the past the fair had run 14 days ending on Labor Day.

Previously, Harry B. Kelley, secretary to the State Fair Board, announced the dates for the revival as August 29-September 6. No contracts, however, have been closed for those dates pending appointment of a manager and an official go-ahead from the governor.

Negro Tenters

By E. F. Hannan

COLORED tent shows are daily moving closer to opening dates and unless scared off by prevailing living costs there will be as many as ever, if not one or two more. These orgs have kept up to the minute in the matter of show and presentation and this has made a certain following that believes it gets its money's worth in Negro entertainment. Everett O'Brien, old-time repster, writing from New Orleans, says a few things that ring true.

Here is a sample from his letter: "Rep tent shows folded as much from dead shows as anything else. I played in the same bills in 1906 that I did in 1926. It was like a fellow telling you the same gag every time you met him. Radio did the opposite. It took everything it laid its paws on and with credit, and more times without credit, it filled the air with anything and many things, but it kept changing.

"I catch two or three colored tent shows each year and always get a kick out of them. Television may catch up with them, but radio—no." There is much truth in what Everett says.

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Intended No Mud Battle, Amateur Says in Defense

CHICAGO, March 1.—“It is regretted that my recent letter in *The Billboard* on good sound systems in rinks is being misconstrued by operators to be mud slinging, for that is not the spirit in which I wrote the letter,” writes George F. Maier, amateur skater and student organist.

“I have no intentions of asking rink owners to immediately spend hard-earned money, but to advise newcomers of the latest developments in sound systems. If a rink owner has no intentions of installing a new system, at least he might keep the idea in mind until the time presents itself for making a change.

“It was hoped that bringing up the good music question would help in a small way to push the mass drive for skating and skate dancing over the top and make it the top-notch sport in the United States.”

Anniversary Show Draws Heavy Bay Ridge Turnout

BROOKLYN, March 1.—An excellent crowd turned out for the February 6 Bay Ridge Rink anniversary show, topped by *Valse Bluette*, a precision number in which 32 skaters took part, reported Jim Ferris, rink pro.

Numbers were contributed by Grace D'Andrew, State RSROA novice figures champ, who was recently featured in an anniversary show at Mercury Roller Rink, Norfolk, Va.; Patricia Devereux, State junior figures champ; Merry Ann McSweeney and Barbara Nathan; the Siviros twins, pairs, and Magdalen and Dolores. Later the Misses McSweeney and Devereux teamed with Joseph Davis and Jack Crichton in a fours number. All skaters were members of Bay Ridge Dance and Figure Club.

40 Years in Skating Reviewed By Ed Moorar on 80th Birthday

“This is being recounted on my 80th birthday, February 7,” writes E. M. Moorar, of Carman Roller Rink, Philadelphia. “I am feeling spry and in good humor. Forty or more of my years have been spent in and around roller rinks. I took up skating first as an exercise and I have not been disappointed. My name, Edward, signifies that I was destined to be the guardian of other people's property and that is about all it has been my lot to be. Somehow I have never been able to develop that hump on my back from carrying money to the bank.

“From the time I was six until my 14th birthday I was practically an invalid and cost my father a small fortune for medical attention. Twice during that time I refused to become dust. However, I certainly have inhaled plenty of it as a roller skater. On doctor's orders I left school. My father, being a railroad official, took me into his office. Here I learned to handle a feather duster, copy letters, etc. He promoted me later to a second clerk. My duties were to keep track of the company's rolling stock as well as several thousand cars belonging to other roads.

Into Rollery

“When 17 I found office work too confining and decided to try the open-air stuff. There were several lakes and a river where I lived and plenty of good ice skating. I tried the ice sprayers. My constitution was still not strong, and between the hockey and the severe cold it proved too strenuous. One afternoon a young dude named Smith (later known professionally as Rexo) and I were strolling around town looking 'em over as they do now. Smith had ambitions to be a contortionist and even at that period he could put his chin on the seat of a chair, bend over and sit on his head. On that particular day we saw a sign announcing the opening of a roller rink—something new. There was a good crowd and indications were that the promoter had a good start toward a hump. They didn't have those nickel grabbers then, as the skates had to be strapped on. Those skates had wooden bottoms and a wooden roller at each end. No precision bearings, just an axle pushed thru each wheel and held on by a cotter pin. We put ours on and tho they persisted in going in opposite directions, we finally conquered them. Once I became a little fatigued and leaned against the wall. There was no rail. Remember, this was no Sefferino Rollerdrome. Floor space was valuable. I was standing there for a second, feeling secure, when I hit the deck.

“That called for a splinter-picking job. Don't be silly, it wasn't a plastic floor, just ordinary pine. You did not cut down good maple trees in those days. They tapped them to get sap to make sirup for those morning buckwheats.

Skates Improve

“Soon larger and better rinks hit town and Rexo and I got so we could cut didos. He kept at it until he got the idea of playing one-night stands

in near-by towns where the craze had hit. Meanwhile I kept herding railroad cars. Well, better skates (some even better than the present-day product) began to appear. They had clamps on the heel and toe and were made of steel. All you had to do was pack the bearings (yes, they had ball bearings) with vaseline and forget about precision bearings. Speaking of precision bearings, they were nothing to sing about. They fell apart like the present crop. I have an old pair of them. They had ball carriers with six large ball bearings in each carrier. The late Harley Davidson sold a lot of them thru the Southwest. That same company got out another model, a combined ice and roller skate. Now that was some idea and shows that the skate makers had big hearts. They used the blade for a brace when rollers were used. A mechanical arrangement permitted one to detach the trucks.

“After I took up roller skating and my second love, bicycling, my health improved. Later I went to Chicago and hooked up as roadmaster's clerk with a railroad that was hauling material for the building of a steel mill in Gary, Ind. I had a speeder with which I used to roll up and down the lake front. It was a little jolly at times, but rather refreshing, like some rink floors.

Made Rollers a Career

“A change in management caused a change in my job. After the Gary incident I decided to make a career of roller skating, but don't forget that during those railroad days I owned rollers and used them wherever I could find a rink. There was a lull for a few years and then it (See *Moorar Reviews* on opp. page)

Free's Toledo Coliseum To House Benefit Show

TOLEDO, March 1.—RSROA amateurs will stage a skating show as a feature of a midnight party to be held March 8 in John Free's Coliseum Roller Rink here, proceeds of which will go to the McCarthy Memorial Softball Stadium building fund being sponsored by *The Toledo Times*.

Drive was instituted to honor Detective Lieut. John McCarthy, who was slain in a gun battle with an ex-convict.

Free said an attempt will be made to bring Nancy Lee Parker and Bill Martin, national amateur titleholders of Detroit, here for the event.

Carlo Wolter Resumes Teacher Role in Mich.

MUSKEGON, Mich., March 1.—Carlo (Carlotta) Wolter, who recently closed her second successful season as director of the *Hollywood Skating Revels*, has returned here to resume her position as professional at Perry B. Giles's Curvecrest Roller Rink, where she is training skaters for competition. Miss Wolter is dividing her time between Curvecrest and Ramona Gardens Rink, Grand Rapids, where she conducts a class.

Redondo Has New Facilities

REDONDO, Wash., March 1.—Recent 60-foot addition to W. J. Betts's Redondo Recreation Center makes it the largest recreation center under one roof on the West Coast, writes Homer H. Murray. Center now includes a roller rink on the second floor, with bowling alleys, billiard, table tennis, dancing, arcade and lunch room facilities on the first floor.

Oregon RSROA Advances Dates For State Meet

PORTLAND, Ore., March 1.—Oregon State roller skating championships will be held in Fun Center Roller Rink, Gresham, March 8 and 9 instead of March 18 and 19; it was announced by L. W. Hendrickson, operator of the Gresham rink and president of the Oregon chapter, RSROA.

Dates were changed so that the same judges—coming from Chicago, Detroit and St. Louis to officiate in the Washington championships on March 3 and 4—could be used.

Jess Fee, operator of the Roller-drome here and chapter secretary, said about 200 skaters are expected to participate in the contests. Program arrangements are in charge of Dean Songer, pro at the Bollinger brothers' Oaks Park Rink here.

Co-Sponsored Polio Benefit At Jeff-Briar Nets Big Wad

NEWPORT NEWS, Va., March 1.—Jeff-Briar Roller Rink here, operated by Gordon Enterprises, and a local women's club teamed recently in staging a March of Dimes benefit program that resulted in one of the largest single donations received here by the charity, reported Jerome Gordon. An advance ticket sale by the rink and the sponsoring club pulled a record crowd.

William Blanchard, Jeff-Briar manager, produced a show for the occasion that included the Suicide Twirlers, Roland Tulley, Joe Hubbard, Barbara Reddick, Otis Howell and Deannie Pollack; Joseph Miente, high jumps on skates; Barbara Reddick and Bob Bond, dance numbers; a skit by Jean Mathews and Joyce Hoffman, and lifts and jumps by Phyllis Ashburne and William Blanchard. Patricia Holt performed on the accordion.

New One in Scott City, Kan.

SCOTT CITY, Kan., March 1.—Orville Schwanke has completed construction of a 50 by 120-foot building here which will be used as a roller rink. A former school teacher, Schwanke came here after completing 27 months of service overseas.

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Again *The Billboard* reminds readers that the contents of unsigned letters will not be published. The editors will withhold a writer's name upon request, but the signature and address of the writer must accompany such letters.

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Glascott Replies To Music Attack

OAK PARK, Ill., March 1.—"I have read the article by G. F. Maier in *The Billboard* of February 8 and certainly take issue with his attack on the music furnished by roller rinks in the Chicago area," writes K. H. Glascott, of Oak Park.

"Maier may not be old enough to remember the canned music of yesterday, but surely will admit that the organists employed in many Chicago rinks are of the highest caliber. In addition, we have had a five-piece orchestra in one of the Chicago rinks and now have a Novachord and organ arrangements in one of our largest rinks. All this adds up to better music for Chicago skaters.

"By Maier's own admission he is an amateur skater and musician. Let me suggest that we wait until Maier is a professional in his chosen profession and hobby and then let us hear from him again."

Additional rinks hopping the racing bandwagon are Bill Holland's Skateland, Bridgeport, Conn., and the Careys' Carman and Circus Garden rinks in Philadelphia, reported Wally Kiefer, chairman of the URO publicity committee.

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Mooar Reviews Skating History

(Continued from opposite page) came back with a bang. Rinks were larger and better than those of the '80s. They were handled better and they continued to improve for years.

"I resent remarks made about the morals of former rinks. However, the real bad things occurred during the '80s craze. Like everything new, cities were not so large and promoters of the sport got reckless. Newspapers began to get sensational stories about rinks that boosted circulation. The result was almost a complete blackout of roller skating. Some survived and when in the early '90s it came to life again, conditions gradually became better. It has continued to improve to the present day, not thru any one person or association of men, but because of men who kept at it thru sheer love of the game and who did not think it beneath them to push a floor brush, put on skates, etc. It is time to quit harping about morals.

Nixes Combo Association

"I am not in accord with the idea of a combination association of ice and roller rinks. In the first place it is not necessary. We already have two associations. It's true they have somewhat muddled things, but most of the older aggregation grew up on roller skates and should know what to do to correct matters. Let Bergin investigate a little further and he'll find that a lot of money garnered from roller skaters went to help keep the ice sprayers going. This is not meant to be a malicious article. However, facts are facts. I recall that not long ago a club connected with one of our up-to-date rinks gave a show. Funds derived from the effort went to the ice skating Olympic team. It's just another case of dog eat dog, so get off the ice before it cracks.

"Among things I am feeling happy about are the many cards, telegrams and letters I received from you spool pushers. I hope to be one of you for many more years. Also, I hope to retain my perfect 36 and the good health which roller skating gave me. I'll try to call on some of you this summer, but don't expect to gaze on any hump.

"Perry Rawson, please notice. We have had a first-class blizzard in Philadelphia so you had better stay a while longer at the Florida Breakers. However, I don't see why you left your pal, Bergin, up here. He needs a drying out."

Record Crowd Seen for Hub Garden RSROA Polio Show

BOSTON, March 1.—Heavy demand for tickets to *Roller Rhythms* of 1947, to be presented March 17 in Boston Garden under sponsorship of the New England Chapter of the RSROA for the benefit of the National Foundation for Infantile Paralysis, indicates a record attendance at the event, according to officials.

Tickets, ranging in price from \$1.20 to \$3, are on sale at Hartford (Conn.) Skating Palace and Riverdale Rink, Natick, R. I., and in Massachusetts, Bal-a-Roue Rollerway, Medford; Chez Vous Rollerway, Dorchester; Rex Rollerway, Lowell; Roll-Land, Norwood; Whalom Park Rink, Fitchburg; Co-Ed Rollerdrome, Allston; Webster Square Arena, Worcester, and Rialto Skating Rink, Springfield.

W. A. Holland To Branch Out

MILFORD, Conn., March 1.—Plans to open Milford Armory Skating Rink have been completed, and as soon as safety regulations are satisfied the new rink will bow to the public under the management of W. A. Holland, operator of Skateland, Bridgeport, Conn. Public skating will be conducted on week-ends only.

Promotion Nifty Herding 'Em for Penn Yan Rollery

PENN YAN, N. Y., March 1.—Spinning Wheel Roller Palaces, Inc., operator of a rink here and in Canandaigua, N. Y., has come up with a promotion that is producing business at the local rollery, according to President J. H. Ambrose.

Thru an arrangement with the county entertainment committee, skaters may attend after-school sessions and from 7 to 10 two nights a week at half price, the committee reimbursing the rink for the unpaid balance.

Ambrose said the new Roll-Rite plastic floor installed here last October is attracting the attention of many Eastern operators. He also plans installation of a new type sound system that is said to produce high-fidelity organ recordings. A system of this type installed last September in the Canandaigua unit has met with excellent reaction, it is said.

Lucky number nights on Sundays continue to attract skaters here. Robert Robinson, recently signed as pro, is dividing his time between Penn Yan and Canandaigua. Many of the club members are preparing for bronze tests, according to William Randall, editor of *Spinning Wheel Club News*, house organ.

Southern Operators Set RSROA Chapter

ATLANTA, March 1.—Organization of a Southern chapter of the RSROA was announced following a recent meeting of operators, managers and pros at Charles Z. Kahn's Rollerdrome here. Chapter is to function within States east of the Mississippi and south of Kentucky, West Virginia and Virginia.

A. Peiraccini, Rainbow Lake Rollerdrome, Memphis, was named president; N. A. Yingst, Chilhowie Park Rink, Knoxville, vice-president; Kahn, secretary, and Jack Britton, Warner Park Rink, Chattanooga, treasurer.

It was decided to conduct a regional show this year to raise funds for the chapter. Tests are to be held during free time during the Southern championships so that skaters will have a chance to qualify as judges at a later date. Operators, pros and clubs are planning to present challenge trophies for the region.

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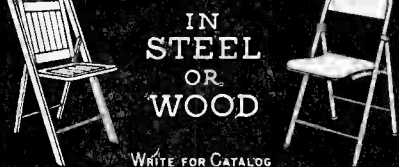
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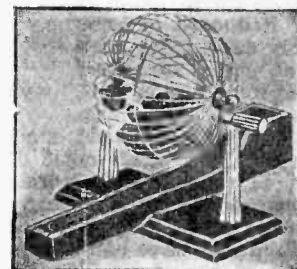
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1 Ladies' Diamond Ring

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Per Doz., \$4.00, Per Gross, \$45.00.

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Young for older children, \$35.00. Mother with

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Records, brand new. Top musicians, vocalists,

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The Jewel Pin-Up Radio

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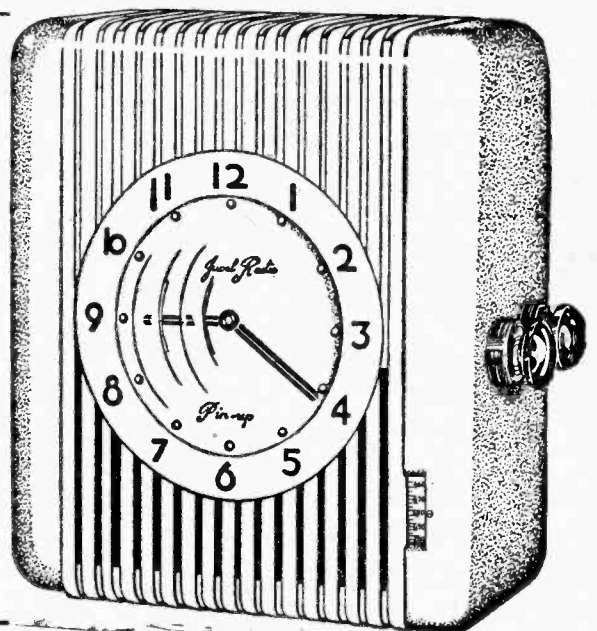
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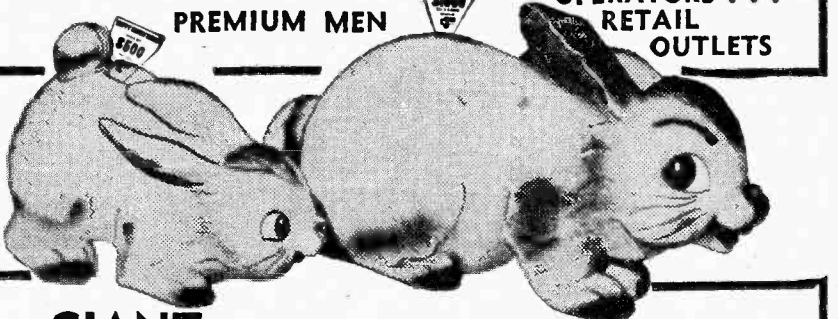
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 HOLDS \$1000 IN COIN
\$24.00 DOZ. Retails at \$3.98. 9" high, 17" long. Send \$2.25 for sample.
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BE FIRST WITH THE GIANT BUNNY BANK, Fast-Moving Premium Deal. Comes in White, Blue, Pink or Yellow base colors. Red Cheeks and Tongue in glazed Porcelain Finish. Attractive display card with each shipment. 1/3 deposit, balance C. O. D., F. O. B. Chicago. Packed in individual cartons.

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 The Sensational NEW BALLOON TOY
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 TERMS: 25% Deposit Required—IMMEDIATE DELIVERY.

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PLUSH HEAD PANDA AND HONEY BEARS
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\$6.00 8 Doz. to a Carton. As-sorted Colors. Sold in DOZ. Carton Lots Only.
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BALL GUM—% BEST GRADE, 3,500 TO 3,700 to case, 5 cases, \$105.00. Single case, \$22.75. Individually wrapped, 120 count, Bubble Gum, 36 boxes to case, 5 cases, \$175.00. Single case, \$37.50. Full remittance with order. Russ Thomas, 3285 Overland Pl., Memphis, Tenn. mh22

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GLOBES TO FIT COLUMBUS VENDING MACHINES, \$1.00 each F.O.B. Los Angeles. Gaskets, 10c. Adams-Fairfax Corp., 5721 W. Jefferson Blvd., Los Angeles 16, Calif. mh29

LOCKS FOR NW 39, NW 40 AND NW BALL Gum Machines. 85c each, \$10.00 per dozen. Adams-Fairfax Corporation, 5721 W. Jefferson Blvd., Los Angeles 16, Calif. mh29

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WORLD'S BEST MADE
GUARANTEED
EXPLODING BOOK MATCHES
4 Doz. to Box; 16 2/3 Gross to Case.
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\$16.00 Per Dozen
\$14.40 In Gross Lots
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No Springs — No Wires — No Winding. Nothing To Wear Out!



Bird measures 4 inches long, has bright yellow head and black body, set on copper-color wire stand.

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ELECTRIC DRY SHAVER



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Man's massive Sterling Silver Whitestone Ring, sizes 8 to 12, \$9.00 doz.

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Large silver airships inflate to 40 inches. Balloons almost as large as workers, complete with cabin, fins and envelope, \$18.00 per gross. One large silver worker free with each gross. Extra workers, 35¢ each. Special price for quantity orders. Cabins, fins and envelope without balloons, \$6.00 per gross. Silver airship balloons separate, \$10.50 per gross. Sample, 25¢.

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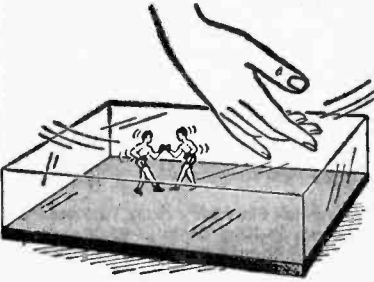
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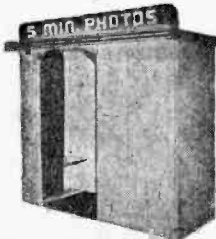
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Complete with Glass and Stand.
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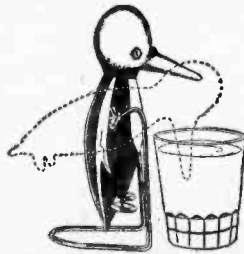
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With Movable Eyes
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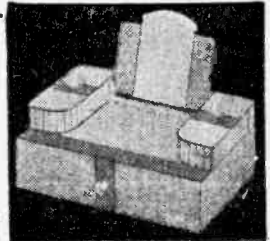
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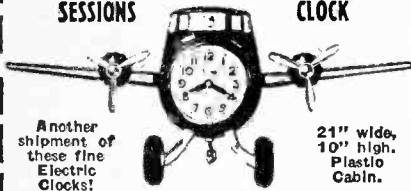
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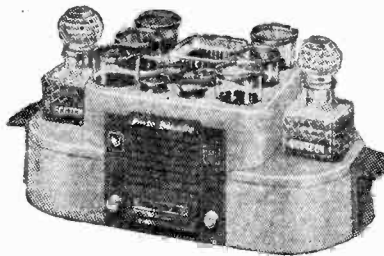
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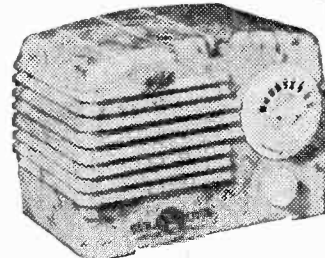
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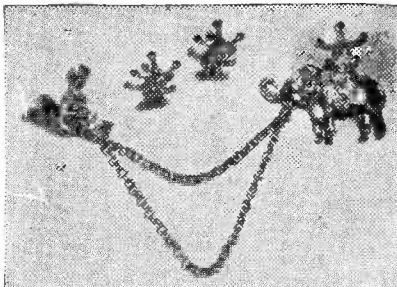
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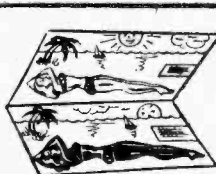
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Mail is listed according to the office of The Billboard where it is held, Cincinnati, New York, Chicago and St. Louis. To be listed in following week's issue mail must reach New York, Chicago or St. Louis office by Wednesday morning, or Cincinnati office by Thursday morning.

MAIL ON HAND AT CINCINNATI OFFICE 25-27 Opera Place, Cincinnati 1, O.

- Abbott, Lloyd Congo, Chief
Aberle, Mrs. Ducky (Curly) Conlon, Edw. A.
Ackley, Wm. S. & Conner, Jos. J.
Pearl Cook, Jos.
Adams, Candy Cooper, Thos. J.
Addison, A. Corvill, James D.
Albanis, The Costello, Nick
Allen, Ernie Cottrell, Thos. N.
Allen, Gladys Cottrell, Wesley J.
Allen, Kinny Crabtree, L. L.
Allen, P. J. (Slim) Craden, Sam
Almony, Fred Crapps, Weston
Alzeda, Dr. G. E. Crawford, Radio
Ameo, Geo. L. Frank
Anderson, Gilbert Curtis, Billy S.
Anderson, Harold Cushing, John
A. Dadswell, Jack
Anderson, Lucile Daffin, Harry
Anderson, Marion Dale, Alberta
Andrews, Frank Dale, Theodore
Andreano, Frank Daniels, Tex.
Andrish, Pete Darge, John J.
Annin, Ralph J. Davidson, Jimmy
Archer, Don Davis, Arthur R.
Archer, L. D. Davis, Ben
Ardely, Elly Davis, Ben
Arndt, Dr. H. W. Davis, Buck Circus
Arnett, Danny Davis, Manager
Arthur, Mrs. Ann Davis, Graham F.
Aughtman, Sealo & Davis Jr., Horace
Bobby Lee
Ayers, Mrs. Fay Davis, Louis
Ayers, Mrs. Viola Davis, Louise A.
Ayottel, F. W. Davis, Stanley
Bacon, John Davis, Whitey
Baker, Andrew Dawn, Dolores
Baker, E. E. Day, James
Baker, Mrs. Sally Day, Jimmy
Baldwin, Guy DeBaus, Tex
Baliski, Steve DeCenzie, Pete
Balsewice, Peter DeMarcellus, Emory
Bancroft, Raymond Deal, James D.
C. Dean, Marvin R.
Barnhill, Mrs. C. Delano, Louis
B. Dellon, Virgil
Bascomb, Melvin Del Rio, Mrs.
Bays, Dick Margie
Bennet, Jerome Harris, Robt.
Benoff, Jos. Hartley, Wm. J.
Bentley, Tommy Haskill, Mrs. Clyde
Benton, Geo. (Chuck)
Bequette, O. D. Demore, Louis
Bergman, Lila S. Densmore, Gordon
Bernstein, Lew K.
Berrybill United Diabolo, El
Shows Dickson, Joe
Best, Jackie Lee Dickman, Bob
Beyl, Carl L. Dinkens, C. J.
Bickford, Marion (Smoky)
Biddle, Wm. Jos. Dixon, David W.
Biggerstaff, Slim Dixon, Jas. V.
Bilodeau, Andrew Dixon, Luther
Blackburn, Lysbeth Dolph, Mrs. Kitty
Blair, E. J. Donahue, Bill
Donaldson, Slim Donaldson, Slim
Bledsol, Robt. Scales
Bogie, Lewis Duane, Leland
Boland, James Edw.
Bolt, L.
Boltz, Albert Edw. DuBois, Lois
Borins, Jack Dudley, E. L.
Boyd, Frank H. Duffy, Jack
(Carolina) Dunlap, Curt
Brady, Louis P. Dunlap, Milton
Branch, Curtis W. Dunning, David J.
Bray, Mrs. Geo. Dwyer, Dink
Brayn W. M. Eads, Mrs. Edna
(Big-Boy) Eames, Ellis Lester
Brennamet, M. C. Eberstein, Beas
Brown, Wm. A. Fekler, Garver L.
Brown, Mrs. W. S. Edema, Edw.
Browne, Wm. Edgin, L. B.
Buckholz, Anna Edwards, Irvan
Buley, Cecile Leo
Burdick, Ted Eggleston, Elmer
Burgess, Chester Eldridge, Walter
Burgess, Miss Pat Elkins, Eddie
Ellis, John
Burke, Caryl Emerson, T. W.
Burkett, Clyde Emwiller, Babe
Burnham, James S. Engelking, Herb
Burns, James G. English, Walter H.
Burrell, Jerry L. Enslay, Eugene B.
Burdette, Frank Erby, Adam Pop
Burslem, Jack Ervingos, The
Burton, Mrs. C. C. Eule, Arthur
or Fannie Evans, James C.
Ervits, Geo. L.
Ferguson, June
Busby, Clarence Ferguson, McD.
Bush, W. A. Fisk, Harry E.
Butter, Don "Ted"
Buxbaum, Eddie
Buzzell, Donald E.
Calvert, The Great
Cameron, J. F. Fleming, Harry
Carland, Clarence Floyd, Joe
Carlton, L. Fogg, Frank N.
Carmack, James R. Foss, W. H.
Carmichael, C. K. Fowler, Glenn &
Carol, Ivan Dorothy
Carrigan, Chief Franklin, James
Carter, Herbert Benj.
Carter, Roscoe Carter, Zeno
Carter, Zeno Benj.
Cartwright, Karl Frederick, Alonzo
Cassess, Bennie Fredrick, Louis J.
Chambers, Tex Friend, Morris
Chase, Frank H. French, Alston L.
Chest, Gladys Frick, Jack
Christiani, Mrs. Frith, Mrs. Hazel
Christo, Pedro Frye, Cecil
Gypsy Fultz, Chas.
Clark, Leo Gaitner, S. W.
(Clarkie) "Red"
Clinc, Rufus W. Gallagher, Andrea
Coates, Wm. F. Galluppo, Jack
Coe, Eddie Garden Bros. Show
Cogozzo, Joe Garner, Jess
Cohen, Milton Gallagher, Martha
Cole, Patsy Galle, Floyd
Cole, Paul Gavord, Ben
Congdon, Dan Gaddy, Lawrence
Geer, Frank

- Gehrke, Valentine
Gervast, Connie
Gill, Frank
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Gillam, Eddie L.
Gilliam, Bama
Gillispie, Eddie
Gihnan, Jos. K.
Gilmore, Willie
Givens, Bob
Glacy, J.
Gloden, Marion
Goss, Richard
Go, Ellis
Goldberg, A. G. (Skinney)
Goldman, Geo. (Goldie)
Gordon, Bobby
Gordon, Harry M.
Gordon, John D.
Gorham, Nancy
Gorman, Mr. Pat
Gould, Mrs. A. H.
Gowdy, Hanbert
Graham, Alberta
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Gransan, Ingwald
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Gray, Clifford
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Gregory, Carlton
Grey, Fred
Griffin, Millage
Griffin, Roy Lee
Groves, Jimmie
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Gunderson, A. C.
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Haddix, Silas
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Haines, Howard
Hale, Tison
Hale, Walter
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Hanzel, Raymond
Hansen, Robt.
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Harris, David
Harris, John
Harris, Amuse. Co.
Harris, Robt.
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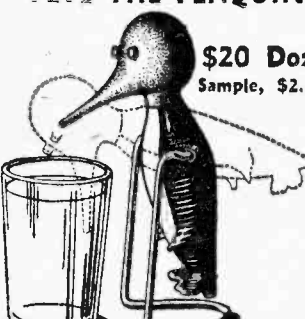
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Bow Pins, Silk Ribbon. Gross.....	1.25	Rabbit's Feet With Key Chains. Hundred.....	5.00
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Pipes for Pitchmen

By Bill Baker

RICHARD ARCAND... is in Los Angeles getting his jewelry layout ready for a tour of Eastern department stores.

OUR COAST... scouts tell us that Phil Kallail, Harry Trotter and Mr. and Mrs. Al Freedman left Los Angeles and headed for the Mardi Gras in New Orleans.

KITTY HALE... was among visitors to the Florida State Fair, Tampa, where she renewed acquaintances with various pitchfolk she knew when she and her husband, the late Doc Francis Hale, made the Tampa and other Florida annuals.

SAM FREED... veteran sheetie, still going strong on paper in Schenectady, N. Y., would like to read pipes here from Frank Wilcox, Broadway Eddie Reiness and Jimmie Flynn.

PROF. JACK SCHARDING... chalked up a good score with horoscopes at the fair in Tampa.

BEN MEYERS... the horsebacker, comes thru with the following from Sarasota, Fla.: "Have been visiting in many cities in this State and plan to remain here for the rest of this winter to work my various items. How did the boys and girls do at the Mardi Gras in New Orleans and what's happening to the Texas border workers?"

PID HALE... is reported to have grabbed off his share of the hermans with spark gaps at the Florida State Fair, Tampa.

DOC ROSS DYAR... vet med expert, as is his usual custom, is wintering in Florida and, with Pat Smith, his constant companion, can be seen daily touring the State in his new Cadillac.

LUCILLE C. WILLIAMS... has bought the cigar stand at the Towne Hotel, Milwaukee. Members of the pitch fraternity will remember her and her late husband, Billy, who is said to have been the first broadcasting star of Milwaukee's WCAY, which formerly had quarters in the Antlers Hotel there. A recent visitor to her stand was Lew Behrend, former stagehand and billposter.

JACK FOSTER... with wonder mice, is working the F. & W. Grand store, Milwaukee, to click takes.

LAURA McCURRY... with foot salve, has a neat layout going to good results in the F. & W. Grand store, Milwaukee.

MR. AND MRS. EARL TAYLOR... who recently closed a two-week demonstration at the McLellan store, Memphis, are currently working Baton Rouge, La.

Rebuilts

By E. F. Hannan

I RECEIVED a sawbuck thru the mail recently for a watch I let a friend try out. The story is this. Last summer, at the Weymouth (Mass.) Fair, I walked down around the stables just sorta lookin' 'round. There was a fellow with a good-sized sample case and three or four horse grooms around him. He held the case in front of him and the grooms were examining its contents, which proved to be watches—regular timepieces and a few horse timers.

The salesman proved to be Charles Barry, whom I had known since way back when he groomed horses for Billy O'Neil, trotting horseman, at Combination Park. Perhaps I was trying to shill for Charley, but his talk was so genuine that I became a legitimate customer and got what looked like \$30 worth of watch for \$7.50. Anyway I needed a watch and Charley might as well sell me one as anyone else.

A few days later, Arthur Kinsley looked at the watch and said, "I'll give you \$10 if it runs." Arthur took it away on the road and as the weeks passed I made up my mind that it was just another flash case with some springs inside it. Then all of a sudden got the \$10 in the mail, and Arthur wrote, "I have stuck you. This is a Crescent case of the old kind, and you can't buy 'em now."

Charley Barry was considered one of the best second-trainers or grooms around most anywhere, but if he's making such mistakes in his new biz his place is back in the stable. Then again, perhaps, the true story is that a good place to pick up a good trade in a watch is to get around where someone has rebuilts. How long has this been going on?

OAK-HYTEX TOY BALLOONS



Get Set for the New Season with **OAK-HYTEX BALLOONS**—our convenient **CHANGE APRON** and the handy **OAK MEMO BOOK**

Both FREE with your first purchase of OAK-HYTEX Balloons.

If your jobber cannot supply you with the Oak Change Apron and Memo Book, send us your name and the name and address of your jobber. We will see that he is supplied. Use the handy coupon below.

Ask your jobber about Oak's new **HY-BLO Balloon Inflator**.

THE OAK RUBBER CO., RAVENNA, OHIO

Gentlemen:
Here is the name and address of the jobber who supplies me with OAK-HYTEX balloons. I want to secure the Oak Change Apron and Memo Book from him.

My Name _____
Jobber _____
Address _____

LEVIN BROS.

Distributors for Oak-Hytex Balloons
6th & Ohio Sts. TERRE HAUTE, IND.

PICO NOVELTY CO.

Distributors for Oak-Hytex Balloons,
807 1/2 So. Flower St., Los Angeles 14, Calif.

JOKE NOVELTIES FOR APRIL FOOL'S DAY

	Dozen	Gross
Hot Chewing Gum.....	\$.85	\$ 7.20
Wriggly Snap Gum.....	1.80	21.00
Black Eye Joke.....	.80	9.00
Black Widow Spider.....	.90	10.00
Cigarette Load.....	.30	3.25
Voice Tester.....	1.20	13.75
Water Dribble Glasses.....	.35	3.00
Comic Theater Tickets.....	2.00	23.00
Doggonits (Boxed).....	.90	10.00
Exploding Book Matches.....	.30	3.25
Sparkling Match Books.....	.40	4.50
Squirt Cigarette.....	.75	8.50
Hot Chileo Gum.....	.50	6.75
Hot Candy.....	.75	8.50
Hot Seats.....	.50	5.50
Hot Tooth Picks.....	.40	4.50
Itching Powder.....	.30	3.35
Sneezing Powder.....	.30	3.25
Jumping Candy.....	.75	8.50
Snake Cream Jars.....	2.00	24.00
Plate Lifter.....	3.00	33.00
Razz Cushion.....	2.40	27.80
Razzers (Bronx Cheers).....	.60	6.75
Miniature Rubber Glove.....	.60	6.75
Rubber Mice.....	1.80	21.00
Rubber Frankfurter.....	1.20	14.00
Squirt Dog.....	1.35	15.80
Squirt Lapel Scotty.....	2.00	23.00
Squirt Flower.....	2.25	26.00
Squirt Rings.....	2.00	23.00
Snow Storm Tablets.....	.45	5.00
Swan Tester.....	1.50	17.50
Trick Black Soap.....	.50	6.50
Wiggly Snake.....	.80	9.00

1/2 DEPOSIT WITH ORDERS.
Send for complete Lists of Merchandise.

GORDON NOVELTY CO.
933 BROADWAY N. Y. 10, N. Y.

COIN TAX COLLECTIONS UP!

Freight Car Crisis Hits Coin Trade

Output, Play Affected

CHICAGO, March 1.—Pyramiding effects, now becoming critical, of the most serious freight shortage in the past two decades were becoming increasingly a matter of concern to coinmen throuth the nation this week.

General slashes in both production and pay rolls reported from various sections of the country pointed to direct as well as indirect effects on the coin machine trade. Reduction in output of many critical materials and components used in processing of coin machine equipment, taken together with delivery delays resulting from the shortage, may shortly have a more serious impact on the manufacturers than is now apparent, trade sources point out.

In addition a widely predicted economic setback as a result of the shipping bottleneck would become a serious factor in coin machine play.

Coal Cuts Start

In this city, coin machine manufacturing center, the crisis was blamed on severe cuts in coal shipments to local dealers, mounting to 50 per cent in some cases. Similar cuts in fuel oil deliveries, were noted. Here, as in other cities, fuel shortages were slashing production.

Typical of the industrial situation were jammed warehouses throuth the country, pointing to factory shut-downs until goods could be moved. At Akron, O., for example, Goodyear Tire & Rubber Company was readying production slashes and other manufacturers in that city already had cut pay rolls.

As explained by railroad authorities, the freight car shortage was caused by the fact that the carriers have been unable to secure as many new boxcars as the number of over-age units they have placed in retirement. During the war the crimp came as a result of channeling of steel supplies into war production. During the past year and a half, railroaders claim, not enough steel has been allocated to the building of freight cars.

Far-reaching effect that the carrier shortage is having on industry as a whole was pointed up this week by the opening of special conferences in Washington by Senator Reed (R., Kan.), of the Senate Commerce Subcommittee, which has been hearing evidence on causes and effects of the shortage. Bringing together government and railroad representatives, the conferences signal an attempt to provide freight car builders with sufficient steel for a production rate of 10,000 new cars per month. This would compare with an output of something less than 5,000 a month currently.

Calendar for Coinmen

March 14—National Automatic Merchandising Association, Region 5, Statler Hotel, Detroit.

March 17-18—American Bottlers of Carbonated Beverages, Arkansas State Convention, Lafayette Hotel, Little Rock.

March 18—National Automatic Merchandising Association, Region 1, Copley Plaza, Boston.

March 18-20—Packaging Conference and Exhibition, Auditorium, Atlantic City.

March 21-22—National Automatic Merchandising Association, Regions A and 3, Hershey Hotel, Hershey, Pa.

March 31-April 4—Frozen Food Institute, Convention and Educational Congress, Horticultural Hall, Boston.

April 14-18—National Association Tobacco Distributors, Inc., Convention, Palmer House, Chicago.

April 29-May 1—Industrial Packaging and Materials Handling Exposition, Hotel Sherman, Chicago.

May 25-29—National Confectioners' Association Annual Convention, Stevens Hotel, Chicago.

May 25-29—21st Confectionery Industries Exposition, Hotel Sherman, Chicago.

News Digest

TAX REPORT—Healthy increase in federal collections thru the tax on coin-operated devices revealed in final returns for 1946 reflects increasing number of machines in use, a generally more active trade during the first full year since the war. Twelve-month total of taxes collected on phonographs, as well as on cigarettes and other products which are tied to the trade, showed similar gains all down the line.

LEGISLATIVE—With new State legislative proposals now reaching flood tide, it appeared that few coin machine tax bills will be introduced this season in States which have not had them. Trend is to try for increased rates in States where taxes now are in effect. Chances for adding new States to list of those licensing pinballs appeared slight.

SUGAR—Sugar-starved soft drink and confection vending trades were on their way out of the woods this week as Washington announced a 25 per cent increase in sugar quotas for makers of these products, effective April 1. Action came after International Emergency Food Council had divided the world sugar bowl to give the U. S. in 1947 about a million and a half more tons than last year—and 100,000 tons more than average pre-war consumption in this country.

JUKE EXCISE—Altho Washington attitude appeared to be less favorable for reduction or repeal of excise taxes now hampering progress of many industries, leaders in the music machine trade indicated that they would continue to press for removal of the 10 per cent manufacturers' excise tax on juke boxes. Consensus seemed to be that trade should weld a united front to be ready when opportunity to present its case arose.

NAMA—Date and place were disclosed for the 1947 National Automatic Merchandising Association's convention—first at which association will include exposition of machines and supplies. Meeting will convene at the Palmer House, Chicago, December 14 thru 17. Total of 90 booths are available for exhibit.

INSURANCE VENDER—A vending machine for trip insurance which identifies policyholder by taking fingerprint in vending process has been patented by an official of an Eastern manufacturing firm. Novel method features series of key numbers registered on policy by which machine which dispensed it may be located.

COFFEE-AND—Nearing production lines this week in Chicago was an elaborate new vender which will dispense hot coffee and doughnuts, serving cream with coffee and paddle for stirring. Machine uses infusion process for brewing, cream which requires no refrigeration when sealed and which does not sour for several days after being unsealed. Maker plans to offer franchises with lease of venders.

EXPORT MARKET—Pointing up again favorable prospect for coin machine exports in South America was top credit rating announced for Latin-American countries by National Association of Credit Men in its semi-annual survey. Cuba led all markets as good credit risk and was closely followed by Dominican Republic, Mexico, Argentina, Puerto Rico and Venezuela.

NEW ORLEANS—First-hand trade report from this Southern city indicates that coinmen are holding their own despite loss of game machines banned this year by the city administration. Peculiar scarcity of dimes, it is said, has kept juke play price hike question in the background.

Red Lion, Pa., Passes Tax

RED LION, Pa., March 1.—A tax on all coin-operated machines will be imposed by this city starting April 1. Levy was approved in an ordinance passed by the boro council last month and provides an annual tax of \$10 on every pinball and juke box operated in a public place. Measure also levies a 2-cent tax on each admission ticket for any amusement.

Shows Growth Of Industry

Coin machines and allied industries are sources of millions in tax receipts

WASHINGTON, March 1.—Notable growth of the coin machine and allied industries during 1946 was reflected this week in the report of the Treasury Department's Bureau of Internal Revenue on tax collections during the calendar year.

Increases in tax collections for the first full post-war year indicated gradual release of war's critical materials for civilian manufacturing as well as the elimination or improvement of shortage conditions in certain supplies.

Report, which showed comparative collections by sources for 1945 and 1946, revealed an increase of nearly \$3,000,000 in tax collections on coin-operated devices. Collections in 1946 totaled \$20,549,793 as compared with \$17,789,542 during the preceding 12 months.

Regular Size Cigs Lead

Most remarkable increase in the coin-associated group was noted in the jump of more than \$188,000,000 in collections on regular-size cigarettes. Collections during 1946 amounted to \$1,125,172,991; as compared with a total of \$936,530,980 in 1945.

Change in collections on king size cigarettes, however, was just as remarkable in the other direction. Collections dwindled from \$690,274 in 1945 to a mere \$8,530 last year. Collections of cigarette floor taxes also dropped from \$2,006 to \$662.

Collections on large cigars increased from \$38,106,753 in 1945 to \$47,414,940 last year, but collections on small sizes dropped from \$73,000 to \$69,000.

Collections by Districts

In collections by districts, North Carolina was a runaway leader of the cigarette field with a total of \$714,014,637. Closest competitor was Virginia with \$307,956,258, followed by Kentucky with \$51,165,224. Pennsylvania led the field in cigar tax collections with a total of \$19,662,805, followed by Florida with \$7,438,923.

The 10 per cent excise tax on the manufacture of radios and phonographs, which the juke box and radio industries have been seeking to have reduced or eliminated, showed an increase of nearly \$33,000,000. Receipts last year amounted to \$38,087,396 as compared with only slightly more than \$5,000,000 during the previous year.

Collections on phonograph records were almost tripled during the year with a net increase of \$3,781,560. Total for the year was \$6,129,456 as compared with the 1945 total of \$2,347,895.

Bowling, Pool Locations Up

Two items in the report painted a brighter picture for operators with (See Coin Tax Up! on page 124)

New State Pin Licensing Fades

Introduction Of Bills Off

Despite predictions, few new States introduce coin machine control, tax laws

CHICAGO, March 1.—Legislative signs this week began to indicate that the pinball industry may not gain even a single new State license system this year. Judged by previous legislative years, the last week in February usually brings the peak on legislation relating to coin machines and up to the present no real action has shown up for pinball licenses in a State not already having such a law.

In spite of the publicity given to coin machine taxes as a new source of revenue, it now appears that very few new States have introduced coin machine tax bills. There are strong moves to increase fees in at least four States already licensing coin machines. In three of these States the move is to increase license fees on bells and payouts and perhaps expand the licensing of such machines.

Late Action Possible

There is always the prospect of last-minute action in every Legislature and the trade will await possible action during the first week of March with some anxiety. It is equally possible for a favorable or an unfavorable bill to be rushed thru in last-minute action. Many of the State Legislatures have already passed the deadline for introducing new bills, so the number of possible new bills is considerably reduced thereby.

The main reason for a lack of new coin machine tax threats would appear to be the rise of State income taxes, sales taxes and cigarette taxes as big revenue producers. The various agencies in Chicago and elsewhere that, during the last two years, have been advising State and city officials about sources of revenue gave a good deal of publicity to coin machine taxes but they soon began to stress State income taxes, sales taxes and cigarette taxes as the real revenue producers. Coin machine taxes are really insignificant, compared with the millions in revenue that can be had from State income taxes, sales taxes, etc.

May Be New Trend

Since at least three States have bills which would empower cities and towns to license coin machines for local revenue, this may be a very definite trend setting in to reserve coin machine taxation for cities and towns. For some years now there has been a growing fight between State governments and cities within the States over sharing in the various revenues collected by the State. Some States that have a coin machine tax pass on a share of the revenue to cities and towns, while others permit cities to tax coin machines according to a fee fixed in the State law.

The new trend may be to leave coin machine taxation and regulation to the cities and towns where the machines are located.

Public hearings on proposed coin machine legislation always produce the most important and most interesting news. Up to the present we have had reports on only two public hearings (See NEW STATE PIN on page 124)

Trade Directory

Following tabulation of trade reports received during the weeks of February 22 and March 1 is made for the convenience of the industry. Tho the listings may be incomplete because of omissions, they are offered as an aid in revising trade files:

New Machines

Ten Strike (bowling game). H. C. Evans & Company, 1520-1528 West Adams Street, Chicago 7.

Double Barrel (pinball). Bally Manufacturing Company, 2640 Belmont Avenue, Chicago 18.

Boomerang (amusement game). Amusematic Corporation, 4556 North Kenmore Avenue, Chicago 40.

Vanities (pinball). Exhibit Supply Company, 4222-30 West Lake Street, Chicago 24.

Address Changes

General Vending Sales Corporation, Biddle & Howard streets, Baltimore.

Distributors Appointed

Eastern Electric Vending Machine Corporation, New York, has appointed the following firm as distributor of its Electro Cigarette Vender:

Mack Postel Distributing Company, Chicago.

Silver King Corporation, Chicago, has appointed the following firm as distributor for its venders, parts and other products:

Cameo Vending Service, New York, for New York and New Jersey.

The Vendit Corporation, Chicago, has appointed the following firms as its distributors in New York, Western Pennsylvania, Eastern Ohio and Virginia:

Seaboard Vending Corporation, New York; George I. Young Distributing Company, Norfolk, and McGlenn's Distributing Company, Pittsburgh.

Esquire Games Company, Chicago, has appointed the following firms as distributors for its Spotlight game:

A. M. Amusement Company, New Orleans.

Advance Music Company, Kansas City, Mo.

Automatic Games Supply Company, St. Paul.

V. P. Distributing Company, St. Louis.

King Pin Equipment Company, Kalamazoo, Mich.

Triangle Distributors, Providence, R. I.

Roxy Specialty Company, Montreal.

Sam Strahl, American Amusement, Pittsburgh.

Shaffer Music Company, Columbus, O.

Mullinix Amusement Company, Atlanta and Savannah, Ga.

Badger Novelty Company, Milwaukee.

Frankel Distributing Company, Rock Island, Ill.

Vendo Company, Kansas City, Mo., has appointed the following firm as distributor for its coin changers in the Chicago area:

Christian C. Buehler, Chicago.

Personnel Notices

Grant F. Shay has been elected vice-president in charge of advertising for Bell-O-Matic Corporation, Chicago.

Sidney Moskowitz, owner-operator of the Supreme Amusement Company, Bridgeport, Conn., died in New Haven, Conn., February 1.

Robert E. Franklin has been named assistant to Richard K. Law, director of advertising for Mills Industries, Inc., Chicago.

Arthur E. Akeroyd has been appointed New England representative for Aero Needle Company, Chicago.

Henry Seeghers has been appointed head of the service department of Modern Music Sales, New York.

Barnett R. Berkens has been named sales manager for Electromaton, Inc., Hoboken, N. J.

J. Roger Ozman passed away February 7 in Baltimore. He was one of the founders of National Candy Wholesalers' Association.

Carlos M. Hatcher has been appointed advertising and sales promotion manager of Universal Cooler Division, International Detrola Corporation, Marion, O.

J. Dave Finn was named general sales manager for RCA Victor Records, New York.

Frank J. Best passed away February 15 in New York.

Justin H. Dickens has been appointed executive assistant of Gray Manufacturing Company, Hartford.

New Firms

Turner Amusement Company, 3110 West 18th Street, Topeka, Kan. (Operating firm.)

Taylor Amusement Company, 1159 Clay Street, Topeka. (Operating firm.)

R. & S. Sales Company, 612 West Eighth Street, Topeka. (Operating firm.)

Taber Music Company, 9327 Comley Avenue, Detroit.

Pla-Mor Music Company, 1609 East Duval Street, Philadelphia. (Music operating firm.)

L. & G. Vending Company, 4952 North Eighth Street, Philadelphia.

Branch Offices

U-Select-It Candy Service, Inc., Wichita, Kan., has opened a branch office at 113 Kansas Avenue, Topeka.

Gen'l Vending Corp. Opening In Baltimore

BALTIMORE, March 1. — New headquarters of General Vending Corporation, Biddle and Howard streets, opened officially February 23 with an open-house party for 600 manufacturers, distributors and operators. Firm partners Irving Blumentfeld, Harry Hoffman, and George Goldman were hosts.

Rudy Greenbaum, vice-president of Aireon Manufacturing Company; Fred Mann, Chicago rep of firm, and Ben Palestrant, Eastern sales manager, represented the juke box manufacturing firm. Sol Gottlieb was D. Gottlieb & Company representative. George Ponsler, Amusement Enterprises, Inc., and Bill Lipscomb, of O. D. Jennings, were other manufacturers present.

New one-story building has a frontage of 125 feet, private parking and 12,000 square feet of floor space. Display room, with auxiliary showrooms for special equipment, covers 3,000 square feet. Repair shops for juke boxes, vending machines and game machines are part of the layout. Expansion of the firm is provided for thru use of the adjoining footage and addition of a story or two.

Firm was organized in 1925 by Goldman and Hoffman and Blumentfeld joined in 1937. General distributes machines and parts for 13 manufacturers.

Some of the distributors on hand to wish the three partners success were Joe Ash, Active Amusements, Philadelphia; B. D. Lazar, of the firm of same name, Pittsburgh; Ira Byram and Paul Clark, Silent Sales, Washington and Baltimore; Joe Greene, Greene Distributing, Boston, and Ed Ravreby, Associated Amusements, Boston.

Others present were Earl Fedder, Ben Siegel, Elliott Caplan, Max Hoffman, Louis Huruz, Sol Hoffman, Joe Friedman, V. J. Kirby, Louis Zinberg, David Haria, William Greenfield, Joe Corbi, Albert Brockman, Phil Edelstein, Alex Danoff, Moe Birderman, William Levine, Thomas Tobin, Herman Eppel, Morris Davis, Charles Weller and Harry Baum. Helen (Mac) MacFerran helped as hostess.

March Conventions Draw 59,000 in Chi

CHICAGO, March 1.—More than 59,000 conventioners, representing 65 organizations, will swell coin machine play here during March.

Local convention bureau reports that the largest of these meetings will be that of the National Restaurant Association at the Stevens Hotel, beginning March 24. Registration of 13,000 is expected for this event. Close second as attraction for out-of-townners will be the Chicago Production Show and Conference, with half of the 15,000 expected attendance coming from outside the city.

In the exposition department, the National Flower and Garden Show at the International Amphitheater during the week of March 16 is expected to draw a crowd of 150,000, according to sponsors.

Alloy Reduces Elec. Motor Size, Weight

PITTSBURGH, March 1.—Coinmen see promise of benefits to coin machines in recent Westinghouse Electric Corporation announcement that development of a new metal alloy makes possible a 10 per cent reduction in size and weight of electric motors and generators.

Dr. Irygve D. Yensen, physicist of Westinghouse Research Laboratories, who worked on the development with James K. Stanley, said the new alloy is tough enough to withstand intense vibration. Called "Hiperco," Yensen described alloy as an iron-cobalt combination.

Latin Amer. Tabbed Good Credit Risk

Cuba Ranked Highest

NEW YORK, March 1.—Emphasizing the ever-growing market for coin-operated machines as well as other exports to Latin American countries, the National Association of Credit Men gave that area top credit rating in its 37th semi-annual survey of credit and collection conditions.

Comprised of reports from 208 manufacturers and exporters representing a cross section of U. S. industry, the survey also pointed out that all Latin American markets were accorded top rank in the collection classification with the exception of Chile, Ecuador, Costa Rica, Peru, Nicaragua and Bolivia.

Philip J. Gray, NACM's foreign credit interchange bureau manager, said that Cuba led all markets in the top credit classification of "good," was followed closely by the Dominican Republic, Mexico, Argentina, Puerto Rico and Venezuela.

The 10 countries that shared top rating in "prompt" collections were: Argentina, Brazil, British possessions, Dominican Republic, Haiti, Honduras, Puerto Rico, Uruguay, Venezuela and Cuba.

Survey also showed that U. S. export volume with all Latin American markets increased last year over 1945. Largest gain was in Brazil, where the increase was 193 per cent, while in Argentina it was up 190 per cent, Cuba 183 per cent, Mexico 181 per cent, and Puerto Rico 180 per cent.

Other export volume gains were also high. Figures for El Salvador were up 142 per cent, Ecuador 139 per cent, Chile 138 per cent, Guatemala 137 per cent, and Colombia 133 per cent.

Summing up the report on Latin American markets, an official of the association said: "It cannot be emphasized too strongly that this export volume survey covers the immediate post-war period, in which some members were able to resume full-scale exports to old markets while others found it possible to send only token shipments because of continued shortage of material, reconversion delays and similar handicaps."

Grain Ban Lifting Seen Upping Output Of St. Louis Beer

ST. LOUIS, March 1.—Lifting of the restrictions on use of corn, barley and other grains in brewing will result in some substantial increases in beer production, brewery officials here said. Restrictions on use of most grains in beer were lifted today by the U. S. Department of Agriculture, but restrictions on wheat and rice were continued.

Griesedieck Western Breweries at Belleville, Ill., will boost production 25 to 30 per cent within the next 60 days, John W. Morris, brewmaster and vice-president, reported.

Ferdinand Gutting, comptroller of Griesedieck Bros.' Brewery here, said his firm also will increase its output, but added that the boost would be slowed by the continuing shortage of bottles.

Officials of Anheuser-Busch, Inc., maker of Budweiser, said the lifting of grain restrictions would have no immediate effect on the brewery's output since it now is operating at capacity.

'American Weekly' Uses Full Page on Bell-Playing Pair

MARBLEHEAD, Mass., March 1.—Big newspaper supplement, *The American Weekly*, recently devoted a full page to the fabulous couple, Catherine and Harold Blackford, who seem to have more than a passing interest in bell machines.

A good part of the story revolved around Harold's favorite indoor sport—playing the bell machines in Reno, Nev., locations. In fact, according to the article, Mrs. Blackford finally decided one afternoon when the couple were flying back from the "Biggest Little City in the World" to their 12-room house here that it might save her husband traveling time if she purchased a bell for location in their residence. Now Harold spends his \$20 bell machine allowance on the home lot.

According to the photo which accompanied the article, the Blackfords do their own servicing on their "one-location route," for they are pictured reassembling their bell from the 200-odd parts lying in front of them.

Albert Koplo Gets Bradley Sales Post

CHICAGO, March 1.—Appointment of Albert Koplo as new sales representative for Bradley Associates, Inc., was announced by Morris Nozette, firm head.

Koplo, known in the trade as a pre-war amusement game producer as well as representative for a juke box manufacturer, will have a traveling assignment covering the State of Illinois.

Nozette, whose distributing firm started here less than a year ago in the coin-operated radio field, said that addition of new products and expansion of territory necessitated additions to firm personnel, of which Koplo is one of the first.

Nozette cited the addition of the State of Iowa to his distributor territory for the Tradio radio line. Also, he said, the firm recently became the outlet in Illinois and Michigan for the Masco Liquid Dispenser, a 1-cent vending machine adapted to dispensing lotions, liquid soaps and other products.

New Orleans Coinmen Seek To Hold Wartime Gains as New Machines Boost Play

Dime Scarcity Seen One Reason for Anti-Dime Play

NEW ORLEANS, March 1.—Prices, quantity of new machines and distributor-manufacturer relationships are the liveliest topics among New Orleans coin machine distributors and operators. With the city itself in far better economic condition than most cities of comparable size, coinmen here are making plans cautiously, firmly determined to hold their wartime gains. Since the city administration banned bell machines and payouts last May, operators have noted some slackening of business, but on the whole are holding their own.

Good quantities of new machines have found their way onto locations within the city limits and in the adjacent parishes. Brand new juke boxes and hundreds of new pinballs are getting steady play in the city's 1,954 taverns. New vending machines of all types are still in shortage. Limited deliveries of new cigarette merchandisers have been made, but vendors for the most part are pre-war make.

Dimes Are Scarce

Operators in the city are quick to point out that New Orleans has always been known as a penny, nickel and quarter city, and visitors quickly discover that dimes are scarce. In a pocketful of change, residents or visitors would have a difficult time finding a dime. No one has an adequate explanation why this should be, but this peculiarity in change-making had its effect on all branches of the coin machine industry here.

For this reason, New Orleans music machine operators have not seriously considered hiking their price per play to a dime. The scarcity of dimes, plus the fact that most operators strongly feel the juke box is a nickel instrument, leaves little room for proponents of dime play.

Some idea of the size and extent of the coin machine trade in New Orleans can be obtained from statistics released by the Mayoralty Permit office. According to officials, permits have been issued since January

1 for 1,558 juke boxes, 1,608 pinball games and 293 iron claw machines. City officials say previous year's experience indicates additional permits, issued during March, will up the juke box and pin-game figure to more than 2,000. These statistics are for Orleans Parish, which takes in all of New Orleans proper, but does not include neighboring parishes.

Production Control Talk

Many coin machine distributors here are outspoken in their belief that some effort should be made to pre-determine production on new games. Most are confident that a workable plan, designed to produce only that number of any new game for which there is demand, would work to the mutual benefit of manufacturers, distributors and operators. Distributors base their belief that some such plan must be devised and put into effect on the increased cost of new machines and on higher operating costs.

Distributors and jobbers are also outspoken in their belief that manu- (See N. O. COINMEN on page 130)

Set Minn. Bell Bill Hearings

ST. PAUL, March 1.—Coinmen here were preparing this week to present their arguments against the anti-bell machine bill at a hearing March 6 before the General Legislative Committee of the State House of representatives.

Bill, which would cancel business licenses of establishments having gaming devices, has the support of the administration, but is being opposed vigorously by business men who would be affected, as well as by the coin machine trade.

Following first public hearings February 27 when proponents of the bill urged passage, committee chairman told committeemen that he has received hundreds of letters and telegrams asking that the measure be defeated. Letters argued that it would hurt the resort, cafe and restaurant business of the State.

Attorney for the Minnesota Amusement Games Association was present at initial hearings and was given assurance that opponents of the measure would receive a fair hearing and the same amount of time to present their cases as granted proponents.

Iowa Assembly Gets Slug Bill

DES MOINES, March 1.—An anti-slug bill has been introduced in the Senate of the Iowa Legislature by a group of four senators. The senators are John Berg, of Cedar Falls; E. K. Bekman, of Ottumwa, Frank Martin, of Davenport, and Roy Mercer, of Iowa City. Mercer is a Democrat and the other three Republicans.

The bill, SF359, would prohibit the manufacture, sale or possession of any token, slug or false coin for use in a parking meter, vending machine or telephone. It provides a \$200 fine or six months in jail for violation. It exempts tokens used by street car or railway companies.

Arthur V. Cooley Dies

CHICAGO, March 1.—Arthur V. Cooley, one of the coin machine industry's prominent and most beloved members, died of a heart attack February 24 in Chicago. At the time of his death Cooley was executive vice-president of the Bell-O-Matic Corporation.

He was born May 22, 1894, and got his start in the coin machine business with Mills Novelty Company in 1922. Through a quarter of a century's association with thousands of trade members, he became widely known for his ability and for the genial nature and kindness which were characteristic of his business activity. A commanding figure physically, he also possessed a brilliant and active mind. Despite his success, he was never too busy to help his fellow men in any way he could—a fact attested to by many associates when news of his death came.

Cooley is survived by his widow, Kathleen, and daughter, Marybelle. Funeral services were held from his residence here February 28.



SUGAR FAMINE ON WAY OUT

25 Pct. Hike Due in April

1,476,000-ton increase in estimated supply quick aid to candy, soft drink firms

WASHINGTON, March 1.—Early relief from short sugar supplies, which have plagued manufacturers of vending machine supplies for the past five years, was promised this week by the Agriculture Department and Office of Price Administration with announcement of a 25 per cent increase in most industrial rations by April 1.

Decision of increased rations was based on recommendations of the International Emergency Food Council that the United States be allotted 6,800,000 tons of the anticipated world crop of 32,000,000 tons this year. This will be an increase of 1,467,000 tons over last year's allotment and 100,000 tons more than was consumed in average pre-war years.

Individual consumers also are to be included in the increase and their boost is expected to amount to about 40 per cent by the end of the year.

NCA Official Pleased

Philip Gott, president of National Confectioners' Association, expressed pleasure over news of the increased allotments, predicting that its effects will be felt thruout the candy industry as soon as the new quotas go into effect April 1.

"We have been looking for more sugar for some time now," Gott declared, "and naturally we are very pleased that it finally is a reality. It should be reflected promptly in the industry, not only in increased amounts of candy on the market, but in better quality candy.

"Most manufacturers have had to revise their formulas for candy manufacture in order to get the most candy out of the amount of sugar they were allowed. Now that more sugar is to become available, many manufacturers probably will go back to their old formulas—or as near to them as possible—leaving no question as to improved quality.

"Altho we didn't get as much of an increase as we had requested, we feel that we are more or less over the hump and quotas should be steadily increased from now on."

Immediate Effect

Immediate effect of the increase order will be the distribution of 355,- (See Sugar Famine on page 100)

Beich Holds Sales Meet April 21-22

BLOOMINGTON, Ill., March 1.—Paul F. Beich Company announced this week that the firm will hold its annual sales meeting on April 21 and 22 at the candy company's manufacturing plant here.

Under the direction of Paul F. Beich, president, and Sales Managers Charles O'Malley and Harold Walsh, the two-day program will feature guest speakers who will present selling and merchandising ideas to the Beich sales staff. Reports by the firm's officers on the past year's efforts and future activities are also scheduled.

Meeting will be climaxed by a banquet featuring headline entertainment.

Bath Iron Works Has Colorful History Dating Back to 1889

CHICAGO, March 1.—Another among large old-line industrial organizations which have become interested in the manufacture of coin machines, the Bath Iron Works Corporation, shipbuilder, was described at length in a recent issue of *Business Week* magazine.

Subsidiary of the company, Bath Iron Works Manufacturing Corporation, manufactures a new type merchandising vending machine, employing refrigeration and handling 10 different brands or varieties of either

packaged or bottled goods, for the U. S. Vending Corporation of this city.

Original Bath Iron Works was founded at Bath, Me., in 1889, when ships were constructed of wood. Firm was then headed by Gen. Thomas Worcester Hyde, of Civil War fame, and numbered among its early orders two navy gunboats.

Recent Operations

More recent operations read as follows: 1930, built the family private yacht, *Corsair*, for J. Pierpont Morgan; 1934, built the destroyer *Dewey*, and finally in World War II turned out 67 destroyers for the U. S. Navy. Also during the recent war affiliated companies, which are now inactive, constructed 244 ships for the U. S. Maritime Commission and an additional 30 for the British government.

At the moment the Bath Iron Works Corporation's capital stock includes 418,974 shares of \$1 par common, which since 1940 have been listed on the New York Stock Exchange. For the first half of 1946 the firm's earnings were \$4.26 per share, compared with \$4.84 for a similar period in 1945.

Kansas Legislature Would Up Cig Taxes

TOPEKA, Kan., March 1.—A bill has been introduced in the House of Representatives of the Kansas Legislature to increase the State levy on cigarettes from 2 cents per package to 3 cents.

Present tax of 2 cents produces approximately \$3,000,000 a year, and it was estimated that the additional 1 cent would yield another \$1,500,000 annually.

A bill to increase the State tax on beer from \$1.55 a barrel to \$7 was also introduced. Increase would produce an additional \$3,000,000 a year in revenue, it was estimated.

Hit Milwaukee Cig Price War

MILWAUKEE, March 1.—Operators of cigarette venders here see a favorable sign in recent warning of Anthony Madler, counsel for the State Department of Agriculture, that Wisconsin's Unfair Sales Act forbids selling any item of merchandise at less than cost, plus specified mark-ups. Warning was issued after repeated complaints of an extensive retail price war were received.

Law requires, in the case of cigarettes, that retailers add a 6 per cent mark-up and wholesalers 2 per cent to their costs. Large chains using cigarettes as "loss leaders" was the reason for enactment of the law originally.

According to wholesalers, Madler said, minimum wholesale price of a carton of cigarettes here is \$1.56, or \$1.57 where delivery is made. In either case, lowest retail price is \$1.66, but at least one local grocery chain has been selling cartons for \$1.64. Wholesalers have stated they doubt whether cigarettes can be purchased legally in this State at a lower figure than that paid by them.



MRS. PRINCE DUTTON, well known in the vending machine industry in San Francisco, signs the papers that completes the sale of Viking Specialty Company to new owners, Don H. McClinton and W. A. Collier, who are looking on.

NCA Meeting Program Plan Is Announced

Opens in Chi May 25

CHICAGO, March 1.—General program outline for the 1947 convention of National Confectioners' Association at the Stevens Hotel here May 25-29 was disclosed by William Fette Jr., of Schutter Candy Division, Universal Match Company, who is convention program chairman.

Sixty-fourth annual meeting of NCA will incorporate the 21st Confectionery Industries Exposition, which will be held concurrently at the Stevens. Exhibits of the latest machinery and equipment used by the industry are expected to be of substantial interest to the confection vending machine trade, as well as the program Fette outlined.

Highlights of the NCA meeting are given as follows:

Sunday, May 25.—Opening entertainment program, beginning at 4 p.m.

Monday, May 26.—Golf tournament for men and special entertainment features for the ladies.

Tuesday, May 27.—Sessions of industrial relations, salesmanship, sales training, industry statistics. Luncheon session will present world premiere of the new sound-motion picture now being produced by RKO-Pathe for council on candy. Annual production forum is scheduled in the evening.

Wednesday, May 28.—Sessions on sanitation, research, a resume of the supply situation, resolutions. Nationally-known speaker, as yet unannounced, will address the luncheon session. Annual dinner dance is scheduled in the evening.

Thursday, May 29.—Session on Washington developments, with meeting of NCA Board of Directors in the afternoon.

Neal V. Diller, general chairman of the convention, has advised members to arrive May 25 in order to be certain of obtaining hotel rooms, and to participate in the entertainment hour and cocktail party Sunday afternoon.

Members of the program committee, as announced by Fette, include E. E. Fortier, E. J. Brach and Sons; W. C. Dickmayer, Wayne Candies; C. F. Scully, Williamson Candy Co.; H. B. Cosler, Chase Candy Co.; C. O. Matheis, Walter Johnson Candy Co.; W. J. Lavery, Curtiss Candy Co.; I. F. Baldus, Mars, Inc. Program Committeeman J. A. King, Nulomoline Co., is in charge of the production forum.

A committee of seven, headed by David P. O'Conner, of Penick and Ford, Ltd., New York, is making arrangements for the Confectionery Industries Exposition.

N. Y. Drink Ass'n's Merger Is Revealed

NEW YORK, March 1.—Merger of the Metropolitan Soft Drinks Board of Trade with the Five Borough Carbonated Beverage Manufacturers' Association was announced this week, to operate as the Metropolitan Soft Drink Board of Trade.

All officers of the FCBMA stay until the 1948 election.

MONEY ISN'T EVERYTHING-

(OR IS IT?)



WHAT do you want to save up a lot of money for? You'll never need the stuff.

Why, just think of all the wonderful, wonderful things you can do *without* money. Things like—well,

things like—

On second thought, you'd better keep on saving, chum. Otherwise you're licked.

For instance, how are you ever going to build that Little Dream House, without a trunk full of moolah? You think the carpenters are going to work free? Or the plumbers? Or the architects? Not those lads. They've been around. They're no dopes.



And how are you going to send that kid of yours to college, without the folding stuff? Maybe you think he can work his way through by playing the flute. If so, you're crazy. (Only three students have ever worked their way through college by playing the flute. And they had to stop eating for four years.)

And how are you going to do that world-traveling you've always wanted to do? Maybe you think you can stoke your way across, or scrub decks. Well, that's no good. I've tried it. It interferes with shipboard romances.

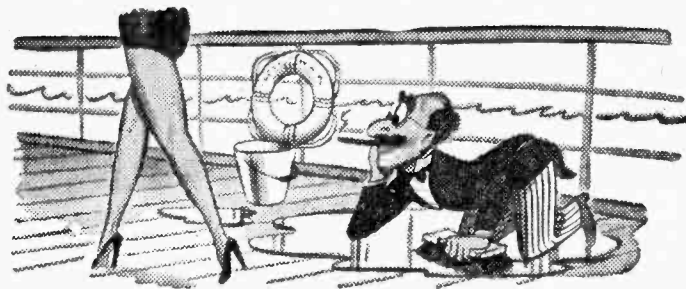
BY GROUCHO MARX

So—all seriousness aside—you'd better keep on saving, pal.



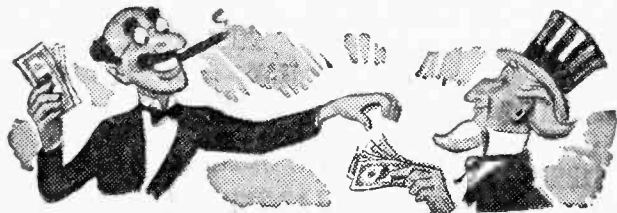
Obviously the best way is by continuing to buy U. S. Savings Bonds—through the Payroll Plan.

They're safe and sound. Old Uncle Sam *personally*



guarantees your investment. And he never fobbed off a bum I.O.U. on *anybody*.

You get four bucks back for every three you put in. And that ain't hay, alfalfa, or any other field-grow product.



Millions of Americans—smart cookies all—have found the Payroll Plan the easiest and best way to save.

So stick with the Payroll Plan, son—and you can't lose.

SAVE THE EASY WAY... BUY YOUR BONDS THROUGH PAYROLL SAVINGS

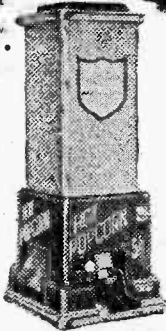
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Make Money!

Start Your Own Hot Popcorn Business

- QUICK Profits—Low Cost
- 5c or 10c Machine At Same Price
- Electrically Heated and Lighted—Attracts Customers
- 106 Bag Capacity—Compact Counter Model—Portable—Carry In Any Car



Start your own business! Install and service Electro-Serv—the coin operated hot popcorn machines—in taverns, bowling alleys, etc. in your city. Ten machines should net you \$250.00 and up per month. Larger earnings with more machines working for you. Start small or big—part time or full time. The new 1947 model Electro-Serv is low-priced, beautifully designed for counter display—electrically illuminated. Get our plan for you—covers everything—popcorn, bags, etc. Immediate shipment! Be first! Write for details about this money-making opportunity.

ELECTRO-SERV, INC.

Dept. B
Peoria, Illinois
Phone Peoria, 48491



GOLDEN STATE VENDOR

ASSURES "GOLDEN FLOOD" OF PROFIT



An all-purpose, all-product Vendor of unsurpassed beauty. Ruggedly constructed to give years of service.

Hammerloid Enamel Finish. Trimmed in Stainless Steel. Aluminum Mechanism.

1c or 5c Sample \$12.95
Quantity Price... Write.

Distributors, Contact Us
Some Territories Still Open.

BADGER SALES CO., INC.

2251 W. Pico Blvd. Los Angeles 6, Calif.

VENDING MACHINE OPERATORS

We are State distributors for Samuel Eppy's Plastic Charms and have them in stock at the following prices:

- Assorted Charms. Per M\$4.00
- Alphabet Letters. Per M 5.00
- Wise Crack Buttons. Per M 6.00

We Pay Postage—Immediate Delivery,
1/3 With Order, Balance C. O. D.

GEORGIA AUTOMATIC CO.

P. O. BOX 223 DECATUR, GEORGIA

SALESMEN

With Vending Machine experience. Brand new, 3-unit Hot Nut Machine. Liberal Commissions. A great "deal" for steady men who can finance themselves! Write for details, stating territory covered.

TROPICAL TRADING CO.
831 S. Wabash Ave., 8th Fl., Chicago, Ill.

Detroit NAMA Meet March 14

DETROIT, March 1.—National Automatic Merchandising Association will hold its Detroit regional meeting March 14 (date was erroneously given as March 1 last week) at the Statler Hotel here. Covering Region 5 (Detroit, Michigan, Ohio, West Virginia) the one-day session will air a variety of important subjects, according to Regional Chairman Don Huck.

Meeting will open at 9:30 a.m., called to order by H. C. Howes, regional vice-chairman. Don Huck will deliver a message to the council from R. Z. Greene, NAMA president. R. J. Vonesh, NAMA legislative counsel for Regions 1 to 5, will lead a discussion of legislative matters of the region. Following this will be an address by John S. Mill, Rowe Manufacturing Company, titled *Remember When*. An open discussion on legislation is to be conducted next by Paul Ghinelli, regional legislative chairman of Region 5. R. L. Strain, chairman of NAMA public relations committee and vice-president of American Locker Company, will follow with his talk, *Big Oaks From Little Acorns*. Concluding the morning program, Paul R. Steiches, NAMA director of field activities, will speak on NAMA's 1947 *Convention and Exhibit Plans*. (Convention is to be held December 14-17, Palmer House, Chicago.)

Meeting will recess for luncheon, at conclusion of which W. E. Landis, director of industry relations, Briggs Manufacturing Company, will deliver a luncheon talk on *Vending Machines in Industrial Plants*. Afternoon session will open with an operators' forum, open-panel discussion on operators' problems, supplies and equipment. Martin Gluchow, Region 5 public relations chairman and with East Liverpool Cigarette Service, Liverpool, O., will act as moderator. Report of the nominating committee will follow, as will the election of regional chairman of Region 5 for 1947.

Adjournment of meeting will take place at 3:30 p.m., followed by open-house sessions at two Detroit plants of NAMA members; candy, gum, nut, cigarette and beverage operators are invited to attend these sessions. One is to be at Canteen Company, 3939 Bellview Avenue, with L. G. Monger as host, second at Howes-Shoemaker plant, 2373 17th Street, for cigarette operators, hosted by Hugh C. Howes.

NAMA regional meetings are also scheduled for Hershey, Pa., where a joint Region A and 3 meeting will be held at Hotel Hershey March 21-22, and at Boston March 18, for Region 1, at the Copley-Plaza Hotel.

Self-Service Candy Sales Set for A&P

NEW YORK, March 1.—Intention of A&P to include permanent candy, bakery and dairy self-service sections in every new store opened in the future led to speculation as to whether the firm would also include ice cream and frozen food in this program. Company spokesmen have said that this is not contemplated. Despite progress in automatic dispensing of such items, reason given was that only certain dairy products (milk, cream, cheese, butter and eggs) which do not require constant low temperature, as do ice cream and frozen foods, can be displayed in refrigerated cases designed especially to facilitate self-service merchandising.

Installation of frozen food departments depended upon thinking of people in charge of stores, with the most important point being that of store location, one official said. A national policy of frozen food departments in A&P stores, it was held, is unlikely.

Old-Time Venders Draw New Orleans Tourist Attention

NEW ORLEANS, March 1.—Four old-time vending machines get their share of attention from the thousands of winter tourists who visit New Orleans' famed Cabildo Museum. Once the seat of the Spanish and French governments when the city belonged to those countries, the Cabildo now houses relics of by-gone days.

In one of the building's main exhibit rooms are the four vending machines, housed in a glass case. One is a penny candy vender, manufactured in 1893 by the Asia Manufacturing Company of New York. Fashioned like the head of a Chinaman, the vender was placed on a counter or a stand, operated on insertion of a penny and delivered its merchandise thru the Chinaman's open mouth.

Service a Problem

Servicing the old-timer was a problem, since the operator had to unlock the machine and separate the head into various parts before the candy could be loaded. Oldest vending machine of the lot is the one built in 1885 by the Diamond Match Company. A round, castiron drum-like vender, it dispensed book matches at a penny each. Customers secured the product by turning a key similar to the winding key of an alarm clock.

Northwestern Corporation, Mt. Morris, Ill., is likewise represented in the museum's exhibit room by a match vending machine which sold Rosebud book matches. The vender, according to information attached to it, was built in 1895.

Fourth vender was made in 1916 by the Millard Vending Corporation of New York, and was used to dispense Millard ball gum. Similar in appearance to the modern glass-globe ball gum machine, the Millard vender is the best preserved of the four exhibited.

Cig Venders To Attend Tobacco Meeting in Chi

CHICAGO, March 1.—Prominent trade and governmental leaders will address National Association of Tobacco Distributors' members during the association's 1947 convention, scheduled for week of April 14 at the Palmer House here.

Convention is expected to draw a good representation of cigarette and cigar vending trade members. Five vending machine manufacturers are slated to show their products at the convention. They are U-Need-A Vendors, DuGrenier, Inc., Lehigh Foundries, Rowe Manufacturing Company and Asco Vending.

Among speakers taking part in the NATD program will be Frank P. Will, president of the G. H. P. Cigar Company, who will talk for the cigar industry; J. P. Spang Jr., president of Gillette Safety Razor Company, for the razor and blade industry, and Rudolph Hirsch, Kaywoodie Company president, for the pipe smoking industry. Vice-president of Diamond Match Company, V. R. Kendall, will discuss present trends as they pertain to the match industry.

Governmental speakers are to be Edward H. Miller, special assistant to U. S. Attorney General; Nelson A. Miller, chief of distribution section, U. S. Department of Commerce, and John Albright, chief of wholesale section, Bureau of the Census.

ADVANCE NO. 11 BULK VENDOR Built for the Operator!



- 1 mch. \$13.75
- 2 to 11 \$11.25
- 12 to 49 \$10.75
- 50 up \$10.50
- #1 Spanish Peanuts, 22c.
- Ball Gum to our Machine Customers, 55¢ per 100.

THE COMBINATION PEANUT OR BALL GUM PENNY MACHINE

No other parts to change.

Globe Type, \$11.75

Cabinet Type, \$13.75

1 Cent \$13.75

5 Cent \$14.75



FRANTZ SCALES YOUR BEST BUY!

Your best buy in scales. Clean, attractive, precision workmanship. A PERFECT weigher.



ARISTO SCALE \$115.00

MIRROR SCALE \$125.00

IMMEDIATE DELIVERY



Silver King

The original. Either Peanut or Ball Gum with very little change, also 1 or 5¢ with minor adjustments.

IMMEDIATE Delivery.

- ONE, \$13.95
- 10, \$12.50
- 25, \$10.00

THE MASTER COMBINATION BULK MERCHANDISE OR BALL GUM

PENNY OR NICKEL PLAY NO adjustments. NO extra parts. Just pour in the stock you want to sell and watch pennies and nickels drop in.

\$15.00

Regardless of quantity.

T. O. THOMAS

1572 JEFFERSON PADUCAH, KY.

GROETCHEN'S

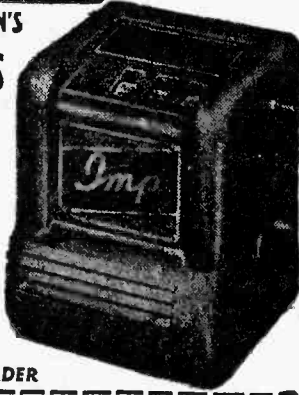
1¢ or 5¢ IMPS

Fruit or Cigarette Reels.

Brand New. Immediate Delivery.

\$13.75

Lots of 8. Single—\$14.75



RUSH ORDER

SHIPMAN

Triplex Stamp Machine. Brand new! Vends 1¢, 3¢ and new 5¢ airmail postage stamps. Sturdy, compact, foolproof. Immediate delivery.

Operator's Price \$39.50

Jobbers interested in selling our Shipman Stamp Machine, write for details.



STAMP FOLDERS

For Shipman, Victory, Soher-mack, Advance.

10,000 \$ 6.25
25,000 12.75

VICTORY

Duplex Stamp Machine. Brand new! Vends 1¢ and 3¢ postage stamps. Can be used inside or outside. Guaranteed weather proof. Returns slugs and foolproof. Immediate delivery.

\$24.75 Lots of Ten
Single, \$29.50.

Write for Catalog on Bulk Vendors, Games, Etc.
1/3 Deposit on All Orders.
PARKWAY MACHINE CORP.
629X W. North Ave. Baltimore 17, Md.

Sugar Famine On Way Out

(Continued from page 96)

900 more tons of sugar during the second quarter of 1947 than was distributed during the same period last year, according to Agriculture Department sources. This amount includes both individual and industrial users, but the bulk of it will go to manufacturers.

Rations of bakers, soft drink bottlers and candy manufacturers will be increased from 60 to 75 per cent of their 1941 base. Altho this represents an increase of only 15 per cent of their 1941 allotment, it represents 25 per cent of their present rations. In addition to this increase, the "hardship" adjustments previously announced for the benefit of war industry users still will be effected.

Manufacturers of bulk sweetened condensed milk will be increased from 100 per cent of their base to 110 per cent. Their increased quotas become effective March 1 instead of April 1 because the seasonal increase in milk production is getting under way.

List Supply Sources

Nation's sugar supplies this year will be made up of 1,760,000 tons of domestic sugar, mostly beet; imports of 3,146,000 tons from Cuba; 894,000 tons from Puerto Rico and the Virgin Islands, and 800,000 tons from Hawaii. United States also was assigned 200,000 tons to be secured in Java or South America or thru purchase of "free sugar" produced in Cuba or the Dominican Republic.

Altho national consumption this year will be greater than before the war, per capita consumption still will be approximately eight pounds under the pre-war national average of 98 pounds because of population increase. Average consumption in 1946 was approximately 73 pounds per capita.

Concerning the Cuban sugar crop, a Cuban authority has stated the price to be paid by the United States for the 1946 and 1947 crops has been practically agreed upon. He said tentative agreements between the Cuban Sugar Institute and the United States government have placed the average price on the 1946 crop at 4.18 cents a pound f. o. b. Cuba. General basic price of the 1947 crop has been set at 4.92½ cents a pound.

Meanwhile, the government this week continued its drive aimed at smashing a nationwide, \$1,000,000 black market in sugar. A federal grand jury in Chicago returned seven indictments naming 26 persons, most of them in Chicago, covering illicit traffic in more than a million pounds of sugar.

A United States attorney in San Francisco announced he had evidence purporting to show that remnants of the old Capone gang were using a nationwide system of bookmakers to distribute counterfeit stamps. Four alleged members of the ring were arraigned in San Francisco; 20 in Albany, N. Y., and four in Chicago.

NCWA Names 8-Man Legislative Group

WASHINGTON, March 1.—Appointment of an eight-man Washington committee to study pending and proposed legislation that might affect National Candy Wholesalers' Association members was announced this week by H. W. Loock, NCWA president.

New committee members are: Gene Perry, Detroit; Paul Groene, Cincinnati; David Hamilton, Madison, Wis.; W. T. Stuart, Richmond, Va.; Ernest Prince, McKeesport, Pa.; C. B. Poole, Gaffney, S. C.; Fred Schmeckebier, St. Louis, and I. R. Mitchell, New London, Conn.

Old Gold Launches Major Promotional Drive This Month

NEW YORK, March 1.—P. Lorillard Company will launch a major promotion drive this month, designating it as President's Old Gold Month in honor of Herbert A. Kent, company's president. Lewis Gruber, firm's sales manager, has planned the campaign in commemoration of Kent's fifth anniversary as head of the company.

Firm was the first to receive NAMA's "Firm of the Year" award during the association's Chicago convention last October, and Kent was on hand to receive the trophy. Kent and the company were then cited as the first in the tobacco business to recognize the part vending machines play in selling cigarettes. Lorillard, under Kent's leadership, includes vending machines in its radio advertising and gives venter operators a jobber rating.

Started as Salesman

Kent first joined Lorillard in 1911 as retail salesman in the Buffalo territory. In 1913 he was appointed head salesman in the cigarette department of the Boston office and 1916 found him in charge of the Detroit division. After serving with the armed forces in World War I Kent returned to the company and in 1920 was named division manager in charge of Ohio, Michigan, Indiana and Kentucky. He became Old Gold brand manager in 1931, was elected a director of P. Lorillard in 1939 and vice-president in 1940. Kent assumed presidency of the company in March, 1942.

Carbonation Gauge Made for Cup Mach.

BRIDGEPORT, Conn., March 1.—Manning, Maxwell & Moore, Inc., manufacturer of safety valves and gauges here, is stressing the use of its carbonation regulating device for cup soft drink venders. Unit is a combination of two-stage regulator, pressure electric switch and dual edgewise pressure gauge and is attached to the carbon dioxide cylinder by means of an .830-14 American Standard Gas cylinder tread union connection. It is provided with body tapping for permanent bracket mounting.

Available in several types, giving flexibility for various kinds of installations, unit is approximately 5½ by 4 by 5 11/16 inches. It is the function of the Carbotrol to take carbon dioxide from the cylinder at the high pressure and to supply it to the beverage venter at the low-regulated pressure to provide simultaneous indication of cylinder gas and the regulated gas pressures. Also, when cylinder is emptied and regulated pressure drops below set value, the unit actuates the low cut out pressure electric switch, cutting off current from the vending machine until carbon dioxide cylinder is replaced, thus preventing below quality drinks being dispensed.

Unit's two-stage regulation provides two-stage gas reduction, which eliminates creep and freezing, both factors which interfere with proper carbonation and operation of the vending machine. Graduated pressure scales are in colors indicating to the serviceman when it is time to replace the cylinder or whether or not correct gas pressure is being supplied. Regulator, electric switch and gauge units are separate interchangeable sub-assemblies, connected into one unit without external piping.

ADVANCE NO. 11 BULK VENDOR Built for the Operator!



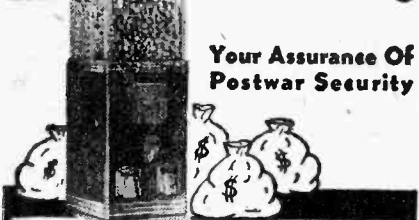
- LOTS 2 to 11 \$11.25
- 12 to 49 \$10.75
- 50 and Up \$10.50
- The Finest Tasting RED PISTACHIO NUTS 65¢ Lb.
- Salted Squash Seeds, 20¢ Lb.
- Spanish Peanuts 22¢ Lb.
- Boston Baked Beans 33¢ Lb.

This machine is exceptionally strong in construction—the result of over 45 years of experience where no effort or expense has been spared to perfect it!

ORDER TODAY
1/3 Dep., Bal. C.O.D., F.O.B. N. Y.

J. SCHOENBACH
Distributor of Advance Vending Machines
1647 Bedford Ave., Brooklyn 25, N. Y.

Northwestern



Your Assurance Of Postwar Security

Time and time again Northwestern bulk venders have proved their worth as steady, dependable money-makers under any and all conditions. That's why so many operators, and others interested in a permanent income, are looking forward to the time when these machines will again be available. To make sure of your postwar success, plan now to invest in Northwesterns—venders built for operating. In the meantime, keep in touch with activities through our free monthly paper The Northwesterner.

THE NORTHWESTERN CORPORATION
5 EAST ARMSTRONG STREET, MORRIS, ILLINOIS

BIG PROFITS FOR PEANUT OPERATORS

CHARMS—DOUBLE PROFITS

Hundreds of operators all over the country have switched to the use of Charms. They report profits two to three times as great as when using peanuts alone. Send for free details and sample card of all following charms.

Flat Plastic Charms, 1,000 \$2.25
Molded Plastic Charms, Series 1, 1,000 3.50
Molded Plastic Charms, Series 2, 1,000 4.50
A to Z Alphabet Charms, 1,000 5.00
Silvery Metal Charms, 1,000 5.50
Silvery Wedding Rings, 1,000 5.50
Silvery Metal Jacks, 1,000 5.50
Sassy Picture Buttons, 1,000 6.00
Large Stone Set Rings, 1 Gr. 2.00
Golden Wedding Rings, 1 Gr. 2.00
Silvery Metal Skulls, 1 Gr. 1.75

Include full payment and we pay postage.
L. M. BECKER VENDING SERVICE
105 DEWEY ST. BRILLION, WIS.

7 ROLL TYPE STAMP MACHINES

Wood, manufactured by Postage Stamp Machine Co., good condition. Cannot use here because of damp weather. Make offer Cash, Bubble Gum or Triplex Metal Postage Stamp Machines.

F. PALAZZOLO
524 N.W. 35TH ST. MIAMI 87, FLA.

GROETCHEN'S IMPS 1¢ or 5¢
Fruit or Cigarette Reels.
Brand New! Immediate Delivery!
\$13.75
Lots of 8. Single—\$14.75.

RUSH ORDER HARD TO GET
STANDS
for Merchandise Vendors
Solid Steel Base Total Weight 40 Lbs.
PRICE \$4.00
F.O.B. Phila., Pa.
Will Support Any Type Vendor.
VEEDCO
2113 Market St., Phila., Pa.

VENDIT

Sells More Candy • Pays More Profits
The VENDIT Corporation
2946 W. Grand Ave., Chicago 22, Ill.

ROUTE SALESMEN

If you have Peanut, Stamp Machine or similar experience, our proposition will interest you. Why work old deals? Best deal in the country today, a venter of unusual appeal. Can place good, experienced Men. Write all first letter, BOX D-453, c/o The Billboard, Cincinnati 1, O.

NAMA PICKS PLACE, DATES

N. J. Firm Gets Trip Insurance Machine Patent

CLIFTON, N. J., March 1.—Philip B. Richardson, secretary-treasurer of the Richardson Scale Company, has been granted a patent for a vending machine that dispenses trip insurance, incorporating, among other new features, a fingerprint taking device. Patent was assigned to his firm, which maintains offices here.

Application was made May 12, 1944, and the patent has been given serial number 535,291.

According to Richardson, machine was originally built to vend, for 5 cents, a \$1,000 insurance policy that would remain in effect for 24 hours. Upon inserting a coin in the coin chute, the vender automatically records the customer's finger print, usually that of the right thumb. Also the patented model does not operate electrically, he said the final machine that will be used in production will be electrically operated.

How It Operates

Service vender, Richardson pointed out, works in this manner: Upon making a sale, the machine stamps time and place of sale and records finger print of the individual taking out the trip insurance on a numbered receipt that remains in the vender for three days after which time it would be destroyed by a serviceman. For example receipt A2601 might designate the following information: "A" for New York; "2" for Grand Central Station; "6" for the sixth vender on location in that terminal, and "01" for the receipt number. Thus in the event of a claim on the policy, it would be relatively easy to locate the exact machine that sold the policy and make a check on fingerprints of the customer who originated the trip insurance.

Description of the patent appearing in the *Official Gazette* of the U. S. Patent Office reads as follows:

"In a vending machine having an aperture for the insertion of coins to control operation thereof, the combination of coin-controlled mechanism, a tape guided to travel past said aperture and having a slot extending longitudinally thereof for the insertion of a coin there thru to the coin-controlled mechanism, said tape being positioned close to said aperture to receive a finger-print of a finger inserting a coin thru said aperture and slot in the tape, and end portion of the tape being unslotted to prevent such insertion of a coin, a shutter normally closing said aperture and having a slot for the insertion of a coin therethru and thru the slot in the tape, and means operative by a coin inserted thru said slots for causing opening of said shutter."

Lehigh Foundries Name New Distrib

EASTON, Pa., March 1.—Standard Venders' division of Lehigh Foundries, Inc., here this week announced appointment of the Strauss Vending Machine Company, Boston, as the New England representatives for its line of cigarette and candy venders.

Air Vending Thriller

NEW YORK, March 1.—The *Case of the Vending Machine Slugs* will be the program over ABC network on Sunday, March 9, 5:30-6 p.m. EST, sponsored by the Shutter Candy Division of the Universal Match Company. The case will be the current story in the *David Harding, Counterspy* series sponsored by the firm.

A racket which robs vending machine operators of huge sums annually will be exposed in the show, in which Jimmy Gordon, a combat veteran, establishes himself in a small business with a route of coin-operated venders. When his earnings are cut sharply by appearance of slugs, he takes problem to manufacturers, who call in David Harding and his counterspies. After many thrills, Harding finds the makers of the slugs, bringing them to justice.

Terms Levy on Candy in Calif. Discriminatory

SAN FRANCISCO, March 1.—Candy eating populace of California, because of that State's 2½ per cent sales tax on the sweet, annually pays \$1,000,000 more for this confection than the people in any other State, Philip P. Gott, president of the National Confectioners' Association, said in a speech before a confectioners meeting here last week. He stressed the fact that this tax did not apply to other foods sold in the State, calling it discriminatory.

Gott stated that U. S. candymakers, who use 77 varieties of agricultural products in the manufacture of candy and so qualify as one of the farmer's and fruit grower's important customers, look to the California market for large quantities of their ingredients. According to the last available U. S. Department of Commerce report on raw materials used by the confectionery industry, in 1944 candymakers used 23,705,000 pounds of almonds valued at \$19,138,000. This was more than a \$6,000,000 increase over the previous year. Other figures quoted by Gott included 1944 government reports: 557,000 pounds of filberts, valued at \$446,000, and 5,172,000 pounds of walnuts, valued

Smaller Air Mail Stamps Coming

WASHINGTON, March 1.—The United States Post Office Department has given official recognition to the importance of vending machines used for postage stamp sales by reducing the size of the new 5-cent air mail stamp to size of ordinary stamps.

In announcing that the new size stamp would go on sale March 26, the department said that change had been effected in order to promote its sale thru vending machines, as well as in coils and books.

at \$4,171,000, which were also purchased by the candy trade. Other raw materials which confectioners buy from California include raisins and essential oils derived from fruits.

Gott said that of all the candy produced in 1945, the last year for which complete statistics are available, more than 91 per cent was sold by manufacturers at an average price of 22 cents per pound, and at retail, 65.6 per cent of all candy was sold to the public for pennies, nickels and dimes.

"Because working men and women by the millions depend on candy for food energy and a boost in morale, it should not be singled out for a special retail sales tax if other foods are exempted," Gott concluded.

Set December Meet in Chi

Palmer House to be scene of first conclave featuring exhibits December 14-17

CHICAGO, March 1.—The Palmer House here will house the 1947 National Automatic Merchandising Association convention and vending machine exhibit and the dates have been set for December 14-17. Where and when details of the event—scheduled to be the biggest in the association's history—were disclosed this week by general convention chairman George M. Seedman.

The 1947 meeting will mark NAMA's first sponsorship of a full-scale exhibition, showing varied automatic merchandising equipment and supplies, and will be promoted by the association as the first exclusively merchandise and service vending machine exhibit.

90 Booths

Exhibit will be held in the hotel's Exhibition Hall where more than 10,000 square feet of space will be divided into approximately 90 exhibit booths. While there will be several large booths, the greater number will be approximately 100 square feet in size.

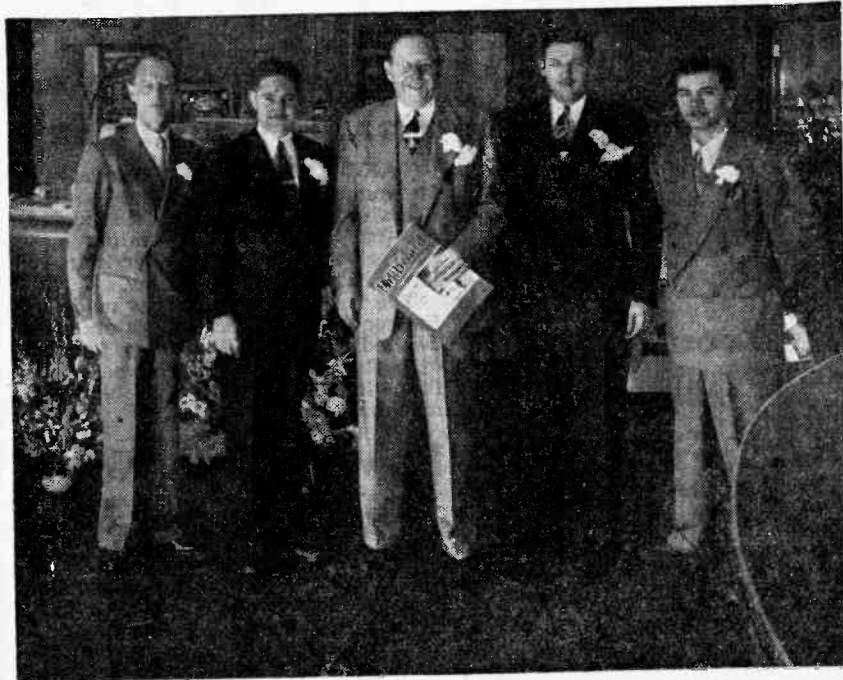
Said Seedman: "This tremendous exhibit will mark a milestone in the history of the association. The dates and site selected are the result of considerable investigation and deliberation on the part of the convention committee and NAMA headquarters, and after considering all available possibilities thruout the Middle West and the Eastern Seaboard, it was decided that the dates and facilities offered by the Palmer House were the most desirable."

Information Stressed

Seedman said that convention planners are doing everything possible to make sure the trade member who attends will find the latest in new equipment and supplies, as well as factual information designed to help him in his business.

With announcement of convention date and site came the announcement that NAMA will have ready for the event the first edition of the *NAMA Automatic Merchandiser*, a year book which will become an annual publication.

F. N. Pierson, Vendo Company, is vice-chairman of the convention and (See *NAMA Picks Dates* on page 102)



PART OF BADGER SALES STAFF, shown in the new Los Angeles offices of the firm, are S. L. Warlick, J. S. Duarte, W. R. Happel Jr., W. E. Happel and J. R. Leonard. New quarters gives Badger 8,000 square feet of sales and service space.

CAN YOU TOP THIS?

\$49.50 will get you 10 locations placing 2-column Movie Stars Card Dispenser; attractive design, at \$4.95 each. Something new—something different. Your investment back on your first sale. Be first in your territory—start now. Operators, Jobbers, write for Circulars.

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SALESMAN WANTED

Minimum commission \$183 on initial order plus steady repeats. Sell exclusive franchise (vending machine and nationally known food product). Protected territory. Car essential. Write, stating age, recent business experience and references.

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1564 Broadway New York 19, N. Y.

2 POPMATIC POPCORN MACHINES (REBUILT)

Bought from P. K. Sales Co. last summer. Never put on locations. Price for both, \$125.00 cash. No checks. Come and get them, no time to crate.

H. RAFF GRIFFITH
SEAFORD, DEL.

American Chicle Co. Report Encouraging On Supply Outlook

NEW YORK, March 1.—Encouraging supply picture for ingredients which have been on chewing gum makers' critical list was drawn this week in the annual report to stockholders of American Chicle Company, one of the country's largest gum manufacturers.

Thomas H. Blodgett, chairman and president, led off his report with earnings report for the firm and its subsidiaries. Consolidated net earnings of \$3,149,732 for the year ended December 31 represented a substantial gain over the \$2,957,504 net of 1945.

Inventories of chicle, Blodgett said, will last more than a year if the current rate of operation is maintained. Other prime ingredients, either on hand or on order, will be adequate for a similar period, with the exception of sugar and corn products, he said.

Concern was shown over high prices of gum ingredients from sources outside of the United States. Hampering profit prospects and threatening to affect prices, effects of high-priced imported ingredients are expected to be alleviated by new

Truman Brand

MOSCOW, Russia, March 1.—Chinese cigarettes are being pushed off the market in China by American "Trumans," according to a writer in *Trud*, Russian newspaper. "Trumans" is the name this writer gave the American cigarettes.

Thatcher Glass '46 Net Up

ELMIRA, N. Y., March 1.—Thatcher Glass Manufacturing Company, Inc., at its January board of directors meeting, announced thru Franklin B. Pollock, president, that 1946 earnings were approximately \$1,674,000 after federal income tax deduction of \$988,800. Net income in 1945 was \$1,020,188.88 after \$510,500 in taxes.

sources of supply currently being developed.

Presented while the question of sugar supplies for the current year still was in question, the report indicated that this product will be the determining factor in the firm's volume of gum production during the year.

Popcorn Volume Tester Now Set

CHICAGO, March 1.—Operators of popcorn venders this week studied results of the combined efforts of the National Association of Popcorn Manufacturers and the Popcorn Processors' Association in developing a standard volume tester for measuring expansion of popped corn. Both groups have approved of the new standard volume tester and in the future all official expansion tests will be made with this equipment under the same conditions, they said.

Development of the tester was advised because of the confusion which existed due to the various ways expansion tests had been made. New system and tester is said to be established on a basis that is fair and equitable to all. Buyers and sellers of the corn will both be afforded protection because the standard has been set up.

Expansion figures, it is thought, will lower because the volume measuring tube of the standard tester is four inches in diameter while the majority in use up to now were smaller.

New standard tester has added merit in that it will permit manufacturers to keep their stored popcorn in good popping condition. Tester gives them means of keeping an accurate check on corn's popping volume, thus bringing corn to poppers in better condition.

New standard volume tester is now being distributed thru wholesale channels.

Bright Future for Ice Cream Vender Seen by Druggist

OMAHA, March 1. — Presaging what may happen when coin-operated ice cream venders are in plentiful supply is a report from Earl M. Stake, small-town druggist in Adams, Neb., concerning a six-compartment ice cream hardening cabinet that has served to increase his business.

Located about 20 feet from the front entrance toward the center of his store, Stake revealed that the white-enameled box not only makes an attractive addition to other appointments but already has proved to be an attraction to school children who gather in the drugstore to help themselves to frozen confections, leaving payment on the fountain bar.

According to Stake, without the self-service feature of the refrigerated box, sales would have slowed down appreciably. He pointed out that in all probability children would not have been willing to wait in line to buy ice cream bars and related merchandise at the soda fountain. He estimates that business has jumped more than 30 per cent since his innovation.

Stake also has noticed that his farm trade favors the idea of having the box out in the open, permitting the customers to go and see for themselves the various items available. Finally, he said, the freezer has taken much of the burden off the fountain refrigeration system by supplying storage space for packaged ice creams.

Candymakers Plan To Participate in N. Y. Grocery Show

NEW YORK, March 1. — Many candy manufacturers will exhibit their products at the Grocery Buyers' Show June 2-5 in Madison Square Garden here. Event, formerly known as the National Delicatessen Show and staged annually until the war, last attracted 20,000 food trade people to the Hotel Commodore in 1942. Move to the Garden this year is being made, according to David M. Sloane, show manager, to make room for an expected 25,000.

Special departments will be set aside for frozen food and cabinets, store equipment, and new chain store "fast service" merchandising equipment. It is expected that at least two coin-operated frozen food cabinets will be ready for display.

B. C. Ops Seek Lower Stamp Vender Tax

VANCOUVER, B. C., March 1.—Recommendation was made to the licensing committee that the license fee for postage stamp vending machines be \$25 and \$2 rather than \$5 for each additional machine.

The recommendation was made at the request of several operators who pointed out that the earning capacity of postage stamp venders was lower than that of many other vending machines.

Blevins Offers New Oil-Liquifying Unit

NASHVILLE, March 1.—Blevins Popcorn Company here has announced a new immersion unit that will liquify hardened coconut and other oils used by popcorn machine operators. Unit is said to fit into the small openings of a can or drum and be electrically operated. Company says the unit is portable, of metal construction and has no exposed wires.

NAMA Picks Dates

(Continued from page 101) exhibit committee. Chairmen of the various special committees include John Haddock, DuGrenier, Inc., year book; J. Sidney Jones, Southern Vendors, exhibits; Herbert A. Kent, P. Lorillard Company, industry; Neill Mitchell, Lehigh Foundries, Inc., publicity; Steve Mudge, Vendo Company, arrangements; Ben Seltzer, New York Subways Advertising Company, entertainment, and T. A. Vaughn, New Orleans Cigarette Service Corporation, reception.

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 - GOTTLIEB GRIP SCALE \$39.50
 - MILLS VEST POCKET BELL \$74.50
 - Reconditioned Blue & Gold \$54.50
 - Reconditioned Green 44.50

- MARVEL'S POP-UP \$49.50
- AMUSEMENT WHIRL-A-BALL \$47.50
- BAKER KICKER and CATCHER \$49.75
- NEW GRIP-VUE \$49.95

SALESBOARDS

Holes	Name	Profit	Price
506	10¢ Hang It All	\$24.69	\$2.75
800	5¢ Disconnected	16.90	3.13
720	5¢ Good Catch	18.45	2.96
840	5¢ Got a Big Un	18.50	3.88
845	5¢ Sock-Em	25.05	3.73
1000	5¢ Raft of Sugar (Def.)	24.00	3.74
1040	5¢ Hand Out	25.55	3.07
1020	5¢ Miracle Money (Def.)	34.75	2.49
1500	5¢ Ready Money (Def.)	37.00	2.80

Send for Complete Price List #11.

WORLD'S SMALLEST 3 REEL COUNTER GAME

NEW IMP'S
6"x6"x6"
Cigarette or Fruit
Either 1¢ or 5¢
\$13.75 EA.
LOTS OF 6 SAMPLE, \$14.75.



NEW BELLS

Columbia Twin J. P.	\$145.00
Columbia De Luxe Club Bell	209.50
Pace De Luxe Chrome Bells, 5¢	290.00
Pace De Luxe Chrome Bells, 10¢	310.00
Pace De Luxe Chrome Bells, 25¢	330.00
Mills Black Cherry Bells	Write
Mills Golden Falls	Write

NEW Northwestern VENDORS

	MODEL 39 All Purpose Vendor Less than 25, \$12.75. Less than 100, \$12.30. 100 or more, \$11.90.		MODEL 33 Peanut Vendor Less than 25, \$10.95. Less than 100, \$10.75. 100 or more, \$10.60.		DELUXE 1¢ and 5¢ with PLASTIC GLOBE, \$28.20 Less Than 100, \$27.95. 100 or More, \$27.45.
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RAKE COIN MACHINE EXCHANGE

609 SPRING GARDEN STREET LOMBARD 3-2676 PHILADELPHIA 23, PA.

HOLDS 1600 BALLS OF GUM
VICTOR V MODEL V
FAMOUS PRE-WAR VENDORS

Globe Type. Model V capacity to 8 lbs. of gum. 1250 to 1600 merchandise or balls of gum. 1 1/2" and 3/4" ball gum. De Luxe Cabinet Type. \$13.75 Each.

Model V Globe Type. \$11.75 Each.

Model V Wall Bracket, Each . . . \$.85
Complete 1¢ and 5¢ Coin Counter, Plus Postage, Each . . . 1.25
Orders Filled in Rotation. 1.25
1/3 Deposit, Certified Check or Money Order, Balance C. O. D.

5¢ De Luxe Cabinet Type, \$14.75
Model V
M & M Candy Coated Chocolates, In Any Quantity
Pistachio Nuts, 60-Lb. Ctn. . . 80¢ Lb.
Salted Almonds, 25-Lb. Ctn. . . 85¢ Lb.
Virginia Peanuts, 30-Lb. Ctn. . . 28¢ Lb.

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461 Backman St. Brooklyn 12, N. Y.
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JUKE LEGISLATIVE POT BOILING

Trade Takes Longer View On Juke Excise Tax Drive

CHICAGO, March 1.—Despite a dimming prospect for repeal in the immediate future of the federal excise tax on juke boxes, manufacturer and operator groups within the trade indicated this week that they definitely are not shelving plans now on foot to drive for its removal.

In all quarters, the current action of both houses of Congress in freezing existing excise rates (bill for which now is in conference committee) was recognized as placing a temporary damper on the program. When the new Congress at first appeared to be in a mood to wipe out many of the high wartime excises, trade had seen an opportunity to press for removal of the 10 per cent tax paid by manufacturers and necessarily passed on to further handicap operators hit by rising costs on all sides. This week there was a tendency to take a longer view.

No Immediate Action

Spokesman of the Automatic Phonograph Manufacturers' Association, with headquarters here, said that it might be difficult to get action before 1948, but maintained that the industry should begin marshalling its forces at once. No additional information was available on reported plans of this group to present the case for repeal before congressional committees.

Ray Cunliffe, as chairman of the joint committee of juke box manufacturers and operators formed as a result of a forum meeting held during the coin machine convention here, reported that proposals agreed upon then are now being implemented.

Cunliffe said that a bulletin has gone out to executive secretaries and business managers of local music machine operator associations throughout the country. Issued thru CMI public relations bureau channels, bulletin reported findings of the Chicago meeting with respect to gaining concerted action for repeal. It also invited co-operation of operator groups, pointing out that expected

hearings of the congressional ways and means committee during May should find music manufacturers, distributors and operators ready for united action.

Independent Move Favored

It was consensus of the Chicago group that appeal for removal of the tax should take the form of an independent movement upon the part of the juke box industry—which actually is taxed under the same category as domestic phonographs. Thus, it is pointed out, juke boxes are capital equipment in the business of an operator, and should not be taxed as an item of home equipment. Likewise, feeling was that legislators should be impressed with the fact that a tax on phonograph records would produce more revenue thru operators than the machine tax if the latter were repealed, because operators' purchasing power would then be increased.

Other groups within the trade are understood to incline to the view that the juke box industry should take its cue from the radio-phonograph industry, which as a larger and more influential group, would have an advantage in presenting the phonograph tax case in Washington. Even those who would favor acting independently, recognize advantages to be gained thru co-operation with the radio industry.

Whatever form it takes, effectiveness of action taken by the music machine trade appears to hinge on how well various components of the trade can merge their common objectives in a united front.

Alvin Goldberg Dies in Chicago

CHICAGO, March 1. — Alvin J. Goldberg, until recently a Midwestern distributor for Rudolph Wurlitzer Company, died here February 21. In ill health for several years, he went to Florida on doctors' orders a few months ago.

Goldberg, a prominent figure in the coin machine industry, had been owner of Chicago Simplex Distributing Company; Indiana Simplex Distributing Company, Indianapolis, and Wisconsin Simplex Distributing Company, Milwaukee.

Goldberg is survived by his widow, Josephine, and a son, Joel.

Sylvania Surplus Distrib

PHILADELPHIA, March 1.—Sylvania Electric Products, Inc., has been appointed an official distributor of government surplus electronics equipment. Announcement was made by the War Assets Administration.

Juke Box Bank

CHICAGO, March 1.—Juke boxes and teen-agers are recognized as a natural combination, but now toddlers and pre-teen youngsters will be able to go the teensters one better—they can have their own jukes in the form of a juke box bank.

Manufactured by E. J. Kahn & Company here, the plastic bank, easily recognizable as a juke box, is about five inches high and has a sliding coin lever on one side. When a coin is deposited a light flashes on in the juke box and goes off when the coin drops free.

Court Upholds City Juke Tax

CANTON, O., March 1.—Court of Common Pleas here recently upheld the city ordinance placing an annual license fee of \$15 on juke boxes. Temporary restraining order has held collection of the tax in abeyance since it was passed in June of 1945.

Owners of several hundred juke boxes, who had secured the restraining order, pleaded that the ordinance represented an illegal use of the city's police powers and that the fee was excessive. Court now ruled that the fee was not excessive when expenses of administration and inspection were considered. Licensing of music devices had been generally recognized by the courts, it was said.

Rock-Ola Chartered Under Delaware Law

DOVER, Del., March 1.—Rock-Ola Manufacturing Corporation has filed its charter with the corporation department of the secretary of state's office, with capital listed at \$2,500,000 and principal office given as the Corporation Trust Company of Wilmington, Del.

A Rock-Ola official in Chicago said that the filing was a routine matter resulting from firm's decision to change incorporation from the State of Illinois to Delaware.

Asheville Music Co. Formed

RALEIGH, N. C., March 1.—Secretary of state here announced that 16 certificates of incorporation were filed last week.

Among them was the Asheville Music Company, Inc., Asheville, to operate music machines. Authorized capital stock \$200,000; subscribed stock \$10,000 by W. M. Melton and J. A. MacFie, of Brevard, and others.

Let Jukes Decide

FORT WORTH, March 1.—Jack Gordon, columnist for *The Fort Worth Press*, has an idea that record manufacturers should let juke box play decide how many platters a new tune will sell and make their pressings accordingly. The writer, lamenting the lack of hit disks on Fort Worth's retail shelves, said the record companies should "press only enough copies of a new tune for the juke boxes and radio request shows. Scatter spotters about the country. When reaction shows that a certain record is a fireball, then let the record maker go to town. Spare not the presses."

Sign of Last Minute Rush

Legislative action seen as result of unfavorable publicity in some areas

CHICAGO, March 1.—Some tax threats began to appear in the legislative picture for juke boxes this week. Not many days ago the number of tax bills offering any serious threat to the music operator were few in number. The appearance of some unfavorable bills during the closing week of February may be taken as a sign of the usual rush that comes in the various State legislatures at about this time of year.

The bills may also be the result of unfavorable publicity given to the juke box trade in some sections. The States in which the music trade has been made the object of unfavorable publicity during the last year or so include California, Illinois, Michigan and New York.

Unfavorable States

Arkansas, California and New York are among the States in which unfavorable tax proposals recently have been introduced. In Arkansas, the high tax proposal is probably traceable to the percentage tax law in neighboring Oklahoma. In the other two States, it seems pretty certain that unfavorable newspaper publicity may have led to the high-tax proposals. For the bills seem to be definitely intended to injure the business and not to raise revenue.

Last week, it was said in a legislative summary of proposals relating to juke boxes, that California, Montana, Maryland and Oklahoma were the only ones that had bills relating specifically to juke box music. (*The Billboard*, March 1, page 104.) Since that report, the Montana proposal has been killed, altho a general State license proposal, which includes phonographs, seems to be going thru the mill on schedule time.

Oklahoma Bill

Of the proposals relating to phonographs so far, the most favorable of all seems to be a bill in the Oklahoma Legislature which would repeal certain provisions of the present State tax and set up a new rate of \$10 per year on each machine. If the bill became law, it would evidently set aside the present unusual plan of taxing phonographs on a percentage basis.

The New York bill was introduced February 27 and due to its unheard of rates, news of the proposal spread rapidly. Because of the importance of the music business in the State, it will no doubt get much attention and probably an extra amount of newspaper publicity. Up to the present time juke box bills have had little publicity in the States where introduced. Proponents of the New York bill estimate there are 60,000 juke boxes in the State.

On the Arkansas bill (Senate Bill 246), it is apparently intended to slip the greatly increased juke box fee thru by making it a part of a general bill. It proposes to amend the State license laws of 1933 and 1939, and then lists very reasonable fees on all types of coin-operated machines, except on juke boxes. In past years, Arkansas legislators have shown a marked tendency to assess reasonable fees on coin machines and have al-

Iowa Teen Center Airs Jive Tunes On Radio Hook-Up

SIOUX CITY, Ia., March 1.—New idea in teen-age recreation centers is being carried out here by airing the dance music of the local teen-canteen over Station KTRI. Program is an outgrowth of Shel Singer's *Rhythm Room* platter show, which youngsters attended in force.

Canteen is said by City Recreation Director Al Strazdos to be a vital contribution to the city's youth program. Over 1,200 teen-agers attended the first two dance-broadcasts from the Tom B. Archer Tomba Ballroom, aired from 2 to 4 p.m. Saturday afternoon by the Mutual outlet. Dancing for the teeners begins at 1:30.

Co-operating with the station are the Junior Chamber of Commerce and the department of recreation. There is free admission to all youngsters with teen canteen passes, obtainable from the department of recreation. Passes are void without parents' signatures.

Juke Legislative Pot Is Boiling

(Continued from page 103)
ways sought correct information about the trade. The industry will hope that the legislature this year follows the same policy.

Federal Laws Eyed
National legislation is getting more and more attention in the music picture also. The wide discussion on removal of excise taxes led to the hope that the tax would be removed on phonographs, and the juke box trade joined with home phono makers in urging the tax removal. But more recent reports suggest that Congress may not get around to this question during the year, and certainly not before the second half of the year.

Appearing also in Congress is the annual bill, boosted by ASCAP and other important organizations, for amending the national copyright law by removing the clause which protects the juke box trade against paying special fees for use of records. The copyright statute goes back to 1909 and ASCAP and other organizations have sought removal of the particular clause for a number of years now. Year after year, as Congress meets, a bill to this effect is introduced and there is always the prospect that one of these times the bill may pass. The bill this year is H.R. 1269. H.R. 1270 is a similar bill said to have the support of NAPA.

Not Alarming

Last year repeated publicity in the press began to alarm the juke box trade about the bill, but persons in positions to know informed the trade there was no cause for alarm. Publicity is beginning to appear again but up to the present time there is no information that would indicate the trade should be alarmed.

While the copyright bill can be counted on to show up in Congress, at the same time one or more anti-ASCAP bills show up in State legislatures during every legislative year. In 1945 a few States passed such bills but they did not fare so well in State Supreme Court tests. This year at least three such bills have appeared and those in Indiana and Connecticut legislatures are getting attention.

In Indiana it is Senate Bill 210, which would prevent ASCAP and other organizations from collecting special fees on copyright music. Bill has already made its way to the House and received a number of floor amendments in that body February 21. Action would indicate that Indiana may pass the bill.

Appearance of these bills in State legislatures is said by the juke box trade to have only one meaning, that the public is widely opposed to the idea of paying special fees to organizations similar to ASCAP and NAPA.

ADVANCE RECORD RELEASES

(Continued from page 29)

FOLK

- FREIGHT TRAIN BOOGIE Red Foley (The Cumberland Valley Boys) (ROCKIN' CHAIR) Decca 46035
 FREIGHT TRAIN BOOGIE Johnny Tyler (The Riders of the Rio Grande) (ROCKIN' CHAIR) Victor 20-2182
 HAVE YOU SEEN MY DADDY The Blue Sky Boys (I LOVE) Victor 20-2151
 HERE? (MY ADOBE) King 591
 HEARTACHES Ray Smith-The Pinetoppers (HONEY, BE) Continental C-8021
 HELL BROKE LOOSE IN GEORGIA... Pee Wee Maddox-Dixie Revelers (NO TU) Eagle 751
 HONEY, BE MY HONEY BEE..... Ray Smith-The Pinetoppers (HEART-ACHES) Continental C-8021
 I AIN'T A-GONNA LEAVE MY Billy Williams (The Pecos River Rogues) (MY ADOBE) Victor 20-2150
 LOVE NO MORE The Blue Sky Boys (HAVE YOU) Victor 20-2151
 I LOVE HER MORE, NOW The Carolina Playboys (YOU MY) Sonora H-7038
 MOTHER'S OLD J. E. Mainer's Mountaineers (JOHN TOMORROWS) King 550
 I'D TRADE ALL OF MY (BREEZE) King 591
 TOMORROWS Spade Cooley Band (MINUET IN) Victor 20-2181
 I'LL REMEMBER YOU, LOVE J. E. Mainer's Mountaineers (JOHN HENRY) King 550
 IN MY MERRY OLDSMOBILE..... Cowboy Copas (BREEZE) King 591
 IT'S DARK OUTSIDE Spade Cooley Band (MINUET IN) Victor 20-2181
 JOHN HENRY J. E. Mainer's Mountaineers (J. E. Mainer) (I'LL REMEMBER) King 550
 JOLIE BLONDE Jimmy Dale and His Prides of the Prairie (STEEL GUITAR) Continental C-8022
 MINUET IN SWING Spade Cooley Band (IT'S DARK) Victor 20-2181
 MISSISSIPPI SHORE Delmore Brothers (BROWN'S FERRY) King 592
 MY LITTLE BOY BLUE Fred Kirby (BOOGIE WOOGIE) Sonora H-7037
 MY ADOBE HACIENDA Billy Williams (The Pecos River Rogues) (I AIN'T) Victor 20-2150
 MY PRETTY GIRL Clifflie Stone Ork (TIGER RAG) Capitol 378
 NEW JOLIE BLONDE (New Pretty Blonde) Red Foley (The Cumberland Valley Boys) (A PILLOW) Decca 46034
 NO KU KLUX OUT TONIGHT Pee Wee Maddox-Dixie Revelers (HELL BROKE) Eagle 751
 OLD CAMP MEETING Brown's Ferry Four (THERE'S A) King 593
 OPA BLUES Ocie Stockard and His Wanderers (TWIN GUITAR) King 600
 OPEN UP THAT DOOR, HIRAM!... Prairie Ramblers (JOLIE BLONDE) Mercury 6035
 ROCKIN' CHAIR MONEY Red Foley (The Cumberland Valley Boys) (FREIGHT TRAIN) Decca 46035
 ROCKIN' CHAIR MONEY Johnny Tyler (The Riders of the Rio Grande) (FREIGHT TRAIN) Victor 20-2182
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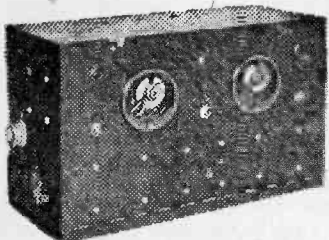
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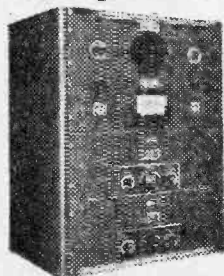
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ALBUM REVIEWS

ST. PATRICK'S DAY—BING CROSBY (Decca A-495)

Aiming at maximum holiday sales, this package of five platters brings together 10 Erin faves cut at varying times by Bing Crosby, getting vocal assist on some of the sides from the Jesters and the King's Men, while the music making belongs to Bob Haggart, Victor Young and John Scott Trotter. Der Bingle in good Erin form for each of the sides and song selections are tops, taking in MacNamara's Band, Dear Old Donegal, Who Threw the Overalls in Mrs. Murphy's Chowder, It's the Same Old Shillelagh, Did Your Mother Come From Ireland?, Where the River Shannon Flows, The Rose of Tralee, When Irish Eyes Are Smiling, Too-Ra-Loo-Ra-Loo-Ral and I'll Take You Home, Kathleen. Photo of the smiling Bing on the album cover, with notes on the singer and the songs in an accompanying booklet.

EILEEN—AL GOODMAN (Victor K-2)

When it comes to interpreting the music of the theater, the musical fashions of Al Goodman leave nothing to be desired. And with the St. Patty season coming up, there's added attraction in his showcasing the show score of Victor Herbert's Eileen. But its appeal is not limited to the wearers of the green, for this is a show set that rates a permanent spot on the record shelf. Blending vocally with the Goodman music is the top tenoring of Jimmy Carroll, the rich baritone voice of Earl Wrightson, the soprano pipes of Frances Greer, with added vocal force in the robust harmonies of the Guild Choristers. Maestro Goodman sets the stage with Overture to Eileen, and for the remaining seven sides it's more than mere nostalgia as the voices ring out for Free Trade and a Misty Moon, The Irish Have a Great Day Tonight, My Little Irish Rose, Thine Alone, When Love Awakes; Eileen, Alanna Asthore and the Finale. Records shipped without album cover for review.

IRISH JIGS AND REELS—MICHAEL COLEMAN (Decca A-205)

For the Erin season the label has brought back for a set of three records the faithful fiddling of Michael Coleman for the authentic Irish jigs and reels. Accompanied by Michael Andrews on guitar for two of the sides, with Kathleen Brennan at the piano for the remaining four sides, the fiddler fashions the folk melodies in medley fashion, kicking off with Stack of Barley and running the roster of Irish dance music. Irish dancers and a shamrock design make for a colorful front cover, with the dances explained in an accompanying booklet.

BING CROSBY—FAVORITE HAWAIIAN SONGS—Vols. I and II (Decca A-460 and A-461)

This is an over-ambitious attempt to coin extra-added out of Bing Crosby's early recordings. In this instance the label is packaging Der Bingle's Hawaiian diskings, putting 10 sides in a set. And there's enough here for two such sets, using the same cover design of smiling Bing against a geographical picture of the islands with a descriptive booklet accompanying each set. For the first set they are all slow and dreamy spinners, with instrumental and vocal support from Dick McIntire, Lani McIntire and the Paradise Island Trio. Top faves in the first volume include Song of the Islands and Sweet Leilani, other sides taking in Aloha Oe, South Sea Island Magic, Hawaiian Paradise, Blue Hawaii, Dancing Under the Stars, Palace in Para-

dise, Aloha Kui Ipo Aloha and Paradise Isle. Both McIntire strumming ensembles are included in the second album, also of 10 sides, with two sides cut with Harry Ownes's full band. Second set includes several selections at a livelier beat, with Trade Winds the top song favorite. Other hula harmonies include When You Dream About Hawaii; Sail Along, Silvery Moon; Sweet Hawaiian Chimes, Little Angel, My Isle of Golden Dreams; To You, Sweetheart, Aloha; A Song of Old Hawaii, Sing Me a Song of the Islands and Remember Hawaii. For Der Bingle and hula fans, there's enough in these two packages to last a lifetime.

GENE AUTRY'S WESTERN CLASSICS (Columbia C-120)

Teeing off with his theme song, Back in the Saddle Again, Gene Autry carries on for eight sides for ever-lasting Western song classics. Supported by a string band and an assisting vocal group, the cowboy troubadour sells it big per usual for the outdoor ballads and waltzes, taking in such favorites as Tumbling Tumbelweeds, Home on the Range, Red River Valley, Mexicali Rose, South of the Border, Twilight on the Trail and Ridin' Down the Canyon. A cowboy picture of Autry fashions the album cover, with photograph and biographical notes filling the inside page.

KATHERINE DUNHAM ENSEMBLE (Decca A-511)

Katherine Dunham, noted as a dancer and researcher, proves effective for the singing as well as she vividly captures on wax the West Indies chants for this package of Afro-Caribbean songs and rhythms spinning over eight sides. Supported by a small Afro-rhythm unit, Miss Dunham sings in several languages as do other members of her troupe, including Jean-Leon Destine, La Rosa Estrada and Julio Mendez. Selections include a Portuguese samba, a Haitian ceremonial song, a Spanish Guaracha, a Haitian congo cult song, a Haitian Merengue, a Ritmo Santo-Cubano, an Afro-Cuban cult chant and a Haitian Vodun cult chant. Spinning holds special interest for the music and dance students. Photo of Miss Dunham graces the album cover.

NURSEY RHYMES (But not for children)—SUNNY SKYLAR (Mercury A-14)

Title here is a bit misleading, for these eight ditties by composer-crooner Skylar are all subtly done and the double entendre won't cause parents to pale if kiddies are within listening range. Six of the tunes are lesser known ditties, worthy of being placed in an album designed for adult trade, while two others are fairly well-known grown-up fare. The Tattooed Lady side is not to be confused with the Groucho Marx Lydia classic. Sides, each of which carry the Dianaza orchestra, a standard dance group, for accompaniment, are discreetly handled by Skylar.

Juke Opens Door

HARTFORD, Conn., March 1. —Another item to add to the cunning comment list is this bit from the Fan Fare column in The Times, a local daily. It reads: "Many a place around town with a juke box has developed an 'open door' policy, led by a guy named Richard."

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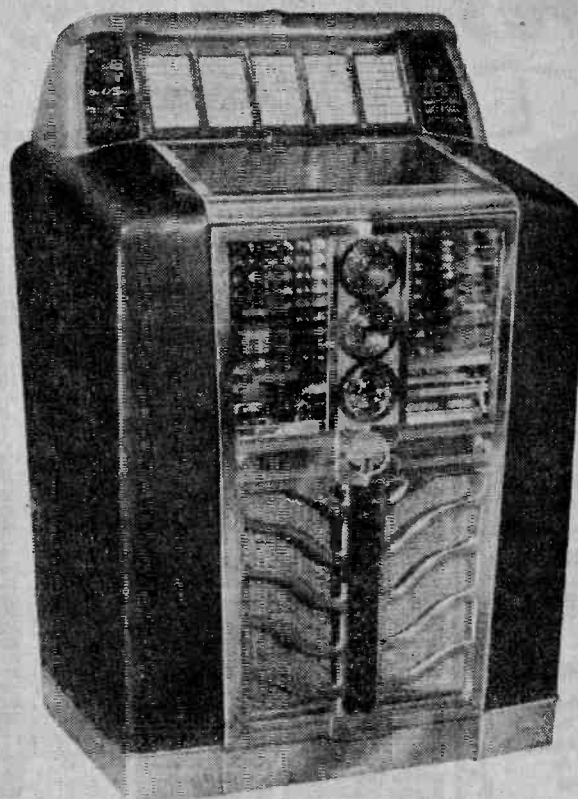
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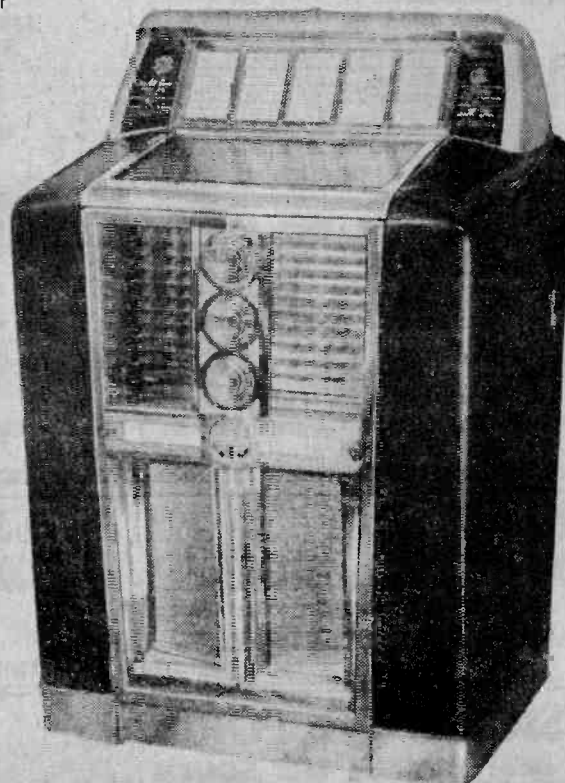
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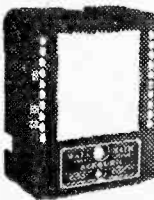
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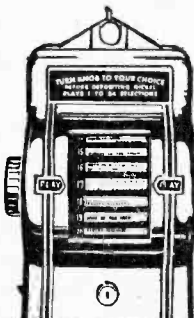
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The Western-Aires are now showing in the Hawaiian Islands. The outfit was organized two years ago and has recently completed a seven-and-one-half month tour of the USO hospital circuits. Act was formerly known as the Sharps and has appeared on almost every barn dance in the country. The Western-Aires consist of Yodelin' Jerry Drake, bass player, champion yodeler of Ohio and formerly of the Range Riders; Fiddlin' Flo Dorsey and Dynamite Gus, formerly of the Bar X Cowboys, guitar; Tiny Barton, guitar, formerly of Hank Kunes outfit, and Terry Tranele, singing and yodeling, formerly with Pappy Cheshires' National Champion Hillbillies, of KMOX, and the WGAR Range Riders.

Eddie McMullen has just completed four sides for Rainbow Records, having signed a two-year contract with the outfit. He is also heard over 250 radio stations on SESAC transcriptions. Some songs he has written and recorded are *Two-Timin' Gal*, *Peace of the Valley*, *Thinkin' and a Wonderin'*, *Prairie Polka* and *Sleepy Valley*.

Mel Butler and Shep Sessoms have organized a five-piece hillbilly outfit, the Mountaineers, which will go on the air over Station WRRZ, Clinton, N. C., about March 15. Band consists of Freddy Watson, emcee and vocals; Eddy Register, swing guitar; Elmer Wise, string bass and vocals; Shep Sessoms, piano, and Mel Butler, electric guitar. Elmer Wise also transforms himself into a certain character known as Peavine and does a bit of comedy. Mel and Shep have been busy lately knocking out a few new numbers such as *I Had the Dream of a Lifetime Last Night*, *If You Wanta Be Right*, *I Wish I Had Listened to My Heart*, *Teardrops Fell on a Broken Heart*, *The Wrong Number*, *Sentimental Odds and Ends* and *If Your First Dream Doesn't Come True—Dream, Dream Again*.

Melvin Mazy and His Texas Pals—Little Billy Thompson, electric guitar; Odell Turner, singer and guitar, and Fiddling Jim appear over Station KXOX, Sweetwater, Tex., every Saturday at 11:30 to 12 noon.

The Miccolis Sisters, Ruth and Mary, of Station KMOX, St. Louis, are now recording for De Luxe Records. Team has a new release, *Chime Bells*, backed by *Barnyard Rag*. Both sides feature trick yodeling.

New Act

Newest act on WSM is Jack Anglin and Johnny Wright and their Tennessee Mountain Boys. With Smiling Eddie Hill as emcee and vocalist, the boys debuted recently on the *Grand Ole Opry* and now have a regular early-morning spot. Story behind their connection with WSM is a 14-month record of continuous auditions followed in each case by improvements in their band. The outfit that finally made the WSM grade is reportedly a versatile organization. Their version of *Juke Blon* (*New Pretty Blonde*) is one of the act's favorites.

Whitey Ford, the Duke of Paducah, comedian on Prince Albert's portion of the *Grand Ole Opry*, has had trouble with censors for years. Week after week they kill some of his favorite gags. But at last the Duke

has struck back. He has now finished a book, *These Shoes Are Killing Me*, in which he publishes every gag the censors have deleted from his scripts. The book will be on sale at newsstands soon.

Jimmy Selph, who sings on the *Grand Ole Opry* as well as on several daytime shows at WSM, has waxed two of his own tunes for Bullet. Numbers are *That's Why I Worry*, backed by *Say You'll Be Mine*. Jimmie has written another tune, *I'm Writing You, Darling, Thru Tears*.

Snow Tours

Hank Snow, "The Canadian Ranger," will tour with a Western-styled tent show in the Montreal territory this summer when he returns home from Hollywood, where he is preparing for his first motion picture production. When he returns to Canada in May and while whipping his projected tent show into shape, Snow will take in five recording sessions for RCA Victor's Bluebird label in Canada.

Jack Steck, producer and emcee of the *Hayloft Hoedown*, Saturday night show staged by WFIL, Philadelphia, and broadcast over the ABC network, announced that the Western show will tour as a unit for the first time this summer. Tour dates will be largely in the East so that the performers can get back to Philadelphia for the Saturday broadcasts which will continue. Decision to send a unit on tour was the result of the many calls for the show from promoters and parks in the territory.

Sleepy Hollow Gang will reopen their Sleepy Hollow Ranch near Painsburg, Pa., Sunday, May 4, with star-studded Western shows on weekends, continuing late into September. The Ranch park will again feature the big Western and hillbilly names, and all the attractions will be booked exclusively thru the Jolly Joyce Agency.

CLOSING OUT

BRAND NEW

SOLOTONE EQUIPMENT

BOXES	\$ 25.00
AMPLIFIERS	75.00
STUDIO UNITS	150.00
CABLE, Per Ft.	.07

Certified Deposit with Order.

TIMED MUSIC, INC.

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KLEIN
DISTRIBUTING CO.

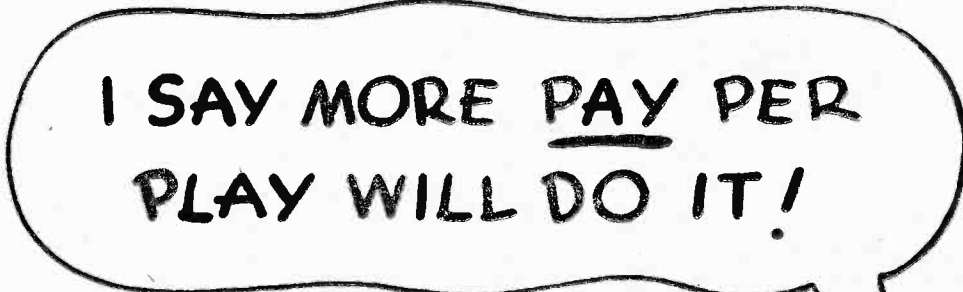
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MILWAUKEE 6, WISC.
KILBOURN 2032-3



I SAY MORE PLAY PER PHONOGRAPH WILL DO IT!

IF you say the answer to increased operator income is *more play per phonograph*, we agree it's one answer, and we are doing something about it.

Our powerful, far-reaching national advertising campaign is the greatest promotional program in commercial music history—aimed 100% at boosting play on every Wurlitzer Phonograph for the benefit of every Wurlitzer Factory-Approved Music Merchant.



IF you say *quarter-dime play* is the answer to increased operator income, we agree, and again, who is back of it more than Wurlitzer?

We've promoted it to the public. We've advocated it to the operator. We've produced every bit of literature and every unit of conversion equipment for every major make of phonograph and wall box on the market today.

From every angle Wurlitzer leads in laying the groundwork for increased operator income.



FOR PROFITS TODAY



quarter



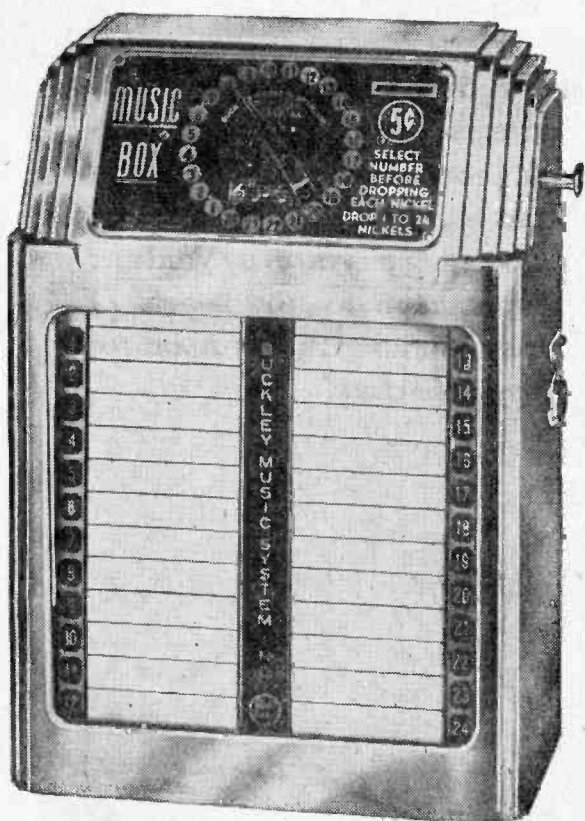
dime play

BUCKLEY SCORES AGAIN

MUSIC EQUIPMENT MUST COME DOWN

To help the Music Operator we are offering while they last—

Brand new Buckley Solid Chrome Wall and Bar Boxes with the new National Slug Rejector and Positive Micro Switch.



\$25.00
EACH

Plus Frt.

BUY BUCKLEY AND YOU BUY THE BEST

25% deposit with orders, balance C. O. D.

Wire, Phone or Mail Your Order at Once

to

GENERAL MUSIC CO.

1157 Post Street

San Francisco 9, Calif.

WILLIAM CORCORAN

Regional Distributor Pacific Coast

Tape Recorder Maker Expects Use on Jukes

NEW YORK, March 1.—Opinion that their magnetic-recording tape may soon be sold to platter manufacturers for recording purposes and eventually find its way into juke boxes adapted to this form of reproduction was expressed by officials of Indiana Steel Products Company, here for a first Eastern showing of the tape.

Recorder for the tape, made by Midwest Research Institute, of Kansas City, Mo., also was used at showing March 3 at the Drake Hotel here. Both were shown first in Chicago last December. Firm, which has its plant at Valparaiso, Ind., will manufacture the tape only, and license other firms to make recorders either for home use or for music machines, according to Peter V. Roberts, firm's sales engineer.

Aimed at mass production, the tape is a quarter of an inch wide, coated with iron powder of unusual magnetism which is said to result in more frequency response than other recording media. Repeating previous statements, officials said that price of the tape will be about \$1.50 for a half-hour recording or 1,200 feet of tape.

Advantages claimed over other recording methods for juke use include reduction of surface noise to a minimum, more plays than with phonograph records, no record breakage. Unit made by Midwest Research, according to firm officials, would need little change to make it adaptable to juke-box type of operation.

Uniform Parts Buying Scanned By Radio Mfr.

WASHINGTON, March 1.—Possible help for coin-operated music equipment manufacturers is seen in the action of Radio Manufacturers' Association in appointing a special committee to consider development of uniform purchasing procedures involving set manufacturers and parts makers.

Ben Abrams, president of Emerson Radio and Phonograph Corporation, has been named to head the committee, it was announced by R. C. Cosgrove, RMA president. Coinmen in the music field, pointing to the similarity of their purchasing problems with relation to parts makers, are expected to benefit from such a standardization.

Abrams also headed another RMA committee which recently recommended a standard warranty for parts manufacturers.

His committee includes V. Dep. Goubeau, RCA Victor Division; Larry F. Hardy, Philco Corporation; J. P. Rogers, Farnsworth Television and Radio Corporation; John R. Howland, Zenith Radio Corporation; A. Blumenkrantz, General Instrument Corporation; G. B. Flood, Sprague Electric Company; Paul Hetenyi, Solar Manufacturing Company; L. F. Muter, Muter Company.

Phonograph Bargains

Reconditioned
Ready for Location

7-600A	\$250.00
3-700	395.00
2-750E	425.00
6-800	425.00
2-24	195.00
1-616	115.00
4-Empress	225.00

1/3 Deposit, Balance COD

SOUTHERN MUSIC CORP.

218 E. Parrish St. Durham, N. C.
Phone L-0631
Authorized Rock-Ola Distributor

MUSIC OPERATORS!

MAKE YOUR TRIP IN TO CHICAGO PAY FOR ITSELF! LOAD YOUR CAR WITH ALL YOUR

USED RECORDS

WE PAY CASH FOR ANY QUANTITY

Just Call Us When You Get in and We Will Pick Them Up! Out-of-Town Operators, Call, Write or Wire Collect.

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RECORD TRAYS

For 61, 71 and all other Wurlitzer Counter Models, reconditioned. I will make your old trays the same dimensions as when new and guarantee them to give satisfaction. Price \$7.50 for set of 12, or \$6.00 a set in lots of 5.

HUGO JOERIS

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WE BUY
USED
PHONO RECORDS

MERVIS TRUCKING COMPANY
7026 LEXINGTON AVENUE
CLEVELAND 3, OHIO

MUSIC BARGAINS

Seeburg 800, ESRC	\$299.50
Wurlitzer 800	375.00
Wurlitzer 500K	200.00
Wurlitzer 600K	200.00
Wurlitzer 616, Lite Up	135.00
Seeburg Regal	200.00
Seeburg Rex	175.00
Rock-Ola Monarch	135.00
Mills Throne	145.00

OLSHEIN DISTRIBUTING CO.

1100-02 Broadway ALBANY 4, N. Y.

FOR SALE

40 Wurlitzer, 5-10-25,
#125 Wall Boxes,
\$380.00 for Lot or \$10.00 Each.

CLEETON AUTOMATIC MUSIC CO.
211 North Elson, Kirksville, Mo.

A FLOOD OF SOFT LIGHTS

GAY!...APPEALING!...AND

Beautiful!

**PACKARD
PLA-MOR'S**

NEW

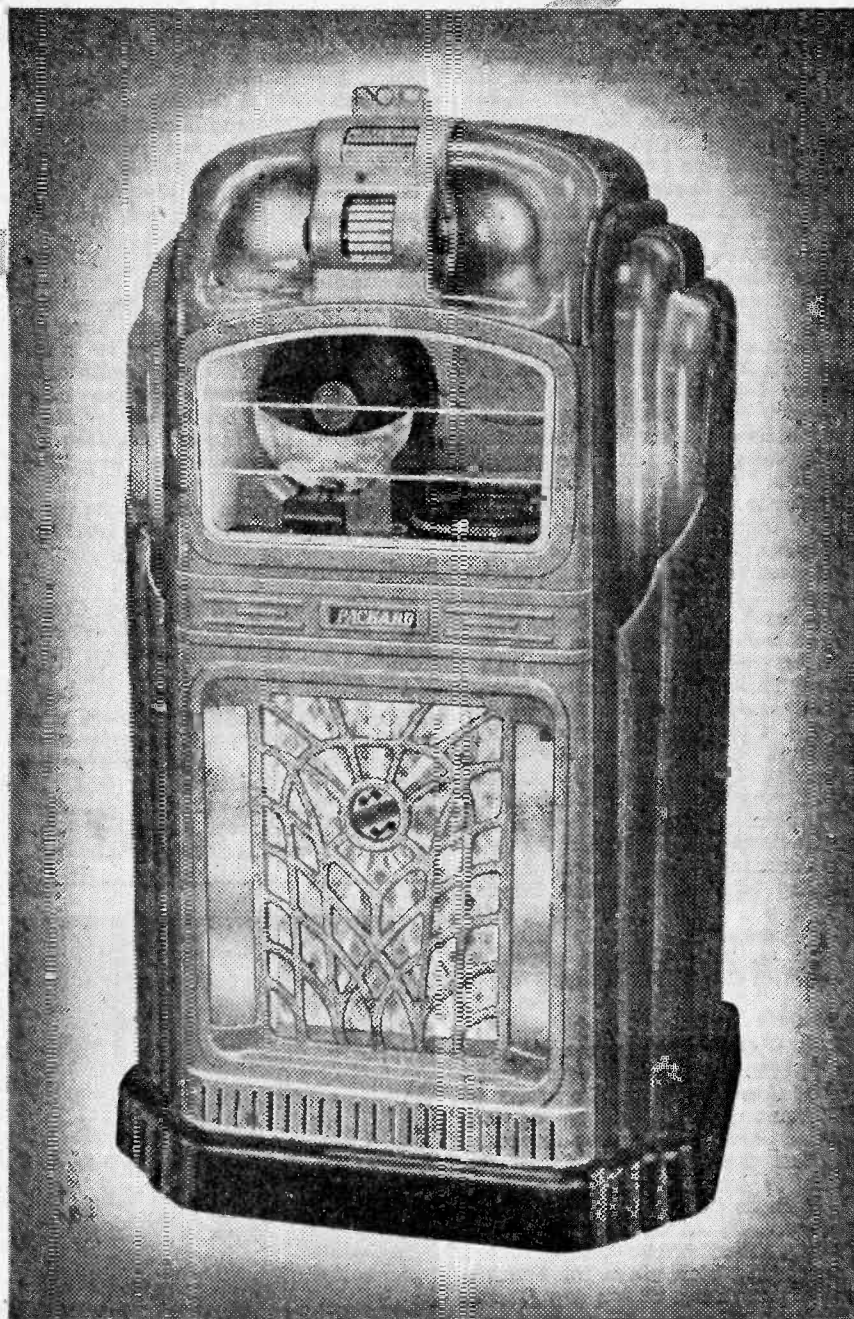
Phonograph

MODEL 7

It's an eye-arresting beauty—with flaming red crown of plexi-glas, molded to the graceful contours of its beautifully-styled cabinet. Softly glowing rainbow hues highlight the rich, walnut finish . . . and accent glorious tone.

Distinctive front and grille are gold and brown finish—hammered aluminum—attractively designed. At the top is PACKARD's famous selector—its spinning red knobs beckoning all who pass to *stop and play!*

Here's "play appeal" to draw more business for your locations . . . make you bigger profits! Engineering by PACKARD assures you it's an instrument that's dependable in performance, economical to operate . . . and easy to maintain. See your Packard distributor now for early deliveries.



1947's FINEST! Big, 15-inch dynamic speaker reproduces full tonal range of any record, with well-controlled volume for any room. Plays 24 selections.



PIONEER OF THE INSTRUMENTS

POLICY-MAKERS OF THE INDUSTRY

SELECTIVE REMOTE CONTROL WALL BOXES
• ADAPTERS • BAR BRACKETS •

AUTOMATIC PHONOGRAPHS

CEILING AND WALL AUXILIARY SPEAKERS
• ACCESSORIES • 30-WIRE CABLE •

New York:

Charlie and Gilbert Engelman, Columbia Music Company, are preparing to open their dude ranch at Mahopac, N. Y. . . . Sid Levine, counsel to the Automatic Music Operators' Association, is up and around after being ill for a week. . . . Bob Scher, Skill Games Corporation, is back from a West Coast trip made to promote the firm's new machine Bouncer, but plans to leave almost at once on an Eastern Seaboard biz trip. . . . Sol Tabb, Hysol Music Company, is nursing a broken toe.

Florida Goings and Comings—Al Rodstein, first vice-president of the NAAMO; Charlie Aronson, Brooklyn Amusements, and Sam Heins, Heins Music Company, are headed toward Miami. . . . Ed Brothers, who sold out of Midtown Music Company about six weeks ago; Ben Linn, executive manager of Regal Music Company, and Harry Broksky, Harbor Music Company, all have just returned. . . . Bill Goetz, Capitol Music Company, plans to spend another month in Florida. Has already been there three. . . . Jim Noonan, Noonan Amusement Company, returned late in week from Florida and joined Al Blendow, International Mutoscope sales manager, as NAAMO representatives calling on the license commissioner.

Al Meyers, Rockaway Arcade owner, was a member of the Rockaways' Chamber of Commerce committee that saw the license commish last week. . . . Herman L. Pepper and Irving Fenichel have formed a coin machine distributing firm in Brooklyn under the name of International Distributors. . . . Jack Fitzgibbons and Al Schlesinger, Square Amusement Company, will release Sportman's Roll shortly.

Sid Merenstein, Economy Supply Company, Baltimore, went to Philly last week to close a deal. . . . Mack Postel, Chicago Distributors, spent some time in the New York area closing a few deals. He flew back to Chi last week-end. . . . Bob Levy and Chuck Pierson, L & P Vending, have added candy machines to their route. Rudy Greenbaum, Aireon vice-president; Sol Gottlieb, D. Gottlieb & Company; George Ponsler, Amusement Enterprises, and Bill Libscomb, O. D. Jennings, were a few of the manufacturers that attended the General Vending Corporation housewarming in Baltimore last Sunday (23). . . . Julius Malich, Delsex Music Company, recently had his private platter collection appraised (See **NEW YORK** on page 115)

Detroit:

R. O. Griffiths has succeeded Wilbur V. Hughes as advertising manager of Dasco Products Company of East Detroit, manufacturers of coin machine parts. . . . Charles Andrews, juke box salesman, just out of the service, is joining the sales staff of Angott Sales Company, Packard distributors. . . . Aaron Lipin and Lou Salesin, Allied Music Sales, united in predicting high plays for Frankie Laine's new tune, *That's My Desire*.

Manuel Hellman, who operates an industrial catering business at 2974 Richton Avenue, is planning to go into the operation of coin beverage and sandwich venders. . . . Al Hoffman, skeeball route operator, is leaving soon for a California hiatus. He expects to revamp his route after his return.

Victor De Schryver and Michael O'Connor, Marquette Distributing Company, have returned from a visit to Chicago. . . . Joseph Brilliant, Brilliant Music Company head, is vacationing in Hot Springs. . . . Philco Distributors, burned out a week ago, have moved to a new temporary location at West Grand Boulevard and Fort Street.

John P. Kelly, Batter-Up Company, has given up his post at the Roxy Theater in order to devote full time to his firm's operations. . . . John S. Kap- (See **DETROIT** on page 115)

COINMEN YOU KNOW**Lincoln, Neb.:**

Lorren G. Curtis, in the mechanical end of the juke box industry for nearly 12 years, has teamed up with R. D. Brown in a music and pinball operating unit. Most of their routes are spread into Lancaster County and nearby areas including Crete and Wilber. . . . James W. Fenn, who sold his candy vending business to Woodie Leslie, is reported planning to go back to Sioux Falls, S. D., to rejoin his brother, H. C., in Fenn Brothers Candy Company, which makes bars and other confections.

Anthony Rock, who operates the Ford ball gum machines in Nebraska, was out in the State this week looking over his operations in Grand Island, Kearney and other points. His firm, which operates in co-operation with Lions, Kiwanis and other civic clubs, also has routes in Omaha. . . . Leslie H. Longman, veteran peanut machine operator in Lincoln, has moved his headquarters to 6743 Dudley Street. He says peanuts are plentiful, but small candies still are a very scarce item.

James E. Beltzer, who has been operating coin machines in the Lincoln area nearly 25 years, missed the CMI convention for the first time in years because of illness, but he is up and around again now. Beltzer is associated in a music business now with the Sullivan brothers, Joseph T. and John L. Yes, that's right, John L. Firm has headquarters at 2274 Orchard Street.

Paul C. Wilcoxon, who bought out (See **LINCOLN, NEB.**, on page 117)

Indianapolis:

Blanche Janes, Janes Music Company, has gone to Florida for several weeks. . . . Firm has installed personal music at Parkmoor Cafe in Northeastern Indianapolis. . . . Kenneth Roush and Frank Moore are new mechanics at Indiana Automatic Music Company. . . . Visiting distributors during the week were J. E. Miller, Columbus (Ind.) operator, and Lloyd Anderson, Automatic Distributing Company, Terre Haute, Ind.

Kansas City:

Rudy Greenbaum, Aireon vice-president, returning from several days in Baltimore, made another quick trip last week to Oklahoma City. So far, the new Aireon president, to replace Randolph C. Walker, hasn't been named. . . . Leo P. Donohue, distributor for U-Select-It as well as boss at Confection Service Company, will cover his southern Illinois and Indiana territory this next week. . . . C. W. Davis, serviceman for Fairway Distributing Company, which supplies music for Solo-Tone operators, reports the placing of cards on wall boxes stating the musical program of 22 humbers for the week has upped the play.

Bill Ambrose is the new service man at Silverman Brothers Music Company. Howard Silverman says they didn't have to pay a bonus for those three new cars and new truck. . . . Wilber Eckstrom, service man for Bill's Radio outlet, has promised his boss, Bill Dunfee, he'll be able to catch the limit every day from the lakes around Hibbing, Minn. Eckstrom is a native from up there and he and Dunfee are working over their tackle and swapping fish stories preparing for a trip around May 15.

Jim Batterson, who has been operating four lunch rooms as well as Jim's Music Service, will turn the lunch room management over to a helper this week and concentrate his time on pinball, juke, and penny scale business. He got delivery on two new juke boxes and three new pin tables this week. . . . John Goetz, who has been operating a route of pins and music here for the past seven years under his own name, has named his company Bell Music Company. . . . Maxine Storm does the collections, buying and changing of records, and often helps out at Goetz's Summit Tavern. Reportedly, Miss Storm is the only route woman in the city.

News from United Amusement Company has Carl Hoelzel's eight-year-old daughter, Pam, recovering from a bout with pneumonia. Mildred Nelson moving (See **KANSAS CITY** on page 116)

Chicago:

Harry Brown, American Amusement Company, is making final plans for his long awaited trip thru the West. He is scheduled to leave in March via plane for California, after which he will gradually work his way back to Chicago, calling on many firms he has not visited for the past few years. David Yaras is back at the firm's headquarters after accumulating a fine tan during his stay in Florida. Visitors at American this week included George Cole, Minneapolis; Sam Kresberg, New York, and Sam Manerino, Pittsburgh.

Nate Gottlieb, of Dave Gottlieb & Company, is in Hot Springs. Sol Gottlieb and Bob Smith report that the opening of General Vending Sales Corporation's new Baltimore office was really worth the trip. . . . Bill (Sphinx) Cohen was among the business callers at Mills Industries this week. The Sphinx came down from Silent Sales' headquarters in Minneapolis.

J. Raymond Bacon, O. D. Jennings vice-president, is pleasantly humming to himself and with good reason. His daughter, Grace, recently completed a singing tour with the Knox College Choir. During the trip she sang at Kankakee, Ill.; Princeton, Ind.; Hinsdale, Ill., and climaxed the road junket with a performance before the Chicago Bar Association, with the proud J. R. in attendance. Bill Lipscomb is back from his plane trip to Baltimore where he attended General Vending's opening. Distributor Fritz Burgeson, whose wife is now off the sick list, was a business caller at the plant during the week.

Empire Coin Machine Exchange's Gil Kitt forgot that he had a birthday on tap while he was visiting his Baltimore home last week. But his mother surprised him by inviting all his close friends in the Baltimore area to a wonderful dinner party. Kitt's partner, Ralph Sheffield, finally realized (See **CHICAGO** on page 114)

Maritime Provinces:

For the first time in history of Halifax, N. S., coin machines were exhibited publicly when the Halifax Coin Machine Exchange bought space at a winter fair, sponsored by the local Lions' Club. Included in the showing were venders, juke, pinball and other amusement games. Firm is headed by John Boudreau and his wife, Ruth. Incidentally, Boudreau is one of four brothers, all of whom have coin machine interests in Nova Scotia.

John Stephen, St. John, N. B., recently completed a business trip to Montreal, Toronto and Buffalo for the purpose of looking at coin machine equipment. . . . Coney Island Amusement Company, headed by Don Duff, Halifax, recently had a showing of used juke at the company's street floor showroom.

Houston:

W. C. Lynch was recently appointed manager of the local office of the Commercial Music Company. Lynch came from the firm's home office in Dallas and is comparatively new in the coin machine trade, having been with the company slightly over a year. . . . Robert T. Griffin, owner of the Texas Music Company, has recovered from a severe injury acquired when he lost his footing while helping move a phonograph up a stairway. In falling he struck his head and was hospitalized for several days and underwent a minor skull operation.

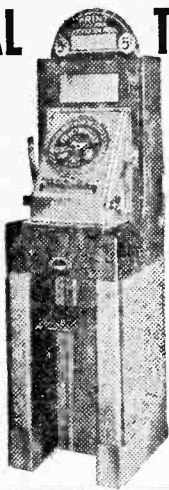
Allen Parkinson, Mercury Radio & Television Corporation, Chicago, was a recent visitor at Crowe-Martin Distributing Company. A search for new hillbilly artists was one reason for his trip. . . . S. H. Lynch & Company, Dallas, has been granted the franchise for RCA coin-operated radios in six States. Principal location of radios will be hotel rooms and tourist camps, according to A. A. Sage, manager of Houston branch of Lynch.



KATE SMITH AND TED COLLINS drop in for a visit to the offices of Runyon Sales Company, New York. Firm is an AMI distributor.

STANDARD METAL TYPERS

NEW AND USED MACHINES



MACHINE PARTS AND SUPPLIES

EXPERT REPAIR SERVICE

FINEST QUALITY METAL TYPER DISCS

Priced from \$7.50 Per 1,000

NEW COLORED DISCS NOW AVAILABLE
Guaranteed to increase your receipts.
WRITE FOR SAMPLES AND PRICES.



For Dependable Performance of your Name Plate Machines, use only Discs made by us, specifically for use in Grotchen and Standard Metal Typers. Beware of inferior imitations!

WRITE US FOR THE BEST

STANDARD SCALE CO.

715 N. KINGSHIGHWAY, ST. LOUIS 8, MO.

ROUTES FOR SALE IN CALIFORNIA

25 Late Model Phonographs on location.
70 New and Late Model Phonographs on location in Los Angeles vicinity.

Over 100 Consoles on location. Licensed territory. Cash pay-out. Can be financed. Write for details. Other route listings available.

GENERAL MUSIC CO.

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SPECIALS BY STEWART

- 4 Muto. 5¢ Card Vendors, '44 \$ 49.00
- 1 Muto. 1¢ Card Vendor 16.00
- 1 Muto. Career Pilot 79.00
- 1 Muto. X-Ray Poker 36.00
- 2 Muto. Skyfighters 152.00
- 1 Muto. Voice-o-Graph 367.00
- 1 Muto. Ace Bomber 112.00
- 1 Muto. Photomatic, '42 446.00

STEWART NOVELTY CO.

1361 S. Main St., Salt Lake City, Utah

WE CARRY A COMPLETE LINE OF ALL THE LATEST EQUIPMENT OF ALL THE LEADING MANUFACTURERS—PLUS AN EXTENSIVE SELECTION OF GUARANTEED RECONDITIONED EQUIPMENT OF ALL TYPES.

SPECIAL!! GLASSES AND PARTS FOR ALL CONSOLES.

GET ON OUR LIST FOR NEW DEVELOPMENTS
WRITE—WIRE—PHONE TODAY!

PALISADE SPECIALTIES COMPANY
498 Anderson Ave., Cliffside Park, N. J.
Phone: Cliffside 6-2892-3

New Orleans:

Joseph V. Greco, manager of 3-Star Novelty Company, announced the firm has moved from 2216 Monterey Street to 523 Dumaine Street. . . . Dan Maloney, Bally Manufacturing Company, Chicago, was in the city calling on Dixie and New Orleans Novelty Company. . . . San Anselmo, one of the numerous Johnny's Music House Anselmos, has returned to New Orleans from a short vacation in Dallas. Bob Buckley and Sam Tradico are now spending most of their time on the road in their southern territory, and were circulating in the Baton Rouge vicinity this week. . . . In from Paradis on business at Console Distributing Company was Louis Bartet, restaurant and coin machine operator.

Dan Cohen was in Galveston, Tex., in connection with a cigarette operation there. . . . F. P. Monte is going in strictly for operating machines now. . . . It was a nice party that Ben Robinson had for his son's birthday; Ben gave all the kids a treat—a pony ride and a showing of cartoons. Among the children at the affair were the three sons of Louis Boasberg, Dan Cohen's son and daughter, and Melvin Mallory's son and daughter. . . . A number of local operators seem to agree with Joe Isaacson's idea of having a meter to record the number of times the coin chute is pushed on a pin game.

J. C. Peres is working on plans for remodeling offices of New Orleans Coin Machine Exchange in the building he recently purchased. Show cases will be moved back, new flooring and other refinements added; a new building is to be built in the rear for storage purposes. . . . C. C. Marshall, of the Exchange, is more in evidence these days since his jury duty ended; he has reported visits from three out-of-town ops who were buying equipment; Philip Holmes, Hammond; Grey Cooper, Denham Springs, and Nick Schiro, Thibodaux, La.

Jack Kapp, president of Decca Records, Inc., said at a conference with Southern branch managers and salesmen at the Jung Hotel that production of records has reached an all-time high; others at the meeting included David Kapp, vice-president in charge of recording; Harry C. Kruse, national sales manager; Milton R. Rackmil, executive vice-president, and Robert N. McCormick, Southern divisional manager.

Trader Henry Fox was planning to leave on another trip thru his territory. He had a call from operator E. J. Thoman, of Slidell, La., and said Ben Neubar, of Thibodaux, has been ill. . . . Frank Venti and Jack Pickell postponed their trip to Chicago due to bad flying weather. . . . Frank King is the biggest operator (physically) in the city; he says he tops 400 on the scales (coin-operated variety, of course).

Ball team being organized by Speedball Matranga, of Dixie Coin Machine Company, is shaping up. Player-manager Matranga named as best present prospects Ray Martin, R. J. Peppone, Elvin Nissen, Neat Cricchio, Harold Bergeron, Tony Vigillio, Joe Valentii, Phil Pace, Frank Venti and Jack Pickell. Julius Pace has been in Baton Rouge on business. Dixie sent a delegation to the funeral of Art Cooley, of Bell-O-Matic.

Cincinnati:

Regular board of directors' meeting of the Automatic Phonograph Owners' Association here was held at association offices February 25. Attending members included Sam Chester, John Weisenberger, Charles Kanter, Ray Bigner, Harry Hester and Al Lieberman.

Phil Ostand, of K. & O. Music Company, moved his family into their new home last week on South Crescent Avenue, Avondale. . . . Sam Chester has added a new Chevrolet sedan delivery truck to the Diamond Vending fleet.

Look To The GENERAL For LEADERSHIP

NOW IN THE NEW GENERAL HEADQUARTERS

Showing These Nationally Famous Products For Immediate Delivery!

We're completely set up in our own new building—the "showplace of the coin machine industry"—with all facilities for displaying and servicing every type of coin machine to best advantage. If you weren't present at our opening, the "Open House" sign is still up for you.

- Gottlieb's Grip Scale
- Gottlieb's Daily Races
- Gottlieb's Miss America
- Jennings Standard Chief
- Jennings Super Deluxe Chief
- Jennings Challenger
- Marvel's Pop-Up
- ABT Challenger
- Daval's Free Play
- Daval's Best Hand
- Daval's Mexican Baseball
- Daval's Oomph
- Daval's Buddy
- Pfansstiehl Coin Machine Needles

Established 1925

Growing Steadily Ever Since!

GENERAL Vending Sales Corp.

BIDDLE & HOWARD STS. Phone: Vernon 4119 BALTIMORE 1, MD.

Exclusive Distributors for Gottlieb Products in Southern Illinois and Eastern Missouri.



NEW GAMES

- Bally Double Barrel \$299.50
- Exhibit Vanities 299.50
- Gottlieb Daily Races 650.00
- Gottlieb Miss America 810.00
- Keeney Bonus Super Bell, 5¢ \$740.00
- United Rio 309.50
- Williams Show Girl 289.50
- Mills Black Cherry Balls ... Write

NEW COUNTER GAMES

- Gottlieb GRIP SCALE \$39.50
- A.B.T. CHALLENGER \$65.00

USED FIVE BALL FREE PLAY

- | | |
|---|--------------------------------------|
| Artist & Models (Star Attractions) ... \$ 50.00 | Home Run, '42 \$ 50.00 |
| Baseball (Seven Up) 45.00 | Keep 'Em Flying 75.00 |
| Belle Hop 45.00 | Liberty Gottlieb 100.00 |
| Big League (Genco) 27.50 | Marvel Baseball 67.50 |
| Big Parade 75.00 | Midget Racer 185.00 |
| Bolaway 55.00 | Midway 65.00 |
| Bombarder (Victory) 65.00 | Santa Fe 110.00 |
| Bubbles 60.00 | Sea Hawk 37.50 |
| Canteen (Rebuilt) 125.00 | Shangri La (Gottlieb) 75.00 |
| Captain Kidd 55.00 | Sky Chief 75.00 |
| Dixie 37.50 | South Seas 110.00 |
| Five-Ten-Twenty 75.00 | Smack the Jap (Ten Spot) 40.00 |
| Follies 46 (Hi Hat) 55.00 | Sun Valley 75.00 |
| Four Aces 75.00 | Ten Spot 40.00 |
| G. I. Joe (Jungle) 55.00 | Topic 55.00 |
| Glamour Girl (Sp. Parade) 37.50 | Wild Fire 37.50 |
| Hi Hat 50.00 | |

USED ONE BALL FREE PLAY

- Dark Horse \$125.00
- Dust Whirls 150.00
- Foreign Colors 75.00
- One-Two-Three \$ 75.00
- Skylark 125.00

USED ARCADE EQUIPMENT

- Chicken Sam Gun \$ 90.00
- Keeney Submarine 75.00
- Shoot the Chutes \$ 90.00



OLIVE NOVELTY CO.

2625 LUCAS AVE., ST. LOUIS 3, MO.
(Phone: Franklin 3620)



VICTORY CONVERSION VALUES

- ON DECK for Snappy
- GIRLS AHOY for Seahawk
- GLAMOR GIRLS for Sport Parade
- FOLLIES OF '46 for Hi-Hat
- TWIN SIX for Gold Star
- BASEBALL for Seven-Up

HERE IS WHAT YOU GET . . .
NEW! Flashy 14-Color Score Glass
NEW! Large Size Bumper Caps
NEW! Score Cards
NO MECHANICAL CHANGES

COSTS YOU ONLY \$12.50 EA. F. O. B. CHGO.

WRITE FOR COMPLETE LIST

RUSH YOUR ORDER TODAY!

VICTORY GAMES

2140-44 Southport Ave. CHICAGO 14, ILLINOIS
"America's Pin Game Conversion Headquarters"

NOTHING ELSE TO BUY!

CARL TRIPPE Price Plus Guaranteed Satisfaction

Always! A SQUARE DEAL WITH IDEAL

WRITE US FOR PRICES ON

Baffle Card (Gottlieb)	Show Girl (Williams)	Surf Queen (Bally)
Midget Racers (Bally)	Smarty (Williams)	Vanities (Exhibit)
Rio (United)	State Fair (Genco)	Double Barrel (Bally)
Sea Breeze (United)		

IDEAL SPECIALS—PRICES SLASHED
5-BALL FREE PLAY—NEW REBUILTS

Arizona (United) .. \$205.00	Oklahoma (United) .. \$205.00	Shooting Star (Genco) .. \$175.00
Catalina .. 159.50	Opportunity .. 175.00	Streamliner .. 205.00
Frisco (Gottlieb) .. 159.50	Riviera (United) .. 249.50	
Hollywood .. 159.50	Softball Queen (Bally) .. 175.00	
Idaho (United) .. 205.00		

USED 5-BALL FREE PLAY—A-1 RECONDITIONED

A.B.C. Bowler .. \$ 39.50	Grand Canyon .. \$119.50	Sea Hawk .. \$ 39.50
Action .. 79.50	Gun Club .. 49.50	Shangri-La (Gottlieb) .. 92.50
Army & Navy .. 42.50	Hi-Dive .. 59.50	Shooting Star .. 139.50
Arizona .. 119.50	Hi-Mat .. 45.00	Sky Chief .. 69.50
Barrage .. 42.50	Hollywood .. 129.50	Skyrider .. 75.00
Beam Lite .. 25.00	Home Run .. 49.50	Sluggo .. 42.50
Big Chief .. 39.50	Idaho .. 119.50	Softball Queen .. 119.50
Big Hit .. 175.00	Invasion .. 49.50	South Seas .. 169.50
Big Parade .. 69.50	Jeep .. 69.50	Sparky .. 25.00
Big Three .. 59.50	Keep 'Em Flying .. 109.50	Sport Parade .. 49.50
Boloway .. 49.50	Knockout .. 72.50	Spot-Cha .. 69.50
Bombardier .. 49.50	Landslide .. 42.50	Stars .. 29.50
Bosco .. 69.50	Laura .. 99.50	Streamliner .. 119.50
Brail .. 139.50	Liberty (Gottlieb) .. 89.50	Sunshine Baseball .. 29.50
Bubble .. 79.50	Lucky .. 29.50	Sun Valley .. 89.50
Burlesque .. 42.50	Majors '41 .. 32.50	Super Six .. 25.00
Casablanca .. 92.50	Marines at Play .. 69.50	Target Skill .. 39.50
Catalina .. 89.50	Midway .. 85.00	Ten Spot .. 42.50
Champ .. 42.50	Mills '40 1-2-3 .. 69.50	Three Up .. 42.50
Commodore .. 35.00	Oklahoma .. 119.50	Thriller .. 32.50
Cover Girl .. 125.00	Owl Mills .. 49.50	Venus .. 49.50
Destroyer .. 49.50	Merry-Go-Round .. 39.50	Velvet .. 42.50
Five-In-One .. 49.50	Pin Up Girl .. 65.00	Victorious '43 .. 79.50
Flat Top .. 97.50	Playball .. 35.00	White Sails (Plastic Bumpers) .. 39.50
Flying Tiger .. 75.00	Power House .. 39.50	World Series (Seven Up) .. 49.50
Foreign Colors .. 49.50	Santa Fe .. 119.50	Yankee Doodle .. 79.50
Four Aces .. 69.50	School Days .. 35.00	
Frisco .. 119.50	Score-a-Line .. 39.50	
Gold Star .. 27.50		

ALL PRICES SUBJECT TO CHANGE WITHOUT NOTICE
ALL ITEMS SUBJECT TO PRIOR SALES
TERMS: 1/3 DEPOSIT, BALANCE C. O. D.

IDEAL NOVELTY CO. Phone: Franklin 5544
2823 Locust St. St. Louis 3 Mo.

MARVEL Points with Pride to

CARNIVAL

THE FASTEST 5 BALL GAME EVER MADE!

ACTION—SPEED—APPEAL

Get a CARNIVAL at once!

\$249⁵⁰

ORDER FROM YOUR DISTRIBUTOR OR WRITE TO

MARVEL MANUFACTURING CO.
7847 FULLERTON AVE. EVERGLADE '2330' CHICAGO, 47

BLANK BOARDS! TRADE BOARDS!

For successful deals and faster action, operators prefer ACE blank heading and definite trade boards. They are the best made—at a better price!

THE ACE MANUFACTURING COMPANY
12415 Euclid Ave. E. Cleveland 6, Ohio

COINMEN YOU KNOW

Chicago:
(Continued from page 112)

one of his long cherished ambitions, that of owning a thoroughbred English bulldog. The pup is now two months old, but before long will be in the super-size class. Tony Sanders, Kenosha, Wis., was a firm visitor during the week.

Buckley Manufacturing Company and Buckley Music System organizations, thru R. E. Smith, report that conditions are back to normal after the excitement of the recent CMI show. All the firm's distributors came in and the occasion was used to work out distribution plans and sales policy. Among those who left recently were Hank Maser and William Corcoran, from the West Coast; H. E. Hill, Greenwood, Miss.; Bob Buckley and Sam Tradico, from the Gulf Coast area.

Telequiz Sales, via Leonard Sheehan, tells us the firm's vice-president, J. E. Beck, is extending his tour thru the Eastern States with the Telequiz Caravan. Hotel showings of firm's equipment is meeting with good response, Sheehan says. Leonard himself is going on a Midwestern business tour shortly. Visitors here last week included H. K. Barr and J. Hawkness, both of Michigan City, Ind., and King Lusk, Janesville, Wis.

Vince Murphy, Monarch Coin Machine Company, says they are still busy filling orders acquired during the Chi coin machine show. . . . Mid-State's Bruno Kosek reports T. Watson, Cedar Rapids, Ia., as a visitor, and that firm's honey-voiced office gal, Penny Bellack, is taking a two-week Florida vacation soon. . . . Over at Coin Amusement Games Bernard Schutz hosted Joe Taube, Houston visitor. Bernie relates how a number of out-of-town operators in passing thru Sherman Hotel arcade have taken note of the firm's Jungle Fury gun game there.

Marvel Manufacturing Company's Bill Perry just returned from Hot Springs after an invigorating dip in the baths there. He says Roy Bangs, Little Rock, Ark., dropped in last week, as did Ed Newall, of Memphis. Firm's Carnival pin game is meeting good response, Bill confided. . . . Tony Gasparro, Williams Manufacturing Company, reports Sam Stern, of Scott-Cross Company, Philadelphia, and Herman Paster, Mayflower Distributor, St. Paul, as visitors. . . . Ted Kruse, Amusement Corporation, tells us an extra shift has been added to handle orders.

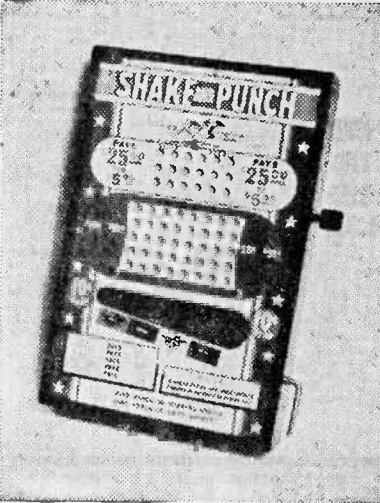
FOR SALE
MILLS VEST POCKET CHROME BELLS \$49.50 EACH
1/3 Deposit, Balance C. O. D.
WE BUY, SELL AND EXCHANGE
Phone: Jefferson 1844
3147 Locust St. St. Louis 3, Mo.
MR. CALL NOVELTY CO.

SLOTS—CLEAN

12 5¢ Mills Goosenecks, Jackpots ..	\$34.50
8 25¢ Mills Goosenecks, Jackpots ..	39.50
2 5¢ Mills Q.T., T.J.P. ..	69.50
4 5¢ Watlings, Jackpots ..	39.50
1 50¢ Pace, N.J.P. ..	49.50
3 5¢ Calles, Late ..	39.50
3 5¢ Jennings Duchess ..	39.50
1 10¢ Jennings Duchess ..	39.50
1 5¢ Jennings Dixie Bell ..	69.50
1 10¢ Jennings Chief ..	69.50
1 10¢ Jennings Century ..	59.50
2 5¢ Jennings, D.J.P. ..	49.50

1/3 Deposit With Order.
EARL BURNS, 3729 Hamilton St., Dallas, Tex.

Shake and Punch



The permanent race horse speed board that can be used over and over without additional cost. Shake and Punch has nine beautiful colors, which makes it very attractive and affords all the fascinating features of a race track. Pays out on win, place, show and daily double!

Average Gross Take .. \$57.60
Average Payout .. 29.00

Average Profit .. \$28.60
A proven winner with a fast turnover. Try Shake and Punch at once—Only \$6.75 Each.
Lots of 2 Only \$12.00.
Lots of 12 Only \$60.00.

IMMEDIATE DELIVERY
Terms: 1/2 Cash With Order, Balance C.O.D., or Send Full Amount and Save C.O.D. Cost.

MANUFACTURED BY
VICTOR VENDING CORP.
5711 W. GRAND AVENUE, CHICAGO

BUDDY CIGARETTE REELS

PENNY PLAY One of the greatest penny getters ever made!



\$33.00 Write for Quantity Price
TERMS: 1/3 Deposit, Balance C. O. D.
SOUTHERN AUTOMATIC MUSIC COMPANY
634 S. Third St. Louisville 2, Ky.

IN WESTERN PENNSYLVANIA AND WEST VIRGINIA

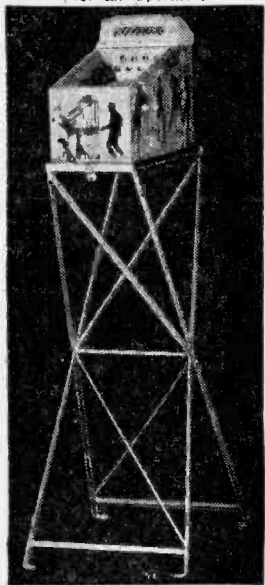
The New AMI

40 SELECTION PHONOGRAPH

Is distributed exclusively by
AMERICAN COIN-A-MATIC MACHINE CO.
1435 FIFTH AVE. PITTSBURGH 19, PA.
PHONE: ATLANTIC 0977

GET MORE LOCATIONS

FOLDING STEEL STANDS
BRIGHT ALUMINUM FINISH.
Built and designed by an Operator
for an Operator.



Set up in less than one minute. Only ONE nut to tighten, and your MACHINE and STAND are set up. Machine is firmly held in stand, no screws or holes in your machine. Stand sets firmly on floor. Holes provided in feet if you wish to screw down. You can carry over a dozen in the back of your car, folded. Weight, 16 lbs.
ORDER TODAY. SUPPLY IS LIMITED.
SEE YOUR DISTRIBUTOR, or order direct.
Sample \$9.50
2 to 10 8.50
10 or more 7.50

F. O. B. SAN ANTONIO,
1/2 Cash, Balance C. O. D.

UNITED AMUSEMENT CO.
810 S. ALAMO ST. SAN ANTONIO, TEX.

New York:

(Continued from page 112)

for his own info. It ran high into the thousands.

Harold Schwartz, Buffalo op, reports a slight gain in coin box revenue in his area. . . . Oliver Blumenhal, Los Angeles op, is in town. . . . Paul Ross, up-State op, and Len Russell, Baltimore, were guests last week of Sid Silvers, Brooklyn cigarette op. . . . Barney Berkens, new sales manager of the Al Liebman-Ben Druckman Electromaton amusement game firm, reports biz gaining. . . . Rodney Warners, amusement op in New Orleans, reports situation there is easing.

Dave Lowy, of the firm of the same name, reports several game machine distributorships headed his way. . . . Harry Berger, West Side Distributing Corporation, is readying for move to new h. q. . . . Jack Firestone, Firestone Games, reports production gaining. . . . Jack Mitnick, Runyon Sales, says delivery of AMI's is improving.

E. J. Boil, Personal Music Corporation, reports delivery of the firm's new Phonette box now under way. . . . Lucky Skolnick and Al Koondel, Empire Record Sales, are starting to appoint distributors thruout the country for Bell Records. . . . Howard Liebman, S & D Sales Company, left Friday (28) for the Midwest to close deals. . . . Charlie Jerome, Washington op, is in town visiting coin machine row.

Detroit:

(Continued from page 112)

Ian, partner in the Pan American Record Distributing Company, is on a month's combined business-pleasure trip to California. . . . O. H. (Jack) Feinberg has been named distributor for Wisconsin, Illinois, Indiana, Minnesota and Nebraska for U-Need-A cigarette and candy venders.

Roy Small, formerly head of the music workers' union here some years ago, is back in town, following a recent operation, plans to settle down in Detroit and return to the music machine business.



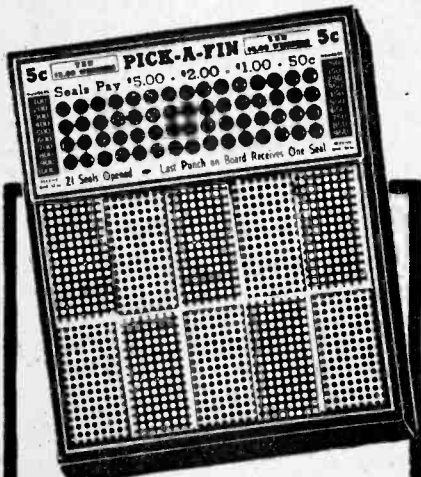
UNITED'S NEW FIVE-BALL GAME RIO

Novelty or Replay

- Dynamic . . . intriguing new playing principle
- Twin kick-out pockets with cross-ball action
- R I O Feature doubles value of pockets
- Eleven ways to score replays
- Last second play suspense

See Your
Distributor Now!

UNITED MANUFACTURING COMPANY
5737 NORTH BROADWAY CHICAGO 40, ILLINOIS



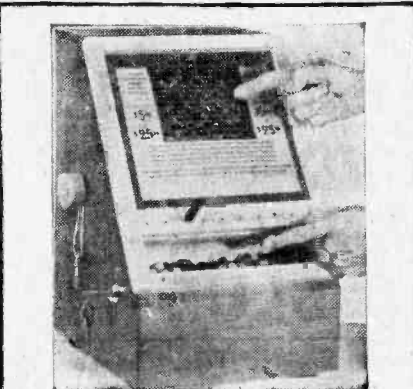
1200 Holes—Avr. Profit. \$33.05
60 Sewed Seals

Ten Spots 5c
1200 Holes—Avr. Profit. \$31.16

\$25 Special \$25
1200 Holes—Avr. Profit \$137.07

SUPER CHARLEY 25c
1200 Holes—Avr. Profit. \$84.50

CROWN PRODUCTS
322 E. COLFAX AVE.
SOUTH BEND 24, INDIANA



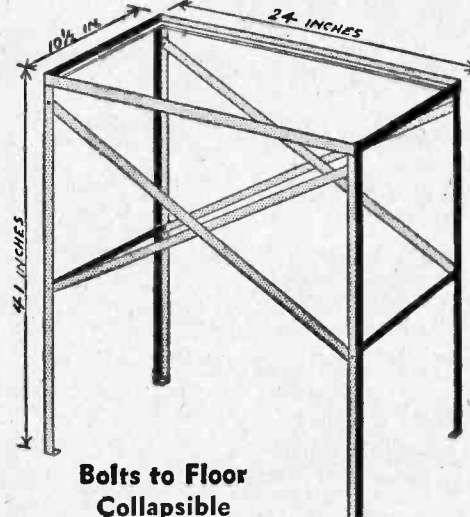
NO MORE CHEATING

WRITE FOR FULL INFORMATION

SALESMEN WANTED

THE NEW DEAL MFG. CO., INC.
411 North Bishop Dallas 8, Texas

ALL METAL STANDS FOR A.B.T. PENNY PISTOLS



These stands are brand new, all metal and painted black. They are collapsible and can easily be set up. Stands have feet that can be bolted to the floor. Price, \$12.50 each. Distributors, write for quantity prices. Satisfaction guaranteed or your money refunded.

**HEATH
DISTRIBUTING CO.**
217 Third Street
MACON, GEORGIA
Phone: 2681



COIN CHANGERS

- All metal—highly polished chrome finish.
- A flick of the finger automatically dispenses 5 NICKELS, 5 DIMES, 4 QUARTERS or 2 HALVES in the palm of your hand.
- No unnecessary trips to the cash register, as coin tubes hold quarters and halves offered for change.
- Solid die cast and precision machined coin slides assure positive accuracy.
- Encased coin slide mounting requires absolute minimum of effort to operate.
- Fully balanced on weighted non-slip base.

MASTER CHANGER...\$27.50

Northwest Sales Co.

3144 ELLIOTT AVENUE SEATTLE 1, WASHINGTON

WILL SELL
Pinball and Slot Route
In Vermont
Half Interest to Active Partner
or Complete Route.
Interested Parties Write
BOX NY-90
The Billboard, 1564 Broadway
New York 19, N. Y.

D. P. PHOTO CAMERA
Dryer, Enlarger, Lights, Pans, Sink, Red Lights, Comic Sceneery. Complete except Booth, Will trade. What have you?
PLAYLAND
240 Monroe, N. W. Grand Rapids 2, Mich.

**REFINISHED!
RECONDITIONED!
LIKE NEW!**
Jumbo Parade, 5¢, P.O. \$ 85.00
Walling Big Games, 5¢, P.O. 85.00
Jenn. Silver Moons, 5¢, P.O. 85.00
Four Bells, Over 2200 250.00
Keeney Super Bells, 5¢-25¢ Comb.,
F.P. & P.O. 275.00
FIVE CENT, TEN CENT & QUARTER
Brown Fr., Blue Fr., Bonus Bells,
Refinished, K.A., C.H., D.P. . . . \$135.00
Reassembled—Black Cherries and Golden
Falls—WRITE FOR SPECIAL PRICES
TWIN PORTS SALES CO.
230 Lake Ave., So., Duluth, Minn.
2027 Washington Ave., So.
Minneapolis, Minn.

NOW
\$7.95

AMAZING NEW PRICE SCHEDULE
on
THE ORIGINAL CHANGE MASTER
LIST PRICE.....\$7.95
OPERATORS..... 6.95
Write for Exclusive Distributors' Territory

You Can Have the Original CHANGE MASTER

with the
IMPROVED SLIDE ACTION ★

10 OUTSTANDING REASONS WHY YOU SHOULD HAVE THE ORIGINAL CHANGE MASTER

- ★ 1. The greatest time saver on the market today for making accurate, quick change for Busy Location Owners.
- ★ 2. Guaranteed accurate and non-jamming.
- ★ 3. Rugged Construction.
- ★ 4. Heavy solid aluminum casting.
- ★ 5. Smooth operation—Dispenses five nickels with each pull.
- ★ 6. Duralumin slide action—Completely machined.
- ★ 7. Chrome plated brass coin tube.
- ★ 8. Tube holds \$10.00 in nickels.
- ★ 9. Can be used on counter or bracketed against the wall.
- ★ 10. Attractive baked crackle paint finish.

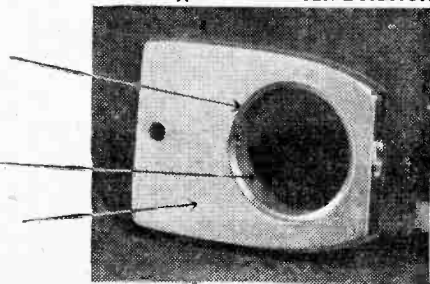
— AND —
AVAILABLE NOW FOR IMMEDIATE DELIVERY

★ IMPROVED SLIDE ACTION



Bevel insures accurate count. Prevents jamming. Finely machined. Correct depth. Holds five nickels—will not jam on thin coins. Long wearing duralumin—Toughness of steel. Money - back guarantee — Sample sent on request.

Wire Your Requirements Collect to



PUGET SOUND NOVELTY CO. 114 Elliott Ave., West
Seattle 99, Washington
EXCLUSIVE NATIONAL DISTRIBUTORS

COINMEN YOU KNOW

Kansas City:

(Continued from page 112)

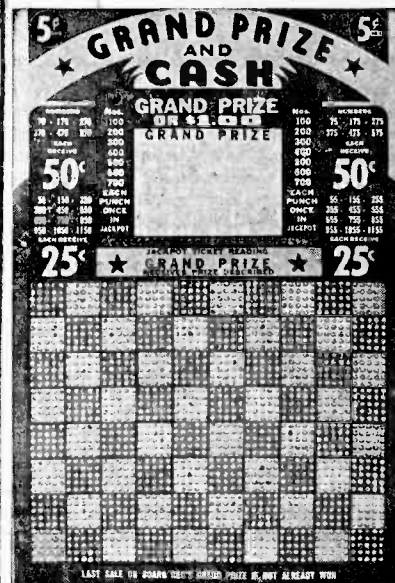
ing into her new five-room apartment built in the attic of her house. It's more convenient and roomy than the lower floor, she says. Joe Howards, St. Paul, Minn., was a visitor over the week-end at the Nelson home. Mildred reports delivery on machines very slow since the CMI convention.

J. A. Holmes is a new vending operator at Manhattan, Kan. He has both penny and 5-cent nut venders as well as counter games. . . . Many out-of-town operators took to the telephone instead of the road this week, but Tom McGuire, of Joplin, Mo.; Vance Pistonick, Pittsburg, Kan.; R. C. Lickee, Salina, Kan.; Bill Lathrop, Lake of the Ozarks, Mo.; C. W. Moll, Warrego, Kan.; J. O. Whittington, Pierce City, Mo.; Frank Totsche, Emporia, Kan., and Martin Greer, Topeka, Kan., were among those putting in a personal appearance.

Ed Lyons, salesman for W. B. Music Company, is calling on operators out Columbus, Kan., way this week. . . . Virginia Carson reports World Wide Distributors busy on orders for the new pinball tables. . . . Al Stern is readying plans to distribute the new Keeney cigarette vender.

According to bookkeeper Lillian Stonestreet, R. I. McBee, manager of Cigarette Service, always confuses New Mexico and Arizona and boss J. Renz Edwards is really in Tuscon, Ariz., for his health instead of New Mexico as reported last week. . . . Irvin Weiler, Consolidated Distributing Company, and C. C. Kemp, operator at Warrensburg, Mo., will fly to Tulsa, Okla., this week in Weiler's Culver Cadet.

A GRAND PRIZE BOARD THAT GETS A POSITIVE FAST PLAY



2,000 HOLES—5¢ A SALE \$100.00
Takes In
Pays Out—
7 Jackpot Tickets @ \$1.00 \$ 7.00
Consolations 12.00 19.00
NET PROFIT \$ 81.00
(Less value of Grand Prize).
Jobbers' & Operators' Net Price \$ 3.12

SAME AS ABOVE, 1,500 HOLE—10¢ SALE
NET PROFIT \$123.50
Jobbers' & Operators' Net Price 2.74

Soon Released—
"IT'S THE NUTS!"
Watch for this Hot Item.
PLAIN BOARDS FROM 100 to 6,000 HOLES.
Write for Prices.

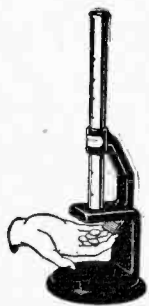
ALLIED SALES CO.

SAMPLINER BLDG.,
57th and Euclid Ave. Cleveland 3, Ohio

Even "thin coins" can't slow up this

Streamlined COIN CHANGER

Can't miss, can't fail. It's the only patented dispenser which satisfactorily handles "thin coins." Pays for itself in time saved!



It's fast! A light touch of the handy lever delivers five nickels into your palm.

KWIK-NIKLES

JOBBER'S LIST PRICE

9.85

- Sturdy — All Metal!
- Feather Touch Operation!
- Holds a Full 200 Nickles!
- Guaranteed Accurate!
- Wall or Counter Mount!
- Plated Solid Brass Tube!

Distributors wanted. Individual penny, dime and quarter models available. Write for discount deal!

McPHERSON MFG. CO.

501 E. 34th STREET TACOMA 4, WASH.

UNITED REVAMPS

Trade Winds, Oklahoma, Arizona, Idaho, South Seas, Cover Girl.

\$125.00 EACH

Clean and Mechanically Perfect

SOUTHERN AMUSEMENT CO., 628 Madison, Memphis, Tenn.

JAR TICKET DEALS

RED— 1940
WHITE— 2040
BLUE— 2160
TICKETS 2170
2180

Also Bingo, Tips, Baseball, Combination Ticket Deals and Jack Pot Cards

Furnished single or 5 single tickets per pack. Special Deals and Payout Labels Made to Specification.

WRITE FOR CATALOG TODAY. LOWEST PRICES TO OPERATORS, JOBBERS AND DISTRIBUTORS

WORTHMORE

Mfrs. of "FAIR PLAY" Tickets
1825 S. Michigan Ave.
Chicago 16, Ill., Dept. R.

- 8 Genco Play Balls, Side Door, Late Models, Ready for Location . . . \$800.00 Takes All
- 2 14" Bally Rolls . . . 50.00 Each
- 10 Seeburg Ray Guns . . . 40.00 Each
- 15 King Pins . . . 115.00 Each
- 2 Sky Fighters . . . 135.00 Each
- 1/3 Deposit—Balance C. O. D.

MARK LINKNER AMUSEMENT CO.

8109 Trumbull DETROIT 8, MICH. Phone: TRInity 1-6473

THE HONEYMOON IS OVER

and that's no melody lingering on. That's a wail! You arcade owners know that Mr. and Mrs. Public aren't throwing their money away any more. Look at your place like they look at it. See how many of your games are shabby, dingy. So, prime the pump, boys. If you want to make money—spend a little. If you can't afford new games, GET SOME OF OUR RECONDITIONED EQUIPMENT THAT LOOKS, PLAYS AND LASTS LIKE NEW.

See Us. We've got the Most Complete Line of Arcade Equipment in the Nation.

FREE — ILLUSTRATED PRICE LIST OF MACHINES, PARTS AND SUPPLIES

New or Rebuilt Amusement Machines—Any Make or Model—Munves Has Them All.

MIKE MUNVES
510-514 W. 34th St.
N.Y., 1, N.Y. (Bryant 9-6877)

ACE FEATHER-LITE COIN COUNTER

\$139.50

Complete Carrying Case and Tubes

SEE IT NOW



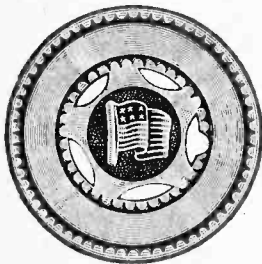
At Your Distributor
ACE COIN COUNTING MACHINE CO.
3715 N. Southport CHICAGO

ARCADE EQUIPMENT

AIR RAIDER	\$ 79.50
TOMMY GUN	89.50
BATTING PRACTICE	89.50
PERISCOPE	99.50
ROCKET BUSTER	99.50
ACE BOMBER	139.50
SKY FIGHTER	149.50
EVANS SUPER BOMBER	199.50
DRIVEMOBILE	199.50
UNDERSEA RAIDER	229.50

METAL TYPER DISCS

For Groetchen Typers



We Use Finest Aluminum
Standard Thickness • Satin Finish

PRECISION DIES

By America's Foremost Toolmakers

Money Back Guarantee.
Samples on request.

\$8.50

Per 1,000

1/3 Deposit With Order

MAX GLASS
DISTRIBUTING COMPANY

914 DIVERSEY • CHICAGO 14, ILL.

Lincoln, Neb.:

(Continued from page 112)

Harry Hick's Modern Music Service, now is located at 920 M Street, operating the juke and pinball routes under the name of Wilcoxon Music Service. . . . New serviceman at United Games Company is Larry Taylor, formerly of Omaha, who has nearly 11 years service as a juke mechanic. United is operated by J. H. Lessman, out of new offices at 215 North Ninth Street. Lessman, who also operates the Burlington Cafe near the C. B. & Q. roundhouse, bought original firm from Ted Leonard.

Lee A. (Ash) Williams, who operates Capital Automatic Music Company at 138 South 15th Street, says the retail record business still is holding up well even after the big holiday splurge. Williams, who has been operating jukes and pinballs in the Lincoln area nine years, bought Capital from Francis Steele, who now is reported operating at Joplin, Mo. Original owner of the layout was John J. Burke, now reported on the West Coast. Erwin Clark is the new serviceman at Capital.

Visitors in Lincoln this week included Larry Tighe, of Tighe Music Company, Beatrice, Neb., and Fred P. Melchior, president of Canteen Company of Omaha. . . . C. J. Buck, secretary of Omaha Canteen, accompanied Melchior.

Boyd L. Brewster, at 23, is the new vice-president of Program Service Company, Lincoln phone music operation. Firm is headed by his father, Royal S. Brewster, former general superintendent of Lincoln Telephone and Telegraph Company, largest independent phone firm in the U. S. . . . Young Brewster has an excellent background for the music trade. He served 31 months in the Signal Corps of the U. S. Army, 26 months in India. He started out stringing telephone lines but ended up a technical sergeant overseeing maintenance of radio and teletype equipment. But he also plays a mean tenor sax and wound up in India leading bands and arranging music. His original post-discharge plan was to join with six G.I. buddies in forming a civilian band, but he tossed the plan over to take a whirl at programing channels for his father's music firm and now he's in the whole business from amplifiers to disk selection.



FRANKEL...

First Choice for
"Profit Producers"

**Bally
ENTRY**

Introducing
Amazing • New
"MYSTIC FLASH"

Automatic Multiple
Greater Profits
Speedier Play

Now Delivering . . . NEW FLOOR MODEL
PACKARD "PLA-MOR" PHONOGRAPH

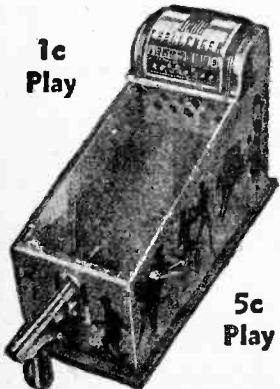


DISTRIBUTING COMPANY

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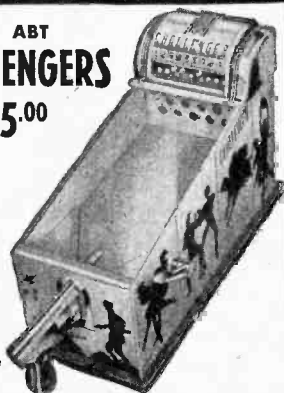
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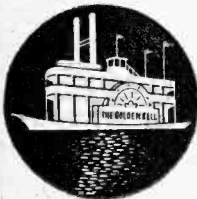
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RECORD REVIEWS

(Continued from page 27)

CONNIE BOSWELL (Decca 25055)
Smoke Gets in Your Eyes—FT; V.
Look for the Silver Lining—FT; V.

With the Jerome Kerns music to the fore via the screen the label brings back Miss Connie's soulful and expressive singing for *Look for the Silver Lining*. And her lyrical charm, flanked by Victor Young's strings, has lost none of its sparkle. Flip is a return of her balladeering, with tempo liberty, for *Smoke Gets in Your Eyes*, also distinctively Boswellian. However, the disk shows its age.

For the home boxes.

TONY MARTIN (Decca 25054)
Don't Take Your Love From Me—FT; V.
I'm Stepping Out With a Memory Tonight—FT; V.

If there are any doubts that Tony Martin was a romanticist in song out of the top drawer from way back when, this re-issue goes a long way in proving his point. His pipings just the right kind to brush against fem ears, it's lush lullabying in this day as well for both of these old ballads, for which David Rose paints the musical setting. And with Martin crowding the top of the sing ladder today, this repeat should pay off handsome disk dividends for the label, and indicates an intent to bring back more of his early cuttings for the label.

With Tony Martin's popularity soaring in song circles, both old favorites stack up strong for the phonos, particularly *Don't Take Your Love From Me*.

RED EGNER (King 586)
Turn My Picture Upside Down—FT; VC.
Brown-Eyed Baby—FT; VC.

The Spade Cooley is inked to Columbia, his vocalist, Red Egner, ballads still for King, with this pair of originals a good bet to click with Western and hillbilly audiences. Guy strikes a kind of happy medium between cowboy and hillbilly throat- ing. Both these tunes are better than average, with *Turn My Picture* carrying the homey kind of rustic words that carry a punch.

Both these Egner sides will create interest.

HANK PENNY (King 606)
Open the Door, Richard—FT; VC.
The Freckle Song—FT; VC.

This Western version of the *Door* classic has one big fault in that side was poorly recorded, with dialog by Hank Penny oftentimes almost drowned out by musical background. Talking is discerned only by some ardent listening, but still platter should get its plays because of Penny's following. *Freckle Song* will probably do just about as well as its mate, for this is a rather blunt double entendre bit based on a properly phrased singing of the line, "she has freckles on her but—she's nice."

The *Door* for now, with *Freckles* for later.

THE CHARIOTEERS (Columbia 37240)
Open the Door, Richard—FT; V.
You Can't See the Sun When You're Cryin'—FT; V.

This is a more sober *Richard*, without the violent supplications that the door be opened, with one of the speaking voices among The Charioteers to tell the familiar story. Saga is set against a rhythmic background provided by trumpeter Mannie Klein. The spiritual harmonies of the Charioteers hit a more favorable chord for a bright spinning *Can't See the Sun*, the tenor singer reaching into the soprano register as he is banked by the sustained hums. And for added pleasure, the boys blend their voices smoothly and rhythmically, and maestro Klein intersperses a bit of his sweet trumpet phrasings.

You Can't See the Sun When You're Cryin' should catch on for coins.

DEL CASINO (Manor 1060)
Beware My Heart—FT; V.
I Don't Mind Being All Alone (When I'm All Alone With You)—FT; V.

Del Casino demonstrates a clean-cut and full tenor tonsil on both sides, but handles both tunes in a frigid manner. Ork backing by Lloyd Shaffer's crew adds little to the disk, and an unidentified vocal group on *I Don't Mind* is mercifully spared the embarrassment label recognition might have caused.

Even Casino admirers will be bored.

SAMMY BESKIN (Blue Note 522)
The World Is Waiting for the Sunrise—FT.
Cherry—FT.

The jazz phrasings at the 88's of Sammy Beskin are showcased in fine fashion here. Supported by Specs Powell at drums and Billy Taylor on bass, Beskin whips a mean set of ivories for the speed spinning *Sunrise*. More restrained and in a more moderate tempo, duplicates his jazz artistry for Don Redman's *Cherry*.

For the piano jazz collectors.

HOAGY CARMICHAEL (Decca 23675)
Huggin' and Chalkin'—FT; V.
I May Be Wrong, But I Think You're Wonderful—FT; V.

The Dixie drawl dittying of Hoagy Carmichael, assisted by the rhythm harmonies of The Chickadees plus Vic Schoen's two-beat musical rhythms, makes it a pert and peppery spin for *Huggin' and Chalkin'*. And Carmichael brings out all of the lyrical insinuations of the song to make for top selling. Also at a lively beat is the Carmichael stardusting of *I May Be Wrong* altho the songs do not lend itself as well to this Dixie styl- ing.

Huggin' and Chalkin' spins bright for the music boxes.

ENRIC MADRIGUERA (Vogue 778)
Mucho Dinero—FT; VC.
Guilty of Love—FT; VC.

Punch side here is *Mucho Dinero*, a tune from the pen of Albert Gamse, writer of *Managua Nicaragua* and fronter Madriguera. Tune is catchy, with lyrics telling of a trip to Cuba to escape the big spending only to find that it takes "mucho dinero" (lotsa moo) to get around there also.

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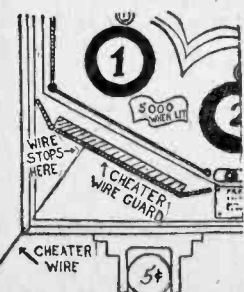
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Guilty of Love exhibits versatility of this Latin crew, with them doing a very standard commercial job, only slightly tinged with the S.A. beat, on a better than average pop. Pat Gilmore lyricizes both ditties nicely. *Mucho Dinero* may pull many nickels.

ART KASSEL (Vogue 771)
Jeannine—Waltz; VC.
If I Could be With You—FT; VC.

Vogue talent chief Roy Tracey deserves a pat on the back for his choice of tunes for Kassel here. A pair of beloved standards, which Kassel has long used, these ditties should get persistent calls from listeners. *Jeannine* is done in waltz tempo, a beat popular with dancers but not often enough recorded. Drummer Jimmy Featherstone does adequately with the words. Reverse is a fox trot, with Gloria Hart doing a very sultry selling job, with an assist from the Kassel trio.

Both sides will be big wherever Kassel has a following.

COWBOY COPAS (King 591)
Breeze—FT; VC.
In My Merry Oldsmobile—FT; VC.

Cowboy Copas, remembered for his best selling *Filipino Baby*, comes up with an attractive pairing of an old standard and a plaintive newie. *Breeze*, not to be confused with the standard popular early in the early '30s, is done soulfully in typical rustic style. Mating, which has been getting a big plug over radio in the car-giveaway promotion, is in zippier tempo and shows Copas has a fine beat, which doesn't interfere with his Western warbling.

Oldsmobile is certain of plenty play in spots, catering to over-30 customers.

OCIE STOCKARD (King 600)
Twin Guitar Polka—Polka.
O. P. A. Blues—FT; VC.

With several labels currently pushing guitar hillbilly ditties, King comes up with a strong contender in this *Twin Guitar Polka*. While tune is repetitious, the melody is so catching that it's pleasant to hear the many repeats. Stockard's Wanderers couple the imposing *Polka* with a pertinent *O. P. A. Blues*, a comedy lament built on the death of the government price regulating agency and the resultant price hikes.

A twin winner for locations that have a rustic trade.

HARRY BABBITT AND CONNIE HAINES (Mercury 5019)
The Egg and I—FT; VC.
When Am I Gonna Kiss You Good Morning?—FT; VC.

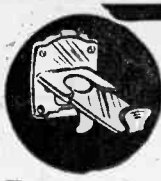
Pairing of Babbit and la Haines makes for nice listening, especially on *The Egg and I*, from the flicker of the same name. Babbitt takes the first half in slow tempo, while Connie takes over latter portion in double time. Reverse is another catchy tune, with vocals split for first three-quarters, and the two pairing for last quarter chatter and song that should sell any hearer. Dick Kane Trio, a King Cole styled combo, contribute some very tasty backing, proving that big bands aren't necessary to sell vocalists if they have good voices.

The Egg and I will get big pic promotion and two big names should put this version among the toppers.

JAY McSHANN (Mercury 8032)
Gone With the Blues—Blues; VC.
Have You Ever Loved a Woman?—Blues; VC.

For the first time in five years, McShann's pulsating K.C. rhythm has been caught on wax with *Gone With the Blues*. Side, which carries a spirited vocal by Jimmy Witherspoon, has all the fire and drive of his *Confessing the Blues* hit. Mating, done in slower tempo, again spots Witherspoon, doing an above-par blues ditty that highlights good alto obligato all the way.

Gone With the Blues should drive the blues from ops' pocketbooks who use it.



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1 5¢ Mills Blue Front	99.00	2 1¢ Jennings Little Dukes	32.00
1 5¢ Mills Roman Head	89.00	1 5¢ Watling Rotatop, '48	155.00
1 10¢ Mills Gooseneck	24.00	1 10¢ Watling Rotatop, '48	171.00
2 5¢ Mills Gooseneck	42.00	2 5¢ Watling Rotatop	82.00
1 25¢ Mills Gooseneck	29.00	1 5¢ Watling Blue Seal	38.00
1 5¢ Mills F.O.K. Vendor	72.00	1 10¢ Watling Blue Seal	44.00
2 1¢ Front Vendors	13.00	1 25¢ Watling Blue Seal	67.00
3 5¢ Superior Bells	19.00	1 10¢ Watling Rotatop	68.00
1 25¢ Superior Bells	39.00	1 25¢ Watling Gold Award	62.00
3 5¢, 10¢, 25¢ Columbia Bells	48.00	1 5¢ Cadet Callie	19.00
1 5¢, 10¢, 25¢ Chrome Columbia Bell	69.00	2 10¢ Cadet Callie	24.00
5 5¢ Mills War Eagles	69.00	1 Metal Slot Safe, Double	95.00

MISCELLANEOUS

1 Baker Pick Pack	\$ 8.00	9 Mills Ticketts	\$ 19.00
3 5¢ Bally Reliance	42.00	1 Jennings Grandstand Cig. Reels	12.00
1 25¢ Buckley Bares	44.00	1 Topper Gum Vendor	5.00
4 '46 5¢ Nut Vendors—Los Angeles Mfg.	11.50	1 Astrology Model 80 Scale	79.00
1 Mills Candy Bar Vendor	55.00	1 National Health Chart Scale	49.00
1 Stewart-McGuire Cigarette Vendor	55.00	1 Pace Lowboy Scale	54.00
1 Out of This World Speaker	159.50	18 Packard Pla-Mor Boxes, New	34.00
1 Flashing Thru	5.00	80 Packard Pla-Mor Boxes, Used	24.50

STEWART NOVELTY COMPANY

1361 SOUTH MAIN ST. Wholesale Distributors Telephones: 7-8171, 7-1195
SALT LAKE CITY, UTAH

Steel Prospect Cheers Coinmen

NEW YORK, March 1.—Prediction that steel supplies will catch up with general demand by the end of this year gave encouragement to coin machine producers who still are having difficulty in purchasing the types of steel they need.

Frank Purnell, president of Youngstown Sheet & Tube Company, in making this forecast, laid blame for shortages on interruptions of operations during the past year which has cost 12,000,000 tons of steel output.

Expected new record production of steel for this week supported the steel maker's optimism. Steel operations, according to the American Iron & Steel Institute, will reach 94.4 per cent of ingot capacity, marking fifth consecutive week that a 21-month record has been established. Contrasting with this week is the similar period a year ago when production was at 58.6 per cent capacity.

States Attack Loss Of Cig Taxes Thru Parcel Post Sales

CHICAGO, March 1.—Problem of increasing losses in cigarette taxes due to the parcel-post mailing of cigarettes into Illinois and Florida from other tax-free or lower tax States is being tackled by the complaining States.

In Illinois, strategy was aimed at persuading newspapers not to accept advertising offering such sales from Indiana, a no-tax State. Illinois Cigarette Tax Commission secured newspaper co-operation when the fact was stressed that 1 cent of the present 3-cent cigarette tax here went to pay the veterans' bonus.

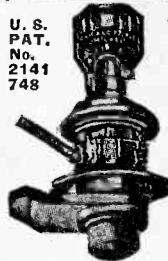
Florida, which loses an estimated \$250,000 annually thru a similar cigarette tax leak, according to James T. Vocelle, cigarette tax administrator, is also taking action against the practice. Vocelle, chairman of a special committee of the National Tobacco Tax Administrators' Association, will confer in Washington this month regarding passage of a bill which would require all dealers in cigarettes to furnish names and addresses of all persons to whom cigarettes have been shipped. State tax could then be collected from individuals receiving the cigarettes thru the mail.

The Famous, Patented Chicago "Ace" Lock

insures

"UTMOST Security!"

U. S. PAT. No. 2141 748

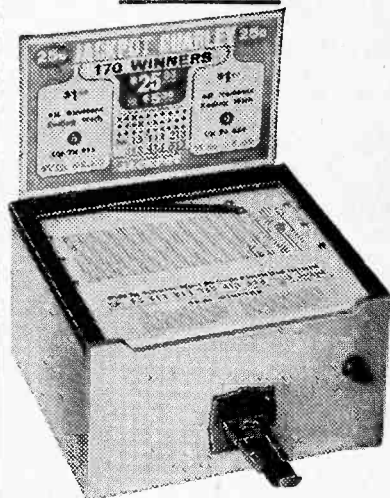


Only the Ace ROUND Key Opens it.

Note patented 7-pin Tumbler construction. Only the properly notched "Ace" ROUND Key will properly engage ALL 7 tumblers to open this "ACE" of all locks. Can be keyed alike. Remember—There's a Chicago Lock for Every Need—and ALL insure—"UTMOST Security." Write for catalog complete line.

CHICAGO LOCK CO.
2024 N. Racine Ave., Dept. 68, CHICAGO

NO. 1 AT THE COIN MACHINE CONVENTION



COIN-OPERATED AUTOMATIC SALES BOARDS

Deals of all kinds
Write for particulars

R. C. WALTERS MFG. CO.
4201 NORFOLK ST. LOUIS 10, MO.

PREMIER'S

TWO SOLID GAMES

BOWLO

AND

TEN GRAND

ORDER BOTH TODAY

PREMIER COIN MACHINE MFG. CORP.
577 10th AVENUE, NEW YORK 18, N. Y.

LOWEST PRICES IN THE COUNTRY! SLOTS

5¢ Jennings Chief	\$ 64.50
25¢ Blue Front, Original	74.50
25¢ Brown Front, Original	84.50
25¢ Jenn. Club Bell	80.00
10¢ Pace Royal Club Bell	84.50
5¢ Pace Royal Club Bell	74.50
Mills Three Bell, 5-10-25¢	275.00
Chrome Vest Pockets, 5¢	44.50

OLSHEIN DISTRIBUTING CO.

1100-02 Broadway ALBANY 4, N. Y.

Brand New, Post War

PACE DELUXE CHROME SLOTS

5c-10c-25c-50c-\$1

GET OUR PRICES!
Write Today!

IMMEDIATE DELIVERY

1/3 Dep. with order, Balance C. O. D.
F. O. B. Baltimore

CALVERT NOVELTY CO.

708 N. Howard St.
Baltimore 1, Md.

Vernon 3034

MECHANIC WANTED

For shop and route work. Must be experienced on Phonographs, Pin Balls, Amplifiers, Ray Guns and Arcade Machines. No bums or drunks wanted. Must have references.

BOX D-436

The Billboard Cincinnati 1, O.

MECHANIC WANTED

For shop and route work. Must be experienced on Pin Balls, Consoles and Slots. Must be reliable and sober. Must have references.

LOGANSPOUT NOVELTY CO.

MURDOCK HOTEL LOGANSPOUT, IND.

PACKARD DISTRIBUTING CO.

534 N. 9th St., Milwaukee 3, Wis.
Phone: DALY 3991

NEW TYPE BELL CABINET!

Lightning Conversion — Perfect Fit!

Extrabell is the new 1947 Front and Cabinet assembly built to fit all Mills Bell mechanisms. Chrome plated aluminum front; light oak cabinet; choice of 2-5, 3-5, 5¢, 10¢, 25¢. This sensational front is patented and its money-making powers already proven in countless locations. List price, \$77.50. Price to rebuilders, \$49.50 each, F. O. B. Chicago. Immediate delivery. Write for free full color reproduction.

THE EXTRABELL COMPANY

525 W. 76th St. Chicago 20, Illinois



MILLS NEW POST-WAR MACHINES

**ORDER TODAY
IMMEDIATE
SHIPMENT**

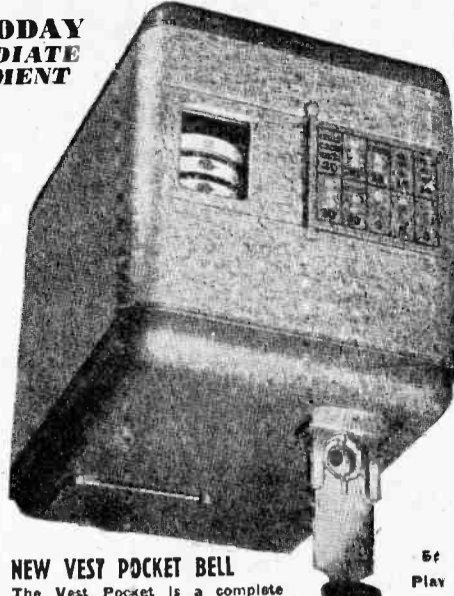


BLACK CHERRY BELL

This wonderful new Bell is now ready for delivery in 5c, 10c, 25c and 50c Play. This machine actually glows and sparkles with brilliant dashes of Silver, Black, Red and Green.

Write For Prices

NEW SAFE STANDS \$27.50
Send 1/3 Deposit With Order.



NEW VEST POCKET BELL

The Vest Pocket is a complete Bell, operating on 3-5 Mystery Payout system. Small payout cup in front is covered by drop flap. Feels can also be instantly covered, automatically removing the reward plate from sight. **BLUE & SILVER or GOLD & SILVER.**

5c Play

\$74.50

SICKING, INC.

1401 CENTRAL PARKWAY, CINCINNATI 14, O.

Marvel's
POP-UP

THE COUNTER GAME THAT IS LEGAL EVERYWHERE!

POP-UP will 'score' every time in ANY location EVERYWHERE! POP-UP will out-earn any game of its kind.

**ACCURATE, COMPETITIVE,
SKILL SCORING**

**POP-UP WILL TRIPLE YOUR PROFIT!
FULLY METERED—NO COIN COUNTING NECESSARY**



PRICE
\$49.50

O. B. Factory



**ORDER FROM YOUR
NEAREST DISTRIBUTOR**

MARVEL
MANUFACTURING CO.

2847 FULLERTON AVE. EVERGLADE 0220 CHICAGO, 47

Sure!
ATLAS
HAS IT!

IMMEDIATE DELIVERY

DAVAL
**BEST
HAND**

Also available in OOMPH (High Score) and MEXICAN BASEBALL Models.

Fast action, competitive Counter Game for one or two players. Legal. Double Cash Box. 1c or 5c PLAY.

\$59.50

ORDER NOW . . .

ATLAS NOVELTY CO.

2200 N. WESTERN AVE.

CHICAGO 47, ILL.

Used Music Equipment
REFINISHED • RECONDITIONED • GUARANTEED

Our Reputation Is Your Guarantee of Quality at the Right Price

SEEBURGS

9800, RCES	\$325.00
Mayfair	175.00
Commander	275.00
Envoy, ES	300.00
Classic	275.00
Factory RC Spec.	260.00
RC Spec. Steel Cab.	179.50
RC Spec. 30-Wire Steel Cab.	175.00
8800, ES	299.50
Colonel, RC	275.00
8200, RC	375.00

WURLITZERS

600A Rotary	\$199.50
500A Keyboard	299.50
Model 616	89.50
Model 412	79.50
600A Rotary Victory	169.50
600A Keyboard Victory	189.50
780E Colonial	349.50
51 Counter Model (As Is)	50.00
71 Counter Model (As Is)	120.00

SPECIAL DISCOUNT ON QUANTITY PURCHASES—FOREIGN INQUIRIES INVITED
ONE-THIRD CERTIFIED DEPOSIT, BALANCE C. O. D.

MUSIC SYSTEMS INC.

NORTHERN OHIO FACTORY DISTRIBUTORS FOR SEEBURG

6210 EUCLID AVE. • CLEVELAND 3, OHIO • HE. 6114
1312 JACKSON AVE. • TOLEDO 2, OHIO • EM. 1311

SINGING TOWER	\$235.00	ASTROP SCOPE ASTROLOGY	\$100.00
MILLS THRONE (Refinished)	225.00	SEEBURG SPEAKER ORGAN	10.00
WURLITZER 850	465.00	ROCK-OLA WALL BOXES	5.50
WURLITZER 750	435.00	WURLITZER #310 WALL BOXES	4.50
WURLITZER, Modernized	325.00	WURLITZER #120	25.00
WURLITZER 600	325.00	1c HERSHEY CANDY MACHINE	3.75
WURLITZER 700	400.00	MILLS PUNCHING BAG	49.50
WURLITZER 412	99.50	KEENEY AIR RAIDER	47.50
SEEBURG 8200, R. C.	375.00	SHOOT THE JAPS	47.50
SEEBURG 8800, R. C.	375.00	PILOT TRAINER, New	WRITE
SEEBURG CLASSIC	300.00	INTERNATIONAL MUTOSCOPE	
SEEBURG CONCERT MASTER	325.00	PHOTOMATIC	525.00
ROCK-OLA SUPER	345.00	PHOTOMATON	475.00
ROCK-OLA MASTER	322.50	MUTOSCOPE REEL	27.50
EVANS DOMINO, Two Tone	149.50	KEENEY SUPER BELL, 5c	127.50
USED SINGLE SAFE	50.00	KEENEY SUPER BELL, 5c-5c	255.00
USED DOUBLE SAFE COM.	110.00	PACES RACE (Used for Parts)	50.00
ALL MAKES CONSOLE GLASSES	WRITE		

WRITE — WIRE OR PHONE 33396 3-4511

OLEY BROS. AMUSEMENT CO.

422 W. Broad St.

Richmond, Va.

ATTENTION, VIRGINIA OPERATORS — Be the First To Be a Telomatic Operator in Your City. Exclusive Distributors for Virginia and Washington. For Information Contact Us at Once. Telomatic Supplies Music to Restaurants, Factories, Offices and All Individual Music Locations, Automatically and Unattended.

FOR 1947 It's the "American" way with

Junior League BAT-A-BALL

the legal Amusement Game that sold at the convention!

Operator's Price
\$79⁵⁰
F. O. B. Chicago
Order from your
nearest distributor



- ★ Fits any territory
- ★ Ready for immediate delivery
- ★ Completely brand new throughout
- ★ Can't be beat for player appeal

DISTRIBUTORSHIPS STILL AVAILABLE
Write for Distributor's Price

Be on the Ball with
BAT-A-BALL

American Amusement Co.
164 EAST GRAND AVE., CHICAGO 11, ILLINOIS • ALL PHONES: WHITENHALL 4370
BUY "AMERICAN" AND YOU BUY THE "FINEST"

NAMA Assisting In Fraud Cases

CHICAGO, March 1.—National Automatic Merchandising Association is co-operating with the U. S. Post Office Department in the department's campaign to investigate the alleged fraudulent offering of vending machines for sale in order to determine whether any expressed mail fraud statutes have been violated.

Experienced vending machine operators have in past years taken cognizance that there have been misrepresentations in the offering for sale of poorly constructed equipment, NAMA officials point out. However, most of the victims of this practice were new coinmen, such as war veterans, whose complaints have frequently resulted in giving the industry an unwarranted poor reputation.

As indicated by NAMA, individuals engaged in this doubtful type of selling often locate their prey by means of inviting advertisements in newspapers and other periodicals.

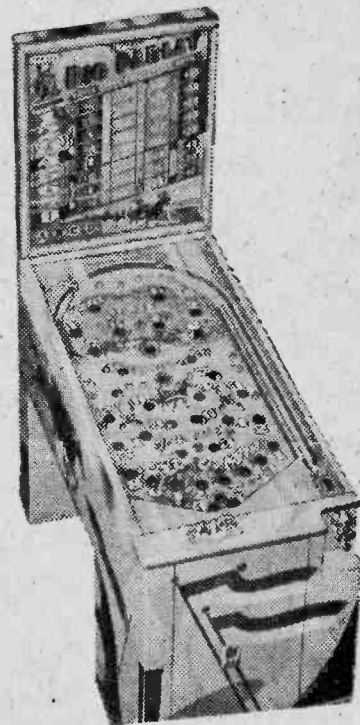
New Incorporations Up in '46; Average 11,074 Month

NEW YORK, March 1.—During the last six months of 1946 new incorporations in the United States averaged 14,199 per month, Dun & Bradstreet, Inc., announced last week. This represented a rise of 69.4 per cent over last half of 1945. Total of 132,893 companies were formed during the year.

Outranking all other States, New York contributed 37,599 charters, or 28.3 per cent of the annual total. This 1946 figure overshadowed State's last all-time record of 26,816 made in 1928. Other State's rank as follows: California, 9,768, or 7.4 per cent of total; New Jersey, 8,239, 6.2 per cent; Illinois, 7,944, 6 per cent; Ohio, 5,570, 3.9 per cent. Above States accounted for 74,334 of the charters, or 56 per cent of those issued last year. Remaining 42 States contributed a total of 58,459 charters or 44 per cent of the national total.

IN FLORIDA SUPREME

CAN DELIVER IMMEDIATELY!
KEENEY'S NEW BIG PARLAY



One Ball Paytable With New Principles of Progressive Scoring

20 BALLY CLUB BELLS
EXTRA CLEAN AND BUG FREE
CONVERTIBLE \$150.00 EA.

SUPREME is Exclusive Florida Distributor for
AMI, INCORPORATED
J. H. KEENEY & CO., INC.
AT YOUR SERVICE RADIO CORP.
PERSONAL MUSIC CORP.
GENCO

SUPREME DISTRIBUTORS, Inc.
3817 N. E. 2nd Ave., Miami, Fla.
Phone: 78-4711
49 Riverside Ave., Jacksonville, Fla.
Phone: 3-3516

FIRESTONE GAMES

Top-Flight Machines
FIRESTONE GAMES
Top Money Makers
FIRESTONE ENTERPRISES, INC.

1604 Chestnut St.
Brooklyn 30, N. Y.
ESplanade 5-5700

THE NEW BLACKSTONE HIGH SPEED DOUBLE BARREL COIN PACKER

Count and wrap \$4 in nickels in 20 seconds. Made in three sizes. Nickel—penny—Dime. Guaranteed. Price \$1.50 each size.
Blackstone Coin Packer Co.
Madison 1, Wis.



OPERATORS OF SALESBOARDS AND TICKETS

	Per Doz.
2170 Jar-o-Do, Single, R.W.B.	\$22.75
2040 Jar-o-Do, Single, R.W.B.	22.00
1930 Jar-o-Do, Single, R.W.B.	21.50
1380 Jar-o-Do, Single, R.W.B.	18.00
2170 Jar-o-Do, 5 in a Bundle	34.00
2170 Jar-o-Do, 7 in a Bundle	36.00
2170 Jar-o-Do, 3 in a Bundle	36.00
2170 La-Ta-Do, 5 in a Bundle	27.50
2520 Jar-o-Do, 4 in a Bundle, Comb.	45.00
1830 La-Ta-Do, 5 in a Bundle, Comb.	24.00
2520 Single, Combination	34.00
2265 Single, Combination	27.50
2280 Single, Combination	27.50
2052 Single, Combination	25.00
2160 Poker Tickets	26.00
1000 Bingo Tickets	15.00
1200 Bingo Tickets	18.00
1260 Bingo Tickets	19.00
1600 Bingo Tickets	21.00
Jack Pot Cards, 74 Seal. Each	.75
1000 Grab-a-Fin	24.00
1000 Win-a-Fin	24.00
25% With Order, Balance C. O. D.	

OPERATORS: SEND FOR OUR FACTORY PRICE LIST ON SALESBOARDS AND TICKETS.

HENRY E. WEISS

140 North 31st St. Belleville, Illinois
Phone: Bell. 530

NEW MODERN ARCADE FOR SALE

New building designed by Oberhammer, built 1946, 90-foot open front, doors roll up, lighted with neon. New neon signs outside.

Best machines—Photomatics, Voice-o-Graphs, Diggers, Rotaries, all other type machines—150 in all.

Everything to start and do business with. Lease on percentage basis with four years to go.

One of the best managed and most popular amusement parks. Excursion boats bring new crowd daily, plus good surrounding industrial area to draw from.

PRICED TO SELL — \$25,000.00

Financing can be arranged for responsible party.

BOX NO. 816, THE BILLBOARD, CHICAGO, ILL.

OPERATORS AND JOBBERS OF TICKET DEALS

A few of our leading PROVEN Player-Appeal TICKET DEALS. Machine folded and banded. IN LOTS OF 100 OR MORE.

1000's on Spindle, Each\$.75	1380 R.W.B. Jar Deal, Gross\$150.00
1260's on Spindle, Each 1.00	2170 R.W.B. Jar Deal, Gross 200.00
1600's on Spindle, Each 1.20		

Pad Deals Are Guaranteed — Winners Hand Stamped

NO TWO DEALS ALIKE.		LUCKY TEN		TEN FIVES		TWELVE TENS	
WIN-A-FIN	LUCKY FIVE	LUCKY TEN	TEN FIVES	TWELVE TENS			
1000 Tickets.	1200 Tickets.	1000 Tickets.	1200 Tickets.	1200 Tickets.			
5 in Bdl.	5 in Bdl.	4 in Bdl.	5 in Bdl.	5 in Bdl.			
25¢ Play.	25¢ Play.	50¢ Play.	25¢ Play.	50¢ Play.			
Average Net Profit, \$24.00.	Average Net Profit, \$30.00.	Average Net Profit, \$55.00.	Average Net Profit, \$34.00.	Average Net Profit, \$50.00.			
\$2.25 EACH.	\$3.00 EACH.	\$3.00 EACH.	\$3.00 EACH.	\$3.00 EACH.			

Any size Spindle, Jar or Combination Deals, Tip Books, Payout Cards and Stands. 1/3 Deposit, Balance C. O. D. WIRE, WRITE OR PHONE EITHER

MISSOURI NOVELTY CO.

"National Sales Representatives"
(Phone: Jefferson 2857)

3032 OLIVE STREET

ST. LOUIS 3, MO.

TRI-STATE CORPORATION

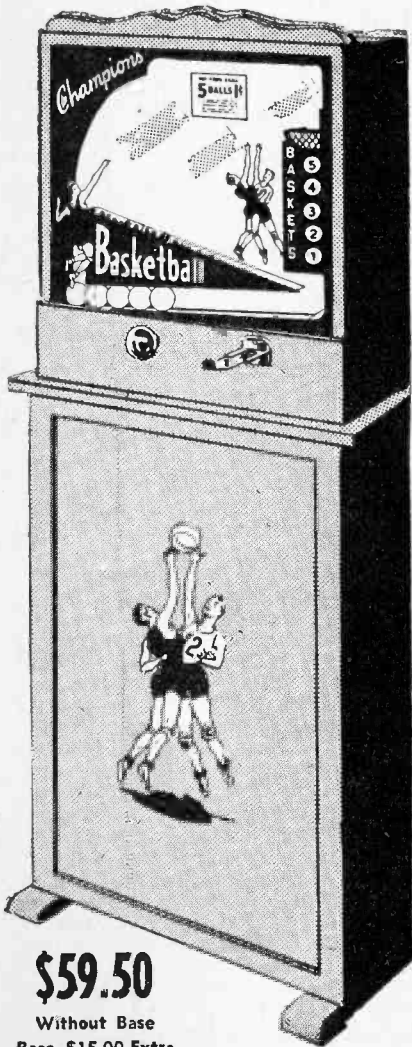
"Manufacturers of Fast Ticket Deals"
(Phone 356)

201 8TH STREET

BRISTOL, TENN.

champion's BASKETBALL

IS NOW ON LOCATIONS AND A SMASH HIT
SAMPLE MACHINES NOW BEING DELIVERED!



\$59.50

Without Base
Base, \$15.00 Extra

WITHIN THE PRICE RANGE OF EVERY OPERATOR

Features: 5 or more balls for 1¢ or 5¢. Only 2 feet high—small enough to set on any counter. Attractive, sturdy cabinet—built to take abuse. Trouble free mechanism—saves time and money. Free play "foul ball" gives extra ball.

LOOK FOR YOUR NEAREST DISTRIBUTOR TO BE ANNOUNCED IN MARCH 15 ISSUE SOME LOCAL DISTRIBUTORSHIPS STILL AVAILABLE

Write for Exclusive Franchise

SPECIAL CLOSE-OUT
275 Brand New SOLOPHONE
BOXES at \$31.00 Each.
BALLY BIG LEAGUES
BALLY MIDGET RACES
CHICAGO COIN GOALEES
AMUSEMATIC LITE
LEAGUES
AMUSEMATIC JACK
RABBITS

Write for list of 200 Pin Tables at Close-Out Prices

ASSOCIATED AMUSEMENTS, Inc.
EDWARD M. RAVREBY
846 Commonwealth Ave., Boston 15, Mass.
Telephones Longwood 8440-1-2-3

IMPORTANT! GET OUR PRICE LIST!

CREDIT!
West Side Is Working for You. Not only are we delivering the finest in new and reconditioned equipment but we've just negotiated for complete financing of the equipment we sell. Our elastic credit terms allow up to 15 months to pay no matter where you are. Take advantage of this offer. Order from West Side because West Side's on Your Side.
Harry Berger

OUR PRICES ARE THE LOWEST IN THE COUNTRY
We Are Not Publishing These Prices Because They Are Confidential We Want To Give Them To you Personally.
WRITE — WIRE — PHONE
And We Will Mail You OUR COMPLETE LIST OF LOW-DOWN PRICES Immediately.

EXPORT BUYERS Write Today for Complete List of Equipment We Have Available for Export.

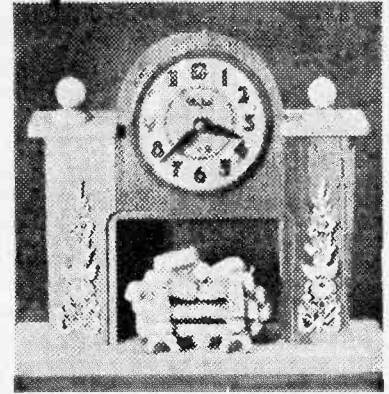
- Limited Quantity—WURLITZER 5¢ SLIDES FOR 600, 500, 24, 616, 61. Each \$ 1.60
- IN STOCK NOW!—"AMITY" CIGAR VENDOR 44.50
- GRUEN DIODE METERS 12.50
- ABT CHALLENGERS—IMMEDIATE DELIVERY WRITE FOR PRICES
- NEW GENERAL ELECTRIC, 12" P.M. SPEAKER. Each 8.75
- RECTIFIERS—IMMEDIATE DELIVERY, FOR GENCO GAMES 4.00

SEND FOR OUR COMPLETE PARTS AND SUPPLIES CATALOGUE!
1/2 Deposit, Balance C. O. D., F. O. B. Warehouse
WE PRIDE OURSELVES ON OUR CLEAN REPUTATION!

WEST SIDE DISTRIBUTING CORP.

612 TENTH AVENUE • PHONE: CIRCLE 6-7533 • NEW YORK 18, N. Y.

Sell 12 Deals Day—Make \$100.00 Daily
ELECTRIC self-starting Westinghouse **FIREPLACE CLOCK**
AND **BEECH-NUT CHEWING GUM**



Fireplace Glows From Concealed Bulb.
— LEGAL IN CLOSED TERRITORY —
Deal consists of 1 Clock (pays out from master seal), 120 Pkgs. BEECH-NUT GUM (pkgs. to every sale), 120 Hole Salesboard (takes in \$50.00). Sells to locations for \$30.00. Cost \$22.50 deal (order deal #120). 10 deals or more, \$21.00 each.
1/2 Deposit, Balance C. O. D.
(SALE GUARANTEED.)
Sorry, No Catalog—Order From Ad.
E. C. M. DISTRIBUTING CO.
Johnson City, Tenn.

FOR SALE

Photograph and Pin Game Route. Located in the best industrial and coal mining section of West Virginia. Consists of 105 pieces of music, including 450 Wall Boxes and 60 Pin Games. Weekly receipts around \$1100.00. Selling price, \$65,000. Will finance reliable party. This route considered one of the best in this part of the country and will pay for itself in less than 2 years. Reason for selling—partnership liquidation. BOX D-457, c/o The Billboard, Cincinnati 1, Ohio.

what makes... TRADIO FAR AND AWAY THE BEST IN THE FIELD

YOU CAN HEAR its rich, fine tone.
YOU CAN SEE its attractive all metal cabinet.
BUT YOU CAN'T SEE THE STRENGTH BUILT INTO EVERY WIRE AND PART THAT MAKES TRADIO STAND UP TO THE NATURAL ABUSE OF ITS JOB.

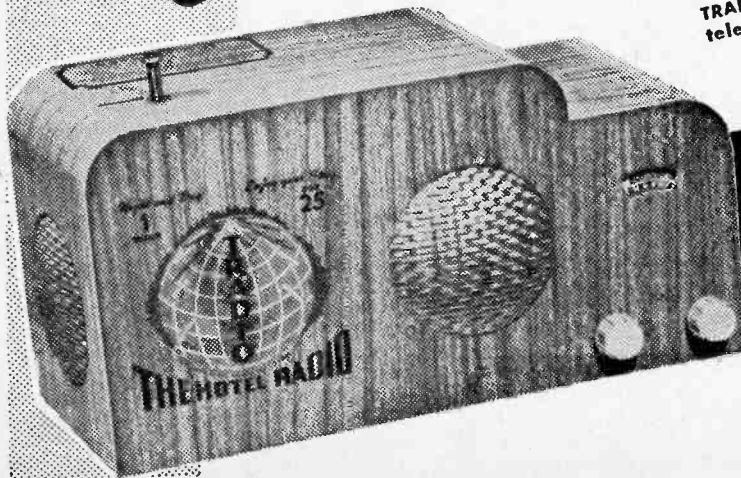
DELIVERING DAILY IN QUANTITIES

Approved by the National Board of Fire Underwriters unconditionally guaranteed for one year—tubes guaranteed for 90 days.

T.F.R.P.! Operators find out about the new TRADIO price reduction—available to you on your present sets as a retroactive credit adjustment. This is the unprecedented T.F.R.P.—"TRADIO FIRST" REDUCTION PLAN.

TRADIO, INC., sells only to operators through qualified TRADIO distributors... never direct to locations. Only by protecting its own integrity can TRADIO protect you!

Manufacturers of
TRADIO-ETTE—the first coin-operated intimate music restaurant radio.
TRADIOVISION—the first coin-operated television set.



TRADIO, INC.
ASBURY PARK, NEW JERSEY
PHONE: ASBURY PARK 2-7447-8-9



MONARCH — HOUSE OF SERVICE — OFFERS MACHINES

SHOW WINNERS!

FOR ALL YOUR NEEDS

PROMPT DELIVERY!

LEGAL EQUIPMENT

5 BALL FREE PLAY PIN GAMES

- Kilroy (Chl Coin)
- Show Girl (Williams)
- Rio (United)
- Vanities (Exhibit)
- Miss America (Gottlieb)
- Double Barrel (Bally)
- State Fair (Genco)

- Basket Ball (Chl Coin)
- Boomerang (Amusematic)
- Jack-Rabbit (Amusematic)
- Score-a-Barrel
- Grip-Vue
- Pop Up
- Ace Coin Counter
- ABT Challenger
- ABT Target Stands
- Silver King Peanut Vendors
- Skilli Thrill (DaVal)
- Best Hand (DaVal)

CONSOLES

- Bally De Luxe Draw Bell, 5¢
- Bally De Luxe Draw Bell, 25¢
- Bally Triple Bell
- Evans Consoles (All Models)
- Mills 3 Bells
- ONE BALLS
- Bally Entry
- Bally Special Entry
- Gottlieb Daily Races

BRAND NEW SLOTS — WRITE FOR PRICES!

- MILLS BLACK CHERRY BELLS
- MILLS GOLDEN FALLS
- MILLS JEWEL BELLS
- JENNINGS STANDARD, BRONZE & DE LUXE CHIEFS
- JENNINGS SUPER DE LUXE LITE UP CHIEFS
- WATLING ROL-A-TOPS
- GROETCHEN COLUMBIA STANDARD DE LUXE MODELS, MILLS VEST POCKETS, DAVAL'S FREE PLAY, MILLS 25¢ Q.T. GLITTER GOLDS.

5c-10c-25c-50c PLAY

WE HAVE OVER 500 THOROUGHLY RECONDITIONED PIN GAMES

To dispose of at BARGAIN PRICES! Write for Complete List.

SPECIAL! 25 Slightly Used 1946 A. B. T.

CHALLENGERS

A BARGAIN AT \$39.50 Ea.

BRAND NEW DELUXE REVOLVE-A-ROUND SAFE STANDS

SINGLE—DOUBLE—TRIPLE Unit Cabinets. Beautiful, streamline, rugged finish. Made of extra heavy gauge steel insuring many years of fine service.

SINGLE—Box Type Slot Stands—built to withstand abuse WRITE

WANT TO BUY!! LONGAORES. State quantity, condition, lowest price acceptable and when shipment can be made. CASH WAITING.

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New State Pin License Fades; Introduction of Bills Held Up

(Continued from page 94)

lic hearings. The public hearings are usually held by a legislative committee and representatives of the trade get a chance to speak. A hearing on proposed anti-bell legislation was held by committee in Minnesota, February 27, and operators will get a chance to speak at a further hearing March 6. A more detailed report is scheduled for publication elsewhere in this issue.

In Washington State a hot debate, open to public, was recently held on a bill which proposes to increase present license fees on pinball and bells. The license committee of the house got the bill February 26 and no doubt further debate and hearings will take place.

List Recent Reports

Previous legislative news summary was published in The Billboard, March 1, Page 94. The following more recent trends and reports are listed below.

Arkansas. The trend is definitely to increase present State license fees; one bill is in the hopper to give cities and towns exclusive license privileges on coin machines. Little activity reported this week.

California. As in previous years, the California Legislature has a high quota of extreme bills, including one to put a high tax on phonographs and one to make the vending of merchandise thru coin-operated machines unlawful. No recent activity on coin machine bills reported.

Delaware. February 28 was the last day for introduction of bills.

Idaho. House Bill 43, for local licensing of bells and payouts, was amended and passed by the Senate and then sent back to the house on February 25. The Legislature seems to be rushing this bill and it may be expected to pass.

Indiana. Senate Bill 210, a kind of anti-ASCAP bill, is attracting attention in music publishing circles.

Iowa. February 26 was the last day for new bills. House Bill 323 was introduced February 20 and proposes to give cities and towns the power to license and regulate coin machines.

Two Last-Minute Bills

Kansas. Two bills got under the deadline for new bills. Senate Bill 221, introduced February 24, proposes a general State license on amusement and music machines of \$7.50 per year. Senate Bill 255 relates to cigarette tax stamps.

Minnesota. Public committee hearing on the bill to cancel business licenses of places having gaming devices in possession has been set for March 6. The administration supports this extreme bill but it is meeting stiff opposition.

Mississippi. The first special session of the Legislature convenes March 4.

Maine. This State so unfavorable to amusement games, has a lottery proposal, House Bill 1462, introduced February 21.

Montana. The Legislature is killing off some of its license bills since too many similar bills had accumulated. This week the Senate killed House Bill 403, which proposed to license bells and payouts. State already licenses them in clubs, but bills to expand the license plan and raise fees have been introduced this year. Emphasis now seems to be on House Bill 251 which would aid cities and towns in licensing bells and payouts and would require 90 per cent return to the player. Senate Bill 75 is still in motion, which is a general State license proposal for amusement machines. Nevada. Senate Bill 43 is a new

one which would assess heavy fees on juke boxes. Senate Bill 42 would let counties share in State licensing of machines, including gaming devices.

Texas Free Play Bill

Texas. House Bill 486, introduced February 26, would legalize free plays on pinball games. This is one of two States having a proposal to legalize free plays this year.

Vermont. House Bill 195, which amends State cigarette tax laws, puts a State fee on cigarette vander outlets at \$5 each.

Washington. Senate had hot debate February 25 on its amended bill to increase present State fees on pinball and bells. Amended bill was sent to House, proposing 20 per cent of gross on pinball and 30 per cent on bells. This action was on S. 77 and on the same day the upper House passed its bill No. 225 to require meters on bells and payouts. Last day for new bills was February 21. This State probably will raise its present fees on pinball and bells.

New York. The assembly got a bill February 27 which proposes the highest annual tax on juke boxes yet proposed in any Legislature.

COIN TAX UP!

(Continued from page 93)

reports of increases in collections on locations such as bowling alleys and pool parlors. A sizable jump also was noted in the taxes on club dues and initiation fees.

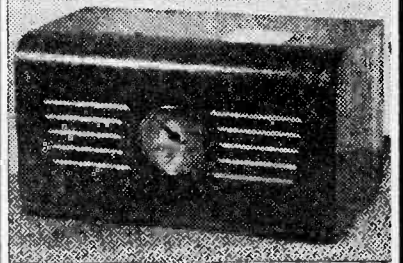
The \$20 yearly tax on bowling alleys and pool tables produced an increase of almost \$400,000 with a total of \$4,449,412 collected last year in comparison with \$4,051,145 in 1945. Collections on club dues and fees jumped from \$16,274,841 in 1945 to almost \$22,000,000 last year.

Coconut oil and other processed oils, used extensively in vending machine supplies, showed an increase of more than \$3,000,000. Last year's total collections were \$9,787,646, as compared with a total of \$6,403,713 the previous year.

Only decrease in the group was shown in matches with a drop of more than a million dollars in collections. Total last year was \$9,321,378 as compared with \$10,417,966 in 1945.

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\$39.50 EACH

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\$44.50 EACH

VENUS — JEEP — CAPT. KIDD — ARGENTINE — GENCO DEFENSE — HOME RUN, '42—VICTORY.

Knockout .. \$54.50	UNITED REVAMPS
Big Parade. 54.50	Arizona .. \$99.50
5-10-20 ... 54.50	Brazil .. 99.50
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NEW GAMES

BIG LEAGUE—MIDGET RACER—FAST BALL—SEA BREEZE—BALLY DRAW BELL.

Write for prices on these new games

TERMS: 1/3 Deposit, Balance C. O. D.

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Combination Coffee-Donut Vender Nears Production

CHICAGO, March 1.—A new type hot coffee and doughnut combination vender is being completed by Coffee Vendors of America here and full production of the machines is expected to be reached within three months, R. A. Lowery, firm president, announced this week.

Vender incorporates two revolutionary ideas: (1) Method of coffee brewing and (2) use of cream that requires no refrigeration when sealed and which will not spoil for several days without refrigeration after being unsealed.

Prototype of the vender is being made by A. B. T. Manufacturing Company for Coffee Vendors Company, which has temporary offices here at 1215 Fullerton Avenue. Headquarters are at 6540 Sunset Boulevard, Hollywood.

To Set Up Chicago Plant

According to present plans, Lowery declared, his firm will set up an assembly plant in Chicago within 60 days. Parts will be manufactured by several firms and will be assembled at the new assembly plant. Lowery expressed hope that the vendors could be in production within 90 days.

Coffee Vendors holds patents on the Aroma Seal Coffee Maker which utilizes an infusion process having the same effect on the brew that homogenization has on milk. This method of breaking up the aromatic oils into minute particles and distributing them evenly thruout the liquid permits the coffee to be heated, cooled and re-heated several times for as long as 48 hours without losing its freshness.

Water, which is kept at a constant temperature of approximately 205 degrees, is shot into the grounds under light pressure in jets, 16 at the top and 24 at the bottom. Bottom jets keep the grounds off the bottom of the coffee maker and top jets serve to break up the crust that usually forms on top. Air under pressure is sent thru the grounds to extract the oils and break them up. As the liquid reaches a certain point in the brewer it is gradually filtered out.

Cream Stays Fresh

Cream to be used in the vender is produced by the Avoset Company, of San Francisco. Bacteria is removed from the cream which is delivered in sealed containers. It will keep for an indefinite period as long as it is not exposed to the air. Unsealed, it has stayed fresh in tests up to five days without refrigeration.

Vender is 6 feet high, 3 feet wide and 28 inches deep. All operating parts are removable in units for quick servicing and repair. Operators will keep spare units in their trucks and can make instant changes.

No magazine loading will be done at the location. Platform on which rest the containers for coffee, doughnuts, cream and sugar pulls out and down making them accessible to the operator for rapid changing. Empty containers are lifted off and replaced with full ones.

There are two doughnut magazines with a combined capacity of 200 and a required minimum of 150. Each doughnut is wrapped individually and one doughnut will be vended for a nickel. One ounce of cream and a heaping teaspoon of granulated sugar is vended for 1 cent with a wooden paddle for stirring. Three plastic buttons under the penny slot control cream and sugar combinations desired. Sugar is stirred automatically to prevent lumping.

Coffee container has double walls with the heating unit between the walls at the bottom. Coffee is put into the container hot at the plant and

will stay hot at the proper temperature for eight hours if necessary before the heating unit is connected to an electric outlet. This development was made so that the coffee will be hot and ready to be vended as soon as machine is serviced.

Tubes Replaceable

Tubes which convey coffee, cream and sugar from containers to cups are removed and replaced with clean ones each time the machine is serviced so that machine, in effect, will be completely cleaned with every servicing. Empty containers and dispensing tubes are taken back to the plant for sterilization and refilling.

Six ounces of coffee is vended in an eight-ounce cup for a nickel and machine capacity is 240 cups. Coin slot will take nickels, dimes or quarters and return change. In event the machine runs out of change for quarters and dimes, a lighted sign flashes on and remains lighted until enough nickels have been inserted to make change. Changer has an anti-jackpot device which automatically turns on the "empty" light in case a coin or cup jams.

All dispensing openings in the machine are covered with plastic doors to keep out dirt and insects. There are five openings: One for coffee, one for doughnuts, two coin-return chutes and a waste disposal door for used cups and doughnut wrappers.

Bag Catches Drippings

A canvas waterproof bag is spread across the inside to catch drippings from coffee and cream valves and to receive waste paper. Bag is equipped with a drawstring, and bag and load is removed by the operator and replaced with a clean bag with each servicing.

Firm plans to make use of all waste materials. Paper, in the form of cups and wrappers, will be taken to plant where it will be pressed and baled for sale. Any coffee which might be left in a container returned to the plant won't be used again but will be poured into vats and sold to coffee extract manufacturers. Little, if any, waste of cream is anticipated but such waste will be sold to dairy products manufacturers for butter and cheese. Coffee grounds will be sold for fertilizers and plastics.

Operation of the machines will be strictly thru franchise, Lowery declared, with Coffee Vendors of America retaining title of all machines and maintaining control over methods of operation and servicing as well as products used.

List Typical Set-Up

Here is how a typical set-up would work, according to Lowery: Coffee Vendors would sell a territory franchise to a firm or individual and lease machines to him. Franchise holder, in turn, would make contracts with operators for servicing, under which each operator would rent 30 machines for a fixed monthly fee.

Operators would not have to bear the expense of repairs and machine upkeep. This would be borne by the franchise holder, who would issue parts (the operating units previously mentioned) to the operator who would make changes wherever needed, returning defective units to the franchise holder for overhauling.

Omaha has been chosen as the proving ground for machine operation, Lowery revealed. Operations will be conducted by Coffee Vendors under the supervision of D. L. Hardy, firm secretary, until results can be judged properly. First machines to come off the production line will be sent directly to Hardy in Omaha.

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SPECIAL - - SPECIAL

35 Solotone Wall Boxes, used only two weeks, four Amplifiers and four Record Changers, all for \$1550.00.

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All sizes of straight or skip numbers, with all winners, or with one winner under Master Seal. Also regular Cards up to 600 Holes.

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10 Super Skeeroll, 9 Ft., Like New. \$150.00
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CRATING \$10.00 EXTRA ... WE CARRY A FULL LINE OF PARTS

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Genuine Alpha **30 WIRE CABLE**
Regular Color Codes.

25c Per Foot. In 1,000-Ft. Reels.
In Smaller Quantities **30c Per Ft.**

1/3 Dep., Bal. C. O. D., F. O. B. Phila.

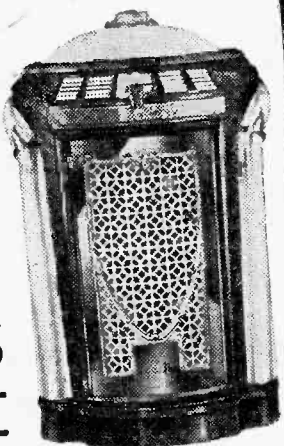
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Exclusive Distributor in Pa. & N. J. 1423 Spring Garden St., Phila., Pa.

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SEEBURG MUSIC SYSTEMS

WITH THE MOST ADVANCED AUTOMATIC PHONOGRAPH EVER OFFERED! YOU OWE IT TO YOUR LOCATIONS AND TO YOURSELF TO LEARN WHAT "TAILORED-TO-FIT" INSTALLATION . . . SCIENTIFIC SOUND DISTRIBUTION . . . TWO YEAR PLAN AND 5c MUSIC WILL DO TO KEEP REVENUE AT A PROFITABLE LEVEL. THERE'S A DEMONSTRATION WAITING FOR YOU!



SYMPHONOLA "1-47"

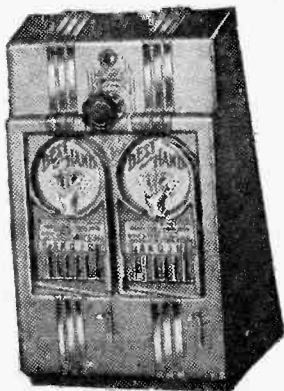
NOW DELIVERING . . .

DAVAL BEST HAND

A new, fast action, competitive play Counter Game for 1 or 2 players. Double appeal . . . double play, with a double cash box for those extra profits!

1c or 5c Play

Also available in Baseball and High Score Models.



\$59.50

Exclusive Daval Distributors in Florida and Cuba

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Exclusive Gottlieb Distributors in Florida and Cuba

Delivering the Tops in Coin Operated Machines!



FLORIDA AUTOMATIC SALES CORP.

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All Phones: 3-6221

JACKSONVILLE, 60 Riverside Ave. Phone 3-0611

TAMPA, 115 South Franklin St. Phone 3856

HAVANA, CUBA

2 MECHANICS WANTED

One of the finest arcades in the country requires the services of two more experienced arcade mechanics. All 5c machines.

Write, stating age, machines experienced on, length of experience and salary desired. Apply by letter only.

One Room and Bath Furnished Apartment Free!

GAMELAND

1400 BOARDWALK

ATLANTIC CITY, N. J.

Penny Scale Op Puts Ideas to Work in Nashville Mfg. Plant

NASHVILLE, Tenn., March 1.—A penny scale operator turned manufacturer, Glen W. Nation, of this city, recently was the subject of a feature article in *The Nashville Tennessean's* magazine section. Article, by Bill Holder, carried several illustrations depicting Nation's second-floor plant at 417 Broadway.

Nation Manufacturing Company was set up in April, 1946, when Nation temporarily gave up operating a route of scales to develop his ideas on scale manufacture. Scale is of his own design, a slender pillar surmounted by a mirror and weight-age tables. Nation spent three or four years developing his machine, spending \$30,000 in the process. One refinement, resulting from his operating experience, Nation says, is a perforated coin trip so that youngsters who have found they can get a free weigh by blowing down the coin slot are foiled. Patents for both the mechanism and scale design are pending.

Nine Share Profits

Nation has nine employees, all ex-servicemen, who share in the profits of the firm. Average turn-out is 10 scales a day. Most critical item, according to Nation, is still nuts, bolts and screws.

Nation is quoted as saying he has

General Bottlers Reports

'46 Earnings Down \$24,353

CHICAGO, March 1. — General Bottlers, Inc., reported a 1946 decline in net income to \$160,589 from the 1945 earnings of \$184,942. A. Hardgrave, president, in his annual report to firm's stockholders said that subsidiary companies had cut volume of production and sales as a result of sugar rationing and inadequate dextrose supply.

Combined case sales of subsidiaries in 1946, Hardgrave said, were down 16.4 per cent from the previous year. He held out hope that increased sales and earnings in 1947 would result if higher sugar quotas were realized.

General's new plant in Des Moines, leased to the Des Moines subsidiary on a yearly rental basis, was announced as being completed and in operation.

Subsidiary companies include Pepsi-Cola bottling companies of Chicago, Kansas City and Des Moines; Spring Field Bottlers, Inc.; Peerless Bottling Company, Inc., and Hi-Q Products Company.

not given up the idea of operating. In the past he has owned and operated scales in Florida and in Nashville, and for 20 years before his operating days (which began in 1940 he sold advertising for *The Los Angeles Times* and at one time (1925) with his brother he edited and published a paper in Santa Fe Springs, Calif.

Recalling his operating experiences, Nation said that as a rule there were between 6 and 10 dimes in every \$10 he collected from his scales. One night he was called out of bed to retrieve a \$5 gold piece that had been dropped in one of his scales. The customer insisted he unlock the machine and return the coin.

Testimonial Dinner For Irving Shaffer By N. Y. Candy Club

NEW YORK, March 1.—A testimonial dinner party for Irving C. Shaffer, past president of the New York Candy Club, will be given by the organization in the Park Central Hotel on April 24. Shaffer's service to the club, as well as to the industry, inspires the occasion.

Shaffer also is a past president of the Association of Manufacturers of Confectionery and Chocolate. He is now regional campaign manager in New York and New Jersey for the Council on Candy of the National Confectioners' Association. Harry Pincus heads the dinner committee.

Lorenz Retires as Treas.

Of Paul F. Beich Company

BLOOMINGTON, Ill., March 1.—Paul F. Beich Company here has announced that Robert Lorenz, firm's treasurer and office manager, has retired. Lorenz, who joined the firm in 1920, has voiced intentions of taking an extended vacation in the South. He plans to do private accounting work at the company's offices after his return.

Conn. Co. Lists New Shares

HARTFORD, Conn., March 1.—Secretary of state here announced this week that Connecticut Automatic Sales Company, New Britain, has filed an issue of additional shares. Firm listed additional shares (25 shares at \$100).

Trimount's CLEAN-SWEEP SALE!

\$25.00 Specials

- A.B.O. BOWLER
- BROADCAST
- CROSSLINE
- FLICKER
- HOROSCOPE
- MIAMI BEACH
- PARADISE
- SHOWBOAT
- SEA HAWK
- STAR ATTRACTION
- STRATOLINER
- SKY RAY
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All machines sold as is, but complete—no broken cabinets—no missing parts. An opportunity to buy used equipment at tremendous savings.

\$45.00 Specials

- JENNINGS BOBTAIL, F. P.
- JENNINGS SILVER MOON, F. P.
- BALLY BIG TOP, F. P.
- MILLS JUMBO PARADE, F. P.
- WATLING BIG GAME, F. P.

\$89.50 Specials

- FLAT TOP
- STREAMLINER

\$95.00 Specials

- BALLY HIGH HANDS, F. P. & C. P.
- BALLY CLUB BELLS, F. P. & C. P.

Trimount Coin is running a clean-sweep sale on all types of coin operated equipment—music, pins, arcade and slots. Write for complete list. Kindly send in one-third deposit with order.

TRIMOUNT COIN MACHINE CO.

40 WALTHAM ST., BOSTON 18, MASS.

TEL.: LIBERTY 9480

Always Concentrate ON MUNCIE MADE GAMES

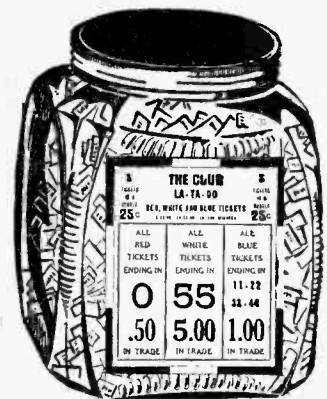
THE ENTIRE INDUSTRY DEPENDS ON MUNCIE

KEEP IN CONTACT WITH THESE MUNCIE MANUFACTURERS—WRITE FOR NEW 1947 CATALOGS NOW MORE FOR YOUR MONEY IN MUNCIE

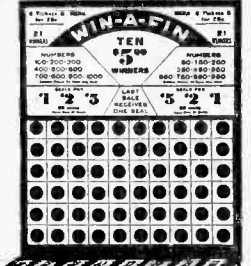
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OVER 1/4 MILLION WIN-A-FINS SOLD TO DATE
BY CREATORS OF FAST-ACTION STYLE TICKETS
There Must Be A Reason!

JACKPOT CARDS, HAND STAMPED MORE FLASH MORE COLOR
 NO TWO CARDS EVER ALIKE MORE PROFITS
 OUR NEW MACHINE MADE FIVE IN A BUNDLE TICKETS OFFERS FINER QUALITY AT SENSATIONAL REDUCED PRICES



DISTRIBUTORS, WRITE FOR OUR LOW QUANTITY PRICES



Order No.	Profit	Order No.	Profit
J7 2200 Tickets The Club	\$26.00	C1a 1000 Tickets Win-a-Fin	\$24.00
Also Standard La Ta Do Same as above, only \$3.00 Winners in White	\$38.00	C2a 1200 Tickets Win-a-Fin	\$34.00
Tickets securely bound together, creating faster play. Makes easier checking of play. (Five individual tickets banded together under one band.)		C1b 1000 Tickets Poke-a-Seal, 8 5's	\$26.00
		C1c 1000 Tickets Poke-a-Seal, 5 5's	\$30.00
		C1d 1200 Tickets 10 5's and J.P.	\$29.00

NEW 1947 CATALOG JUST OFF PRESS—20 NEW DEALS!

MUNCIE NOVELTY CO., Inc.

2704 S. WALNUT ST. MUNCIE, INDIANA

SPIN-N-WIN Spins To GLORY

It's America's Newest Coupon Game Style Featuring Spindled Coupons Fixed in Solid One-Piece Shell With Self-Contained Easel.



NO REFILLS
 NO FIXIN'
 HIGHLY COLORFUL AND DECORATIVE

ANOTHER MODERN STYLE ORIGATION BY GAY GAMES

CONVENTIONAL GAME DESIGNS & PLAYS IN WIDE VARIETY

OUTSTANDING DISPLAYS ON ANY COUNTER

'MR. CHARLEY NICKEL'
 1280 ROTATION COUPONS—5c PLAY
 98 WINNERS
 Takes in: 1,280 @ 5c\$63.00
 Pays out: 98 Awards (Avg.) 35.30
 PROFIT (Average)\$28.70
 Retail Price, \$5.62—Actual Size, 14" by 9"

"CHARLEY NICKEL"
 AS ILLUSTRATED IS ONLY ONE OF MANY IN OUR SELECTION

NOEL'S **Gay Games** INCORPORATED Muncie, Indiana

FAVORITE OF THOUSANDS

One of Werts Fast Moving Products

"BALLO"

JAR-O-SMILES 2520 TICKETS

This card has 72 seals in lower section paying \$1 to \$10 and 1 advance to upper section containing 18 seals paying \$2 to \$30.

13 seals open in lower section. Actual size of card is 11 by 18 inches.



	5c Play	10c Play
2520 JAR-O-SMILES TICKETS TAKE IN\$126.00	\$252.00
JAR LABEL PAYS OUT\$54.00	\$150.00
CARD PAYS OUT AVG. 23.40	23.40
AVERAGE PROFIT PER DEAL\$77.40	\$173.40
Order Ballo Card and 2520 Jar-o-Smiles Tickets, 5c or 10c Play.\$48.60	\$78.60

WERTS NOVELTY CO., Inc.
 920 PERSHING DRIVE MUNCIE, INDIANA

Chicago's State Street Store Owners Find Drink Vender Helps Public and Workers

Only One of Seven Major Loop Stores Has No Machines

CHICAGO, March 1.—The part vending machines play in supplying refreshments to customers and employees of Chicago's famed State Street department stores was revealed this week when a survey was conducted to determine the type and number of such venders in use. Indicating that these retail merchandising centers are aware of the convenience and desirability of having venders for employee-customer use is the fact that of the seven major stores only one does not have them.

Venders in two stores are so placed that both employees and customers can use them; one store has machines only on public location and three stores reserve them for employee use exclusively.

Two Companies Predominate

Two companies predominate in the servicing of these machines—Automatic Canteen Company of America, and Coca-Cola Bottling Company of Chicago, Inc. Both firms have soft

drink bottle venders in three of the six department stores using venders. In addition, Canteen has cup venders in two other stores and Coca-Cola Bottling in one other store. Bowman Dairy Company has one Jennings pre-war bottled beverage dispenser vending chocolate and plain milk placed outside the women employees' lunch room in Sears store. Bowman, Jennings states, purchased 50 of these venders prior to the war. The milk vender at Sears was installed in August, 1946.

Percentage arrangement of operating concern and store was not divulged by most store officials. Fair's I. W. Kiernan, assistant manager, said the bottling company servicing store's six Coca-Cola bottle venders receives 90 cents a case of 24 bottles sold, while Fair receives 30 cents, thus giving the latter a 25 per cent share of total earnings. Another State Street department store, Carson, Pirie Scott & Company, accord-

Gum Unlimited

CLEVELAND, March 1.—Ever wonder how many sticks of gum a vender customer could cram into his jaws? One answer was supplied last week by Ed Goldwasser, 18, a student at Western Reserve University. Goldwasser made (and lost) a \$10 bet that he could chew 100 sticks of gum at one time. He succeeded in getting only 84 sticks into his mouth before, he said, "my jaws began killing me."

ing to its personnel training department, places all vender earnings into an employees' welfare fund, netting \$5 to \$8 a week. Carson has one soft drink cup machine in the ladies' sports wear department and two Canteen candy bar venders (one vending nickel bars, one dime) with a penny gum and nut machine stand-mounted in the employees' grill.

Cite Major Objection

Major objection to soft drink venders in employee sections of these department stores is handling of the empty bottles by the employees. Kiernan, of the Fair store, disapproves of bottle soft drink venders for this reason. "Cup machine would not entirely eliminate this problem as used paper cups would succeed only in removing the broken glass problem," he said. If employees could be trained to place all empty bottles and cups in cases and containers provided for this purpose, Kiernan observed, locations would appreciably increase their approval of the soft drink machine.

As it stands at the Fair, store officials say the venders, which have been there for six or eight months, may eventually be taken out due to the manner in which employees dispose of the empties. One of the six venders is in the Fair's Teen Club, and the same situation regarding disposal of empty containers is said to exist there. One solution, Kiernan said, was to place all venders in one spot and have a responsible employee police the return of empty bottles, but this would mean the majority of employees would have to travel a long distance to reach such a central location.

Mandel Brothers, one of the seven stores contacted, has two soft drink venders on public location. One, a Canteen cup machine, is placed in the teen-age clothing section; another, a Coca-Cola bottle vender, is located in the ladies' beauty salon. Store has had these machine in use for several years. Possible increase in number and type of venders here was seen in the new employees' recreation room to be completed next month. Five Vendo coin changers will be installed February 24.

Store Without Venders

Of the seven major department stores along the State Street shopping center, the Boston store was the only one not having a vender of any type on its premises. Purchasing department head said store had never had such equipment, but could not state any reason why this was so. The other six stores have an average of four machines, mostly soft drink units. Candy bar, gum and peanut machines are next in the order named with one bottled milk machine in Sears.

Below are stores contacted, with number and type of vending machine in those stores:

Marshall Field & Company: six soft drink venders for employees use only. Cup and bottle machines make up this number. Equipment has been here at least a year and a half, according to publicity department head. No reduction or increase of venders is contemplated at this time.

Mandel Brothers: two soft drink

Price War Rages in Pueblo as City Cig Taxes Cause Rumpus

PUEBLO, Colo., March 1.—Promotion of tax-free cigarettes by retailers outside the city limits here has resulted in a price war with packs selling under cost.

Voters put the cent-per-pack tax into effect January 1 to pay for increased municipal employees wages. Price before the tax levy was \$1.50 to \$1.55 per carton, with most retailers adding the cent tax January 1. Price war got under way when city retailers began meeting the prices advertised by dealers not subject to the tax. Prices last week reached a low of \$1.39 a carton, with machine ops holding at 18 cents.

Baltimore Arcade Drawing Trade With Cut-Rate Cigs

BALTIMORE, March 1.—Cigarettes at 15 cents per pack thru a vending machine inside an amusement arcade on Baltimore Street are being advertised on the window of the arcade as a method of drawing patrons. Prevailing prices elsewhere are 17 to 19 cents.

5-Cent Nestle Bar Back

NEW YORK, March 1.—Nestle's Crunch Chocolate Bar was announced as back on the market this week after its wartime absence. Peter Cailer Kohler Swiss Chocolates Company is the manufacturer.

Nickel bar will have the same wrapper, red and blue transparent glassine, it wore in 1938 debut.

General Amuse. Co. Formed

HARTFORD, Conn., March 1.—A certificate of organization has been filed with the secretary of state here by General Amusement Company, Inc., Westbury. Hubert S. Rigney was listed as president and treasurer; Stephen J. Delmonico, vice-president, and Philip Sampieri, secretary.

machines in store. One is a triple selection cup machine, Canteen serviced; other is a bottle machine.

Carson, Pirie Scott & Company: one soft drink cup vender; two Canteen bar machines and one gum and peanut vender.

Boston Store: has no venders. Goldblatt Brothers: one beverage cup vender; three Chiclé penny gum venders; one penny peanut machine.

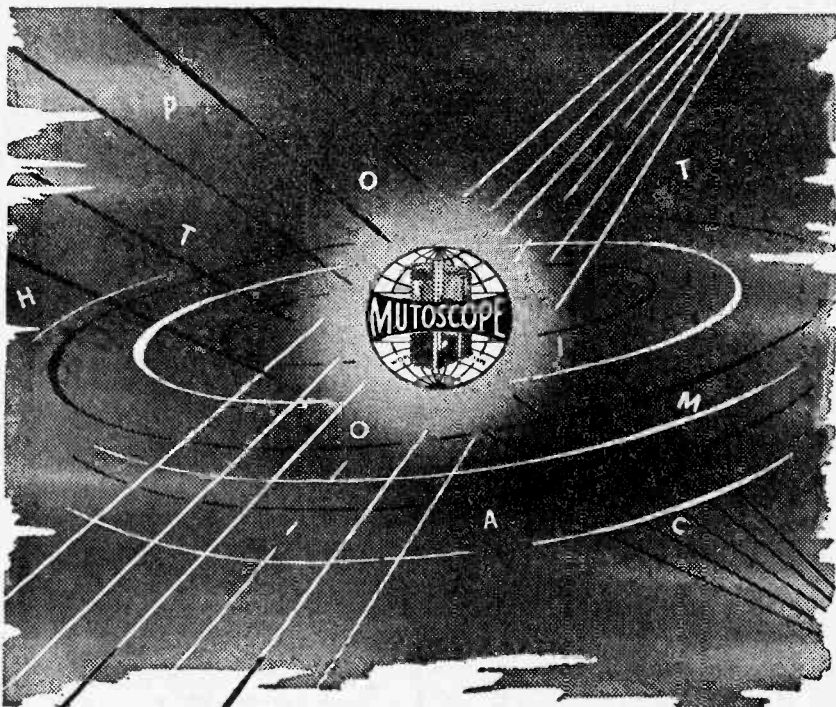
Variety at Sears

Sears: four Canteen serviced combination candy bar, gum, peanut stand venders; one Jennings bottle milk vender; two soft drink cup machines (public location); four Coca-Cola bottle venders (employees rest rooms).

Fair Store: five Coca-Cola bottle venders for employees use; one in special Teen Club room.

In the future, several store officials thought, hot and cold sandwich and hot coffee venders will vie with coin-operated amusement machines in department store employee recreation and lunch rooms. Fair Store does have a juke box in its Teen Club room set for free play by members.

Each of these large department stores employs over 1,000 people who during the course of their daily work are patrons of vending machines at one time or another. With the exception of the empty bottle situation, indications are that both stores and employees, and customers favor the presence of automatic vending equipment.



SPHERE OF INFLUENCE!

Yes, the little "package" inside the sphere is going to be a BIG influence in your business. You've heard the name (unscramble the letters) . . . you've seen the machine. But now—it's better than ever . . . more profitable than ever. The HIT Machine of the show—that everybody's talking about. See it TODAY at your MUTOSCOPE DISTRIBUTOR.

AUTHORIZED DISTRIBUTORS

ACTIVE AMUSEMENT CORP.
900 N. Franklin
Philadelphia, Pa.

AMALGAMATED DISTRIBUTORS CO.
228 W. Randolph St.
Chicago 6, Ill.

ASSOCIATED AMUSEMENTS, INC.
846 Commonwealth Av.
Boston 15, Mass.

AUTOMATIC SALES CO.
421 Broad St.
Nashville, Tenn.

BANNER SPECIALTY CO.
1508 Fifth Ave.
Pittsburgh, Pa.

DAYTONA BEACH AMUSE. CO.
518 Live Oak Ave.
Daytona Beach, Fla.

EASTERN SALES CO.
1824 Main St., W.
Rochester 9, N. Y.

H & L DISTRIBUTORS, INC.
1524 Second Ave., N.
Birmingham 3, Ala.

H & L DISTRIBUTORS, INC.
708m Spring St., N.W.
Atlanta, Ga.

HUB ENTERPRISES
32 So. Charles St.
Detroit, Mich.

HY-G MUSIC CO.
1415 Washington Ave., S.
Minneapolis, Minn.

LEMME COIN MACHINE CO.
131 W. Vernor Hwy.
Detroit, Mich.

THE MARKEPP CO., INC.
4314 Carnegie Ave.
Cleveland, Ohio

MILLS SALES CO., LTD.
2827 W. Pico Blvd.
Los Angeles, Calif.

MILLS SALES CO., LTD.
1640 18th St.
Oakland 7, Calif.

MILLS SALES CO., LTD.
600 S. E. Stark St.
Portland, Ore.

PHOENIX DISTRIBUTING CO.
611 W. Washington St.
Phoenix, Ariz.

ROANOKE VEND. MACH EX., INC.
13 S. Jefferson St.
Roanoke, Va.

TORONTO TRADING POST, LTD.
738 Yonge St.
Toronto, Ont., Canada

UNITED NOVELTY CO.
617 W. Capitol St.
Jackson, Miss.

UNITED NOVELTY CO.
DeLauney & Division Sts.
Biloxi, Miss.

THE VENDING MACHINE CO.
208 Franklin St.
Fayetteville, N. C.

WALBOX SALES CO.
1503 Young St.
Dallas, Texas

CLIFF WILSON DISTR. CO.
1121 So. Main St.
Tulsa, Okla.

WOOD DISTRIBUTING CO.
415 W. Main St.
El Dorado, Ark.

INTERNATIONAL MUTOSCOPE CORPORATION

44-01 ELEV. NTH. STRE.

W. W. RASKIN, President

LONG ISLAND CITY 1, NEW YORK

FOR IMMEDIATE DELIVERY
ORDER TODAY!

"SHOW GIRL"

WILLIAMS NEW 5 BALL GAME

IT'S GETTING "TOP BILLING" EVERYWHERE!

SCOTT-CROSSE COMPANY
Exclusive Distributor in Pa. & N. J.
1423 Spring Garden St. Phila., Pa.

Square Firm Has New 7-Ball

POUGHKEEPSIE, N. Y., March 1.—A new seven-ball roll-down game was announced this week by John A. Fitzgibbon and Al Schlesinger, Square Amusement Company executives. Game, titled Sportsman's Roll, is expected to be released soon.

Highest potential score of any game—790,000 points—is claimed by Fitzgibbon and Schlesinger. Biggest feature is a skill hole which gives player 40,000 points and opens the jaws of an alligator. A ball then dropped into the alligator's mouth closes the jaws and adds another 100,000 to the score. Cycle can be repeated.

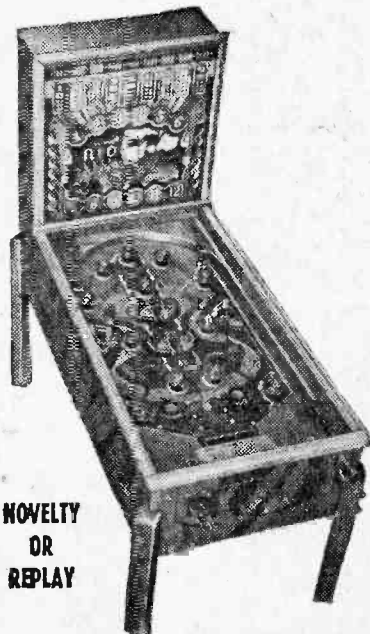
In addition to the pockets there are mystery buttons scattered around the board which yield 10,000 to 50,000 points for each contact. A new type material used in the cabinet that looks and feels like leatherette finish is said to give the unit advantage of light weight and lower shipping costs. Production of all other games made by the firm has been halted in order to speed production.

Wm. Weinstein Takes Over Arcade of Chadaher-Roth

ATLANTIC CITY, March 1.—William Weinstein is the new owner of the arcade at 2407 Boardwalk, formerly owned by Nat Chadaher and Sam Roth, it was announced this week. Weinstein formerly owned the arcade at 933 Boardwalk which he sold to Al Goodman.

EXCLUSIVE DISTRIBUTORS FOR WISCONSIN & UPPER MICHIGAN

PERSONAL MUSIC CORP. MEASURED MUSIC	UNITED COIN MACHINE CO.	FILBEN '47 30-RECORD PHONOGRAPH
DAYAL PRODUCTS CORP. COUNTER GAMES		UNITED MFG. CO. PIN GAMES
H. C. EVANS & CO. CONSOLE GAMES		MARVEL MFG. CO. COUNTER GAMES
ELECTROMATON, INC. ARCADE-TYPE GAMES		SQUARE AMUSEMENT CO. ARCADE-TYPE GAMES
	U. S. VENDING CORP. SELECTIVE VENDER	



SEE US FOR RIO

That Sensational New 5 Ball Game

Dynamic . . . intriguing new playing principle. Twin kick-out pockets with cross-ball action. R I O Feature doubles value of pockets. Eleven ways to score replays. Last second play suspense.

NOVELTY OR REPLAY

Write for our latest price list on High Quality Reconditioned Equipment

Wisconsin's Leading Distributors

UNITED COIN MACHINE COMPANY

6304 W. GREENFIELD SPRING 8446-8447 MILWAUKEE 14, WISC.

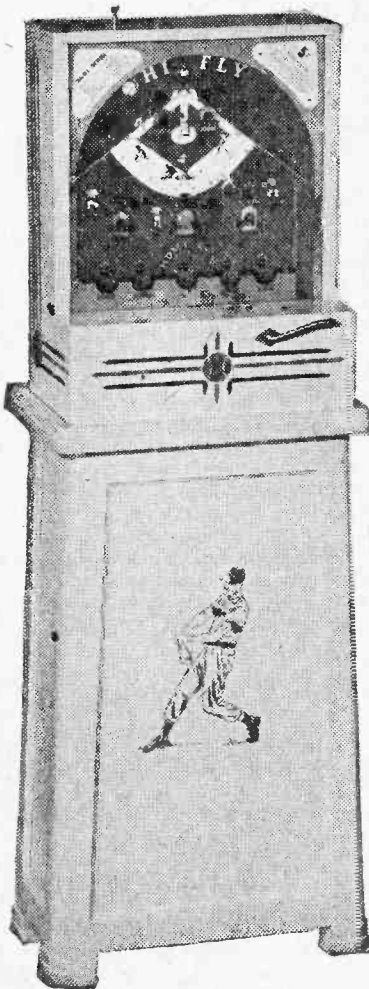
It's Sensational!
It's New!
It's Terrific!

IT'S "HI-FLY"

A BRAND NEW VERTICAL PIN GAME!

List Price **\$79.50** without stand F.O.B. Chicago

Order from your distributor. If he cannot supply you, write direct.



DISTRIBUTORS: Write for quantity prices
1/3 deposit with orders!

CENTRAL MANUFACTURING CO.
652 W. Walnut • Tel. DEArborn 2034 • Chicago 6, Ill.

TUBES and NEW ACCESSORIES

Complete Line of Phonographs and Parts

AN OPEN LETTER TO "JUKE BOX" OPERATORS

This letter is written by the founder of "ALBENA SALES CO."—not by a "Ghost" or "Ad" writer. Every word comes straight from the heart. Ours is a business with a conscience. We have always endeavored to see to it that the operator got the most out of his equipment—with proper management—low cost operation. Originally we were in the used parts business (JUKE BOXES EXCLUSIVELY) and we knew then as we know now—that the Seeburg, Wurlitzer and Rock-Ola machines were built to stand up and give good service permanently.

We like the JUKE BOX BUSINESS and it hurts us to see really good used equipment selling for so little. WHY? Today we rebuild these music boxes (that were so sturdily built) to give years and years of good music and good service. We honor the manufacturers and engineers who originally built these wonderful Wurlitzer, Seeburg and Rock-Ola machines by modernizing the cabinets—that they may look beautiful (AS THOUGH THEY JUST CAME FROM THE FOUNTAIN OF YOUTH). We thoroughly overhaul the mechanisms and we know that they will stand up and help bring in good collections long after the price tags are forgotten.

The writer has had ideas buzzing in his head that there are many successful operators who are not too proud to buy real honest-to-goodness bargains.

Here are some of our offerings (we have many more):
WURLITZER 616 COMPLETE LITE UPS \$165.00, WURLITZER 24s \$210.00, SEEBURG VOGUES \$255.00, SEEBURG GEMS \$235.00, etc.

All of these machines are good investments that will prove profitable indefinitely.

Think it over—"GOOD Values"—"Bargains." "Why"—because these machines can be placed anywhere and on any location. They have that modernistic eye appeal that will bring in real profits. (Signed)

Ben Horowitz

P.S.—We have a complete line of new and used parts for all makes and models of "Juke Boxes." Send for list.
Deposit Required With All Orders.

ALBENA SALES CO.
587 10th AVE., NEW YORK 18, N. Y. • Longacre 5-8334

Plastics Show Set In Chi May 6 to 10

NEW YORK, March 1.—A second National Exposition of the Society of the Plastics Industry, Inc., will be held May 6-10 in Chicago with close to 200 exhibitors, according to William T. Cruse, SPI executive vice-president.

New products, machinery, methods, and fabricating techniques will be highlighted.

Iowa Bill Would Give City Or Town More Coin Control

DES MOINES, March 1.—Rep. Harold Nelson, Sioux City, Ia., filed a bill (HF323) in the House of the Iowa Legislature, which is intended to give cities and towns the additional power to limit, regulate or tax juke boxes, pinballs or coin-operated vending machines.

Bill states that it would give the city councils the power to limit the number of such machines, to regulate them, to license or tax, or prohibit the machines by city ordinance.

N. O. Coinmen Seek To Hold Wartime Gains

(Continued from page 95)

factorer - distributor relationships should be strengthened and made more effective. Price cutting and bootlegging says one distributor have worked hardships on the industry here.

Operators of music machines report shipments of disks have increased, and that most tunes—with the exception of a few top pop hits—are in good supply. But quality of disks, music operators say, is still far below pre-war. Indie record manufacturers are the worst offenders in this respect, music operators report. One particular indie line, operators say, has released disks which averaged 20 or less plays before they had to be removed and replaced.

Play here showed little effect during the annual Mardi Gras, since the thousands of tourists and the residents are diverted by the carnival season's many other attractions. Surprisingly, however, many tourists who were fortunate enough to secure hotel accommodations, stayed over the week following Mardi Gras.

Closing of bell machines within the city limits has had its effect on coin machine operations here, but steady play of other equipment and the increased number of tourists have served somewhat as a counterbalance.

Candy Service Co. Bought by Midwest Merchandising, Inc.

LINCOLN, Neb., March 1. — W. Woodie Leslie, president of Midwest Merchandising, Inc., announced that his firm has purchased the Candy Service Company from James W. Fenn.

Leslie said that Fenn's routes would be combined with those of Midwest and operated under the Candy Service name. The operating concern will be located at 2631 Randolph Street, where Midwest recently moved into new space, 50 by 150 feet.

Harold H. Hendee, Lincoln accountant and brother-in-law of Leslie, now is secretary-treasurer of Midwest. John Duffek, who was associated with Leslie in the formation of the company, no longer is connected with the firm, it was reported.

According to Leslie, Fenn will serve for a time in an advisory capacity with the new operating unit, but it is reported that Fenn probably will rejoin his brother, H. G. Fenn, in Fenn Brothers Candy Company, a manufacturing firm at Sioux Falls, S. D., in which he was formerly connected.

Edward Janssen and Myron K. Simmons are routemen for Candy Service.

Int'l Distributors Is New Firm in N. Y.

BROOKLYN, March 1.—Formation of a coin machine distributing partnership under the name of International Distributors was announced this week. Partners, Herman L. Pepper and Irving Fenichel, have opened offices at 4924 Avenue H, and will handle new and used music, vending and amusement machines.

At present, both Pepper and Fenichel are operating juke boxes, movie machines and vending machines in Manhattan, Jersey City, Coney Island and Brooklyn. New firm is distributor in New Jersey for the Spen Trailer.

British Pinballs Receive More Play

LONDON, March 1.—Amusement games, including pinballs, are coming in for their share of play in the current amusement spending wave that has swept Britain since the average wage earner can't use his money for worth-while goods.

Estimates of the 1946 non-essential spending placed it at \$4,000,000,000, with indications that 1947 might be even greater. Explanation, according to one source, is that patronage of dog and horse racing, soccer pools and sweepstakes, as well as coin-operated amusement games, is about the only outlet for a Britisher's spending instincts in the face of the austerity program and the "export only" drive.

It also was estimated that the industry supports between 300,000 and 400,000 persons, which amounts to 2 per cent of the entire working population and is equal to the number of German prisoners of war working in England.

Electromaton, Inc. Adds 2 Distributors

HOBOKEN, N. J., March 1.—Appointment of two new distributors of Electromaton, Inc., manufacturers of amusement games, was announced this week by Barnett R. Berkens, firm sales manager.

United Coin Machine Company, Milwaukee, will head sales in Wisconsin and Upper Michigan, and Rex Coin Machine Company, Syracuse, N. Y., will handle Upper New York State.

DEEP DROPS IN PRICES FROM THE DEEP, DEEP SOUTH

ALL EQUIPMENT READY FOR LOCATION!!!

MUSIC

SEEBURG

5 Vogue... \$250.00	7 9800 ... \$325.00
1 Crown .. 225.00	1 8800 .. 300.00
2 Regal .. 200.00	3 12-Rec... 75.00
3 Royal... 185.00	1 Classic... 275.00
5 Gem ... 195.00	1 Casino... 200.00
1 Model D 75.00	1 8200 ... 325.00
2 Colonel.. 275.00	1 Cadet... 225.00

ROCK-OLA

9 Super 40.. \$275.00	2 Dial-a-Tone... \$200.00
5 DeL. 39. 275.00	1 WR20... 175.00
1 Stand. 39 250.00	

PIN BALL MACHINES

9 Lauras... \$150.00	5 St. Door Canteen... \$175.00
1 Home Run 38... 25.00	2 Casa Blanca... 125.00
1 Trallaway 25.00	1 Goalie... 225.00
1 Ten Spot 25.00	1 American Beauty... 75.00
4 Cover Girls... 150.00	1 Surf Queen... 175.00
6 Oklahoma 150.00	1 Idaho... 150.00
1 Sink the Jap... 25.00	4 South Seas ... 200.00
3 Argentinas... 45.00	2 Rivelas... 200.00
1 Sea Power ... 45.00	2 Trade Winds... 200.00
2 Jolly ... 25.00	1 Flying Tiger ... 50.00
1 Glamour... 25.00	1 Santa Fe... 150.00
1 Seven Up 45.00	1 Lucky... 25.00
3 Catalina... 125.00	3 Monickers ... 50.00
1 League Leader... 25.00	2 Sports... 25.00
1 Metro... 25.00	
1 Sunbeam... 50.00	

MISCELLANEOUS ARCADE EQUIPMENT

2 Keeney Air Raider... \$100.00	1 Drive-mobile... \$150.00
8 Bally Rapid Fire ... 75.00	2 Sky Fighters... 185.00
	2 Jumbo Parades, Consoles, Free Play ... \$65.00

WURLITZER

7 600 ... \$250.00	1 600 Vic. Cab... \$250.00
3 412 ... 75.00	1 750 E... 400.00
1 312 ... 75.00	1 800 ... 400.00
2 616 A... 125.00	2 700 ... 375.00
2 616 Vic. Cabinet... 195.00	2 800 Hide-away... 225.00
2 716 ... 125.00	1 24 A... 200.00

MILLS

1 Empress... \$200.00	8 Thrones... \$225.00
-----------------------	-----------------------

WALL BOXES

30 5¢ Wire-less Seeburg Boxes... \$18.50	30 2-Wired Wurlitzer Wall Boxes... \$12.50
--	--

MILLS

1 Lime Lite... \$ 25.00	3 Four Aces ... \$ 90.00
2 Horoscopes... 50.00	5 Yanks ... 75.00
1 Formation ... 30.00	5 Flat Tops 125.00
1 Sporty ... 25.00	2 Brazill... 150.00
5 Victory... 75.00	1 Arizona... 150.00
2 Boscoss... 50.00	1 Smack the Jap... 25.00
1 ABC Bowler... 45.00	2 Gobs... 75.00
1 Topic... 50.00	1 Invasion... 75.00
2 Defense... 75.00	2 Shangri La ... 125.00
1 Home Run, '41 50.00	2 Slap the Jap... 25.00
1 Miami Beach... 40.00	1 Spot a Card... 45.00
1 Mustang... 65.00	1 Skyline... 25.00
1 Boomtown... 25.00	1 Champ... 35.00
3 Gun Club 50.00	1 Score Card ... 35.00
1 Destroyer 45.00	1 High Stepper... 40.00
3 Air Circus... 90.00	

Burton Music Machine Corp.

2794 PIEDMONT ROAD, N. E.

ATLANTA, GA.

PHONE: CHEROKEE 4290

A BUY! LOOKS AND WORKS LIKE NEW! PERFECT!

AMI AUTOMATIC HOSTESS

COMPLETE UNIT OF TEN — \$3,500

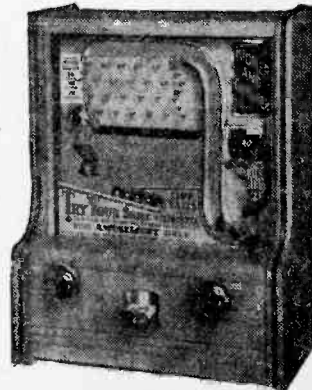
AMI HOSTESS CABINETS ONLY

\$295.00 EACH

1/3 Deposit, Bal. C. O. D., F. O. B. Phila. WRITE—WIRE—PHONE

DAVID ROSEN

855 NORTH BROAD STREET, PHILADELPHIA 23, PA. PHONE: STEVENSON 2258-2259



100 PER CENT SKILL!
TAKES IN MORE MONEY PER DOLLAR INVESTED THAN ANY GAME MADE!

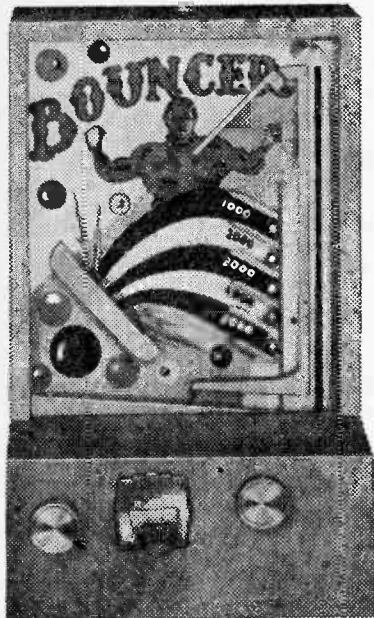
PENNY PLAY \$49.75 F. O. B. CHICAGO
ADD \$3.75 FOR NICKEL PLAY

ORDER TODAY. TRY IT FOR 10 DAYS. MONEY BACK IF NOT SATISFIED. YOU KEEP THE RECEIPTS!

BAKER NOVELTY COMPANY
1700 WASHINGTON BLVD. CHICAGO 12, ILLINOIS

WOW! HEY! IT'S BOUNCER!

- BRAND
NEW
- LIVELY
- PERFECT
- 5-BALL
- SKILL
GAME



Built so simply it can be stripped and put together again in less than 10 minutes. An absolutely foolproof chain-drive ball lift that just can't go out of order. **THAT'S WHAT YOU WANT IN A COUNTER GAME!**

Amazing player appeal and as easy to play as looking at it. Two gold balls that give double the score of whatever alley they bounce into. **THAT'S WHAT YOU WANT IN A COUNTER GAME!**

5-color, silk screened playing field. The eye can't miss it! The coins pour in! Take your choice of penny or nickel chute! **THAT'S WHAT YOU WANT IN A COUNTER GAME.**

A FEW DISTRIBUTORSHIPS AVAILABLE — WIRE NOW



\$44.50 (Operator's Price)
1/3 Dep. Bal. C.O.D. FOB. Factory
Write for quantity prices

1141 DE KALB AVENUE, BROOKLYN 21, N. Y. GLENMORE 2-5450.

WE GOT LOTS OF SLOTS IN STOCK NEW AND USED

Ready for Immediate Delivery

"GOLDEN FALLS BELL"

50c Machine
2/5 or 3/5 pay!
Hand Load
Jackpot Holds
\$50.00



READY FOR IMMEDIATE DELIVERY!

- SOLD ON MONEY BACK GUARANTEE
 - PERFECT OPERATING MECHANISM
 - ALSO AVAILABLE IN 5c, 10c or 25c Play
 - DISTRIBUTORS, Write, Wire, Phone for Quantity Prices!
- "GOLDEN FALLS" Cabinets also available without mechanism—fit all Mills Escalator Type Machines!

American Amusement Co.
164 EAST GRAND AVE., CHICAGO 11, ILLINOIS • ALL PHONES: WHItEhall 4370
BUY "AMERICAN" AND YOU BUY THE "FINEST"

ALL MACHINES Reconditioned Like New!

COLUMBIA DOUBLE JACKPOT BELL SPECIAL

\$85.00 Ea.

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.

SPARKS Complete Automatic

Token payout machine. Cigarette reels. Same features as any high price slot machine. Splits tokens. Free play or Cig. token supplied. Specially priced at . . .

\$12.50 Each

SPARKS Champion

Fruit or cig. reels. 1¢ or 5¢ play. Takes nickels, plays out quarters. Supplied with cig. or Free play tokens!

\$22.50 Each
Special: 5 for \$95.00

AMERICAN EAGLE

Reconditioned like new. Fruit reels. Token or 25¢ payout. Either 1¢ or 5¢ play. 1¢ or 5¢ Marvel cig. reels.

\$20.50 Each
Special: 5 for \$90.00

MERCURY

Cig. slot reels. Can be used with free play tokens or cig. tokens. Supplied with tube of tokens. 1¢ or 5¢ play.

\$14.50 Each
Special: 5 for \$60.00

ZEPHER GUM VENDOR

With cig. or fruit reels. Size: 8"x9"x10". Wt. 15 lbs. 1¢ play.

\$10.50 Each
Special: 5 for \$40.00

GINGER Automatic Payout Machines.

Takes nickels, pays out quarters. Token or 25¢ payout. Cig. tokens furnished free in tube. Cigarette reels. 1¢ or 5¢ play.

\$14.50 Each

"21" PLAY BLACK-JACK. BEAT THE HOUSE!

1¢ or 5¢ play.

\$10.50 Each
Special: 5 for \$42.50

A NATURAL BECAUSE IT CHALLENGES THE SKILL OF THE PLAYER!
More Dollars for you with **THE NEW ABT CHALLENGER, \$65.00** Each
Lots of 25 \$60.00 ea.
Lots of 50 55.00 ea.
Lots of 100 50.00 ea.
Jobbers, Write for Quantity Prices. Immediate Delivery!
STANDS . . . \$7.50 ea.

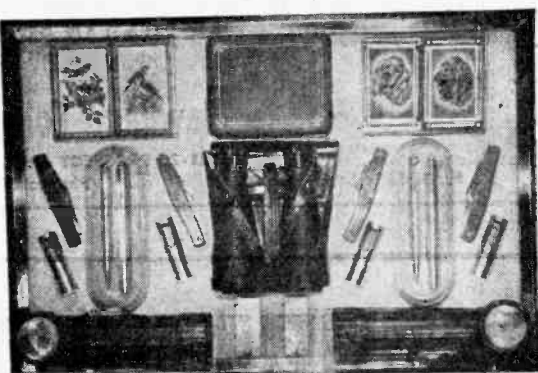
ALL ORDERS MUST BE ACCOMPANIED BY 1/3 DEPOSIT! Balance C.O.D. All prices F.O.B. Chicago. Send for complete list of Coin Operated Equipment and Counter Games. Complete line of Salesboards and tickets. We repair machines.
WRITE FOR FREE CATALOG!
ABC COMPANY
823 W. RANDOLPH ST. CHICAGO 7, ILL.
PHONE: Haymarket 9076

SALES BOARD PROFITS

Deal Consists of 2,000 Hole Board—5c Sale—Takes in \$100.00

Pays Out:

- 2 Sets of Plastic Coated Duratone Cards, worth \$1.50 each.
- 1 Set Plastic Coated Duratone Cards in Leather Box, worth \$5.00.
- 2 Aluminum Pen & Pencil Sets, worth \$10.00 each.
- 1 Pair of Field Glasses with Leather Case, worth \$10.00.
- 6 Duraluminum Cigarette Lighters, worth \$1.00 each.
- 4 Two-Bladed Pocket Knives, worth 75¢ each.
- 2 Gits right angle plastic Flashlights, worth \$1.95 each.



- 1 Plastic Water Tray, complete with beautifully cut glasses and 8 plastic coasters.
- Consolation—\$10.00 cash or 40 packs of cigarettes.

VALUE OF MERCHANDISE, PAD AND BOARD OVER \$65.00



We are the only firm in this business that has been operating continuously and successfully for over 20 years.

OPERATORS AND JOBBERS, WRITE TO DEPT. B FOR PRICES IN QUANTITY. Send in your order with \$5.00 check or money order, balance C. O. D. Write Dept. B for catalogue of high profit deals and salesboards.

DEAL #601
Complete Price \$38.40
Definite Profit \$61.60

A. N. S. Sales, Inc.
312 E. Market Street Elmira, N. Y.

**"YOU'LL HAVE OUR WORD—OUR GUARANTEE—
A BOND AS STRONG AS STEEL,
WHEN WE CLOSE NEGOTIATIONS
WITH THE STATEMENT, 'IT'S A DEAL.'"**

BUBBLE GUM

Now Available in Quantity
With Purchase of Vendors.
1¢ Silver King
Gum \$13.95
25 or More, Ea. 10.50
Pipe Stands 3.75
With Cross-Bars 5.00
Wall Brackets 1.00

NEW CONSOLES

Bang Tails \$618.50
Bang Tails, F.P.
Conv. 773.00
Bang Tails Tickets 872.50
Gallop Dominoes 618.50
Winter Books 826.00
Evans Races, J.P.,
F.P. Conv. 989.50
Jennings Challenger,
5/25 510.00

NEW VENDORS

Victor V-Globe .. \$11.75
Victor V Cabinet .. 13.75
Victor V, 5¢ 14.75
Advance Nut 10.50
Advance Gum 10.50
Silver King Nut .. 13.95
Silver King, 5¢ .. 13.95

**VENDORS FOR ALL
PURPOSES — WRITE
YOUR REQUIREMENTS**

**IMMEDIATE DELIVERY
ON ALL EVANS CON-
SOLES—WRITE.**

**MASTER 1¢-5¢ Combi-
nation Fancy Nut and Pis-
tachio Vendor, Brand
New—\$15.50.**

**"STAR" POPCORN MACHINES — PROVEN
THE FINEST AT THE LOWEST PRICE**

Trouble Free Mechanism—Streamlined Stainless
Steel Cabinet—Illuminated Display Signs—
Attractive and Durable.

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SUPER STAR, Theater Model \$589.00
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SILVER-STAR, Counter Model 398.00
JUMBO-GIANT, Popping Unit 248.00
BULK CORN, SEASONING, SALT, BOXES
can be supplied.

5—BRAND NEW BOLASCORES—5
Originally \$375.00—NOW \$195.00.

**CHICAGO COIN'S NEW BASKETBALL
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GOALEES, Floor Sample \$275.00
LITE LEAGUE, Floor Sample ... 225.00

15 BALLY CUP DRINK VENDORS—
Complete with 3 stainless barrels. \$375.00

WURLITZER SKEE-BALLS ... \$295.00

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SHOW GIRL ... \$289.50
VANITIES 299.50
KILROY 279.50
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BOOMERANG 295.00
DOUBLE BARREL 279.50

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**THE NEWEST, MOST SEN-
SATIONAL ROLLDOWN
BASEBALL GAME. SURE
APPEAL—SURE PER-
FORMANCE. AVAILABLE
IMMEDIATELY.**
\$419.50.

SOLOTONE

BOXES and EQUIPMENT
200 Brand New Wall Boxes
—About 15 Amplifiers—
MAKE US AN OFFER.

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Packs \$ 7.00
Klix 7.00
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Hold & Draw 12.00
Tally 10.00
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ABT Target 25.00
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Pick-a-Paks 12.00
Home Run Guns 12.00
5¢ Tickette 12.00
Skill Target 12.00
Skill Bomber 12.00

CONSOLES

Bally 5/10/25 Triple Bells
Bally Draw Bells
Bally De Luxe Draw Bells
Keeney 5-10-25 Bonus
Super Bell
Keeney 5-10 Bonus Super
Bell
Keeney 5¢ Bonus Super
Bell
'46 Mutoscope Voiceographs
Jr. League Bat-a-Ball with
Cabinet Base, 1¢ or 5¢.
**WRITE, WIRE, PHONE
FOR PRICES.**

CONSOLES

Baker's Pacers, '46 \$375.00
5-25 Super Bell .. 195.00
Jumbo Parade, F.P. 65.00
Big Game, F.P. 75.00
Kentucky Club ... 125.00
Baker's Pacers 275.00
Bob Tall, F.P. 95.00
Silver Moon, F.P. 95.00
4-Bells 300.00
Royal Flush 110.00
'38 Track Time ... 125.00
Bally Club Bell ... 150.00
Paces Reels 100.00
Paces Saratoga ... 100.00

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25 Brand New 5¢-
10¢ Stamp, Simi-
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65 Short Tab Gum
Vendors \$12.50
Gum Source Available.
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man 1¢ Hershey
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MUSIC

Singing Towers ... \$175.00
Wurl. 24 Vct. ... 295.00
Commandos 385.00
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Rock-Ola Super ... 295.00
Wurlitzer 616 ... 175.00

ROCK-OLA BOXES

10 Dialatone Wall
Boxes \$12.50
10 Dialatone Bar
Boxes 12.50

PANORAMS ... \$365.00
PHOTOMATIC .. 650.00

ABT CHALLENGERS —
\$65.00.
Write for Quantity Prices.

**PADDED PHONOGRAPH
COVERS, Water and
Mildew Proof ... \$25.00**

**TERMS: 1/2 DEPOSIT WITH ALL ORDERS,
BALANCE C. O. D.**

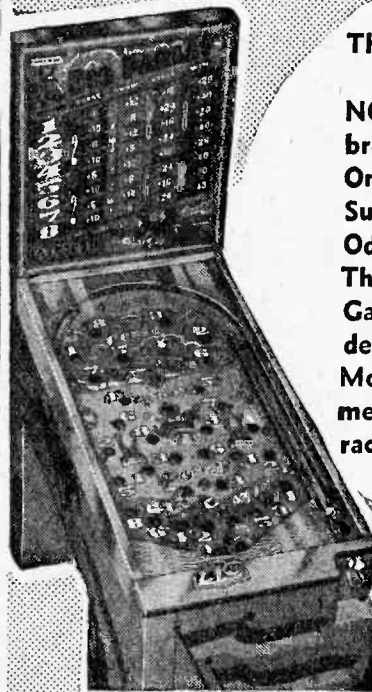
Cleveland Coin Machine Exchange

2021-25 PROSPECT AVE. CLEVELAND 15, OHIO
Phone: PProspect 6316-17



M. S. GISSER, Sales Mgr.

HEY! BALTIMORE!
See Roy McGinnis for
Keeney's BIG PARLAY



**The Greatest of All 1-Ball
Machines!**

**NOW taking in record-
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One to Seven Coin Play—
Superscore Awards — Big
Odds!**

**The first new idea in 1-Ball
Games in more than a
decade!**

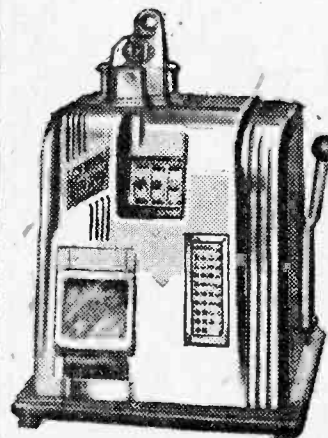
**More action, more excite-
ment, more play than a
race track Daily Double!**

We've got PARTS ... a complete
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any part you want any time you
want it. No matter how hard to
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Too Large or Small.

Established 1913 ROY MCGINNIS CO.

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**COLUMBIA DELUXE CLUB BELL
GOLDEN FINISH**



This big, beautiful Bell has everything an
operator's heart desires—superb styling ...
a lustrous golden finish ... a quiet yet fast
and fascinating playing action ... a trouble
free mechanism. Yes, the Columbia DeLuxe
Club Bell was designed by leaders in the
coin machine industry to bring you the
finest Bell in the world today.

Changeable to 1-5-10-25c play in a few
moments' time.

The coin box will prove to the operator the
great earning power of this money-making
machine.

**PRICE
\$209.50**

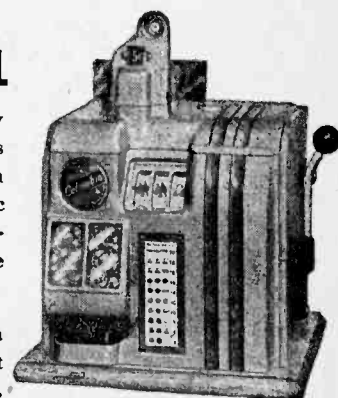
COLUMBIA TWIN JACKPOT BELL

The Columbia Twin Jackpot Bell is smartly
styled in dazzling, durable Hammerloid; its
operation is silent and its mechanism
trouble free ... changeable to 1-5-10-25c
play; hence you get the service of four ma-
chines for the price of one ... plus double
slug protection!

DON'T DELAY! Get your order in for a
sample of these machines ... Both great
and steady money-makers for the operator.

Write for Price in Quantity Lots.

**PRICE
\$145.00**



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13 S. JEFFERSON STREET

ROANOKE, VIRGINIA

LOWY'S BEST BUYS

NEW EQUIPMENT — IMMEDIATE DELIVERY

JACK RABBIT
A Perfect Arcade
Machine
\$475.00

Premier 10 GRAND
Junior Console Barrel
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Natural for Limited
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The Counter Game
That is Legal Everywhere
\$49.50
Will Make Liberal Trade-
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ROL-A-SCORE
Ideal 5 1/2" Skee Ball
for Miking Profits
\$469.50

Premier
BOWLO
Accepting Orders Now
Delivery Soon
\$489.50

Chicago Coin BASKETBALL CHAMP Now Taking
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850 \$474.50 616 \$119.00
24 189.00 600K 249.00
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Monarch, Ref. \$175.00
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Foreign Buyers—Contact Us. We Specialize in Changing Coin Mechanisms To Fit
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SEND FOR CATALOG! 1/3 DEPOSIT, BALANCE C. O. D. ORDER TODAY

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8200 Vic-
tory \$219.00 Regal ... \$169.00
Envoy, R.C. 249.00 Major, Ref. 315.00
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Throne \$169.00

Dave Lowy & Co.

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50¢ ROL-A-TOP

\$300.00

F. O. B.
CHICAGO

IMMEDIATE DELIVERY

We Can Furnish All Types of Reel Combinations To Meet Your Requirements

- 1 Cherry Pay 2
- 1 Cherry Pay 3
- Mystery 3-5 Payout, Std.
- Mystery 3-5 Payout, Club
- No Lemon on First Reel

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The Only 50c Bell That Shows the Last 5 Coins Played

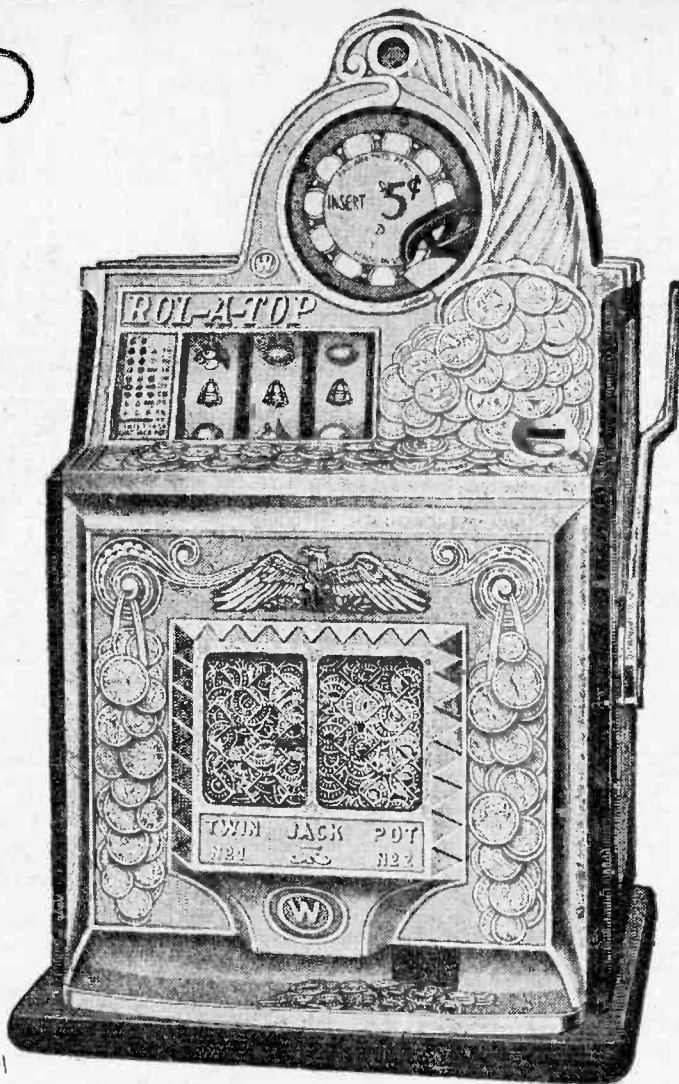
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Est. 1889 — Tel.: COLumbus 2770



4650 W. Fulton St.

Chicago 44, Illinois


Cable Address: "WATLINGITE," Chicago



1947 ROL-A-TOP

In 14 States a Wife  Must Pay Alimony
To An Ex-Husband 

THAT'S A FACT!

10c A Record Will Be The Straw 
That Breaks The Camel's Back,
and...**THAT'S A FACT!**

Let's face it, boys. The seemingly easy way out—10c a record—will be the straw that breaks the camel's back. It decreases sales when the thing to do is increase revenue. Here's the experience of hundreds of our operators. They've increased their take by installing music systems that are "tailored" to fit the particular location. It works.

The answer is to install enough Speakers—install enough Wall-o-Matics. The answer is to keep equipment busy — keep the nickels coming in. Drop in to see us and get the details on the Seeburg 2-year plan.



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AUTOMATIC EQUIPMENT CO.

EXCLUSIVE Seeburg DISTRIBUTORS FOR E. PENN. SO. JERSEY & DELAWARE

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YOU CAN'T FIX A WATCH WITH A SHOVEL!

and for best results you can't put just any coin-operated radio in all locations. Look at this **CORADIO HOSPITAL MODEL**. The specially designed speaker fits under the pillow and allows the patient to listen quietly to all programs without disturbing the other patients.

Smart operators know that hospitals are profitable locations. And for other models designed for other locations, smart operators **CHOOSE CORADIO** . . . the only **COMPLETE** line of coin-operated radios.

STANDARD MODEL—HOSPITAL MODEL—ALARM CLOCK MODEL—CONSOLE MODEL

Unconditionally guaranteed for one year! Standard brand tubes guaranteed for 90 days.

Did you see the **NEW DELUXE MODEL CORADIO** as displayed at the CMI show? It's the perfect coin-operated radio. In production now. Ready soon. Watch for the . . . **NEW DELUXE MODEL CORADIO!**



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COIN OPERATED RADIO
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Phone: CHickering 4-8865



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YOUR CHOICE \$34.50 EACH

ANY THREE \$100.00

- Attention
- Alr Force
- All American
- Boloway
- HI Stepper
- Majors, '41
- Metro
- Playball
- School Days
- Seven Up
- Snappy
- Stratoliner
- Slugger

- Torpedo Patrol
- Bombardier (Victory Conv.)
- Wildfire
- Fox Hunt
- New Champ
- Ten Spot
- Four Roses
- Jungle
- G. I. Joe (Jungle Conv.)

YOUR CHOICE \$44.50 EACH
ANY THREE \$130.00

- Argentine HI Hat
- Home Run, '42
- Knockout
- Sea Raider (Capt. Kidd Conv.)
- Southpaw
- Spot Pool
- Topic
- Venus
- Zig Zag
- Bosco
- Texas
- Mustang

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- Stage Door Canteen \$124.50
- Suspense 159.50
- Superliner 169.50
- Flat Top 89.50
- Five and Ten 54.50
- Liberty 74.50

FEED BOX SPECIALS

BIG HIT ... \$119.50

SURF QUEEN . \$99.50

UNITED REVAMPS \$84.50 EACH
ANY THREE \$250.00

- Arizona
- Santa Fe
- Streamliner
- Brazil
- Grand Canyon
- Oklahoma



1/3 WITH ORDER, BAL. C. O. D.

ACTIVE AMUSEMENT MACHINES CO.

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1060 Broad St. Newark 2, N. J. Mitchell 2-7646

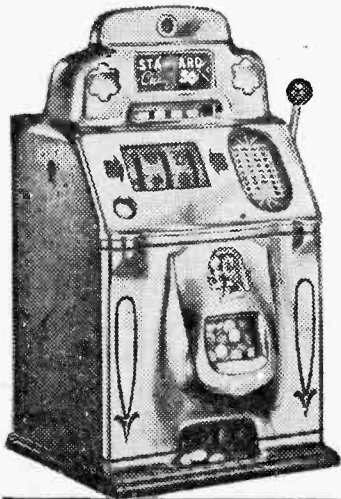
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"YOU CAN ALWAYS DEPEND ON ACTIVE-- ALL WAYS!"

If you boys want some real prices which you can dictate yourself on used Consoles Slots 1 Ball 5 Ball Just write or call. You will get action. Pick up the phone now. **First AMERICAN SALES, Inc.** For 35 years distributors of all types of Coin-Operated Machines, Vendors and Phonographs. 4603 Lincoln Ave. • Longbeach 6879 • Chicago 25, Ill.

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In Inventions
it's **NEWTON** and
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In Coin Machines

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STANDARD CHIEF

O. D. JENNINGS AND COMPANY

4307 39 WEST LAKE STREET • CHICAGO 24 • ILLINOIS
The Leader in the Field for over 40 Years

HYPO THE TAKE WITH THIS LATE EQUIPMENT!

USED LATE POST WAR MACHINES		LATE REVAMPS	
BIG HIT	\$139.00	ARIZONA	\$ 99.00
BAFFLE CARD	179.00	BRAZIL	99.00
DYNAMITE	199.00	CASABLANCA	99.00
FAST BALL	169.00	COVER GIRL	99.00
FIESTA	199.00	FLAT TOP	99.00
SUSPENSE	169.00	GRAND CANYON	99.00
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STEP UP	169.00	STREAMLINER	99.00
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KILROY	WRITE	RIO	WRITE
MISS AMERICA	WRITE	SHOW GIRL	WRITE
VANITIES	WRITE		

.22 SHORTS \$49.50 PER CASE

1/3 Dep.; Bal. C. O. D.

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107 MEADOWS ST. • NEW HAVEN 10, CONN. • TEL: NEW HAVEN 7-0146

COVEN'S COIN CORNER

FOR YOUR

Bally

EQUIPMENT

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COIN MACHINE PARTS

TRIPLE BELL

BALLY ENTRY

SPECIAL ENTRY

DOUBLE BARREL

EXCLUSIVE BALLY DISTRIBUTOR IN INDIANA, WISCONSIN and NORTHERN ILLINOIS.

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FOR IMMEDIATE DELIVERY!

ABC Bowler	\$39.50	Show Boat
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Capt. Kidd		School Days
Defense		Seven Up
Eagle Squadron		Sky Blazer
Four Roses		Towers
Four Diamonds		Venus
Girls Ahoy		Victory
HI Hat		

Clover \$29.50 | Wild Fire \$29.50
Speed Demon \$29.50

\$59.50

Big Parade
Five-Ten-Twenty

Knockout
Marvel
Yanks
Baseball

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WRITE OR WIRE

UNITED INDUSTRIES
525 PARKER ST • CHESTER • PENNA.

ALL ITEMS GUARANTEED

Brand New Equipment—Prompt Delivery

KILROY RIO SUPERLINER SHOW GIRL TRIPLE BELLS
STATE FAIR STEP-UP BONUS BELLS GALLOPING DOMINOES
VANITIES MISS AMERICA DELUXE DRAW BELLS EVANS RACES

PINBALLS

12 Liberty. Each	\$ 90.00	1 Yanks	\$ 90.00
12 Shangri-La. Each	90.00	1 Jungle	39.50
3 Streamliners. Each	115.00	1 Towers	39.50
1 South Seas	125.00	1 Horoscope	39.50
1 Wagon Wheels	125.00	1 Keep 'Em Flying	60.00
1 Oklahoma	125.00	1 Catalina	109.50
1 Arizona	125.00	1 Air Circus	90.00
1 Stage Door Canteen	115.00	1 Gun Club	50.00
1 Monicker	65.00	1 Stratoliner	39.50
1 5-10-20	67.50	1 Bosco	39.50

ONE BALL

1 Victory Special, Used	\$360.00	1 Pimlico	\$125.00
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CONSOLES

5 Keeney 6c Super Bells, F.P., P.O. Each	\$150.00	1 Jumbo Parade, F.P.	\$ 60.00
2 Keeney 5-25c Super Bells, C.P.O. Each	175.00	1 Jumbo Parade, C.P.O., Late Head	80.00
1 Keeney 5-5c Super Bell, C.P.O.	150.00	2 Big Game, C.P.O. Each	80.00
21 Bally High Hands, Late Serial. Ea.	100.00	8 5c New Paces Races, Rebuilt by Baker & Evans. Each	250.00
		9 Triple Entry. Each	90.00

MUSIC

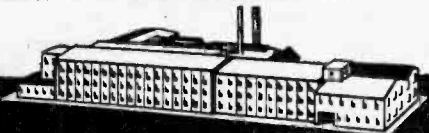
2 Seeburg Vogue. Each	\$275.00	2 Wurlitzer 600R. Each	\$250.00
2 Seeburg Major, R.C.E.S. Each	325.00	1 Wurlitzer 600K	275.00
2 Seeburg Envoy, R.C. Each	325.00	2 Wurlitzer 500K. Each	260.00
1 Seeburg Classic	250.00	1 Wurlitzer 61	119.50
1 Seeburg K-20	184.50	1 Rock-Ola Master	225.00
1 Seeburg 9800 Hi Tone, E.S. (Walnut)	350.00	2 Rock-Ola Windsor. Each	175.00
3 Seeburg 8800 Hi Tone, E.S. Each	350.00	2 Rock-Ola Twin 12, Steel Cabinets. Ea.	150.00
2 Wurlitzer 850. Each	500.00	2 Rock-Ola Cellar Units, 20 Record In	
2 Wurlitzer 800. Each	475.00	Buckley Steel Cabinets. Each	140.00
1 Wurlitzer 750E	450.00	1 Rock-Ola Spectravox	75.00
1 Wurlitzer 700	400.00		

ARCADE

2 Scientific Batting Practice. Each	\$ 75.00	1 Bally Alley	\$ 40.00
3 Mutoscope Sky Fighter. Each	125.00	3 Shoot Your Way to Tokyo. Each	75.00
2 Buckley Treasure Island Diggers. Each	60.00	2 Amusement Lite League. Each	50.00
1 Liberator, Upright Pin Game	40.00	2 Premier Skee Barrel Roll, 12 1/2". Ea.	274.50
1 Ace Bomber	89.50	3 Premier Skee Barrel Roll, 10 1/2". Ea.	244.50
1 Skee-Ball-ETTE	50.00	1 Super Skee-ROLL	175.00
2 Paratrooper Guns. Each	75.00	1 FT CHALLENGERS, NEW. Each	49.50
4 Champion Hockey, Slightly Used. Ea.	50.00	1 FT CHALLENGERS, NEW. Write	
1 All-Star Hockey	100.00	Gottlieb Grip Scales, NEW	
		MILLS VEST POCKETS. Each	74.50

ALL EQUIPMENT IN A-1 CONDITION, READY FOR LOCATION. WE STAND BEHIND EVERY MACHINE WITH AN UNCONDITIONAL GUARANTEE OF SATISFACTION OR YOUR MONEY BACK.

TERMS: 1/3 DOWN, BALANCE C. O. D. OR SIGHT DRAFT



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Cable Address: "EASCO"
 Branches: PENNSYLVANIA, DELAWARE, MARYLAND, FLORIDA

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INCREASED PROFITS WITH JAR GAMES

RED-WHITE-BLUE		COMBINATIONS	
Size	Price	Winning Numbers protected by Chinese Script.	Price
2170	\$1.49	Size	\$1.69
2040	1.41	2280	1.59
		2052	1.59
BINGO NUMERALS ON STICKS		TIP BOOKS	
1000	\$.84	120	\$24.00 gross
1000 Questions & Answers on Sticks	1.05	BASEBALL TIPS	
1200	1.05	120 Reg. B.B. Tip Books, 2-Way,	
1260	1.12	2-Leagues	\$23.00 gross

CARD DEALS

1000 Win A Fin, five in bundle, hand stamped	\$1.80
200 Sure Shot 5 numbers, on ticket, 25c play	1.50
200 Win A Fin 5 numbers on one ticket, 25c play	1.50

WE SELL ONLY TO OPERATORS AND JOBBERS

JAY BEE PRODUCTS, INC., 184 N. Franklin St., Chicago 6, Illinois, State 6816

25c Jumbo, C.P. . . \$140.00	5c Black Cherry Bell \$165.00	5c Brown Front . . \$100.00
• New Columbias	25c Bally Draw Bell	10c Brown Front . . 110.00
• New Vest Pockets	Evans' Bangtail Winterbook	25c Brown Front . . 120.00
• New Black Cherry Bells		10c Mills Q.T. . . . 60.00
		5c Blue Front 90.00
		10c Blue Front 100.00
		25c Blue Front 110.00
		50c Blue Front 200.00
		5c Silver Chrome . . 115.00
		5c Gold Chrome . . . 125.00

We Have All Mills SLOTS and JUMBO PARTS. Buying Specialists for Foreign Ops. Advise Us Your Needs.

Lewis COIN MACHINE SERVICE

3924 W. Chicago Ave. • Chicago 51 • Belmont 7005

WILL PAY **\$40.00** EACH
 BALLY RAPID FIRES

WILL PAY **\$35.00** EACH
 SEEBURG CHICKEN SAM'S & CONVICT RAY GUNS

ALL PARTS MUST BE COMPLETE
 WRITE FOR SHIPPING INSTRUCTIONS

Addison Novelty Co.

1215 N. Clark St. Chicago • Illinois

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EXHIBIT SUPPLY CO. 4222-30 WEST LAKE ST. CHICAGO 24, ILL. (ESTABLISHED 1901)

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As the outstanding distributor in the East we offer the largest selection of any type, make or model of coin machine. Our re-conditioned games carry the famous Triple Test Guarantee. Our service is lightning fast. Our operators know we're dependable.

SEND FOR COMPLETE LIST!

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EXCLUSIVE *Genco* DISTRIBUTORS IN THE EAST

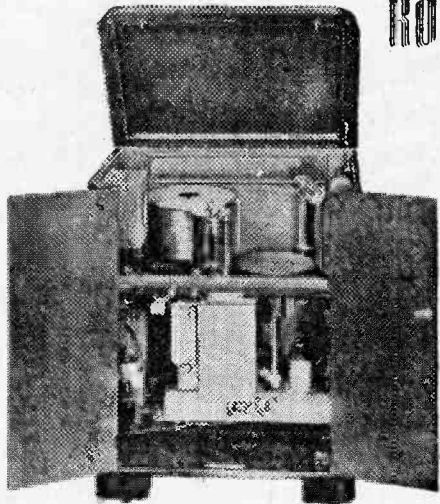
SEABOARD NEW YORK CORP., 460 Tenth Ave., New York 18, N. Y.
 SEABOARD NEW JERSEY CORP., 27-29 Ausfin Ave., Newark 5, N. J.
 SEABOARD CONNECTICUT CORP., 1625 Main St., Hartford 5, Conn.

LAZAR

features

ROCK-OLA

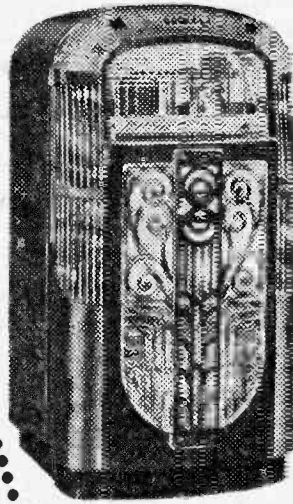
"The Phonograph that sells music"



ROCK-OLA Model 1424

PLAYMASTER

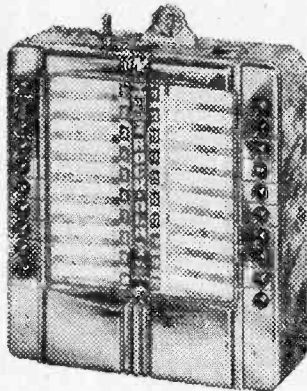
Reinforced walnut veneer cabinet of heavy construction with famous Rock-Ola 20-record mechanism. All steel 1-piece chassis plate, chrome-plated mechanism, true-tone amplifier, and automatic monitor speaker. The very latest in coin operated music machines.



ROCK-OLA

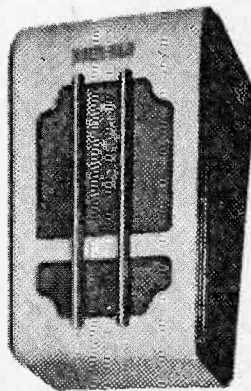
Model 1422

The famous "phonograph of tomorrow" with 20 selections, and rich, high fidelity tone amplifier. Separate 5c, 10c and 25c coin chutes, record tray release, and complete visibility. Smart operators know that this Model 1422 is a great value in phonographs.



ROCK-OLA Speaker

Heavy wood construction, wall-type speaker, with 8" permanent magnet and adjustable volume control. Built for long and rugged operation.



ROCK-OLA Wall Boxes

Compact wall boxes in all metal case, with direct wire connections, ample cash box, push button selection, and hinged quick-changing program frames. Shock-proof positive action coin switch and adjustable bracket for bar or counter mounting.

28 Years
the Leader in the Field

B. D. Lazar Co.

1635 FIFTH AVENUE
PITTSBURGH
Phone Grant 7818

P.S. We are now making delivery on Gottlieb's Miss America and Daily Races—two of the outstanding games at the recent Coin Machine Convention.

YOU CAN'T BEAT OUR PRICES!

FOREIGN BUYERS—WE EXPORT TO ALL PARTS OF THE WORLD

WURLITZER

Wurlitzer 412, 12 Record	\$ 69.50
Wurlitzer 816, Plain	95.00
Wurlitzer 616, Lite-Up Top & Bottom	125.00
Wurlitzer 500	199.50
Wurlitzer 800, Rotary	199.50
Wurlitzer 800, Packard Keyboard	175.00
Wurlitzer 24	175.00
Wurlitzer 61, Counter Model	89.50
Wurlitzer 71, Counter Model	139.50
Wurlitzer 24, Cellar Job, Remote	159.50
Wurlitzer 24, Cellar Job, Wired	129.50
Wurlitzer 42/24 Victory	175.00
Wurlitzer 42/600 Victory	195.00
Wurlitzer Twin 12, Cellar Job, Buckley	129.50
Wurlitzer Twin 12, Cellar Job, Packard	129.50
Wurlitzer 780E Colonial	350.00
Wurlitzer 750E	399.50
Wurlitzer 800	399.50
Wurlitzer 850	399.50

SEEBURG

Seeburg Casino	\$145.00
Seeburg Mayfair	165.00
Seeburg Plaza	165.00
Seeburg Gem	165.00
Seeburg Regal	165.00
Seeburg Gem, ESRC	225.00
Seeburg Vogue or Classic	225.00
Seeburg 8200, Victory Model	169.50
SEEBURG HI TONE, ES	199.50
SEEBURG HI TONE, ESRC	239.50
SEEBURG HI TONE, 8200, ESRC	275.00

MILLS

Mills Throne	\$115.00
Mills Empress	135.00

ROCK-OLA

Rock-Ola 12	\$ 69.50
Rock-Ola Monarch or Windsor	149.50
Rock-Ola Standard Dial-a-Tune	189.50
Rock-Ola Standard De Luxe	199.50

WALL BOXES

Seeburg Selectomatic Boxes	\$ 5.00
Seeburg 24 Sel. Wall-o-Matic, Remote	20.00
Seeburg 20 Sel. Wall-o-Matic, Remote	25.00
Seeburg Large Type Wall-o-Matic, R.C. or Wired	5.00

Seeburg Bar-o-Matic, 5-10-25¢	39.50
Seeburg 3-Wire, 5-10-25¢	39.50
Wurlitzer #331 Bar Boxes	5.00
Wurlitzer #320 Sweet Music, 5¢	12.50
Wurlitzer #125, 5-10-25¢	12.50
Wurlitzer #120 5¢ Boxes	12.50
Buckley Plain, 24	5.00
Buckley Chrome, 24	6.50
Buckley Lite-Up Side (24), Gold	8.00
Buckley Lite-Up Side (24), Chrome	9.50
Rock-Ola Dial-a-Tune	7.50
Rock-Ola 5¢ #1504 Bar Box	8.50

PARTS

Seeburg SD-24-1Z Adapter and GSR1 Sel. Receiver (Both)	\$49.50
#304 Wurlitzer Stepper	12.50
#145 Wurlitzer Red Stepper	32.50
Wurlitzer #130 Adapter	22.50
Wurlitzer #300 Adapter	22.50

PACKARD BOXES, Brand New. \$38.95

Send 1/3 Deposit, Balance C. O. D.

HUB DISTRIBUTING CO.

632 TENTH AVENUE
Cor. 45th St.
Circle 6-9570
NEW YORK 19, N. Y.

BUY FROM MARKEPP *It's Safer!*

A. B. T. "CHALLENGER"

Sample \$65.00

Write for Quantity Prices.

5-BALL PIN GAMES

MARVEL CATALINA	\$150.00
SEA HAWK	49.50
FLEET	39.50
VICTORY	79.50
CASABLANCA	95.00
NEW CHAMP	55.00
FLICKER	49.50
DEFENSE (Genco)	39.50
SKY RAY	42.50
TARGET SKILL	47.50
ATTENTION	49.50
TEN SPOT	49.50
ZIG ZAG	69.50
SEVEN UP	69.50

MUSIC

SEEBURG HI-TONE 8800, RO	\$375.00
SEEBURG CLASSIC	275.00
SEEBURG ENVOY	250.00
ROCK-OLA '39 DELUXE	250.00
ROCK-OLA STD. DIAL-A-TONE	250.00
WURLITZER VIC. 24	225.00
WURLITZER VIC. 500-K	300.00
WURLITZER 81	95.50
WURLITZER 412	98.00
WURLITZER 780	350.00

NEW AND USED ARCADE EQUIPMENT

NEW SUPERROLL	\$349.50
NEW LOVE ANALYST	225.00
NEW MUTOSCOPE CARD VENDOR	87.50
NEW POP-UP	49.50
SUPER TRIANGLE	355.00
CHAMPION HOCKEY	125.00
CHICAGO COIN HOCKEY	125.00
LITE LEAGUE	225.00
SEEBURG TARGET CONVERSION	98.50
BALLY RAPID FIRE CONV.	110.00
BALLY DEFENDER	125.00
WESTERN BASEBALL DELUXE	89.50
WESTERN MAJOR LEAGUE	125.00
EVANS SKEE BALLETT	74.50
CHICAGO COIN GOALLEE	250.00

4310 CARNEGIE AVE. *The MARKEPP Co.* M. M. MARCUS & SONS TEL. WEN 1043 CLEVELAND 3, OHIO

SACRIFICE SALE

ABT Challengers, 1¢, New	\$49.50	Daval Marvel, 1¢, Used	\$ 37.50
ABT Challengers, 1¢, Used 3 Weeks	39.50	Daval American Eagle, 1¢, Used	37.50
Baker Kicker & Catcher, 1¢, New	39.50	Perry Pool Tables, 3 1/2 x 7, Coin-	
Baker Kicker & Catcher, 1¢, Used 3 Weeks	34.50	Operated, 5¢, Used	199.50

1/3 Deposit—Balance C. O. D. Will Accept Music in Exchange.

G. F. PERRY
Johnston, S. C.

SALESBOARDS—All Orders Shipped Same Day Received

Holes	Play	Description	Average Profit	Net Price
400	5¢	LUCKY BUCKS, DEFINITE PROFIT	\$ 7.00	\$.85
520	5¢	EASY ACES, DEF. PROFIT, SLOT SYMBOLS	13.00	1.25
520	25¢	EASY FINS, DEF. PROFIT, SLOT SYMBOLS	55.00	1.25
720	5¢	BABY BELL, SLOT SYMBOLS	17.37	1.75
1000	25¢	ALL OUT CHARLEY, DEFINITE PROFIT	60.00	3.25
1000	\$1.00	JACK POT CHARLEY, THICK & PROTECTED	185.30	2.50
1000	5¢	OUT DOOR SPORTS, THICK, JUMBO HOLES	28.14	3.25
1000	5¢	SPOT OF GOLD, THICK, JUMBO HOLES	28.14	3.25
1000	10¢	BIG DIME DOUGH, THICK, JUMBO HOLES	35.20	2.50
1200	5¢	TEN BIG FINS, THIN, JUMBO HOLES	38.57	3.60
1200	5¢	VICTORY BELL, THICK, JUMBO HOLES	152.75	3.00
1200	50¢	TEN CHARLEY, THICK & PROTECTED		

WRITE FOR OUR LATEST PRICE LIST
Large Stock Plain, Tip, Definite, Jackpot Boards and all kinds of Cigarette Boards, 1¢, 2¢ or 5¢ stating your requirements. 25% deposit with all orders—balance C. O. D.
MICHIGAN CITY NOVELTY CO. BOX 66, MICHIGAN CITY, INDIANA

ORIGINAL JAR-O-DO • ORIGINAL JAR-O-DO

ORIGINAL JAR-O-DO

ORIGINAL JAR-O-DO

UNIVERSAL'S TRIPLE THREAT

Here's three New Hits of the recent Coin Machine Show that have already achieved popularity. The Vanity Case and Getabout Case which are given with the last sale on each deal make handy overnight cases, make-up kits and can also be used for picnic lunches, swimming excursions and the like.



BARREL-O-DO

Takes in 2,040 Numeral Tickets @ 10¢ \$204.00
Pays out (actual) 129.00
Profit (actual) ..\$ 75.00

PIGGY RIDE

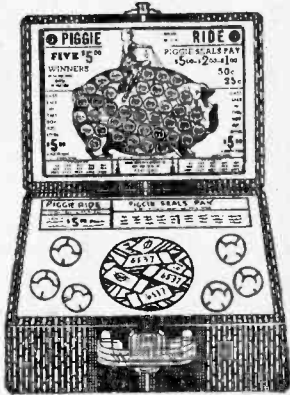
Takes in 1,600 Numeral Tickets @ 5¢ \$80.00
Pays out (actual) 38.25
Profit (actual) ...\$41.75

WRITE TODAY FOR OUR NEW DESCRIPTIVE LITERATURE

SPECIAL DISCOUNT TO BIG DISTRIBUTORS

UNIVERSAL MFG. CO.

"World's Foremost Mfr. of Jar Games"
405-411 E. 8TH ST., KANSAS CITY 6, MO.



CHARLIE BOX

Takes in 1000 Tickets @ 25¢ ...\$250.00
Pays Out (Actual) .. 200.00
Profit (Actual) ..\$ 50.00

IN ATTRACTIVE CELLULOID BOX



ORIGINAL JAR-O-DO • ORIGINAL JAR-O-DO

PRICES SLASHED!

Get a Load of This Music Equipment!

WURLITZER

- 412 \$ 79.50
- 616 Plain 119.50
- 616 Lite Up 149.50
- 24 189.50
- 24 Victory Model 219.50
- 600 Rotary 249.50
- 600 Keyboard 249.50
- 500 Keyboard 425.00
- 500 Victory Keyboard 450.00
- 700 450.00
- 800 475.00
- 750 175.00
- Twin 12" & 16", Ready for Location 450.00
- 950 89.50
- 81 Counter Model 149.50
- 71 Counter Model 399.50
- 780

SEEBURG

- Casinos or Plaza \$179.50
- Major, RC 249.50
- Regal or Crown.. 169.50
- Vogues 269.50
- 8200 Victory Model 219.50
- Hi Tone, ES..... 269.50
- Hi Tone, ESRC... 289.50
- Hi Tone, 8200, RC 325.00

Wurlitzer Record Trays for any Model except Counter Models. In lots of 100 or more, \$38.00 per 100.

ROCK-OLA

- Imperials \$119.50
- Standards 229.50
- De Luxe 229.50
- Master Super 299.50

NEW SUPER ROLLS USED SUPER TRIANGLES } \$249.50

MILLS

- Throne \$169.50
- Empress \$189.50

AMI
Singing Towers...\$199.50
High Boys 259.50
Streamliner... 229.50

RUNYON SALES COMPANY

123 W. RUNYON ST., NEWARK 8, NEW JERSEY - TEL: BIGELOW 3-8777
593 TENTH AVE., NEW YORK 18, NEW YORK - TEL: LONGACRE 3-4820

ATLAS...

1st CHOICE OF PROGRESSIVE OPERATORS FOR QUALITY—VALUE—DELIVERY!



HOME OF FRIENDLY PERSONAL SERVICE

Headquarters for the Finest in New and Used Equipment



MEMBER

NEW GAMES

PROMPT DELIVERY

- Kilroy • Step Up
- Rio • Atomic Bomber
- Mystery • State Fair
- Jenn. Challenger
- Evans' Races
- Bangtails, Comb.
- Midget Racer
- Superliner
- Pace 3-Way Console
- BASKETBALL CHAMP**

NEW BELLS

- Jennings Standard Chief, 5¢ \$269.00
- Jennings Standard Chief, 10¢ 279.00
- Jennings Standard Chief, 25¢ 289.00
- 50¢ 399.00
- Jennings Super DeLuxe (Lite-Up) Chief, 5¢ 324.00
- 10¢ 334.00
- 25¢ 344.00
- 50¢ 454.00
- \$1.00 Pace DeLuxe Bell 635.00
- Groetchen Columbia Jackpot Bell 145.00
- Weighted Box Stands 27.50
- Double Revolve A Round Safes.. 175.00

All Used Equipment Completely Rebuilt and Refinished

NEW COUNTER GAMES

- ABT Challenger \$65.00
- Daval Best Hand 59.50
- Hot Nut Vendor 59.50
- Pop Up 49.50
- American Eagle (non-coin) 47.50
- Skill Thrill (Daval's "Shoot a Penny" Game) 57.50

PHONOGRAPHS

- SEEBURG HI-TONE, R. C. ... \$369.50
- SEEBURG COLONEL, R. C. ... 375.00
- WURLITZER VICTORY 275.00
- WURL. 600K 325.00
- WURL. 950 425.00
- ROCK-OLA COMMANDO ... 395.00
- ROCK-OLA SUPER 325.00
- SINGING TOWERS 195.00
- MILLS EMPRESS 275.00

RECONDITIONED USED GAMES

- 5¢ SILVER MOON, P.O. \$ 89.50
- 5¢ BIG GAME, P.O. 89.50
- 5¢ PACES REELS, P.O. 89.50
- 25¢ PACES REELS, P.O. 109.50
- 25¢ JUMBO PARADE, P.O. 149.50
- 25¢ BAKER PACERS (Floor Sample) 375.00
- SKY CHIEF \$109.50
- ROLL CALL 49.50
- MIDWAY 89.50
- MARINES 79.50
- 1¢ MARVEL 17.50
- VEST POCKET BELL 49.50
- TURF KING 225.00
- SPINNING REELS 79.50

TERMS: 1/3 Deposit, Balance C.O.D.

ATLAS NOVELTY COMPANY

2200 N. WESTERN AVE., PHONE ARMitage 5005 • CHICAGO 47
ATLAS MUSIC CO., 4704 CASS AVE., DETROIT 1
ATLAS MUSIC CO., 2219 FIFTH AVE., PITTSBURG 19
ATLAS MUSIC CO., 221 NINTH ST., DES MOINES 9

FRIENDLY PERSONAL SERVICE





COLUMBIA BELLS

Gives you the Service of 4 machines for the price of 1

You virtually get four machines for the price of one. Columbia (and only Columbia) is changeable right on location in a few moments time to 1-5-10-25c play.

Coins played last are paid out first after having passed through the visible escalator, thus you get double slug protection. And you get a smartly styled, dazzling, durable, Hammerloid finished Columbia Bells; silent operation and trouble free mechanism.

GROETCHEN TOOL & MFG. CORP.
126 NORTH UNION AVENUE,
CHICAGO 6, ILL. • RANDOLPH 2807

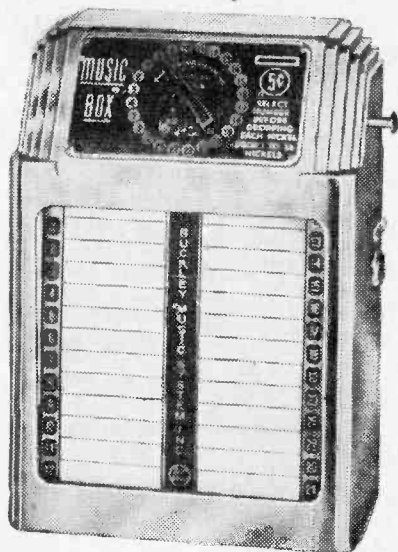


OPERATOR'S PRICE
\$145⁰⁰ F O B
CHICAGO, ILL.

All orders must be accompanied by one-half deposit, postal money order or certified check, balance C.O.D.

IMMEDIATE DELIVERY

NEW BUCKLEY MUSIC BOXES NOW \$25⁰⁰!



Buckley gave operators the **FIRST** practical and profitable Music Box at the **LOWEST PRICE**. Today, Buckley leads the field by offering a Music Box of advanced design and perfection, at a **NEW LOW PRICE!**

Quality of material and workmanship have not been sacrificed. This low price is the result of economies realized in quantity production.

The **NEW** Buckley Music Box is genuinely chrome plated, beautiful red dial plates, attractively illuminated. Equipped with positive nationally known slug rejector and double capacity cash box. All selections always in full view. Buckley's exclusive features of construction combined with outstanding beauty and eye appeal makes this **THE OUTSTANDING** remote control Music Box . . . equally popular for wall or bar installation.

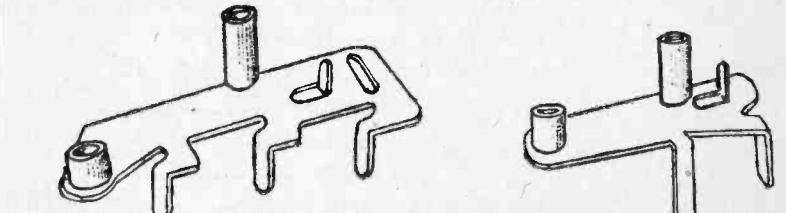
DISTRIBUTORS — Write for Proposition.

Buckley Manufacturing Co.

4223 WEST LAKE STREET • • • CHICAGO 24, ILLINOIS

HEATH'S PARTS SPECIALS NOW AVAILABLE IN LIMITED QUANTITIES

Rush your orders today for these hard-to-get parts. This merchandise is precision built of best material. We guarantee 100% satisfaction on every purchase. Your money will be cheerfully refunded if you are not satisfied.

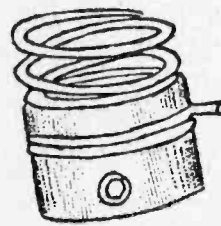


CHANGE OVER KITS

Motor Drive Fingers for Wurlitzers
700-750-780-800-850.
Available in

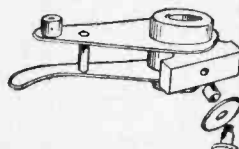
1 play 5¢	or	1 play 10¢	} Per Kit \$1.95.
2 plays 10¢		3 plays 25¢	

Specify Type Wanted.



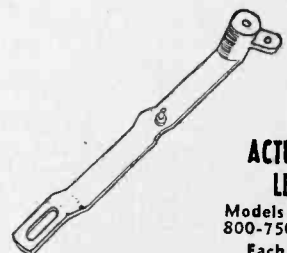
TURNTABLE CLUTCH ASSEMBLY

For all model Wurlitzers. Ea., .95



LIFTER LINK ASSEMBLY

Complete with Shoulder Screw, Washer and Brass Bearing. Will work on all models from 616-24-600 - 500 - 700 - 800-750-850-950 - 1015, etc. Each, \$2.95.



ACTUATING LEVER

Models 500-700-800-750-850-780.
Each, \$3.50.

Write today for parts circulars. We have the most diversified line of parts in America for music and other coin operated machines.

HEATH DISTRIBUTING CO.

217 THIRD STREET

MACON, GEORGIA



CHICAGO COIN'S Spectacular HIT! KILROY

THE GAME THAT WILL BE
A BIG HIT EVEN 3 MONTHS FROM NOW!

ACTION—Fast, lively action ALL the way down the board. Why you can even win on the very last ball. And those three—yes 3—kick-out holes send the balls on the crrraaaaziest tantrums. Yes sir! KILROY has every one talking!

GET YOUR ORDER IN TO YOUR LOCAL DISTRIBUTOR TODAY!

KILROY WAS IS HERE!



CHICAGO COIN MACHINE COMPANY

1725 DIVERSEY BOULEVARD
CHICAGO 14, ILLINOIS



GEORGE PONSER

TEN DAYS TO PROVE IT OR WE'LL FOOT THE BILL!

To any operator any place in the United States we make this guaranteed offer to prove that WHIRL-A-BALL will make money for you!

WE'LL SHIP YOU ONE WHIRL-A-BALL TO PLACE ON LOCATION AND OPERATE FOR 10 DAYS. IF IT DOESN'T EARN THE TYPE OF MONEY WE SAY IT CAN, OR IF YOUR OPERATION ISN'T ABSOLUTELY MECHANICALLY TROUBLE-FREE . . . RETURN THE MACHINE TO US AND WE'LL REFUND YOUR MONEY IN FULL!

We take all the chances. We take the entire burden of proof. SO WRITE, WIRE OR PHONE YOUR ORDER NOW.

George Ponser

P.S.: Sample Machine, \$47.50;
F. O. B. New York.



AMUSEMENT ENTERPRISES, INC.

GEORGE PONSER - IRVING KAYE
2 Columbus Circle, New York 19, N.Y.
Phone: Circle 6-6651



SHOW GIRL

The Nation's Toast From Coast to Coast!

- ★ EVERY BALL A POTENTIAL WINNER!
- ★ EVERY SHOT FULL OF ACTION!
- ★ EVERY MOMENT FULL OF SUSPENSE!

SHOW GIRL . . . TRULY DIFFERENT!

Order From Your Distributor or Jobber

EXCLUSIVE . . . Schematic Mechanism Panel



Williams
MANUFACTURING COMPANY

161 W. HURON ST.
CHICAGO 10, ILLINOIS

Empire Coin Values

NEW PIN GAMES
 United RIO\$309.50
 Bally DOUBLE BARREL Write
 Williams SHOW GIRL 289.50
 Exhibit VANITIES Chicago Coin 299.50
 KILROY 279.50

Marvel's **POP-UP**
 New Legal Counter Game
\$49.50

NEW CONSOLES
 Bally DELUXE 5¢ DRAW BELL...\$512.50
 Bally DRAW BELL, 5¢ 477.50
 Bally DRAW BELL, 25¢ 497.50
 Bally TRIPLE BELL 895.00
 Evans BANG-TAILS, J.P. 671.50
 Evans WINTER BOOK 826.00
 Ev. BANGTAILS, Comb. FP & PO 824.50

Jennings **SUPER DELUXE**
 LITE-UP CHIEFS
 5c 10c 25c
\$324 \$334 \$344

WRITE FOR PRICES
 United SEA BREEZE OPPORTUNITY MIDGET RACER METAL TYPER

Jennings **BRONZE OR STANDARD CHIEFS**
 5c 10c 25c
\$269 \$279 \$289

SILVER KING—1c OR 5c
 NUT VENDOR...\$13.95

DAVAL'S **BEST HAND** \$59.50
 MEXICAN BASEBALL.. 59.50
 FREE PLAY . 75.00

Groetchen Deluxe **CLUB COLUMBIA** \$209.50
 J. P. COLUMBIA 145.00

Roll-Down Games **PINCH HITTER**..\$419.50
 Chicoin Basketball CHAMP 499.50

NEW WATLING ROLATOP
 5¢\$175
 10¢ 200
 25¢ 225
 50¢ 300
 DELIVERING NOW!

VICTOR MODEL "V"
 NUT VENDORS...\$11.75

CHALLENGER ...\$65.00

REVOLVING SAFES, 10 Gauge Steel—Single \$175.00; Double \$225.00
 BOX STANDS FOR SLOTS, \$27.50; FOLDING STANDS 9.95
 UNIVERSAL PHONO AMPLIFIER 39.50
 KLEER-FLO PARTS CLEANER, COMPLETE 143.50
 TURN-TABLE SHAFT FOR WURL. COUNTER MODEL 5.95
 SPEED IRON SOLDERING GUN, HEATS AND COOLS IN 5 SEC. 12.95

WHIRL-A-BALL ...\$47.50

VEST POCKETS ..\$74.50

NEW WATLING ROLATOP
 5¢\$175
 10¢ 200
 25¢ 225
 50¢ 300
 DELIVERING NOW!

Ace COIN COUNTER\$139.50
GRIP-VUE\$49.95

Gott. GRIP SCALE..\$39.50

VENDING MACHINES FOR ALL SPECIAL USES **WRITE**
MUSIC ROCK-OLA STANDARD \$225.00 Rock-Ola Commando ...\$400.00
 Wurl. 71 & Stand 189.50 MILLS EMPRESS 195.00

SLOTS
 5¢ BLACK CHERRY, ORIG., 2-5 ..\$179.50
 WATLING ROLATOP, 10¢ 79.50
 WATLING ROLATOP, 25¢ 89.50
 5¢ JENN. SILVER CHIEF 119.50
 5¢ MILLS BLUE FRONT, ORIG. 119.50
 10¢ MILLS BLUE FRONT 129.50
 25¢ MILLS BLUE FRONT 139.50
 5¢ BROWN FRONTS 129.50
 10¢ BROWN FRONTS 139.50
 25¢ BROWN FRONTS 149.50
 5¢ MILLS LATE Q.T. 99.50
 VEST POCKETS, BLUE & GOLD 49.50
 5¢ JENN. CLUB CONSOLE CHIEF 149.50
 5¢ 4-STAR CHIEF 109.50
 10¢ 4-STAR CHIEF 119.50
 COLUMBIAS, FRUIT REEL, J.P. 79.50
 10¢ BLACK CHERRY, NEW REB. 199.50
 10¢ JENN. ESCALATOR, J.P. 39.50
 5¢ GAILLE SPINX, J.P. 29.50
 5¢ JENN. GOOSENECK, J.P. 29.50
 5¢ WATL. ROLATOP, 1946 MOD. 139.50
 10¢ JENN. LITE-UP CHIEF 275.00

ONE BALLS
 VICTORY SPECIAL\$469.50
 CLUB TROPHY, F.P. 169.50
 PIMLICO, F.P. 219.50
 VICTORIOUS, F.P. TURF CHAMP 109.50
 '41 DERBY 179.50
 RECORD TIME, F.P. 99.50
 LONGACRE, F.P. 315.00
 JOCKEY CLUB, P.O. 239.50
 40 MILLS 1-2-3, F.P. 89.50
 MILLS OWL, 1 OR 5 BALL, F.P. 69.50
 LONGSHOT, P.O. 149.50
 KENTUCKY, P.O. 189.50
 BLUE GRASS, F.P. 109.50

CONSOLES
 BAKERS PACERS, D.D., J.P., NEW! \$395.00
 5¢ COMB. SUPER BELLS 189.50
 BALLY SUN RAYS, F.P. 109.50
 5¢ BUCKLEY TRACK ODDS, J.P. 475.00
 HI HAND, COMB. 159.50
 WATLING BIG GAME, 5¢, P.O. 89.50
 5¢ PACE SARATOGA SR. 109.50
 BALLY BIG TOP, P.O. or F.P. 100.00
 WATLING BIG GAME, F.P. 79.50
 MILLS JUMBO, P.O. LATE HEAD. 119.50
 JENN. SILVER MOON, F.P. 90.00
 5¢ BALLY CLUB BELL 169.50
 MILLS 4-BELLS, 4-5¢ 295.00
 EVANS LUCKY STAR 149.50
 GALLOPING DOMINOS, J.P. 149.50
 BANGTAILS, DD JP: 2 TONE 249.50

ARCADE
 TOTAL ROLL, LIKE NEW\$425.00
 EV. SUPER BOMBER 189.50
 BOLASCORE, NEW REVAMP. 219.50
 WORLD'S SERIES 84.50
 BATTING PRACTICE 85.00
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 HOLLY GRIPS 11.50
 2 EXH. COCKEYED CIRCUS & STAND, PER SET 149.50
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 SHOOT THE CHUTES 89.50
 EXHIBIT BULL'S EYE GUN 89.50
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 GOTT. 3-WAY GRIPS 19.50
 CHICAGO COIN HOCKEY 138.50
 PERISCOPE 109.50
 MUTOSCOPE SKY FITER 159.50
 RAPID FIRE 139.50
 UNDERSEA RAIDER 239.50
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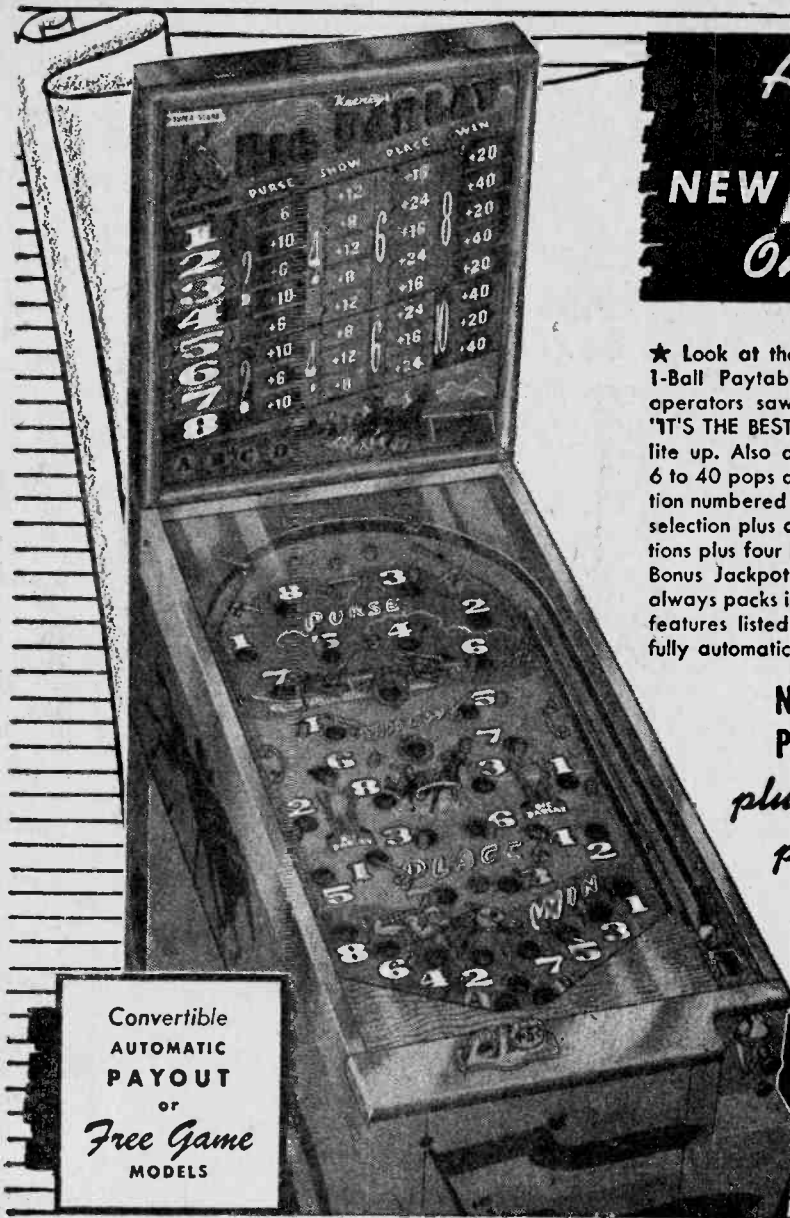
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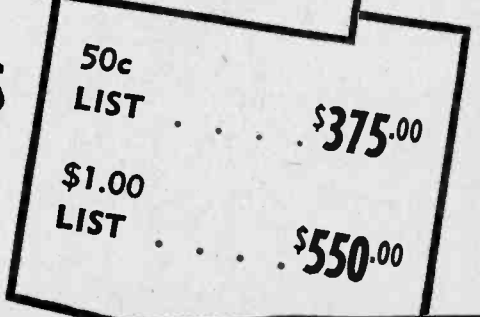
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Periscope \$134.50
Hellcats 89.50

SPECIALS FOR THIS WEEK

EACH—\$44.50—EACH

Thoroughly cleaned and reconditioned Star Attraction, Ten Spot.

EACH—\$84.50—EACH

5-10-20 Marvel's Baseball, Torpedo Patrol.

EACH—\$99.50—EACH

Air Circus, Hollywood, Knockout, Yankee Doodle.

1/3 DEPOSIT WITH ORDER, F. O. B. CHICAGO

Mid-State Co.

2369 MILWAUKEE AVE., CHICAGO 47, ILL

Phone: Everglade 2545

PHONOGRAPHS

RECHECKED—REFINISHED.

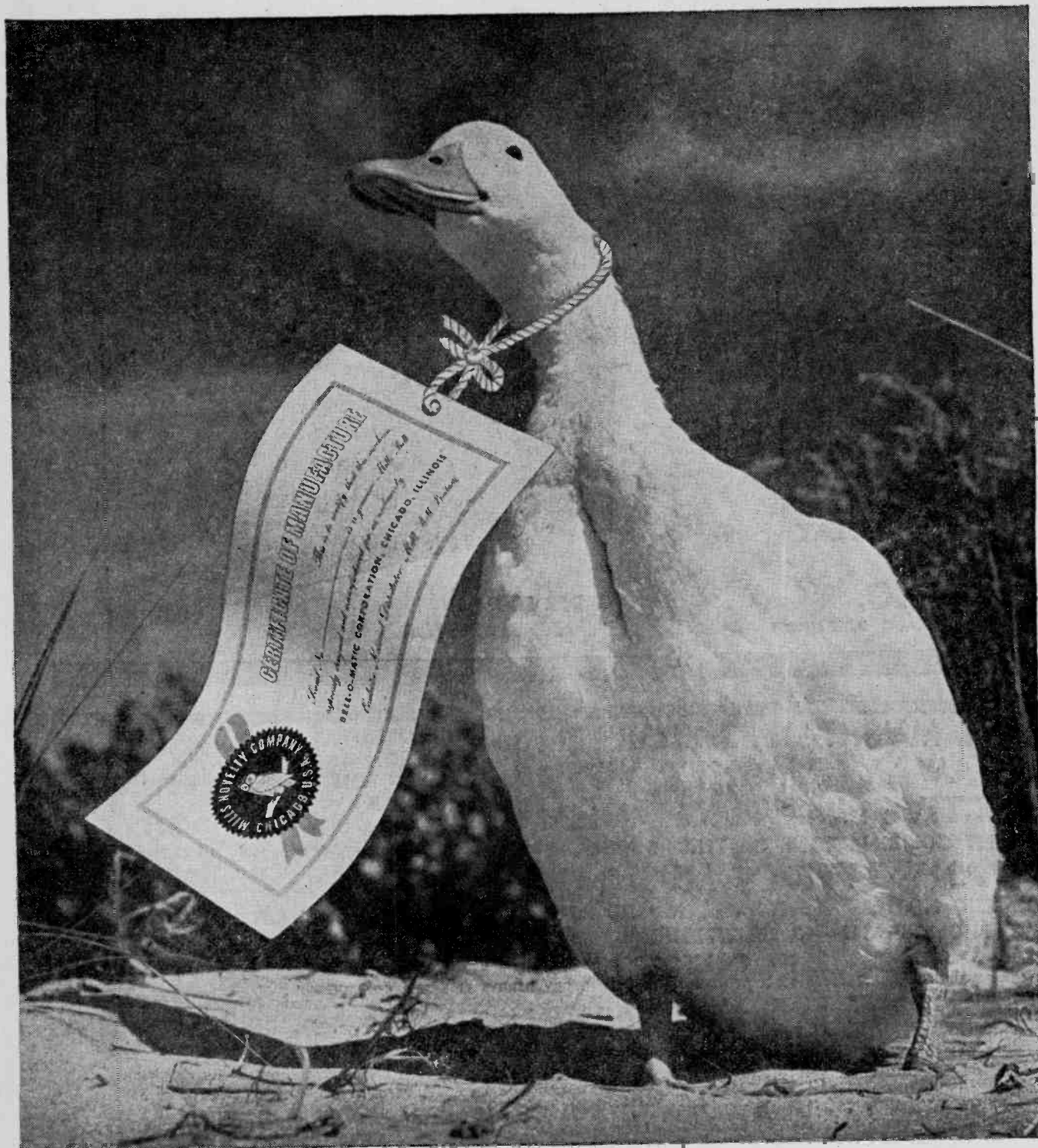
SEEBURG REGAL, R.O.E.S.	\$275.00	SEEBURG 8800	\$300.00
SEEBURG REGAL	250.00	SEEBURG 8800 R.C.	325.00
SEEBURG PLAZA	275.00	SEEBURG 8200	325.00
SEEBURG Q 20	150.00	SEEBURG 8200 R.C.	350.00
SEEBURG ROYAL	200.00	SEEBURG 9800	340.00
SEEBURG R.C. SPECIAL	200.00	SEEBURG 9800 R.C.	365.00

TERMS: One-Third Deposit, Balance C. O. D.

W. B. NOVELTY CO., INC.

1012 MARKET ST. ST. LOUIS 1, MO.

SOME



D U C K

SOME DUCK the issue when it comes to giving you a "Certificate of Manufacture" with the Mills Bell Machine you have ordered. They duck this because they are not delivering the genuine article. The only way to be sure is to order your Mills Bells direct from us, or through our authorized Bell-O-Matic Distributors.

BELL-O-MATIC CORPORATION

Exclusive National Distributor: Mills Bell Products, 4100 Fullerton Avenue, Chicago 39, Illinois, Telephone Spaulding 0600

THE CONSOLE THAT STOLE THE SHOW!

SENSATIONAL NEW EVANS' RACES

FAST PLAY—GREATER EARNINGS!

Evans' new electro-pneumatic control speeds up play 3 times faster than ever before!

MYSTERY ODDS!

On each play odds change with flashing lights and mechanical action!

SLUG PROOF 7-COIN HEAD!

NEW REFINEMENTS! NEW DESIGN!

Rich new cabinet . . . brilliant, colorful backboard . . . brightly lighted, full vision race track!

2 GREAT MODELS { FREE PLAY CONVERTIBLE OR CASH } **5c OR 25c PLAY**

H. C. EVANS & CO.

1520-1530 W. ADAMS ST.

CHICAGO 7, ILLINOIS



ORDER FROM YOUR DISTRIBUTOR



ATTENTION! ALL MUSIC OPERATORS IN NEW AMI HIDEAWAY CABINET WITH SELECTIVE PLAY MECHANISM

CALIFORNIA
OREGON
WASHINGTON
NEVADA
ARIZONA

40 SELECTIONS
40

NOTE — SEVEN (7) DIFFERENT COMBINATIONS OF THIS POPULAR PHONOGRAPH MECHANISM APPLICABLE TO ANY TYPE OF MUSIC OPERATION

ALSO — NEW AMI AUTOMATIC HOSTESS (TELEPHONE MUSIC) 20-30 STATION UNITS COMPLETE, AND OF COURSE —1947 MODEL 'A' PHONOGRAPH—40 SELECTIONS

CONSOLES

BALLY VICTORY SPECIAL (1 BALL), SLIGHTLY USED	WRITE
KEENEY SUPER BELLS, 5¢, F.P., P.O., REFINISHED	\$159.50
KEENEY SUPER BELLS, 5¢-25¢, F.P., P.O., REFINISHED	219.50
KEENEY SUPER BELLS, 5¢-25¢, P.O., REFINISHED	209.50
KEENEY SUPER BELLS, 4-WAY, 5-5-5-25, REFINISHED	395.00
MILLS 3 BELLS, 5-10-25, REFINISHED	549.50
MILLS 4 BELLS (ORIGINAL HEADS), 5-5-5-5, NEW CABINET	349.50
MILLS 4 BELLS (ORIGINAL HEADS), 5-5-5-25, NEW CABINET	399.50
MILLS JUMBO PARADE, P.O. (LATE HEADS), REFINISHED	119.50
MILLS JUMBO PARADE, F.P. (LATE HEADS)	89.50

BALLY VICTORY DERBYS (1 BALL), CONVERTED TO COMB. F.P.-C.P.	WRITE
MAY-BELL 4 WAY, 5-5-5-25, P.O., NEW	\$495.00
BUCKLEY TRACK ODDS, 5¢, J.P.	495.00
BALLY HIGH HANDS, F.P., P.O.	99.50
BALLY CLUB BELLS, F.P., P.O.	119.50
BALLY ROLL-EM, 5¢, P.O.	119.50
BAKER'S PACERS, 5¢, LATE, D.D.	199.50
PACE'S SARATOGA, 5¢, F.P., P.O.	99.50
JENNINGS SILVER MOON, F.P.	89.50
WATLING'S BIG GAME, 5¢, F.P.	79.50

CERTIFIED REBUILT SLOTS (NEW MACHINE GUARANTEE)

MILLS EXTRABELLS, 5¢ (2/5 OR 3/5), KNEE ACTION—DRILL PROOF	\$229.50
MILLS EXTRABELLS, 10¢ (2/5 OR 3/5), KNEE ACTION—DRILL PROOF	249.50
MILLS EXTRABELLS, 25¢ (2/5 OR 3/5), KNEE ACTION—DRILL PROOF	269.50
MILLS GOLD OR SILVER CHROME, 5¢ (2/5 OR 3/5), KNEE ACTION—DRILL PROOF	219.50
MILLS GOLD OR SILVER CHROME, 10¢ (2/5 OR 3/5), KNEE ACTION—DRILL PROOF	239.50
MILLS GOLD OR SILVER CHROME, 25¢ (2/5 OR 3/5), KNEE ACTION—DRILL PROOF	259.50
MILLS GOLD OR SILVER CHROME, 50¢, KNEE ACTION, DRILL PROOF	359.50

MILLS BLUE FRONTS, 5¢ (2/5 OR 3/5), KNEE ACTION—REFINISHED	\$139.50
MILLS BLUE FRONTS, 10¢ (2/5 OR 3/5), KNEE ACTION—REFINISHED	149.50
MILLS BLUE FRONTS, 25¢ (2/5 OR 3/5), KNEE ACTION—REFINISHED	159.50
MILLS BLUE FRONT, 50¢, ORIGINAL 2-5 PAY, KNEE ACTION, REFINISHED	299.50
MILLS BROWN FRONTS, 5¢ (2/5 OR 3/5), KNEE ACTION—REFINISHED	149.50
MILLS BROWN FRONTS, 10¢ (2/5 OR 3/5), KNEE ACTION—REFINISHED	169.50
MILLS BROWN FRONTS, 25¢ (2/5 OR 3/5), KNEE ACTION—REFINISHED	189.50
MILLS NEW VEST POCKET (METERED), KNEE ACTION	74.50
COLUMBIA BELLS, TWIN JACKPOT, NEW, CONVERTIBLE TO 5¢, 10¢ OR 25¢	145.00
COLUMBIA DELUXE BELLS, NEW, GOLD FINISH, CONVERTIBLE TO 5¢, 10¢ OR 25¢	209.50

NEW EQUIPMENT

BALLY DRAW BELL, 5¢	\$477.50
TRIPLE BELL, 5-5-5	895.00
TRIPLEBELL, 5-5-25	910.00
EVANS BANGTAILS, COMB. F.P., P.O.	826.00

EVANS GALLOPING DOMINOS, P.O.	\$671.50
KEENEY BONUS BELLS, SINGLES-TWINS	WRITE
SUPER SKEEROLLS (ORIGINAL CRATES)	WRITE

GENCO'S "STEP-UP" 5 Ball Game . . . WRITE

TERMS:
1/3 DEPOSIT
WITH ORDER

Williams "SMARTY" 5 Ball Game . . . WRITE

M.S. WOLF DISTRIBUTING CO.

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DEPENDABLE MUSIC SYSTEMS
WITH SOUND DISTRIBUTION

EXCLUSIVE
DISTRIBUTOR
WISCONSIN AND
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EXCLUSIVE DISTRIBUTORS IN WISCONSIN
AND UPPER MICHIGAN FOR

INTERNATIONAL MUTOSCOPE CORP.
CHICAGO COIN MACHINE CO. • GENCO

LONDON SERVES YOU BEST WITH TOP
VALUES IN HIGH-GRADE EQUIPMENT!

PHONOGRAPHS

They must be right before London ships! Every phonograph thoroughly reconditioned inside and out! Check this remarkable service: all worn electrical and mechanical parts replaced—new grille cloth—plastics replaced—cabinet beautifully refinished! A minimum of \$50 to \$75 in parts and labor goes into every machine to make it ready—and right—for your locations!

Mills Throne of Music, Completely Reconditioned	\$225.00
Mills Empress, Like New, Completely Reconditioned	269.50
Wurlitzer 600, (Keyboard Model), Excellent Condition	295.00
Wurlitzer 42/700, Victory, Compl. Reconditioned	225.00
Rock-Ola Imperial, with adaptor and 4 Buckley Boxes. Lot	125.00
Rock-Ola Playmaster With Spectra-Vox, Excellent Shape	249.50
8800 or 9800 E.S., mechanically perfect and Cabinet refinished in Marble-Glo, with new grille cloth	875.00
8800 or 9800 R.C., mechanically perfect and Cabinet refinished in Marble-Glo, with new grille cloth	395.00
8200, R.C., mechanically perfect and Cabinet refinished in Marble-Glo, with new grille cloth	425.00

PHONOGRAPH ACCESSORIES

WS2Z Seeburg Wireless Wallomatic	Write for Prices
DS20-1Z Seeburg 3-Wired Wallomatic	Write for Prices
Seeburg Wired Speakorgan	\$12.50
Rock-Ola Dial-a-Tune Wall and Bar Boxes	10.00
Keeney Bar Boxes	\$5.00 Buckley Bar Boxes 5.00
Packard 30-Wire Boxes	25.00
Wurlitzer Model 331 Bar Boxes	10.00

CONSOLES

Pace Club Consoles, 10¢	\$ 94.50
Galile Club Console, Late Mod., 25¢	79.50
Bally Skill Field, 7-Coin Head	49.50
Pace Saratoga, 5¢, without rails	49.50
Lucky Lucre, new type head	129.50

PAY TABLES

Skylark, F.P. or C.P.	\$99.50
Bally Challenger	49.50
Race King	49.50
Mills Big Race	29.50
Turf Champ	49.50

BELL MACHINES

FULLY GUARANTEED

BLACK CHERRY BELLS

Original Mechanism, Club Handles, D.P. Sides and Front, Knee Action, 3/5 or 2/5:	
5¢	\$129.50
10¢	149.50
25¢	169.50
Mills Blue Fronts, Hand Load, Serial No. Over 400,000, 25¢	\$165.00
Mills Orig. Gold or Silver Chromes, Drill-Proof, Club Handles, Knee Action, 3/5 or 2/5 5¢	149.50
10¢	\$169.50; 25¢ 179.50
Jenn. 4-Star Chief, Compl. Recond. and Refin., 10¢	69.50
Jenn. Master Silver Chief, S.P., 10¢	69.50
Jenn. Silver Chief or Silver Club Special, 10¢	119.50
Pace All Star Comets, Comp. Refin., 3/5, 10¢	\$79.50; 25¢ 125.00
Pace Rocket or DeLuxe, S.P., 10¢	69.50

Terms: 1/3 Deposit, Balance C.O.D.

FORMERLY MILWAUKEE COIN MACHINE CO.

S. L. London Music Co., Inc.
3130 WEST LISBON AVENUE MILWAUKEE 8, WISCONSIN

SPECIAL!
Chicago Coin
GOALEE
NEW - - - IN
ORIGINAL CRATES
\$319.00

MISCELLANEOUS

Strips, S.P., C.H. or Club Special. Set of 3	\$.45
20 Stop Discs, S.P., C.H., or Club Spec. or Cherry P.O. Set of 3	3.00
20 Stop Star Discs, hardened	.60
Keeney Anti-Aircraft, Brown	49.50
Keeney Air Raider, like new	89.50
Champion Hockey, like new	94.50
Keeney Submarine, A-1 Cond.	89.50
Bally Defender, excellent shape	129.50
Bally Rapid Fire, Refinished and Reconditioned	94.50
Lite League, like new	169.50
Chicago Metal Double Safe Stands, Crackle Finish, Reinforced Type	64.50
Bally Alley, Like New	69.50
Lucky Smokes, New, In Orig. Carts.	5.00
American Flag, New, in Orig. Carts.	5.00
Complete Black Cherry Cabinet & Casting with D.P. Sides & Front, Club Handles, Completely Assembled	32.50
Mills Owl	15.00
Seeburg Rifle Range Amplifiers, 115 V., 25 or 60 Cycle	25.00
25 Watt Bulbs, Case of 120	9.00

FRB

Watch for it!

GENCO BUILDS GREATER GAMES
2621 NORTH ASHLAND AVENUE • CHICAGO 14, ILLINOIS

OUT OF THIS WORLD . . .



Yes, out of this world . . . that's what distributors, operators and players say when they talk about GOTTlieb's THRILLING NEW GAME



miss america

There's just something about *miss america* that acts like a magnet . . . draws players . . . keeps them playing over and over again. And of course that's why distributors and operators want *miss america* in all locations where play is steady and profitable. Like every other Gottlieb game, *miss america* is of beautiful design . . . durable construction . . . foolproof mechanical operation. Order *miss america* from your distributor today!



DAILY RACES

This 1-ball wonder game has been hanging up phenomenal earning records for play because of its unusual mechanical features and player appeal. A touch of the push button shuffles the board automatically for easier, faster play. *DAILY RACES* has special spotter bumpers, illuminated "live" holes, and slug-proof drop-coin chute. Pay out model now available for delivery.

GOTTlieb KNOWS GAMES

D. Gottlieb & Co.
1140 N. KOSTNER AVE. • CHICAGO 51, ILL.
There is No Substitute for Quality!





MEET RISING COSTS WITH INCREASED PLAY MODERNIZE YOUR ROUTE WITH COMPLETE SEEBURG MUSIC SYSTEMS

With Seeburg's Scientific Sound Distribution you can increase listening pleasure (and play) by providing music at conversational level . . . no blaring . . . no fading . . . anywhere in the location. With Seeburg's Wireless and 3-Wire 5-10-25c coin chute Wall-O-Matics, twenty different popular tunes are constantly displayed in each booth.

Recessed, mirror and tear drop speakers, pre-amplifier and public address systems, auxiliary remote control amplifiers, dual remote volume controls and other interchangeable equipment make it easy to "tailor" music to each location with Seeburg—the only COMPLETE coin-operated music systems.

Take the first step now toward modernizing your route. For complete information phone or write your nearest Shaffer Music Company office.

EXCLUSIVE SEEBURG DISTRIBUTORS
Central and Southeastern Ohio
West Virginia — Western Virginia



DUAL REMOTE VOLUME CONTROL

RECESSED SPEAKERS

PRE-AMPLIFIER AND PUBLIC ADDRESS SYSTEM

AUXILIARY REMOTE CONTROL AMPLIFIER

5-10-25 WIRELESS AND 3-WIRE WALL-O-MATICS

SHAFFER MUSIC CO.

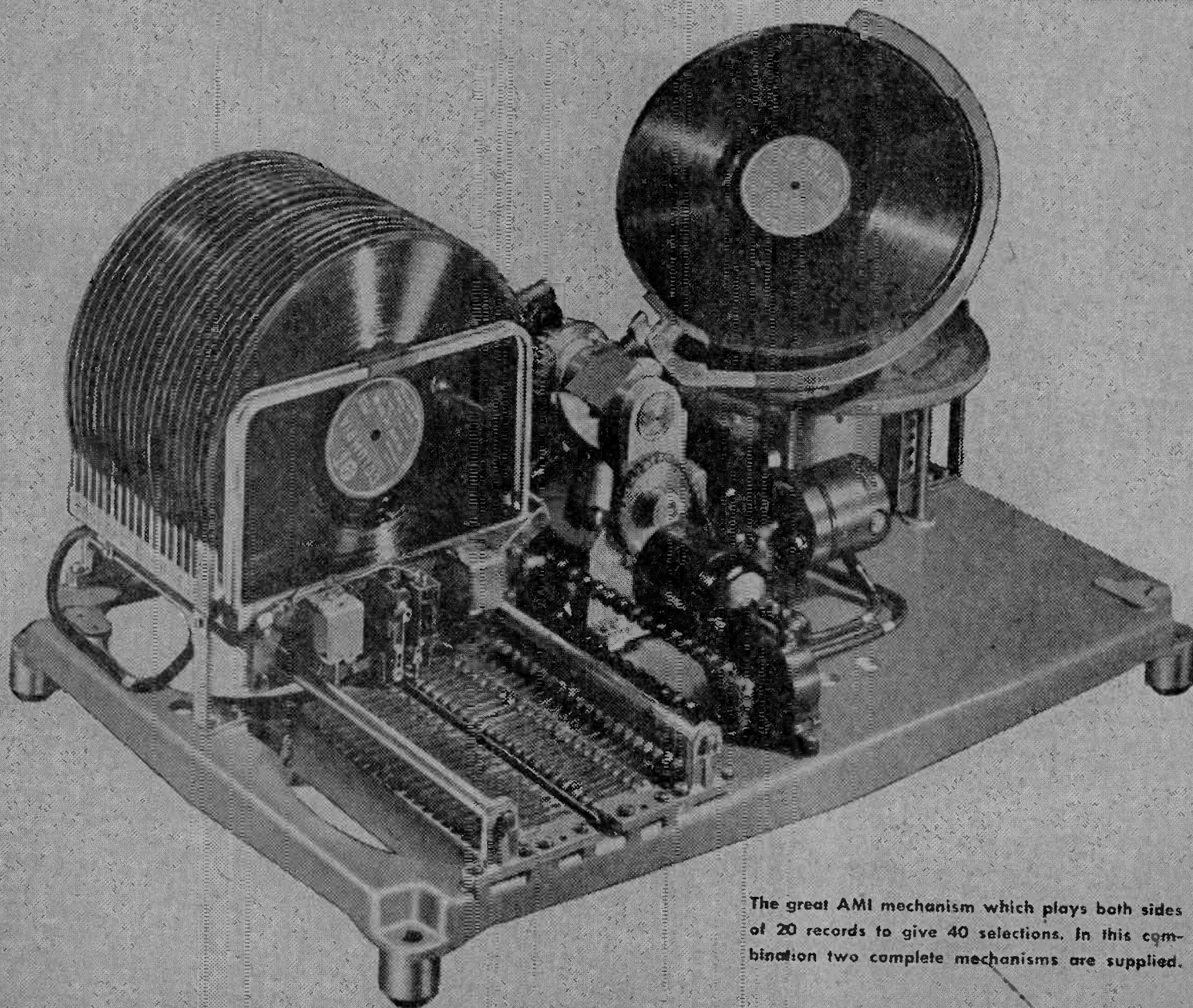
CHARLESTON, W. VA.
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COLUMBUS 15, OHIO
606 South High St.
Phone MAin 5563

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2129 Main St.
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80 Selection

WIRED MUSIC MECHANISM COMBINATION



The great AMI mechanism which plays both sides of 20 records to give 40 selections. In this combination two complete mechanisms are supplied.

Two AMI Continuous Play Mechanisms with alternating switch controlling alternate play of mechanisms with less than 4-second lapse between playing of records. Complete with junction box containing transformer rectifier combination for supplying power for mechanism.

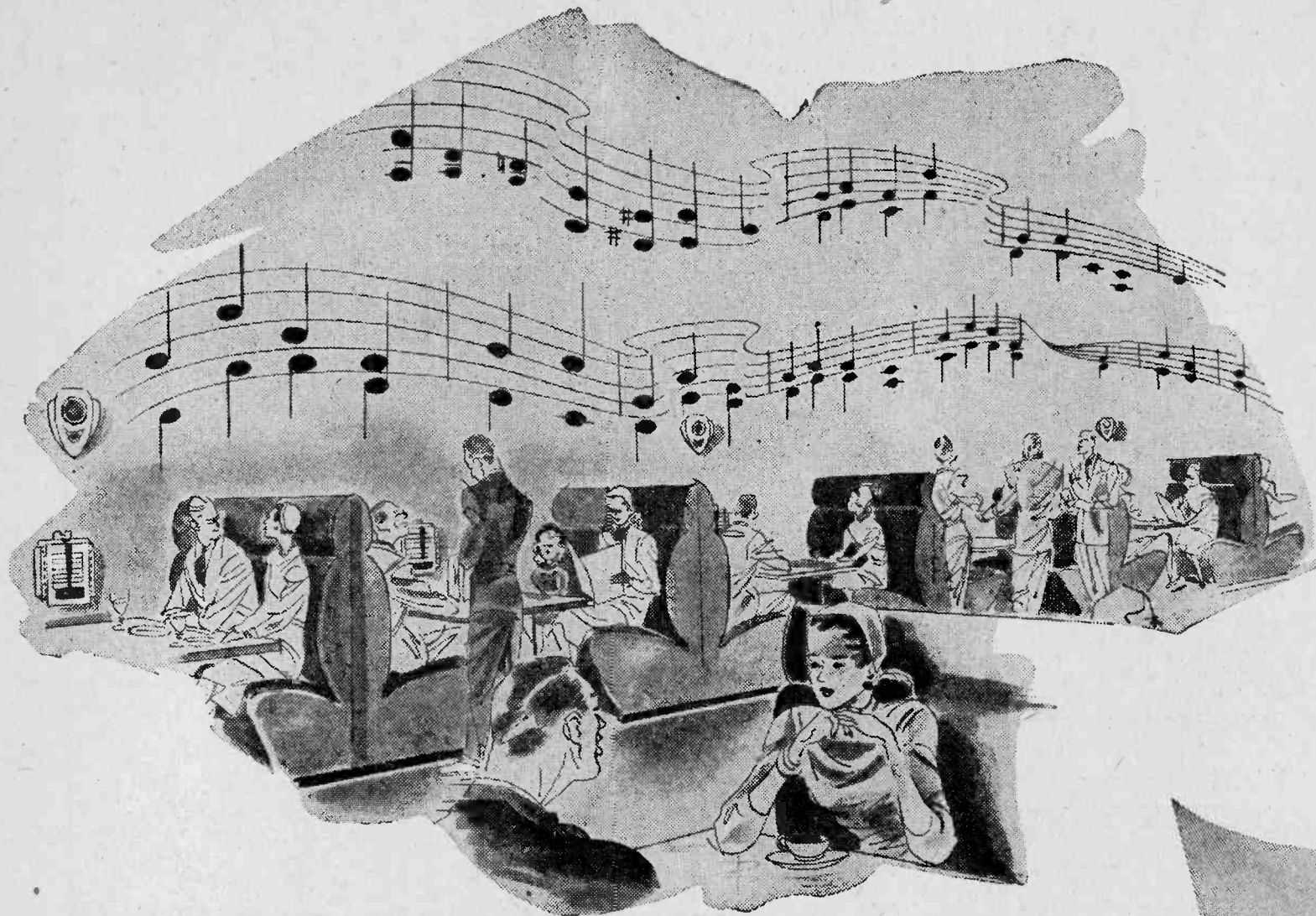
AMI Incorporated

679 NORTH WELLS • CHICAGO 10, ILL.

\$660⁰⁰

F.O.B. GRAND RAPIDS. EXCISE TAX INCLUDED. PLUS LOCAL TAXES.

★ *Let's keep faith with the public . . . Let's keep music at 5¢!*

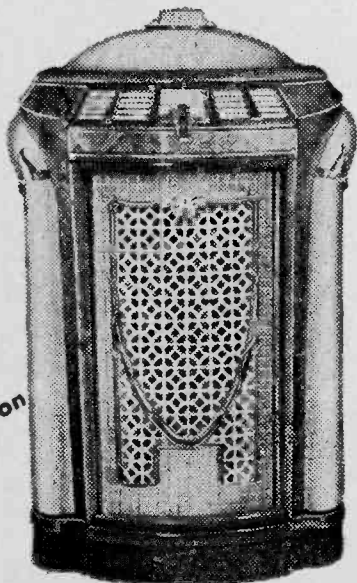


A BACKGROUND OF MUSIC

that fits the room like paper on the wall!

SEEBURG SCIENTIFIC SOUND DISTRIBUTION delivers music to every corner . . . every table . . . every booth . . . with equal clarity! Customers hear the true tones intended by the musicians . . . they hear every word of the vocals . . . instead of mumbled jumbles. And, consequently, customers will spend more nickels for Seeburg music.

★ *Animated Dome in Multi-Colors!*



★ *New Door Grille with Dual-Illumination*

★ **OPERATORS:**
Come in and learn about Seeburg's 2-Year Program!

S. H. LYNCH OFFICES:

- ★ Dallas, Pacific at Olive
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- ★ Oklahoma City, 900 N. Western



FROM SOUTHERN AUTOMATIC . . . WORLD'S LARGEST DISTRIBUTORS . . . IMMEDIATE DELIVERY BIGGEST SELECTION of QUALITY USED MACHINES!

FREE PLAY GAMES

\$19.50 EACH

COMMODORE—1-2-3, 1939—CADILLAC POT SHOT—SMACK THE JAP REVAMP.

\$29.50 EACH

AIRPORT—BASEBALL REV. FROM SLUGGER—BIG CHIEF—CHAMP—DIXIE—FOX HUNT—G. I. JOE—HOLDOVER—INVASION—1-2-3, 1940—PAN AMERICAN—SILVER SKATES—SILVER SPRAY—SINK THE JAP REVAMP—SCHOOL DAYS—SPARKY—SKY RAY—SIXTY GRAND TARGET SKILL—BAKERS TWIN SIX—WILD FIRE—PAY BALL.

\$39.50 EACH

DEFENSE, GENCO—EAGLE SQUADRON—FLICKER GUN CLUB—GOLD STAR—HOME RUN OF '41—HI DIVE—MARINES AT PLAY—NEW CHAMP—STRATOLINER—SPOT A CARD—STAR ATTRACTION—SEA HAWK—SNAPPY—TAIL GUNNER—TOWERS—TEN SPOT—ZIG ZAG—ZOMBIE.

\$49.50 EACH

AMERICAN BEAUTY—ACTION—ARGENTINE—BELLE HOP—BIG THREE—BOLAWAY—BOMBARDIER—BOSCO—DE-RE-MI—HOROSCOPE—HI HAT—JUNGLE—MONICKER—LEGIONNAIRE—MIAMI BEACH—MIDWAY—SKY-BLAZER—SOUTH PAW—TOPIC—TORPEDO PATROL—TEXAS MUSTANG.

AIR CIRCUS . . . \$ 74.50	LIBERTY . . . \$ 89.50
BIG PARADE . . . 79.50	PIN UP GIRL . . . 69.50
BRAZIL . . . 119.50	SKY CHIEF . . . 79.50
BIG HIT . . . 149.50	SURF QUEEN . . . 139.50
COVER GIRL . . . 99.50	SHANGRI LA . . . 69.50
FIVE, TEN, TWENTY . . . 69.50	SANTA FE . . . 119.50
FLAT TOP . . . 119.50	STREAMLINER . . . 119.50
FAST BALL . . . 169.50	SUPERLINER . . . 169.50
GOBS . . . 59.50	SEA BREEZE . . . 179.50
GRAND CANYON . . . 119.50	SPOT POOL . . . 59.50
HOLLYWOOD . . . 79.50	STAGE DOOR CANTEEN . . . 149.50
JEEP . . . 59.50	STEP UP . . . 169.50
KNOCKOUT . . . 69.50	VICTORY . . . 54.50
KEEP 'EM FLYING . . . 69.50	YANKEE DOODLE . . . 59.50
LAURA . . . 119.50	

NOTE: WHEN ORDERING PIN TABLES, PLEASE GIVE SECOND CHOICE. BE SURE TO INCLUDE COMPLETE SHIPPING INSTRUCTIONS WITH ALL ORDERS.

TERMS: 1/3 DEPOSIT WITH ORDER, BALANCE SIGHT DRAFT.

USED PHONOGRAPHS

SEEBURGS

GEM	\$165.00
REGAL	185.00
CROWN	175.00
MAYFAIR	165.00
PLAZA	165.00
VOGUE	250.00
R. C. COMMANDER	225.00
E. S. CLASSIC	250.00
E. S. ENVOY	275.00
R. C. ENVOY	295.00
R. C. COLONEL	295.00
R. C. 9800	325.00
R. C. 8200	350.00

WURLITZERS

700	\$325.00
850	395.00
VICTORY MODEL 24	185.00
24 A	165.00
616	95.00

ROCKOLAS

IMPERIAL 20	\$ 75.00
RHYTHM KING 16	50.00
MONARCH 20	100.00
PREMIER	210.00
A.M.I. MODEL 38	95.00
SINGING TOWERS	125.00
MILLS EMPRESS	135.00

MUSIC ACCESSORIES

A.M.I. WALL BOXES	\$ 5.00
ROCK-OLA BAR BOX	5.00
BUCKLEY BOX	5.00
KEENEY BOX	5.00
WURLITZER #120 BOX	5.00
WURLITZER #125 BOX	5.00
3-WIRE BAROMATIC	19.50
ROCK-OLA WALL BOX	5.00
SEEBURG 3-WIRE SELECTOMATIC D.S. 20-1.Z	18.50
SEEBURG 1942 WIRELESS WALLOMATIC WS. 2.Z	24.50
SEEBURG 30-WIRE BRONZE COVER SELECTOMATIC	5.00

ONE BALL GAMES

SPORT SPECIAL	\$ 79.50
VICTORY SPECIAL	425.00
PASTIME	89.50
RECORD TIME	119.50
BALLY BLUE GRASS	119.50
DERBY OF '41	159.50
POT SHOT	19.50
SPINNING WHEELS	49.50

ARCADE EQUIPMENT

EXHIBIT CARD MACHINE	\$ 29.50
A.B.T. RED, WHITE & BLUE GUN	19.50
BANK BALL, LIKE NEW	249.50
ADVICE TO SINGLE MEN	29.50
SMILEY	7.50
AVIATION STRIKER	79.50
PITCH 'EM & CATCH 'EM	99.50
GOALEE	249.50
PHOTOMATIC	465.00
SEEING IS BELIEVING	39.50
GOTTLIEB GRIP TESTER, '46	29.50
CHICAGO COIN HOCKEY	119.50
AIR RAIDER	89.50
EXHIBIT PUNCHING BAG	79.50
PERISCOPE	69.50
EVANS SUPER BOMBER	169.50
DISPOSITION REGISTER	29.50
SKYFIGHTER	119.50
ADVICE TO SINGLE WOMEN	29.50
CUPID'S WHEEL	69.50
BALLY TORPEDO	89.50
BATTING PRACTICE	79.50
SHOOT THE CHUTE	69.50
WHIZZ	79.50
HOLLY GRIP TESTER	12.50
VIEW-A-SCOPE	49.50
MUTOS. CARD VENDER	19.50
RAPID FIRE	79.50
WIND JAMMER	89.50
GROETCHEN METAL TYPER	275.00
EVANS TOMMY GUN	69.50
NEW WINDMILL JR.	19.50
SEEBURG JAP GUN	69.50
SEEBURG GUN CONVERTED TO MAID AND MONSTER	69.50
SEEBURG GUN CONVERTED TO COINEX TARGET RANGE	69.50
DRIVEMOBILE CONVERTED TO TOKIO RAIDER	129.90

CONSOLES AND SLOTS

EXHIBIT SILVER BELL, C.P.	\$ 49.50
BOB TAILS, F.P.	89.50
GALLOPING DOMINOS, C.P.	79.50
WATLING BIG GAME, F.P.	99.50
SARATOGA, C.P.	69.50
KEENEY TRIPLE ENTRY	99.50
TRACK TIME	89.50
10¢ PACE BANTAM	39.50
SILVER MOON, F.P.	99.50
BANG TAILS, C.P.	79.50
COLUMBIA BELL, 5¢	139.50
SHOOT THE MOON	59.50
RAYS TRACK	69.50
BALLY CLUB BELL	99.50
PACES REELS WITH RAILS	69.50
MILLS WORLD'S FAIR, 5¢	49.50

BRAND NEW CLOSE-OUTS

5¢ WATLING ROLATOPS	\$150.00
25¢ PACE DELUXE	225.00
25¢ WATLING ROLATOP	175.00
10¢ PACE DELUXE	205.00

ORDER FROM YOUR NEAREST "SOUTHERN" OFFICE!

SOUTHERN AUTOMATIC MUSIC CO. Inc.

"THE HOUSE THAT CONFIDENCE BUILT"



MEMBER

SEEBURG DISTRIBUTORS IN CINCINNATI DAYTON • INDIANAPOLIS FT. WAYNE • LEXINGTON



634 S. Third St. LOUISVILLE 2, KY.

228 W. 7th St. CINCINNATI 2, OHIO

242 Jefferson St. LEXINGTON 2, KY.

603 Linden Ave. DAYTON 3, OHIO

325 N. Illinois St. INDIANAPOLIS 4, IND.

1329 S. Calhoun St. FORT WAYNE 2, IND.

411 Commerce St. NASHVILLE 3, TENN.

410 Market St. CHATTANOOGA 2, TENN.

AT ALL OFFICES — NEW GAMES BY GOTTLIEB • DAVAL • KEENEY • EXHIBIT • ABT • MARVEL

Look for your nearest
Aireon DISTRIBUTOR...

Advance Music Company
1606 Grand Ave.
Kansas City 6, Mo.

Alfred Sales, Inc.
1006-1008 Main St.
Buffalo 2, N. Y.

Aireon Distributing Co., Inc.
2034 Commerce St., Dallas 1, Tex.

American Distributors
510 Seventh St., San Antonio, Tex.

Atlas Amusement Company
1078 Union Ave.
Memphis 3, Tenn.

Atlas Distributing Company
2013 N. Broad St.
Philadelphia 22, Pa.

Blackwell Distributing Company
6th Ave., at Milwaukee St.
Denver 6, Colo.

H. M. Branson Distributing Co.
514-16-18 South 2nd St.
Louisville 1, Ky.

Bush Distributing Company
257 Plymouth Ave.
North Minneapolis 11, Minn.

Cuban Plastics & Record Corp.
410 San Miguel, Havana, Cuba

Deep South Distributing Co.
364 S. Washington Ave.
Mobile 21, Ala.

Distributing Corp., of Ill.
1231 W. Chicago Ave.
Chicago 22, Ill.

Garrison Sales Company
1000 W. Washington
Phoenix, Ariz.

General Vending Sales Corp.
237-245 W. Biddle St., Baltimore 1, Md.

Greene Distributing Company
26 Brighton Ave., Boston 34, Mass.

Arthur Hermann Company
282 Central Ave., Albany 5, N. Y.

Hermitage Music Company
1904 8th Ave. N.,
Birmingham, Ala.

Hermitage Music Company
423 Broad St., Nashville 3, Tenn.

Interstate Novelty Company
W. 16 Sprague Ave.
Spokane 8, Wash.

K&M Distributing Company
704 N. Broadway
Oklahoma City, Okla.

Klein Distributing Company
2606 W. Fond du Lac Ave.
Milwaukee 6, Wis.

Mafco Corporation, Ltd.
4001 St. Antoine St.
Montreal, Que.

Manhattan Phonograph Co., Inc.
767 Tenth Ave.
New York 19, N. Y.

Matheny Vending Company
560-564 West Douglas
Wichita, Kan.

Indiana Music Corp.
Jackson Bldg., 542 S. Meridian St.
Indianapolis 4, Ind.

Modern Southern Distributors
459 Riverside Ave.
Jacksonville 4, Fla.

Modern Southern Distributors of
Georgia, Inc., 320 Peters St., S. W.
Atlanta 3, Ga.

Mulligan Distributors, Inc.
1024 1/2 Fifth Ave.
Pittsburgh 19, Pa.

Music Distributors
2424 Polk St., San Francisco, Calif.

Navarro Distributing Co.
3706 Whittier Blvd.
Los Angeles 23, Calif.

J. H. Peres Distributing Company
2806 Canal St.
New Orleans 19, La.

W. R. Olney Sales Company
211 West Broadway
Missoula, Mont.

R&S Sales Company
3rd & Butler St., Marietta, Ohio

R & S Sales Company
315 W. Broad St., Richmond, Va.

Sandler Dist. Company
110-11th St., Des Moines 9, Iowa

The Showalter Company
108 E. 1st St., Santa Ana, Calif.

Standard Music Distributors
1913 Leeland Ave., Houston 3, Tex.

State Music Distributing Company
1156 Main St., Hartford 3, Conn.

Triangle Distributing Co.
212 E. 8th St., Cincinnati 2, Ohio

Triangle Distributing Co.
4608 Prospect Ave.
Cleveland 3, Ohio

Tri-State Distributing Company
248 Charlotte St., Asheville, N. C.

Tri-State Distributing Co.
1921 Mecklenburg Ave.
Charlotte, N. Carolina

Western Distributors
1226 S.W. 16th Ave.
Portland 5, Oregon

Western Distributors
3126 Elliott Ave.
Seattle 1, Washington

Pete L. Weyh Company
437 Fourth St., Havre, Mont.

Wolverine Sales Co., Inc.
2200 West Warren, Detroit, Mich.

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Triple Coin Chutes permit three players—or three coins—every spin. 1000 *Super Special Awards*, plus plenty of other big awards and single-cherry awards insure continuous repeat play. Deluxe cabinet in rich wood-grain finish. Any coin-combination—Nickel, Dime, Quarter.



CONVERTIBLE AUTOMATIC OR REPLAY



Bally MANUFACTURING COMPANY
 DIVISION OF LION MANUFACTURING CORPORATION
 2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

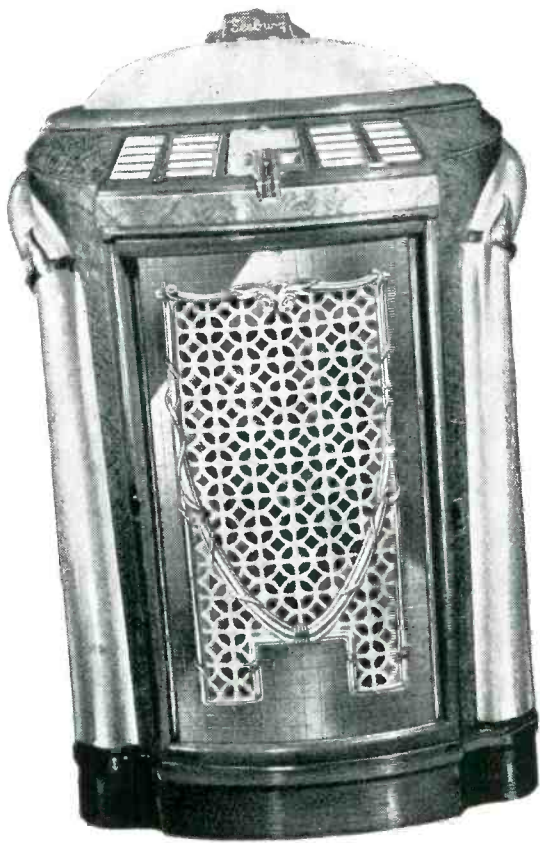
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These are the two greatest contributions to modern music merchandising—both are by Seeburg.

SCIENTIFIC SOUND DISTRIBUTION assures sound at just the right level at every point in the location—no blare near the phonograph—no fade-away in far corners.

WIRELESS REMOTE CONTROL makes it easy for everyone to select the music of his choice—provides simple installation—just plug Wallomatics into a light socket—that's all—no wires to connect to the phonograph.

For the maximum revenue from the locations you operate, be sure to install a Seeburg Music System.



THE SYMPHONOLA "1-47"

The finest phonograph ever built—beautiful in appearance, efficient in operation. Possesses such Music Merchandising features as dual lighting, animation, push-a-tune selector, single coin chute. Two amplifiers provide Scientific Sound Distribution. Sturdy, simple construction means long life, easy servicing.

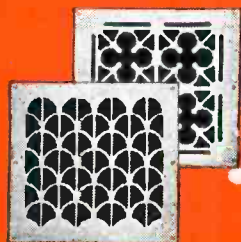
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*America's Finest,
Most Complete
Music Systems*

RECESSED SPEAKERS

The complete Seeburg line includes Recessed Speakers for wall and ceiling installation. Available with 8 and 12-inch impedance matched speakers that faithfully reproduce any volume of sound.



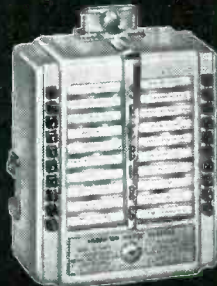
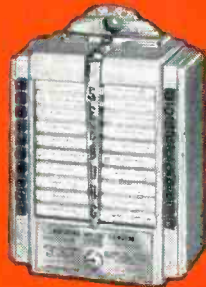
MIRROR AND TEAR DROP SPEAKERS

The Mirror Speaker is of beautiful plastic with baked lacquer finish, trimmed with blue mirrors and chromium. 12-inch impedance matched speaker. The Tear Drop Speaker is of plastic, baked-enamel finish, trimmed in chromium. 8-inch impedance matched speaker.



THREE-WIRE WALLOMATICS

Similar in design and construction to the Wireless Wallomatic but a three-wire cable runs to the phonograph. May be had with nickel coin chute or 5-10-25 cent coin chute. Operates on 24-volt current provided by phonograph.



WIRELESS WALLOMATICS

No wires to phonograph necessary—plug into an electric light socket. Available with nickel coin chute or with 5-10-25 cent coin chute. Made of non-breakable steel, ivory baked-enamel finish.

REMOTE CONTROL SPECIAL

Where space considerations do not permit the installation of a Symphonola, the Remote Control Special is recommended. Mechanism is identical with that of the Symphonola and it may be used with all other components of a complete "Seeburg Music System."



DUAL REMOTE VOLUME CONTROL

Volume of the Symphonola Speaker and all auxiliary speakers may be controlled from a remote point. Records may be cancelled. Volume may be predetermined and locked, preventing change by unauthorized persons.



PRE-AMPLIFIER AND PUBLIC ADDRESS SYSTEM

An amplifier with its own tone and volume control. This permits using Symphonola speaker as a public address system. Music from phonograph and announcements on microphone may be mixed.

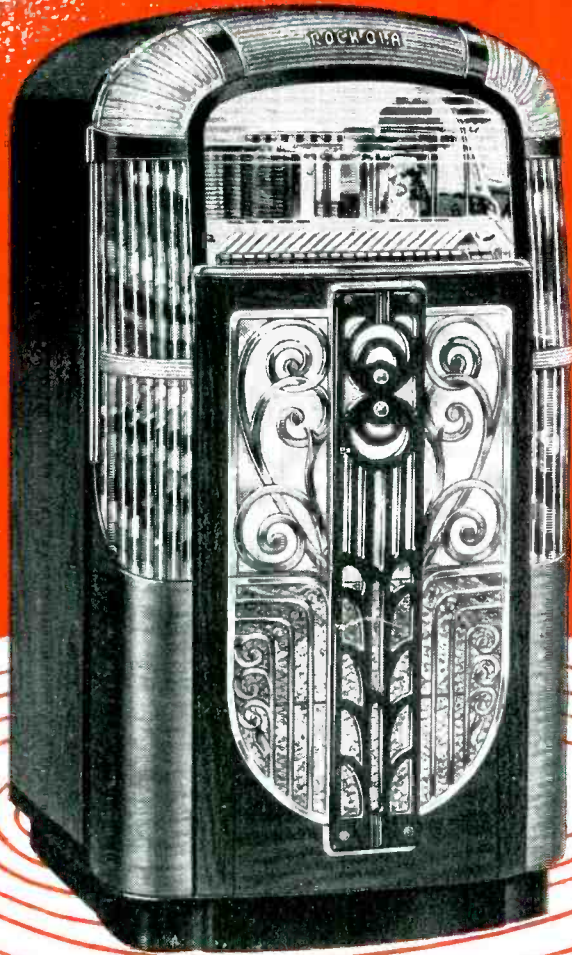


AUXILIARY REMOTE CONTROL AMPLIFIER

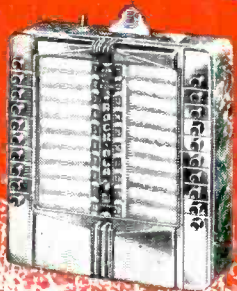
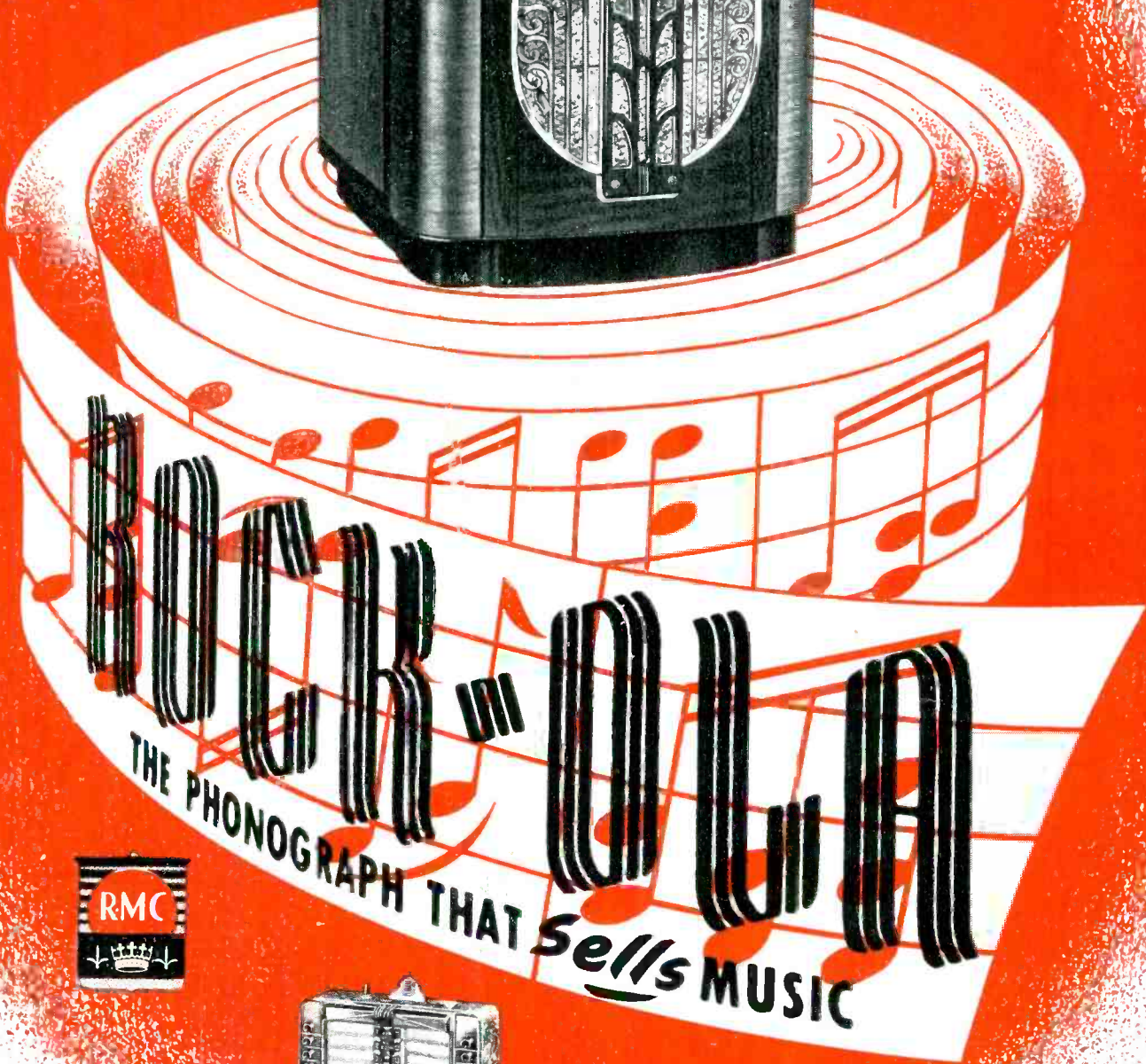
Ideal for large auditoriums or locations having many rooms. Effective at distances up to 1000 feet from the Symphonola. Operation of auxiliary amplifier is entirely separate from master amplifier.



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TODAY



Model 1422



Wall Box 1530

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