

# The Billboard

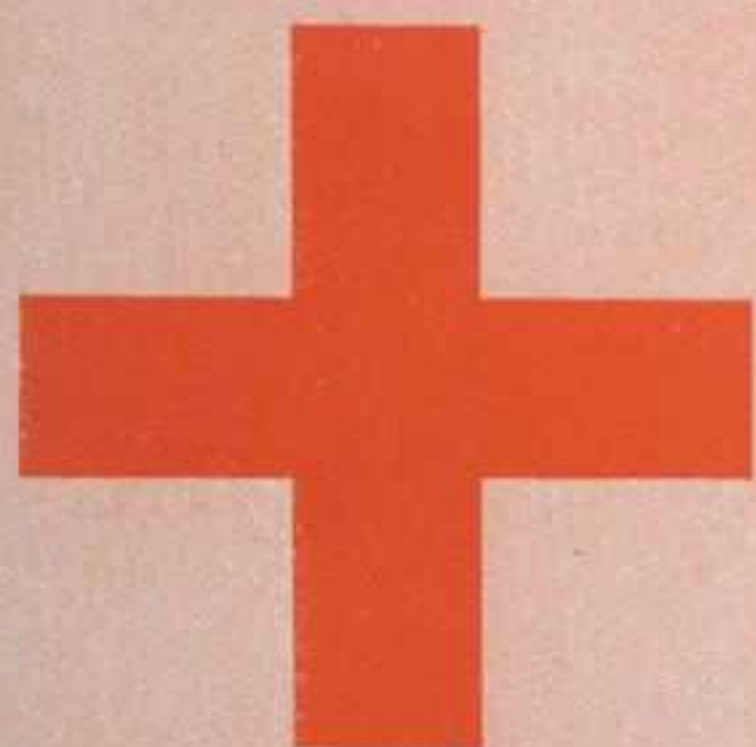
MARCH 16, 1946

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## THE NATION'S TOP LOCAL RADIO PROGRAMS

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Conducted by The Billboard



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# All-Showbiz Washington Pitch

## Done With Mirrors?

NEW YORK, March 9.—Capitalizing on a phrase catapulted into one of the chief civilian gripes in wartime, former CBS scripter Bill Murphy has started V.I.P. Service (Very Important Persons), addressed in part to showbiz box office. With partner, Charlotte Morgan, ex-General Motors p. a., it's claimed they can snatch ducats for the smash hits and go anywhere on short notice via private plane. They even boast about landing hotel reservations. Modus operandi not disclosed—it's the combo's V.I.S. (Very Important Secret).

## U. S. Firms Exhibit At Spanish Fairs Sans U. S. Sanction

MADRID, March 9.—Some \$600,000 worth of American equipment will be exhibited at the Valencia and Barcelona International Fairs, but without the sanction of the United States Embassy. American concerns will not officially exhibit and their products will have to be displayed under the names of Spanish representatives of the companies.

Imports will include \$500,000 worth of material for the Barcelona Exhibition opening June 10 and \$100,000 for the Valencia Fair, starting May 10.

Equipment will include trucks, automobiles, tractors, surgical equipment, radios, textile machinery, machine tools, electric refrigerators, electric kitchens and all types of office equipment.

## Winter Blade Cirk Mulled in Canada

EDMONTON, Alta., March 9.—A meeting held in the MacDonald Hotel here, March 3, discussed the possibility of a winter carnival circuit in Western Canada. Circuit would bring outstanding professional ice shows to major cities in the West, similar to the idea of top-ranking entertainers traveling a circuit for annual summer fairs.

Representatives of figure skating clubs in Edmonton, Lethbridge, Calgary, Saskatoon, Regina, Vancouver and Trail were in attendance. Clubs in Winnipeg and Nelson, British Columbia, were also reported interested in the idea.

Officials of the skating clubs believe that presentation of ice shows over an organized Western circuit would produce better and more elaborate entertainment than is possible thru individual club efforts. In some centers, such as Winnipeg, Edmonton, and Calgary, where local talent is equal to imported professionals, the idea would not be applicable but it is felt that it would add to shows in smaller communities.

## \$100 Uniform Bookers' Fee Asked in Mich.

DETROIT, March 9.—Proposal for uniform State licensee fee for booking agents was launched by Inspector Charles W. Snyder, of Detroit Police Department at annual banquet of Michigan Association of Theatrical Agents. Snyder has headed city's censorship activity for a number of years and has recently been given added police responsibilities grouped, with censorship, into new general service bureau.

Snyder proposed a uniform fee of \$100 for each booking office, regardless of where it is located, together with a \$25 fee for each associate booker, with the proviso that no associate could work for any other than his own office under this license. Latter provision is aimed to overcome the occasional switching of business by associate bookers that is alleged to have occurred in some instances.

### \$200 Fee Now

Detroit bookers now pay \$200 annually, which is generally considered exorbitant, while bookers in other Michigan cities can pay a half or a quarter this fee by virtue of their location. In various instances, bookers in a Detroit suburb have been able to get by with the lower fee by technically booking from their homes in a smaller community, and Snyder's proposal would curb this unequal fee schedule.

Snyder further proposed that the field of theatrical booking be made (See Mich. Bookers' Fee on page 4)

## R-B Starts Banner & Brush Advance on April 4 Tee-Off

NEW YORK, March 9.—Ringling Bros. and Barnum & Bailey Circus banner men were turned loose in the midtown area Monday (4) by Arthur Hopper, advertising chief, and his assistant, F. A. (Babe) Boudinot, to herald the opening of the Big One in Madison Square Garden April 4.

Initial crew of 21 men will be more than doubled Monday (11) when 45 billposters will go into action. Intensive campaign set-up calls for billing within a 200-mile radius that will include Rhode Island, Connecticut, New Jersey and Pennsylvania.

Hopper will use 460 billboards to display paper in addition to usual banners, sniping, lithos and cards.

Garden date will run for 39 days (77 performances) as against 47 days last year.

## Center Theater Site May Give UNO a 35G Talent Nut

NEW YORK, March 9.—UNO's decision to settle in the Eastern part of the U. S.—in Manhattan for a start—may leave it with an ice show on its hands plus a \$35,000 talent nut. Feelers have been put out for UNO to hold its next six-week general assembly here and Rockefeller Center Theater, ice show house, has been suggested as a site. Should this house win out, UNO may have to take over 24 musicians, 92 figure skaters, 34 stagehands, six ice attendants and other personnel attached to the frozen entertainment. Theater is leased to Sonja Henie and Arthur H. Wirtz and contract doesn't expire for another year.

Anyway, an alternative has been suggested—Kingsbridge Armory in the Bronx. Settlement is up to Adrian Pelt, Dutch assistant general secretary in charge of conferences and general services. Rockefeller has offered this theater rent free, with UNO taking over operating expenses. Personnel is part of those expenses. UNO is still mulling it over.

### Showmanship in Meets

However, this world organization doesn't seem to be completely unconscious to the value of showmanship in airing their spiel fests to a waiting world. Meetings of the security council, housed in Hunter College, Bronx, and beginning March 21, will get full newsreel, ether and tele treatment. Arrangements are being made between top newsreel companies for films and CBS, DuMont and NBC for tele with Marion Dix, chief film liaison officer of UNO, who has the say-so on publicizing meetings.

Present plans call for two sound and two silent cameras, with newsreel companies taking turns in filming meetings, and a pool of all results for national and international showing. Lighting will be kept to a minimum so as not to interfere with spielers. One mike to each 11 delegates will be used for movies, tele, p.-a. system and airing. There will also be a special lounge for close-ups and brief speeches by delegates.

CBS, DuMont and NBC will plan among themselves how to video daily conclaves on a rotating sked. One 16mm. camera will be placed among the tele cameras and prints will be available to all companies in the pool.

## Lobby Groups Under Fire; Bill Drafted

### Financial Reports Sought

By Staff Writer of The Billboard

WASHINGTON, March 9.—Spurred by last week's (4) official report of joint Congressional Streamlining Committee, the most vigorous move in history is under way for legislation to regulate lobbyists at nation's capital. Representation of radio trade and entertainment biz there has grown to proportions now rivaling some of old-time "jumbos" such as farm bloc, utilities and real estate groups, National Association of Manufacturers and Oil interests. Radio and entertainment biz representation in Washington, however, lacks the closely integrated organization of the dairy bloc and NAM. A law is being drafted for early submission to Congress.

Joint committee on reorganizing Congress has given strength to the lobbyist-regulation move not only by urging the new law but also by officially recognizing the right of citizens to petition for redress of grievances. The committee proposes that "organized groups and their agents who seek to influence legislation" must file quarterly statements of expenditures for lobbying purposes. The committee stated that "the availability of information regarding organized groups and full knowledge of their expenditures for influencing legislation, their membership and the source of contributions to them of large amounts of money, would prove helpful to Congress in evaluating their representations without impairing the rights of any individual or group freely to express its opinion to Congress."

### Radio Biggest Showbiz Lobby

No. 1 spot in entertainment biz representation here goes to radio which is expanding steadily. Among the better known organized groups, National Association of Broadcasters and Radio Manufacturers' Association have undergone swift growth, with RMA membership now well over 300. NAB thru absorption recently of Frequency Modulation Broadcasters, Inc., has made healthy stride in membership growth, its operation as a liaison with Capitol Hill has become generally known, and org has been taking lively interest behind scenes in progress of Anti-Petrillo legislation. Viewed as important, too, is role of Federal Communications Commission Bar Association, which has almost doubled its membership in last eight years. Impressive in nation's capital is the army of radio lawyers, radio consultants, engineers and advisors who see license applications.

There are more than 1,400 national and international organizations with headquarters at Washington within a 30-cent taxi ride of the Capitol and government departments. Of this total number of organizations, over 100 (See ALL-SHOWBIZ on page 4)

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# All-Showbiz Capital Pitch; Lobby Groups Are Under Fire

(Continued from page 3)  
are regarded as representing entertainment biz, indirectly or directly. Typical of the organizations which indirectly have an interest in radio affairs are Congress of Industrial Organizations, National Educational Association and National Council of Farmer Co-Operatives. Last named association, for example, is strongly interested in clear channel and in regional operations, and is taking strong role in clear-channel inquiry into rural listening. CIO is another outfit which makes strong radio representations not only from labor angle but also from ownership outlook.

Land Grant College Association, which ordinarily might be regarded as having little or no interest in radio, has an active radio committee which has made a number of representations at FCC and elsewhere. The various roles of these organizations are regarded as bona fide, and it is expected that the associations would willingly put on record their membership and financial statistics. CIO, in fact, voluntarily did so recently. National Educational Association is another organization which has become actively interested in radio developments in government, with plans having already been spread before FCC by NEA for educational networks. National Association of State Universities is another in the same class, then there are the groups directly engaged in radio on full time, such as NAB and Clear-Channel

Broadcasting Service. In addition, some of the networks are represented by private legislative liaison operatives.

Also recognized are operations of such groups as United States Chamber of Commerce, which has a big staff in nation's capital. Entertainment representation will increase when Eric Johnston, former prexy of U. S. Chamber, opens his big movie industry headquarters here.

Aside from the organizations and private enterprises, tho, there are scores of independent lobbyists, cloaked under various identifications and having a passion for anonymity but working to protect interests of "clients." It is these people who are viewed by congressmen as irksome, and the lobbyist regulation law, if enacted, will hit them hard. The "anonymous" lobbyists are viewed as having unfairly stigmatized the whole operation of group representation in Washington, and influential congressional leaders are more than ever determined to oust them.

The lobby-regulation move also is fast gaining popularity among administration supporters a result of Chester Bowles's denunciation last week (5) of what the stabilization director described as "irresponsible, reckless, greedy" lobbies out to "eliminate or wreck the only controls between our people and inflation." Bowles identified as his targets "the lobbyists of the National Association of Manufacturers" and "the heads of the National Retail Dry Goods Association." Bowles added that he was "talking about those lobbyists who haunt the Washington hotels and the halls of Congress and the agencies, endlessly scheming and plotting to trade the interests of the great majority of our people for the narrow short-range profit of the groups they represent."

## 'Flamingo' Cleansed in Hub; Mayor Curley Adds Censor

BOSTON, March 9.—Before opening, circus-themed *Flamingo Road* was "purified" by Mayor Curley, who ordered "certain eliminations" from the legitime which opened a two-week run Monday (5) at Wilbur Theater.

Hizzoner said he issued the order after being informed the show contained "profanity and lewd action" and that the production staff agreed to the cuts.

Leo Freedman, show's press agent, stated that the producer, Roland Stebbens, had considered withdrawing the play but had decided to continue the run here. Show opens at the Belasco in New York March 19.

Mayor Curley has appointed another new censor, Beatrice Whelton, his wife's cousin. She is a department store exec who gets the \$3,000-a-year job as assistant censor. Samuel Nissen, local lawyer, was his first appointment. Neither has any showbiz background.

## CFRB Appeals Beer Ban

MONTREAL, March 9.—A decision of the CBC banning the sponsorship by a brewing company of institutional and public service broadcasting will be appealed to the CBC board of governors by Harry Sedgewick, president of Toronto's CFRB radio station.

Sedgewick announced his appeal following a statement by A. D. Dunton, chairman of the CBC board, that sponsorship of the CFRB program *Ontario Holiday* by a brewery was not permissible under CBC regulation. "The principle involved," according to Sedgewick, "is that or whether breweries may have institutional and public service broadcasting."

## Sinatravail

SAN FRANCISCO, March 9.—Advance men for Frank Sinatra, who opens at the Golden Gate (20), are moseying around for a spot for The Voice's weekly broadcast from here. Sinatra would like the Civic Auditorium (12,000) but the aud is booked that night, as is the opera house, only other big seater in town. KQW-CBS hasn't the studios suitable to handle the Sinatra fans. Not ruled out is a close-by army or navy camp. But then the question: How about the bobby-soxers?

## Denver Spending To Improve Old, Build New Arenas

DENVER, March 9.—Denver, which has been enjoying a boom in amusements and sports, will see the beginning this year of a \$6,000,000 building program to house attractions. The Lowry-Chiles-Wickersham Post of the American Legion, second largest post in the country, has raised \$1,000,000 to build its new clubhouse and arena, a two-building affair which will be located on Legion-owned property off Denver's Civic Center on 14th and Broadway. Location is central and easily accessible by all forms of transportation.

Clubhouse will have 1,000-seat auditorium, bowling alleys, cocktail lounge and offices. The arena building will seat a capacity crowd of 5,000 for shows, concerts and basketball. Better than 8,000 will be accommodated for boxing and similar attractions. Building program is under direction of Federal Judge J. Foster Symes.

## Stock Show Stadium

Western Stock Show Association, which produces annual stock show, rodeo and horse shows at the Stockyards Stadium, has announced that the association will build a new enclosed stadium at a cost of \$2,500,000 to \$3,000,000. Annual show has outgrown old set-up and is proving to be most popularly attended annual in the region. Plans call for seating capacity of 10,000 for rodeo, ice shows, hockey and concerts. Stadium will hold 14,000 for boxing and similar events. Arena ring will be 110 by 235 feet.

University of Denver, currently engaged in gigantic expansion program, will erect a new field house adjacent to stadium at cost of more than \$700,000. Field house is urgent need in city because of lack of proper seating facilities at AAU, collegiate and high school basketball games. Capacity and overflow crowds have outgrown city-owned auditorium. Set-up calls for seating of 12,000-15,000. Field house will have basketball court with 12,000 permanent seats overlooking. There will be an eight-mile track in the field house.

City fathers have long planned rebuilding Civic Auditorium and probably will make change within two years at cost of more than \$1,000,000. Hall now seats 7,500, but layout is uncomfortable and acoustics ancient. Auditorium at present is getting almost nightly play from local promoters of concerts and sports events. Scramble for dates is terrific and new building program has public and promoters in happy mood.

## MICH. BOOKERS' FEE

(Continued from page 3)  
the subject of a new act of the State Legislature, separating its regulation generally from the act which covers all other employment offices, because of its specialized nature. He also suggested a new contract form to have

## Fax Cone Forms Comm. to Set Chi Ad Council

CHICAGO, March 9.—Chi's long-awaited branch of the Four A's Advertising Council (*The Billboard*, March 9) is one step closer to formation as a result of a meeting of top agency and media representatives here Wednesday (6) in the Congress Hotel. Meeting was called for two purposes: (1) To hear James W. Young, chairman of the council, which has headquarters in New York, explain the council's program for the post-war period and why the program would require a Chi branch office; (2) Planning of initial steps that have to be taken to make the council's branch here a reality.

After Young's speech, which was received with interest by the advertising execs, Fairfax Cone, of Foote, Cone & Belding Agency, was selected to form a committee that will study budget, personnel and operational facts of a council office here. Cone will chair the committee, which will send its findings to the council's headquarters and the members of the advertising industry here. After these findings are in (and the date on which they will be concluded is still indefinite) it is expected that a Chi council office will be established.

In his speech Young stressed the value a council office here could be to the radio industry. Principal value would be that governmental campaigns (such as armed forces enlistment drives, etc.) would all be channeled thru the council with the council also determining means by which the campaigns were to be allocated radio time. Same procedure would be followed for non-governmental but public service campaigns, such as those for the Red Cross.

Young also emphasized the public relations benefits that could be garnered by the advertising industry thru the nationwide work of the council. He said, for example, that some of the council's past campaigns have received as high as 300,000,000 listener impressions. He advocated that in the future advertisers who put council allocated messages on their programs should identify their names with the announcements, and thus they would reap plenty of sound public relations benefit for their products.

## New AFRA Local in K. C.

KANSAS CITY, Mo., March 9.—AFRA has organized its own local in Kansas City, after working for about two years under the St. Louis local. New org was formed at a meeting at Continental Hotel.

Steve Black, of WHB, was named president; Paul Nestleroad, WDAF, vice-president; Don Roberts, WDAF, executive secretary-treasurer; Mrs. Marilyn Rowan, KMBC, recording secretary, Bob Grinde, WHB, sergeant at arms. Org at present is composed of about 30 members. Two stations, WDAF and WHB, are AFRA. The three other stations here, KCMO, KMBC and KCKN—have not pacted.

the new theatrical booking law printed on the reverse, so that acts will be informed of its provisions.

Turning to the field of censorship, Snyder suggested that the contracts should have printed on the back the rules to be observed by acts in avoiding offensive material in their routine. This, he indicated, would remove the excuse given by acts coming into the territory that they didn't know a particular phrase or bit of business was objected to locally.

## The Billboard

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The Billboard Music Year Book and  
The Billboard Coin Machine Digest.





# THE PUBLIC SERVICE STORY

## Editors Tab Top P.S. Jobs

Net m-and-o outlets take it on the chin—G.I. forum and youth segs get raves

By Joe Koehler

NEW YORK, March 9.—While the FCC was preparing a 139-page report blasting the networks and local stations for their lack of public service programming, 324 radio editors of the nation were voting on program popularity and the tops in local station public service presentations. Out of the nation's 900 stations, some 76 were cited by the editors for their p. s. efforts. Eds tagged 88 programs as being worthy of special honors.

While many editors did not vote in the local station tabbing due to the fact that their publications were identified with one or more stations in the area, a great percentage of the 324 did spotlight the good jobs being done by stations within reach of their radio receivers. This meant that in many cases editors voted for stations and their programs that were outside of the 100-mile section that the average radio editor calls his "trading area."

Network managed-and-operated stations didn't do too well, with only three CBS and one ABC percolater getting in the final tribute. (Detailed report on the network-owned stations appears in another column on this page.)

In New York WMCA's *New World a-Comin'* received enough votes to make the tabulators think that it was a network airing. Same was true of the voting for *American Negro Theater* on WNEW. Both of these are pitches for racial understanding, WMCA's being a direct frontal approach to the problem, and WNEW's an entertainment-wise approach to the job. Other New York indies that rated special notice from the voting editors for their public service jobs included WQXR for *The New York Times's What's on Your Mind?* and WHN for both its sports broadcasts and Johannes Steel.

While web-managed-and-operated stations out of town broke into the tabbing, the nets' key stations didn't take even a slight bow. Reason may have been two-fold: (1) Main Stem scribblers did not feel that a web originating station was a "local," and (2) the webs' keys are so "network" that very little "local" public service has a crevice thru which to crawl. This isn't true insofar as WABC is concerned, which fact was tabbed some weeks ago in a special report on how WABC became a really local operation.

Generally two types of public service programming stood out in the editors' minds—the G.I. broadcasts and forum and youth programs. Actually hundreds of G.I. programs were nominated and 15 made the local p.-s. honor roll. Forum and youth programs add up to 12 segs. Remaining programs that received enough votes to bring the station into the select group doing a public-service job range from straight entertainment, *Steinway Symphonic Hour* on WLS (See EDITORS TAB on page 12)

Editorial

## They're Screaming Again

ONCE again the Federal Communications Commission has the broadcasting business screaming. This time it's with a 139-page book on programming and some new reports to be made out when stations apply for renewals of licenses. "Excessive commercialism" is among the charges made by the FCC report which also raises all the other holier-than-thou bugbears on soap operas and public service programming.

The FCC, apparently, is concerned with tags, rather than actual program content, since the finger is pointed at stations that are solidly commercial from 6 to 11 p.m., rather than at stations that fill the air with mediocrity in the name of "broadcasting in the public interest."

The National Association of Broadcasting answers the FCC by yelling "freedom of the air" and other pet phrases, when "freedom" has nothing to do with the fundamental case. What faces broadcasting is that some stations forget that radio is show business, not advertising, and these stations mess up the entire industry. In order to "get at" the culprits, the FCC sets up

a rule-of-thumb, which is meaningless, in its effect upon raising the level of broadcast programming.

If the FCC's new "time book-keeping" produces anything but inked fingers it will surprise everyone, most of all the men who have framed the regulations.

As long as the FCC takes the tack that every licensee is out to "get away" with as much as possible, just as long as the NAB is certain that the FCC is out to rule or ruin, the public will be the loser. It's time for the FCC to do something to improve the tone of the air—it can't do it by requiring "sustaining programs" on the air.

All they have to do is to listen to a few of them to discover that. They've arrived nowhere, quickly, with the rod. How about using a little candy?

How about a little less righteous indignation on the part of NAB and the FCC and more cooperation with those who know what the air is for, in order to build up public service that's show business?

There are still millions who don't listen here.

## FCC Report Has NAB Mad

Org claims "invasion" of "free air"—violation of communications act seen

WASHINGTON, March 11.—Important repercussions are developing swiftly on Capitol Hill and in industry circles as result of Federal Communications Commission's long-pending report on public service responsibility of broadcast licenses, with National Association of Broadcasters keynoting industry criticism of the report as an invasion of "free radio" and "freedom of speech on air." FCC's insistence on more air-time for "sustaining programs" and reduction of commercials as criteria for license renewals are being subjected to scorching criticism by industry spokesmen who, it is learned, already have begun carrying their grievance to congressmen on the ground that FCC has allegedly overstepped its authority under communications act of 1934. Discussions have already started in the direction of a possible parley of industry representatives, FCC officials and maybe representatives of House Interstate and Foreign Commerce Committee and Senate Interstate Commerce Committee.

### "Legal" Answers

Altho FCC has invited formal comments from individual stations, webs and trade groups, it is anticipated that individual licenses will confine their comments largely to their station counsel and to NAB which is already carrying the ball for broadcasters. Little more than 24 hours after FCC issued its report calling for vastly more time devoted to sustaining programs in the better listening hours, President Justin L. Miller, of NAB, assailed the FCC report Friday (8) as "a desire to impose artificial and arbitrary controls over what the people of this country shall hear." NAB officials, openly incensed over the report, indicated that NAB does not plan to carry out an implied suggestion for drastic revision of NAB code dealing with commercial time allotments and time for public service programs. There was even talk in industry circles of carrying to the courts the first application to be denied by FCC under the new policy laid down by the commission. The report's aims had long been anticipated in these columns and informed industry folks were not over-surprised by the contents, but the promulgation last Thursday (6) has had an impact of unusual proportions not only in the industry but also in the government.

### Mixed Hill Responses

On Capitol Hill, the report has been received with mixed responses. Some congressmen are threatening to inquire into the propriety of the FCC's role in defining standards for program content, while others, like Rep. Emanuel Celler (D., N. Y.) are registering favorable interest.

In keeping with its recommendations, FCC is already revising its application forms and annual report forms to require stations to show more specifically than ever before just what time is being allotted to web commercials, web sustaining programs, recorded commercials, recorded sustaining programs, wire commercials, wire sustaining pro-

## FCC on Spot With Report On Programing Record of P. S.-to-Comm. Segs Shows

Sponsorship Adds Stations and Ears, Figures Prove

NEW YORK, March 9.—First actual move-in by the Federal Communications Commission on the programming content of broadcast stations, part of the 139-page report released this week on station licenses, hit the industry where it hurts and put, according to top execs who do not wish to be quoted, the FCC out on a limb. It seems, said one major exec, as tho the FCC stated its premise and gave orders to develop that premise to book proportions. "The division of all programs into sustaining or commercial categories," stated the exec, "is without the slightest justification, since there are just as many sustaining stinkers as there are commercial top service programs."

"To damn a number of stations because between the hours of 6 and 11 p.m. they hadn't a single 'free rider' on the air, doesn't make the slightest sense. If, on the other hand, the commission had pointed out that the stations' programming during this period was not 'in the public interest' that would have been another matter entirely," the exec continued.

### B.-R. Doesn't Measure Service

A programing topper at a net pointed out that the measure of a

program's service can never be who is paying for it. The *NBC Symphony* was not less a public service because General Motors bought it. As a matter of record, in the case of the symphony, the sponsorship increased its audience both in number of stations carrying the program and the rating per station.

The *NBC Symphony* record shows up something like this:

	Stations	Ratings (Average)
Sustaining .....	65	3.5 to 4.0
Commercial .....	140	4.4 to 5.6

Even if the ratings didn't increase, the fact that the number of stations was more than doubled means that the program's service to listeners was doubled. Star conductors, size of orchestra and type of program (after a false start) have not been changed. *NBC Symphony*, it is pointed out by even the longest of the longhairs, is the same program it was when it started.

### N. Y. Philharmonic Gained

What goes for the *NBC Symphony* also goes for the *New York Philharmonic* (NBC), under sponsorship of U. S. Rubber. The picture of its (See FCC on Spot on page 18)



## Net Researchers Reserved On Hooper Nat'l Index Pitch

NEW YORK, March 9. — C. E. Hooper this week (5) started his pitch, according to the trade, for the networks to underwrite his "Nation-wide Broadcast Audience Measurement" when he met with the research directors of the four networks and outlined how his "diary studies" combined with his coincidental surveys would deliver what's a dream now—an actual nationwide listening index of each individual program on the network air during survey hours. Hooper is said to have contended that the nationwide index is a must, not alone as a picture for advertisers of what their programs are doing, but as an answer to the question being asked daily, "What about radio versus other media?"

"There is today," said Hooper, "no measurement of the total number of people who listen to an advertiser's program. It is not enough to know that where all four networks can be heard, a program has gradually accumulated an urban audience of a certain size and that compared with other programs it occupies a particular position of popularity. The advertiser wants to know how many people in the U. S. really listen to what he puts on the air, and about half the people in the country live where no measurements are taken."

### Coverage Data Insufficient

Hooper, it's said, stressed the fact that "coverage data"—in other words without saying so, BMB—"will not suffice." He pointed out, "What stations people can hear or do listen to periodically offer no solution to the advertisers on the very real problem of a specific program. Promised expansions of coincidental telephone interviewing from some 80 to x number of communities hold out no hope, as small communities have an insufficient number of residential phones to sample."

"Net paid circulation," continued Hooper, "in other media, offers evidence of potential readership. Coupled with established ad-checking operations, data can be produced that give the advertiser solid comfort that his ad-dollar is not going too far astray. Today he has no comparable comfort furnished him by any network whose time he has purchased."

### 7,500 Home Sample

Having stated his point, Hooper

## WOW Lessors Claim 745G Net Income

OMAHA, March 9.—Station WOW here had net income of \$745,168.73 during the period January 14, 1943, to August 31, 1945, attorneys for the company reported in an accounting filed in District Court under an order of the Nebraska Supreme Court.

Radio station WOW, Inc., a corporation headed by John J. Gillin Jr., leased the station from the Woodmen of the World Life Insurance Society on the earlier date for an average rental of \$74,000 a year for 15 years. Dr. Homer Johnson, a member of the society, brought suit, charging that the society was not being paid enough. Nebraska Supreme Court upheld that contention and the lease was canceled and a new one issued for \$140,000 a year for 25 years.

Accounting showed total income of \$2,616,350 during the period and expenses of \$1,871,181. Don Stewart, attorney for Johnson, said he would file objections to the report and that actually the station's profit during the period was approximately \$950,000. He contended that amounts had been deducted as expenses which were not expenses or were excessive.

went into what he feels to be the answer, a diary study of 7,500 homes selected to sample all U. S. homes. (This figure, altho Hooper did not bring out the fact, is three times the sample which Neilson audimeters hope to deliver, starting in January, 1947.)

It is understood that the diary studies are not planned with anything near the frequency with which coincidental surveys are made. The maximum number of diary reports, as it is now planned, will run to three in any one 12-month period. The (See *Researchers Reserved*, page 10)

## ABC Pays; Chi's WLS and WCFL Get the Gravy

CHICAGO, March 9.—Mixed-up deal that the American Broadcasting Company gets itself into when it tries to do promotion for the web and its local o-and-o station, WENR, came to light here last week when the ramifications of two new promotion stunts the web is pulling off and other promotions it has undertaken recently were scrutinized. The two new promotions were that of buying space on billboards on five of the leading roads carrying traffic into Chi and that of buying posters in subway stations here. Reason for "mixed-up" deal is that altho the net pays for all this promotion, much of its value goes to WCFL and WLS, which carry ABC shows here but do not contribute to the promotion. All of this stems from the fact that WENR does not operate full time. Many of ABC's shows are carried by WLS, which shares time with WENR, and WCFL, which carries ABC shows when WENR is not on the air or when WLS is more interested in airing its own local programs.

Take first the case of the subway posters. Plan was inaugurated this week. The first series advertises ABC's Monday night shows—eight of them. Four of these are on WENR and four on WLS. And altho WLS is given plenty of billing on the posters, it does not pay anything for the plugging. In the billboard deal, ABC gets more for its money. Here is a good idea that many other ABC and other net stations could adopt. But still it has its complications because of the inherent airing time difficulties of ABC shows here.

### Frequency Plugged

This plan will result in ABC billboards being placed at five strategic (See *ABC Pays; WLS on page 10*)

## Stations' Drumbeating on Kidnapping Case Backfires

CHARLOTTE, N. C., March 9.—Radio's perverted point of view in the matter of "firsts" was highlighted here recently when a number of more conservative broadcasting folk criticized station publicity on the coverage of the Terry Taylor kidnapping case. WAYS' drumbeaters charged that their station had a beat on the news of the child's rescue, despite claims to the same effect by WBT.

Criticism leveled at both stations pointed out that the matter of getting a "first" was really inconsequential and that the publicity was in bad taste. Important was the fact that radio, as a communications medium, helped keep listeners informed of latest developments and assisted local police in the rescue of the child.

## Free-Lance Script Market Would Seem To Be Wide Open

NEW YORK, March 9.—Despite all the ex-G. I. talent, there's still plenty of demand for "free-lance" material at agencies throught the nation—and by certain network programs. In one week, six agencies sent out form letters requesting submissions and Dee Engelbach joined the producers who "consider free lance material." Engelbach wants his scripts for *Rogues Gallery*, mystery series on MBS. Typical agency "request" for submissions was letter dated March 4 from W. W. MacGruder sent to "script syndicates" but actually addressed to anyone who had manuscripts to peddle.

Said the MacGruder note:

"We need the following:

5-a-Week Funny Scripts

5-a-Week Serials

5-a-Week Mysteries

5-a-Week Detective Stories

5-a-Week Western Stories.

"We can also use 3-a-week and 1-a-week in comedy, Westerns, mysteries, detectives and other serial ideas."

Of course, the "free-lance field" is still a maybe with submissions at your own risk—but at least the tyros and others who have air ideas can hope.

## Package Firm Buys Time To Showcase Seg, Lure Sponsors

NEW YORK, March 9.—Something new has been added to radio history—a package firm which is buying time to air its show as a live show seeking a sponsor. Package is *Youthville, U. S. A.*, starring Betty Garde, which is to be aired March 21 over WABC at 11:30 p.m. Show is property of Carr & Stark and deals dramatically with juve problems.

Result of new procedure is that AFRA provided a special wage rate classification for such, but Equity felt it was still a "commercial audition," so made no changes. So far, packages have been peddled as e.t.'s for the most part. This departure from the normal is certain to break the ice for other packagers to buy net time and peddle personally.

Carr and Stark firm is run by Charles Star, Kate Smith and other program spielers, and Thomas Carr, announcer as well as production and sales experts, formerly with WTIC, Hartford, Conn.

## Coast Daily Adds Radio

HOLLYWOOD, March 9.—Battle of the radio pages has been under way since *The Valley Times*, San Fernando Valley twice-weekly, went daily Monday (4). *Times* is out gunning for the *Hollywood Citizen-News* because the territory of both papers overlap. Because *The Citizen-News* has a full-time radio ed (Zuma Palmer), *The Valley Times* opened a full page to radio info and named Al Rich editor. With many radio people living in the valley, the radio page stacks up as a potent weapon to gain readers.

## IBS' 1st Canadian Affiliate

NEW YORK, March 9.—First Canadian affiliate of the Intercollegiate Broadcasting System will be the Radio Workshop of Queen's University, Kingston, Ont., which recently applied for membership. The Workshop, which broadcasts weekly with 100 watts on 1,490 kc. over CFRO, non-commercial station owned and operated by the university, will exchange transcriptions and scripts with IBS members in the United States.

## Schechter Due For Boost to V.-P. at Mutual

NEW YORK, March 9.—Publicity, which hasn't a v.-p. to its name at the networks, looks set to change this with Abe Schechter skeddled to be upped to that brass by Mutual within the next six months. Schechter is news and special events boss now, but need of an over-all v.-p. to handle the combo news and flack supervision is seen essential at the net since Bob Swezey, to whom publicity now reports, hasn't any special press agenting in his background. Ed Kobak, prexy, has plenty on the publicity ball, but he also has plenty of other things to worry about.

Schechter hasn't found enough to do with the news and special events department, and besides commentating hasn't been building sales (as noted in *The Billboard* some weeks ago) so the move is seen as inevitable and all to the good, since Jim O'Bryon, net press boss, will have a man to report to who knows the newspaper business backwards and forwards.

Other nets have their praise agents reporting to v.-p.'s who in some cases like Swezey, know little of press agency or like Ed Kobak are too busy to give the activity the minute supervision it requires.

George Crandall (CBS) reports to Joe Ream, legal light v.-p. at the web; Earl Mullen reports to Bob Kintner, political contact for ABC and ex-Washington columnist; Sid Eiges reports to Frank Mullen, NBC executive v.-p. and general manager, who has plenty of other things to think about. V.-P. status at NBC is reserved for programs, televisions, sales, general manager, No. 2 g.m. and No. 2 prexy, legal eagle, e.t. boss, engineering, finance, Washington, Chicago, and West Coast chiefs. With Schechter headed upstairs, there's at least an open chance, trade states, for the other three nets to come to the appreciation of the fact that publicity is really of v.-p. stature.

## NAPA Invites Air, Music Execs To Mull Copyright Changes

NEW YORK, March 9.—National Association of Performing Artists is setting up a meeting of radio and music executives for April 4 to discuss revision of the Copyright Act of 1909. Maurice J. Speiser, NAPA counsel, has already contacted John G. Paine and Herman Finkelstein of ASCAP; representatives of the American Federation of Musicians; execs of the National Association of Broadcasters and top men in the record industry. Coin machine interests will also be tendered an invite.

NAPA, which has battled its way thru courts in different states in an attempt to establish the interpretive right of an artist in his recordings, believes revision of the present copyright act is the most feasible way of establishing such a right. Such an amendment would permit nationwide licensing of radio stations using recordings—with the royalty returns being divided among the bandleaders and instrumentalists, and a portion of the take probably going to the AFM.

Problem has tremendous complexities, however, owing to unsettled claims of record companies for a "pecuniary right" in recordings. ASCAP and the entire music publishing industry also has a big stake in any proposed copyright action—particularly in view of the fact (See *NAPA Invites Execs*, page 10)



## Million \$ Suit Filed by Jockey Jarvis Vs. W.B.

HOLLYWOOD, March 9.—Platter spinner Al Jarvis, who last week left KFVB after an 11-year affiliation, filed a \$1,000,000 damage suit against Harry Maizlish, manager of KFVB, and Warner Bros. Broadcasting Corporation, station owner. Jarvis was also granted a temporary restraining order prohibiting the outlet's use of *Make-Believe Ballroom* or *The Original Make-Believe Ballroom* as titles. Action came when the station tagged its disk show *Radio Ballroom* after Jarvis had left KFVB.

In the temporary restraint, Superior Court Judge Henry M. Willis also blocked the indie from using "any other title which has similar connotation." Jarvis is using the original *Make-Believe Ballroom* tag when he starts airing a three-hour show Monday (11) on KLAC.

Tempers flared high when suddenly in midweek KLAC revealed that it had inked Jarvis for seven years' wax-whirling, for which the Dorothy Thackrey (*New York Post*) outlet would shell out \$1,169,000. Maizlish felt that after 11 years' association with KFVB Jarvis should have been more considerate by allowing the station sufficient time to find a replacement.

When Jarvis went off Wednesday, Maizlish started using Lou Marcelle as a pinch-hitter on the platter show until a name jockey could be found. It's understood that KFVB is scouting the East for a platter-twirler. Wax seg had built a terrific following. Jarvis's leaving is shaping up into a knock-down-drag-out issue which KFVB cannot afford to take lying down. To hold its position as one of L. A.'s top indies, KFVB will have to pull a top name to the Coast, but quick.

Jarvis refused to state why he considered the KLAC contract a better deal than his KFVB set-up. Also, at KLAC Jarvis will have to pay co-jockey Peter Potter out of his own pocket. Potter will work with Jarvis, taking turns producing the show and alternating on airings. It's understood that Jarvis wasn't happy because KFVB supposedly did not build him via publicity, leaving him pretty much on his own.

Jarvis, who owns three record shops and sold *Make-Believe Ballroom* to Columbia pix, reportedly received \$1,500 weekly from KFVB.

## Newspaper Strike In Cleveland Upped Listening Plenty

NEW YORK, March 9.—Altho everyone concerned with the now settled Cleveland newspaper strike, including the broadcasting stations in that city, agreed not to make capital of the strike, WGAR couldn't resist the temptation to discover just what the absence of newspapers did to the radio sets-in-use in the Cleveland area during the disagreement.

The C. E. Hooper organization was called in and made a co-incidental survey during parts of the second and third week of the strike. The resulting figures revealed that sets-in-use went up 50 per cent in the mornings and 36 per cent in the afternoons, during the surveyed period.

WGAR made the test, but thus far has revealed only the upped listening in Cleveland and hasn't taken any individual advantage of its own upped ratings.

## Girdle Give-Away

NEW YORK, March 9.—No telling what they'll give away next. The Diana Girdle Company wants to give away its product over NBC's *Maggie's Private Wire*. Letter from the company making the offer is on the desk of an NBC exec who has developed a perpetual blush.

## Chi Sun Joins Radio Parade With Column

CHICAGO, March 9.—Another Chicago newspaper, *Sun*, has seen the ineptness of a blackout on a daily radio column and is launching one Monday (11). *Sun* is the third paper here to reinstate its daily column in the last year. Only *Chi* daily still maintaining its anti-radio column stand is *The Herald-American*, in line with general Hearst policy.

The new column of *The Sun*, paper owned by Marshall Field, who also owns WJJD here, will be devoted "to news and feature material, altho there will be some criticism and an occasional review of a new show being aired." Betty Burns, who has been writing a Sunday column for the sheet, will also conduct the air column.

## Butcher Files for Calif. Outlet; FCC Steps Up Action

WASHINGTON, March 9.—Harry Butcher, former vice-president of Columbia Broadcasting System, next week will file an application with the FCC for a standard broadcast station in Santa Barbara, Calif. Butcher, who recently wrote a book on General Eisenhower, on whose staff he served in Europe, wants a 250-watter.

FCC is stepping up its actions on standard broadcast bids, with another windfall of bids granted last week. In addition, FCC consented to transfer of control of WIND, Chicago, from Ralph L. Atlas to *The Chicago Daily News*. Also FCC granted to Hearst Radio, Inc., extension of a construction permit authorizing an increase in power to 50 kw. for WINS, New York, to May 29. Leonard A. Versluis, head of Associated Broadcasting System, was granted a construction permit to raise the power of his 250-watter, WLAV, Grand Rapids, Mich., to 1 kw. and to change the frequency from 1340 kc. to 930 kc.

To reduce delay in processing, FCC has revised the procedure to provide that proposed findings of fact and conclusions of law be filed within 20 days after the record of the hearing is closed. Rule formerly provided for filing of such proposed findings within 20 days after the record was filed in the office of the FCC secretary, a procedure which, FCC states, had resulted in delay.

## Hayes Continues 3 Weeks Sans Textron; CBS Pays Tab

NEW YORK, March 9.—Interesting example of network-agency cooperation is the *Helen Hayes* show, being carried by CBS in the 7-7:30 p.m. slot on Saturdays. No longer sponsored by Textron, the program nevertheless will be aired by CBS for three more weeks, with production being handled by Lester O'Keefe, Foote, Cone and Belding producers. CBS is paying O'Keefe for the stint.

SAN FRANCISCO, March 9.—David Lasley, formerly assistant promotion manager of NBC, Hollywood, and recently discharged from the army as captain in anti-aircraft artillery, has been appointed sales and promotion manager of KPO-NBC. He succeeds Hunter Scott, resigned.

## Y&R Suit-Minded If Campbell's Hold On 'Corliss' Sticks

HOLLYWOOD, March 9.—Word that Ward Wheelock had set *Corliss Archer* as replacement for Campbell Soup's *Request Performance* last week brought stern warning from Young & Rubicam which claimed exclusive option to the package and threatened legal action if necessary to protect its alleged interest in property. Y&R shook its legal finger at Hughbert Corporation and its head, F. Hugh Herbert, author and owner of *Corliss*; Jimmy Saphier, agent for Herbert who set deal with Ward Wheelock; Sam Jaffee who also acted as Herbert's agent for *Corliss* package; Ward Wheelock agency and their client, Campbell Soups.

Since strong chance exists of having matter aired in court, Y&R refused to reveal any more details concerning its claims. Agency, however, indicated that issue at stake was bigger than rights to *Corliss*. It wants to prove that an option (what it states it has in this instance) holds water and "in the interest of orderly procedure in the industry" will press the *Corliss* case.

### Saphier Granted Extension

Understood Saphier's contract to act as agent for Herbert expired first part of February but that he was granted an extension only in the then pending Campbell Soup deal. In the meantime, Herbert had turned *Corliss* over to Sam Jaffee Agency for peddling just in case Saphier couldn't swing soup set-up. Under this arrangement, Saphier could peddle *Corliss* only to Campbell Soups leaving Jaffee free to play the field. Jaffee, according to Herbert's attorney, Martin Gang, was aware of set-up with Saphier and was under orders to clear everything thru Herbert before giving out any options. Saphier claims extension on his contract with Herbert expired midnight last Saturday (2), but he set deal with Ward Wheelock agency for Campbell that afternoon and that he was therefore acting as rightful agent for Herbert.

Herbert told *The Billboard* thru Attorney Martin Gang that he had at no time signed an option to Y&R and that he knows nothing of any such deal taking place with that agency. Bert Preger, head of radio for Jaffee office, stayed mum on *Corliss* issue, refusing to make any statement. Diana Bourbon, of Ward Wheelock, told *The Billboard* that it had set deal with Saphier for *Corliss* Saturday (2) and did so in the good faith that the property was available. Agency intended to have *Corliss* take over April 28 with package probably riding thru as winter show.

## More Shows Airing Before B.-R.'s Help

NEW YORK, March 9.—In order to build up more solid relationships between radio programs and the sponsors and their employees, a recent trend has been for the appearance of the air-shows and talent before conventions and sales meetings of the sponsor. On the one hand, such events frequently bite into the performers' pockets, since it takes them out of New York and California, away from their other shows, for which they then have to provide substitutes. On the other hand, tho, personal appearances do create good will before large audiences, which apparently makes the performers more than willing to make these out-of-town trips.

About a month ago, *Detect-and-Collect*, ABC airer, went to Akron to broadcast before an audience of Goodrich Rubber personnel. Scheduled to hit the road soon are NBC's *Hour of Charm*, which goes to Kansas

## La Femme Again

NEW YORK, March 9.—NBC's Bill Herson, here from Washington in connection with his WEAF program, panicked a luncheon audience Thursday (7) with an account of Sen. Theodore (The Man) Bilbo's chatter over Washington air lanes. The senator from Mississippi, prior to being interviewed over Herson's WRC program *Coffee With Congress*, 8:15-9 p.m. Saturdays, emphasized that he wanted the broadcast to mention that he needed a housekeeper for his Mississippi plantation. Herson agreed.

After 40 minutes of broadcasting, Bilbo gave Herson the signal to go into that housekeeper pitch.

"And how is your plantation, Senator?" queried Herson.

"I need a woman!" boomed the Senator.

This was more than Herson bargained for and he tried a new approach—but the Senator reiterated, "I need a woman." Herson somehow finished the remaining time.

P. S. Next batch of fan mail included letters from 300 willing females!

## NBC Symph Exit, Taylor Renewal on Gen. Motors Sked

DETROIT, March 9.—General Motors, thinking at present in terms of the necessity of selling the public on what GM stands for and its products, once the strike clouds have cleared away will drop the *General Motors Symphony of the Air* broadcasts, it was learned here this week. Corporation wants to hold onto the time, if it's possible (altho trade feels that the time goes with the NBC symph and that no symph, no time), and will build a sock commercial show to replace its good will war-time promotion.

At the same time that it's dropping the longhair seg, it's renewing the Henry J. Taylor news seg on MBS under the general title *Your Land and Mine* altho the time for the broadcasts will be changed from 10 p. m. (EST) to 7:30 to 7:45 (EST). Time move will be better for GM and Taylor.

### Bing Yen Still Strong

GM still would like Bing Crosby, for whom it pitched last summer or some like "mass pair of tonsils" or gag deliverer. Feeling is that the time for "good will" building is past. "The General Motors cars must sell on their 'better value' and that isn't a matter of good will." The selling will be hot and heavy, once everything gets rolling.

NBC symph will not go off the air, when GM takes a walk, there being at least three sponsors who are eyeing the sponsorship of that "class audience deliverer."

City on March 17 and Cleveland on March 31, to air before employers and employees of General Electric products, and ABC's *Jack Berch Show*, which broadcasts from Philadelphia on March 21 at a convention of Prudential Life Insurance people. In order to accompany *Hour of Charm* on these junkets, Announcer Ron Rawson will have to supply a substitute spieler for his other Sunday night chore, *Thin Man*. Tom Hudson, *Berch Show* announcer, will fly back from Philadelphia at his own expense on March 21 in order to be on hand for his *Detect-and-Collect* assignment that same night.



# Daylight Saving Time, Media Feuds, Client Service, Comm. Get Going-Over at Okla. Meet

## Trade Reps Differ Plenty; Spot Time Rotation Urged

OKLAHOMA CITY, March 9. — Five hundred registrants from radio stations, networks, rep offices and agencies as well as members of the educational world were in attendance here this week at Oklahoma University's first annual Radio Conference. Conference began Thursday (7) and closed Sunday (10). As is the rule at many radio conferences, attendants who came from 17 States (most of them Middle West and Southwest), heard plenty of generalities that meant nothing to them. But up to Saturday noon some concrete suggestions for radio's betterment had come out of the conference and some statements of significance to the industry had been made.

First day the generalities and the facts known to all really flew fast and fancy. But by Friday the conference warmed up a bit and something of interest did develop. At Friday's clinic on management problems it was brought out that plenty of station managers in all parts of the country except the East are plenty burned up at the nets for the web's determination to adhere to New York time when Daylight Savings Time comes on April 28. At this meeting it was brought out that because of this fact network programs stand to lose 10 per cent of their audiences because they will be heard at new times in all areas but the East.

### MBS, ABC To Rebroadcast

Managers of stations affiliated with MBS and ABC were not too burned up because of these webs' announced plan to rebroadcast net shows by transcription from centrally located points, and at a time enabling stations to present shows at the same time they did before. But NBC and CBS came in for plenty of kicks because of their policies of allowing stations to rebroadcast shows by transcription—but at the stations' own expense.

At a Friday afternoon session on sales and promotion problems the two opposing ideas concerning radio's handling of time sales came to light. Some participants indicated they believed they had the world by the tail as a result of the way in which they sold radio time during the war. They contended that advertisers were now educated to radio and would continue to by copious amounts of the time with very little attendant effort on the part of stations. But Bill Wiseman, promotion manager of WOW, Omaha, gave the opposite view. He said that from now on stations will really have to pound the pavements doing a selling job and will have to provide plenty of promotion to go with the sales effort.

Friday night's dinner discussion presented the thesis that past and present antagonism between newspapers was foolish and that by an adult, mature spirit of co-operation the two media could benefit each other, and the public, too. Jack Ryan, NBC's Central Division press department chief, showed how newspapers carrying radio columns could increase their circulation and how radio could also benefit from radio reviews and criticism in newspapers. Mel Barker, promotion manager of *The Chicago Daily Times*, related how promotional stunts he has been carrying on with co-operation from radio stations has resulted in increased following for both media. Bob Coe, chief engineer of KSD, St.

Louis, described that station's experiment with facsimile and what *The Post-Dispatch* which owns KSD, intends to do with radio-newspapers in the future.

Saturday morning's session on "Serving the Client" was jointly chairmaned by Bill Wiseman and Bob Enoch, manager of KTOK, Oklahoma City. In the main it was a shirt-washing session in which agency, station and rep execs told what was wrong with each other's attempts to be of service to the client. Two significant suggestions did develop from this session, however. One was that radio stations rotate time allotments for spot announcements. Monty Mann, media director of Tracy-Locke Advertising Company, made this proposal. He contended that for too long certain sponsors had been getting the choice times for spot announcements, while others had to take less desirable times. He contended that all sponsors with long-term spot contracts should get cracks at the better times.

### Gingrich Urges Action

Harold Gingrich, continuity chief of the W. E. Long Company, Chicago, made the other worth-while, concrete suggestion at this session. He contended that for too long radio has been sitting back doing nothing to defend itself against the tirades of newspapers and other media against radio advertising and sponsors. He accused radio of a lack of positive action to counteract the impression that has been planted in the public's mind concerning the evils of radio advertising.

He admitted some radio advertising was objectionable, and that it was up to radio to correct these evils. He proposed that to show the importance of sponsors' contribution to the community, and also, to show that some commercials have value because they give information that assists listeners in their every day existence that stations thruout the country start a series of weekly programs that would defend the value of commercials and a commercial type of radio operation, and said the positive approach wherein stations preached the gospel of worth of commercials in not merely a negative, defensive manner would be required. He proposed that on these programs station managers or sales managers would explain why's and wherefore's of commercials and possibly interview advertisers and listeners. If such a plan were adopted, he contended, radio would then benefit from the programs of almost a thousand "managers of ceremonies."

Subject of radio commercials came up, as it does at practically all radio conferences, during the Saturday luncheon session. A cross section of business and professional women, housewives, educators, clergymen, public relations and advertising execs, and even a soldier recently returned from overseas, took radio commercials to task and also complained about the type of programs now being presented on commercial programs. Soap operas, of course, came in for a beating. So did plenty other types of commercial programs. It was the consensus that altho some commercial programs get high ratings, it is only because the public is not offered anything better.

The rebuttal from station represen- (See *Oklahoma Conclave*, opp. page)



# DRUG TALENT COST INDEX

(Based Upon Nighttime Programs)

In the absence of continuous data on non-telephone home listenership, The Billboard takes the liberty of projecting telephone home-based radio audience measurements to total families.

Program Sponsor, Agency, Net & Stat.	Hooper-Rating	Length	Opposition	Cost Per Point	Talent Cost* Per 1,000 Urban Listeners
BIG TOWN Sterling Drug R. & R. CBS 139	16.7	1/2 hr.	Lum & Abner—ABC Elmer Davis—ABC Bedtime Story—MBS Folies of '46—NBC	\$ 149.70	\$ .15
JIMMIE FIDLER** Carter S. & S. MBS 183	6.8	1/4 hr.	James Melton—CBS Double or Nothing—MBS Album of Music—NBC	\$ 183.82	\$ .10
MR. D. A. Bristol-Myers D.-C. & S. NBC 131	21.0	1/2 hr.	So You Want To Lead a Band—ABC Maise—CBS Spotlight Bands—MBS	\$ 214.29	\$ .22
DR. CHRISTIAN Cheshbrough McC.-E. CBS 146	16.3	1/2 hr.	Fish & Hunt Club—ABC Fresh-Up Show—MBS Hildegard—NBC	\$ 245.40	\$ .25
WALTZ TIME Sterling Drug D.-F.-S. NBC 104	15.5	1/2 hr.	The Sheriff—ABC Those Websters—CBS Spotlight Bands—MBS	\$ 225.81	\$ .28
DON GARDINER Serutan Grant ABC 171	5.1	1/4 hr.	Thin Man—CBS Operatic Revue—MBS Jack Benny—NBC	\$ 294.12	\$ .30
DOUBLE OR NOTHING Pharmaco R. & R. MBS 195	9.1	1/2 hr.	LaGuardia—ABC Fidler—ABC James Melton—CBS Album of Music—NBC	\$ 329.67	\$ .33
DATE WITH JUDY Lewis-Howe R. W. & C. NBC 143	13.5	1/2 hr.	Rex Maupin—ABC Theater of Romance—CBS Falcon—MBS	\$ 333.33	\$ .34
VOX POP Emerson Drug McC.-E. CBS 140	12.5	1/2 hr.	Lum & Abner—ABC Hedda Hopper—ABC Drummond—MBS Cavalcade—NBC	\$ 320.00	\$ .34
ALBUM OF MUSIC Sterling Drug D.-F.-S. NBC 142	13.1	1/2 hr.	LaGuardia—ABC Fidler—ABC James Melton—CBS Double or Nothing—MBS	\$ 343.51	\$ .35
NEWS OF WORLD Miles Wade NBC 136	7.5	1/4 hr.	Various	\$ 333.33	\$ .39
AMER. MELODY HR. Sterling Drug D.-F.-S. CBS 138	9.3	1/2 hr.	Fantasy Melody—ABC Arthur Hale—MBS Inside Sports—MBS The Barber—NBC	\$ 430.11	\$ .46
NAT'L BARN DANCE Miles Wade NBC 131	10.3	1/2 hr.	Gangbusters—ABC Hit Parade—CBS To the Girls—MBS	\$ 485.44	\$ .50
DUFFY'S TAVERN Bristol-Myers Y. & R. NBC 129	15.8	1/2 hr.	This Is Your FBI—ABC Kato Smith—CBS You Know Music?—MBS	\$ 537.97	\$ .56
ALAN YOUNG Bristol-Myers D. C. & S. ABC 204	6.6	1/2 hr.	Holiday & Co.—CBS Heatter—MBS Real Stories—MBS People Are Funny—NBC	\$ 681.82	\$ .78
LUM AND ABNER Miles Wade ABC 124	4.8	1/4 hr.	Various	\$ 729.17	\$ .79
QUIZ KIDS Miles Wade ABC 143	8.1	1/2 hr.	Blonde—CBS Ad. in Rhythm—MBS Bandwagon—NBC	\$ 740.74	\$ .81
BEULAH Lewis-Howe R. W. & C. CBS 146	8.4	1/2 hr.	Sun. Eve. Hr.—ABC Alexander—MBS McCarthy—NBC	\$ 892.86	\$ .81
DURANTE-MOORE United Drug Ayer CBS 147	11.0	1/2 hr.	Boxing Bout—ABC Your Land & Mine—MBS Jan Gart Trio—MBS Mystery Theater—NBC	\$1,134.45	\$1.13
KEEP WORKING, KEEP SINGING Squibb G. C. & N. CBS 141	3.3	1/4 hr.	Various	\$1,818.18	\$2.01
SHADOW (MA-LN) Gfovo Seeds MBS 51	10.3	1/2 hr.	Jones & J.—ABC Family Hour—CBS NBC Symp.—NBC	\$ 242.72	***
MEDIATION BOARD (LN) Serutan Grant MBS 12	6.8	1/2 hr.	Sun. Eve. Hr.—ABC Boulah—CBS McCarthy—NBC	\$ 294.12	***
BULLDOG DRUMMOND (LN) Lewis-Howe Ollan MBS 251	6.9	1/2 hr.	Lum & Abner—ABC Hedda Hopper—ABC Vox Pop—CBS Cavalcade—NBC	\$ 382.32	***
ELLERY QUEEN (LN) AnacIn R. & R. CBS 54	11.8	1/2 hr.	Lone Ranger—ABC Singler—MBS Inside Sports—MBS Gilbert—NBC Kaltornhorn—NBC	\$ 466.10	***
BREAK THE BANK Vicks Morse MBS 244	5.3	1/2 hr.	Boston Symp.—ABC Hit Parade—CBS Saturday Serenade—CBS Can You Top This?—NBC	\$ 471.40	***
MAYOR OF TOWN (LN) Noxama R. & R. CBS 58	11.8	1/2 hr.	Man From G2—ABC Harry Savoy—CBS Truth or Consequences—NBC	\$ 508.47	***
REAL STORIES AnacIn D.-F.-S. MBS 77	4.1	1/4 hr.	Various	\$ 609.76	***
MURDER IS MY HOBBY (LN) Knox Morgan MBS 79	5.2	1/2 hr.	Darts For Dough—ABC Philharmonic—CBS National Hour—NBC	\$ 673.08	***

\*Listed in order of "cost." \*\*Includes second broadcast on Pacific Coast. \*\*\*The network in this case is not extensive enough to permit of the projection of Hooperatings and listeners-per-listening-sets upon the urban city population on the same basis as networks of over 100 stations. The "talent cost per urban thousand listeners" is therefore not reported. \*\*\*\*Based on February 28 Hooperatings.

LN—Limited Network. MA—Moving Average.

D., C. & S.—Doherty, Cliford & Shenfield. Y. & R.—Young & Rubicam. R. W. & C.—Roche, Williams & Cleary. McC.-E.—McCann-Erickson. R. & R.—Ruthrauff & Ryan. G. C. & N.—Geyer, Cornell & Newell. D.-F.-S.—Dancer-Fitzgerald-Sample.

The "Talent Cost Index" is protected by the copyright of The Billboard and infringements will be prosecuted.



# DRUG TALENT COST INDEX



(Based upon Daytime Programs)

In the absence of continuous data on non-telephone home listenership, The Billboard takes the liberty of projecting telephone home-based radio audience measurements to total families.

Agency, Sponsor, Program, Net & Stat.	Hooper-Rating	Length	Opposition	Cost Per Point	Talent Cost Per 1,000 Urban Listeners
WIDDER BROWN Sterling Drug D.-F.-S. NBC 140	7.9	¼ hr.	Hop Harrigan—ABC Feature Story—CBS Melody Hour—MBS	\$ 202.53	\$ .30
GAL SUNDAY American Home Products D.-F.-S. CBS 141	7.7	¼ hr.	Club Matinee—ABC Music—MBS Maggi's Wire—NBC	\$ 227.27	\$ .34
STELLA DALLAS Sterling Drug D.-F.-S. NBC 140	6.7	¼ hr.	Fitzgeralds—ABC House Party—CBS Johnson Family—MBS	\$ 261.19	\$ .30
BACKSTAGE WIFE Sterling Drug D.-F.-S. NBC 140	6.1	¼ hr.	Jack Berch—ABC House Party—CBS Erskine Johnson—MBS	\$ 286.89	\$ .46
HELEN TRENT American Home Products D.-F.-S. CBS 142	6.2	¼ hr.	Club Matinee—ABC Richard Maxwell—MBS Van Damme Quartet—NBC	\$ 290.32	\$ .47
LORENZO JONES Sterling Drug D.-F.-S. NBC 140	5.6	¼ hr.	Time For Women—ABC Gordon MacRae—CBS Melody Hour—MBS	\$ 357.14	\$ .49
QUEEN FOR A DAY Miles Wade MBS 262	5.5	½ hr.	Bride and Groom—ABC Rosemary—CBS Tena & Tim—CBS Woman in White—NBC	\$ 727.27	\$1.14
JOHN J. ANTHONY Carler Bates MBS 261	2.5	¼ hr.	A Singing Land—ABC Masquerade—NBC Road of Life—CBS Morgan Beatty—NBC	\$1,200.00	\$1.96
JUST PLAIN BILL American Home Products D.-F.-S. (LN) NBC 67	5.7	¼ hr.	J. Armstrong—ABC Cimarron Tavern—CBS Captain Midnight—MBS	\$ 350.88	***
FRONT PAGE FARRELL American Home Products D.-F.-S. (LN) NBC 67	4.5	¼ hr.	Tennessee Jed—ABC Sparrow & Hawk—CBS Tom Mix—MBS	\$ 358.89	***
RICHARD MAXWELL (LN) Serutan Grant MBS 62	3.6	¼ hr.	Club Matinee—ABC Helen Trent—CBS Van Damme Quartet—NBC	\$ 416.87	***
LINDLAHR (LN) Serutan Grant MBS 244	2.0	¼ hr.	Ted Malone—ABC Aunt Jenny—CBS David Harum—NBC	\$1,000.00	****
BRIDE & GROOM Sterling Drug D.-F.-S. ABC 184	3.2	½ hr.	Rosemary—CBS Tena & Tim—CBS Queen for a Day—MBS Woman in White—NBC Masquerade—NBC	\$1,250.00	****

\*Listed in order of "cost." \*\*Includes second broadcast on Pacific Coast. \*\*\*The network in this case is not extensive enough to permit of the projection of Hooper ratings and listeners-per-listening-sets upon the urban city population on the same basis as networks of over 100 stations. The "talent cost per urban thousand listeners" is therefore not reported. \*\*\*\*Insufficient data.

LN—Limited Network. MA—Moving Average.

D., C. & S.—Doherty, Olliford & Shenfield. Y. & R.—Young & Rubicam. R., W. & O.—Roche, Williams & Cleary. McCann-Erickson. R. & R.—Ruthrauff & Ryan. G., C. & N.—Geyer, Cornell & Newell. D.-F.-S.—Dancer-Fitzgerald-Sample.

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## Oklahoma Conclave Airs Industry Probs

(Continued from opposite page)

tatives can be summarized in three ways: (1) The listeners can turn off their sets if they don't like programs. (2) FM stations that come into being might give program material to satisfy those now dissatisfied with present AM programming. (3) Listeners are not articulate enough and thus program managers don't know what they like and dislike.

Projecting the commercial theme into the future, Ardian Rodner, of Chi's Commonwealth Edison Company, stated that evils of present

Harry James, Xavier Cugat and Guy Lombardo set for "Spotlight Bands." Complete story in Music Department.

radio commercials (principally that of not integrating the commercial into the program content, which enables the listener to turn off his set when he knows a commercial is coming) will be even worse in television productions.

Basing his remarks on the experience he has gained producing video programs at WBKB, Chicago, Rodner stated that integrated television commercials are understood easier and retained in a telecast viewer's mind for much longer period of time than does an unintegrated commercial.

**A MARKET FACT . . . . .**  
At Fairs, in Theaters


**618,715 PEOPLE**

*paid*  
to see

# WLS TALENT

in 1945

**WLS Gets RESULTS**



890 Kilocycles  
50,000 Watts  
American Affiliate

**CHICAGO 7**

THE PRAIRIE FARMER STATION  
BURROUGHS B. BUTLER  
President  
STANLEY SHYDER  
Manager

**REPRESENTED NATIONALLY BY JOHN BLAIR & COMPANY**

## Coast RDG Presses For Nat'l Merger; Plan Web Confabs

HOLLYWOOD, March 9.—Radio Directors' Guild will meet Tuesday (12) to discuss proposed articles of affiliation whereby RDG members hope to link the local megger org with Chicago and New York. Copies of these articles were mailed to companion groups. Fact that Gotham's RDG has an AFL tie-up has held up the solidarity move, as the Windy City and Hollywood groups are independent bodies. It's understood here that the New York RDG is currently seeking a special okay from the AFL headquarters to enter into affiliation with non-AFL Chi and Hollywood.

Among issues treated in the articles is that New York and Chicago Guild members coming here will be given special consideration, thereby smoothing the way for transference. With the increasing number of shows Coasting, if accepted, this point is expected to prove a boon to orgs.

It is also proposed that each guild pick three of its members to act as reps to an RDG superbody to be called the Interguild Council. This group would hold periodic meetings.

While trying to line up national links, the local RDG is building its own group and is skedded to soon start the ball rolling on net negotiations. Shop committees at each of the webs are already mapping demands. With AFRA willing to turn

## Ohio State Univ. Holds Educational Air Institute

COLUMBUS, O., March 9.—Ohio State University's 16th Annual Institute for Education by Radio couldn't have picked a better time to be aired than now, just as FCC announces that it is going to take a look at all public service programs and to analyze them before giving renewals of licenses. Undoubtedly this will focus even more attention than usual on university series, which has rounded up nearly 100 names in radio, education and many other fields to discuss educational and public service angles of radio industry.

Anticipated attendance is around 2,000 radio execs, flackers and reps of scores of national and regional organizations. There will be 15 work-study groups, 8 section meetings, 10 round tables and 5 general sessions. Planning and participating in such a sked will be NAB prexy Justin Miller; Paul White, CBS news and special services director; Edgar Kobak, MBS prexy; Alma Kitchell, ABC woman's program director, and Elaine Carrington, scripter of *When a Girl Marries* and *Pepper Young's Family*.

Institute chairman is Dr. I. Keith Tyler. More than 400 public service and ed programs have been entered in the institute's 10th annual American Exhibition of Educational Radio Programs contest.

over its CBS organization to RDG here, the Guild will focus attention first on ABC and NBC.

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Hollywood

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Phone for Appointment: Kenmore 5-300

NEW YORK BOSTON



# A., T. & S.F. Adds Radio and Music To Traveling

CHICAGO, March 9.—What may eventually become a new audience for radio and wire recordings got its start this week on the Atchison, Topeka & Santa Fe Railway when Fred G. Gurley, prexy of the road, announced that sleeping cars and diners of the system will be provided with radio and wired music outlets.

Each roomette, bedroom, compartment and drawing room will be equipped with the push-button selector which will enable passengers to choose from several radio stations or wire-produced classical or popular music. Pilot lamp, lighting automatically, will announce when the train's own p.-a. system is beaming messages, such as train stops.

First dining car to be equipped with radio and wire program facilities will be used starting March 10 on one of the line's class trains and, as soon as more equipment is available, installations will be made on all rolling stock. Speakers in the diners will be placed on ceilings to provide an even distribution of low-level sound.

Wire recordings have been chosen over shellac platters because, for mobile units, these diskings have proven more practical after a series of tests, Gurley said. Muzak is handling recording of all musical programs.

NEW YORK, March 9.—Few stations give sports awards. WIBG, Philly outlet, is building good will by presenting trophies, emblematic of championships in two cities and six suburban areas to high school basketball leagues.

More than 200 servicemen have found jobs to their liking, thanks to a Veterans' Job Clearing program conceived by WTAG. Service like this helps make WTAG, Central New England's Number One Station.

**WTAG**  
WORCESTER

## WANTED

LARGE METROPOLITAN STATION SEEKING DISC JOCKEY TO CONDUCT EARLY MORNING RECORDED PROGRAM. WRITE IMMEDIATELY, GIVING FULL PARTICULARS, INCLUDING PREVIOUS EXPERIENCE, SALARY AND WHEN AVAILABLE. ALL REPLIES CONFIDENTIAL.

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GUARANTEE every photo to look like your original. 8x10 photos: 100—\$6.00; 50—\$4.13; 25—\$2.75; 5¢ in quantities; postcards, 2¢. Mail orders coast to coast. 24 hr. service. Send for Samples and Price List B.

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# ABC Pays; WLS, WCFL Get Gravy

(Continued from page 6)

spots outside Chi. As auto drivers on their way into the city see the signs they will read they are now entering ABC territory and will be told to tune their sets to 890 on their dial, the frequency of both WENR and WLS. Billboards will attempt merely to sell ABC territory and not specific programs as is done most times by stations or nets using the medium. Since the signs will be tied in with the continuity of a WENR Saturday afternoon show, *Highways Are Happy Ways*, the idea will have added value in that it will be good back-up for ABC salesmen attempting to sell the program to tire companies, spark plug manufacturers, etc. Fact that ABC research revealed that about 65 per cent of the cars on the road have radios gives this campaign another obvious value, too.

But here is how the confusion comes in: Altho about 85 per cent of the ABC shows heard in this area are broadcast on 890 kc.—either on WENR or WLS—confusion for the tuners could result if they were to tune to 890 in search of network shows just when WLS was airing some of its programs for the rural audience. Listeners hearing this type of program are liable to think they are not tuned to a network, keep on fishing for ABC, hit on another and more network-like show, stay tuned to it, and value of the billboards would be lost to ABC. And, of course, here, too, WLS is not meeting part of the sign advertising cost.

### Other Beatings

Other significant ways in which ABC recently took a promotion beating it can't help are these: Now that its program, *Ladies Be Seated*, is being aired from here, the net has been backing it with heavy newspaper advertising. And this advertising, which is paid for solely by the net, carries on it only the call letters of WCFL, because that is the station carrying the show here when it originates here—at 2:30 p.m. (CST). Altho WENR airs the show as a transcribed repeat at 3:30, ABC's own station is not mentioned in the ads.

Recently when Tom Breneman was in town to air his *Breakfast in Hollywood* show from the Oriental Theater, it was WLS that rode the gravy train. All the newspaper advertising plugging the show was paid for by ABC, but WLS, which carries the program from 10 to 10:30 (CST), got the billing and WENR was left out in the cold. In addition, there were plenty of other expenses in pulling off the stunt at the Oriental and altho WLS got plenty of glory from all this, with publicity and what have you, it did not contribute one cent to the campaign. True, it did donate a few 15-minute periods to air the proceedings of a "goofiest hat" contest that was held at the Eighth Street theater here preceding Breneman's arrival, but that was all, and was very minute when compared to what ABC spent.

One other example to round out the picture, WENR cannot air one of ABC's best shows, *Breakfast Club*. WCFL airs it from 8 to 9 a.m. and WLS from 8:30 to 9 (CST). As a result, altho neither station pays anything for the local promotion of the program (and it's heavy) they both get plenty of billing for their call letters for nix. All of which adds up to plenty of furrows on the brows of ABC execs here and has them going around muttering: "Oh, when, oh, when are we going to get our own full-time outlet here? Woe is us until we do."

# FCC's Nix of WOV Transfer Calumet Ap Cites Candor Lack

WASHINGTON, March 9.—Latest warning by Federal Communications Commission to applicants to demonstrate candor and "character" in bidding for station licenses appears in FCC's decisions last week denying transfer consent in WOV case and denying Calumet Broadcasting Corporation application for construction permit for standard broadcast station in Hammond, Ind. In the WOV case, FCC denied application for consent to transfer of control of Wodaam Corporation, licensee of WOV (New York), from Arde Bulova and Harry D. Henshel to Murray and Meyer Mester. FCC stated in the decision last Tuesday (6) that the Mesters proposed "to increase the station's profits by selling more time even tho the station's schedule already shows that 75 per cent of the broadcast time on week-days and 83 per cent on Saturdays is devoted entirely to commercial programs and most of the 'sustaining' programs are heavily interspersed with commercial spot announcements." FCC stated that the Mesters "revealed an extreme lack of candor in testifying under oath as to their numerous difficulties with various governmental bodies."

In the Calumet case, FCC stated: "Study of the record in this case reveals numerous instances where applicant's principal stockholders have been reluctant, evasive and guilty of lack of candor in making prompt, fair and full disclosure of information relating to stock ownership and financial qualifications in response to questions in the application and at the hearings thereon."

## Shorter Daylight Saving Time Period Urged for Chi

CHICAGO, March 9.—Reps of radio, railroads, bus and airlines put the pressure on Chi City Council this week to repeal an antiquated ordinance which keeps the city on Daylight Saving Time until the last Sunday in October—a month after the rest of the country has gone back on Standard Time. Mayor Ed Kelly put in his personal recommendation that the ordinance be repealed and there seems little doubt but that the council will rescind it.

## Bibletone Ties In With Disks

NEW YORK, March 9.—Almost all other types of dinking firms have sent out scripts to broadcasting stations to tie in with their records, except those dealing with the Bible. Now this omission is being corrected by Bibletone Records, sole religious wax outfit in the country, which has just added a radio scripting service. Scripts, built around Bibletone waxing of hymns, are to be offered to local outlets as a complete package of 15 and 30-minute programs. To date 39 such programs have been prepared.

## NAPA INVITES EXECS

(Continued from page 6)

that the NAPA proposal would entail removal of the present royalty exemption of the coin machine industry. Radio's interest in the proceedings lies in the possible licensing of stations using records. As for AFM—the org's interest in recordings and their regulation is of such prime importance that the union must be considered in on any attempted solution of the problem.

Speiser's hope is that all these interests can get together on some common ground for the purpose of seeking revision of the 1909 act. If this is accomplished, NAPA, backed by unanimity of industry opinion, would ask a hearing in Congress.

# ABC's Gam Session

NEW YORK, March 9.—You don't just pick up a phone, call an exec at ABC and get him on the other end—pronto. Like everywhere else, where there are execs, there are channels thru which they are reached; secretaries who "see whether Mr. So-and-So is in . . ." and other polite stalls.

News was made Tuesday (6), however, at this web headquarters when those who called execs got just whom they asked for, without waiting. Execs answered their own phones. No, it's not a new policy. Girl Fridays were downstairs picking up previously-ordered nylons!

# World and Laughton Dickering for E. T.'s

NEW YORK, March 9.—World Broadcasting System and thesp Charles Laughton are in the dicker stage. Plan is to e.t. a number of dramatic narrations by pic player for distribution, as soon as Laughton inks and WBS starts waxing on the West Coast.

Laughton, of late, has become prominent as a narrator, especially of the Bible, and is in demand for such readings. Obviously WBS hopes to cash in on trend and do a big biz with thesp's speling. Bankrollers are said to be waiting to hear the first waxing.

## RESEARCHERS RESERVED

(Continued from page 6)

idea is to establish a ratio between the telephone surveys and the diaries so that interim reports can be made. However, it was pointed out that since most network contracts are for extended periods, there's no economic or realistic justification for a great number of reports in one year.

### Reaction Tepid

Reaction of the network researchers to the diary plan was reserved at the first pitch. The expense will be heavy and until something is done to lessen the waste that buying both CAB and Hooper coincidentals involve, the nets are in no mood to pay a large sum for more data. "Off the record," several net staffers were willing to admit that the diary might fill the "national listening index" need, if some method could be found to write off the cost. Idea of buying

- Crossleys (CAB)
- Hoopers
- Nelissen
- False
- Hooper Diary Figures

and a host of special reports, is something the research boys want no part of. They know, or feel they know, what'll happen when they go up to the brass and ask for more dough for another listening index.

"It's good," they say.

"It's necessary," they say.

"But where's the \$\$ coming from?" they ask.

That's the Hooper diary status at the present report.

## I GOT LOVE IN MY HEART

Every photo reproduction job I do is something personal with me. I treat it with loving care no matter how big or small. For after 11 years of doing work for show people I know how important a really good photograph can be! I know it must sell personality. Catch my act today!

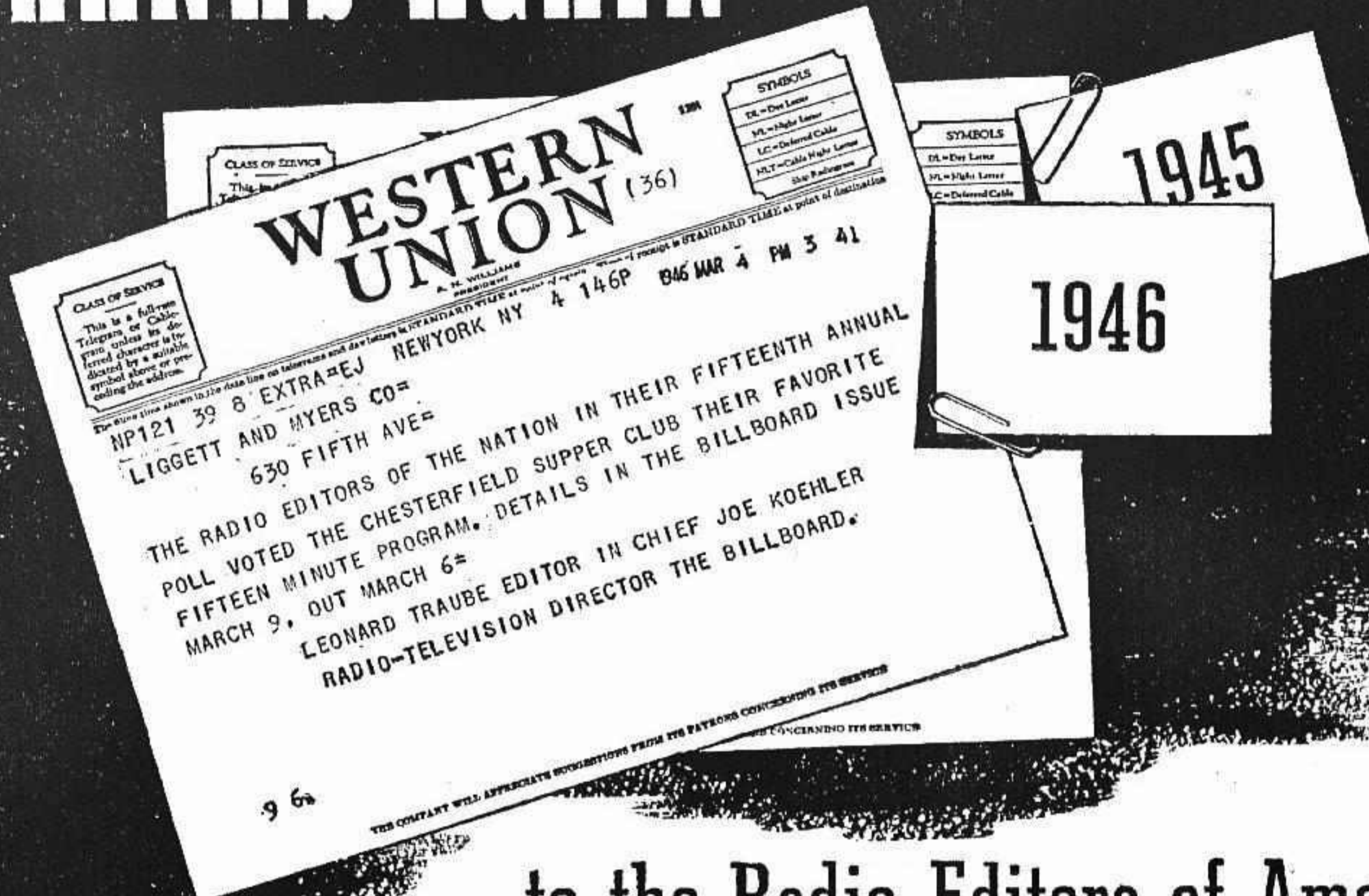
- 8x10's . . . . . 50 for \$4.13
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Write for Free Price List B, Samples and "How To Sell Yourself!"

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# THANKS AGAIN—



—to the Radio Editors of America  
for voting the

## CHESTERFIELD SUPPER CLUB

their Favorite 15-minute Program for  
the second time in less than 15 months  
in the Billboard 15th Annual Poll.

**ALWAYS  
BUY  
CHESTERFIELD**



*Henry Jones J. Stafford*  
*Walter Blood Lloyd Shaffer*  
*The Satisfiers with Helen Carrall*



# THE PUBLIC SERVICE STORY

## Editors Tab Top P.S. Jobs

Net m-and-o outlets take it on the chin—G.I. forum and youth segs get raves

(Continued from page 5)  
 (a recorded longhair seg), to VD educational presentations. On the latter, a special story appears in this issue paying tribute to WTOG, WSAV and WMBD, all of which did their bit to fight venereal disease.

### Mile of Dimes Segs Rave

To prove that fund-raising can be tops, the editors paid special tribute to the four-station tie-up in Indianapolis which produced top entertainment for the Mile of Dimes broadcasts, with the stars of all four stations (WIBC, WIRE, WFBM and WISH) working together to bring in the dough.

Sports also were rated public-service, with WJRC's broadcasts of the basketball games at Elkhart and Goshen, Ind., for the hoop followers who "could never get to see the games," rated near tops. Top sport p.-s., however, went to WTAR, Norfolk, Va., for its airing of Bill Stern's talk to the Granby High School football team (a special report on this broadcast is contained in another story this week).

While *Religion in the News* is a syndicated script feature, apparently WTRY (Troy, N. Y.) handled it so beautifully that it became in the minds of editors thruout the Troy-Albany-Schenectady area the interfaith pitch. Clergymen of all sects participated and the station really brought the listeners to their receivers, which doesn't happen too often with this scripter on other stations, except for confirmed religionist.

### WFBR and Juve Delinquency

Baltimore's WFBR gets a special bow for a program that has attacked juve delinquency without appearing to do anything about it. Program, *Uncle Frank's Hobby Club of the Air*, developed hobbies for the kids and introduced them to many they'd never have thought of for themselves—and then helped them along with 'em. Program is credited with taking innumerable children off the streets and giving them a swell grounding for their future business lives.

Credit for doing a public-service job didn't stop in the editors' minds with straight p.-s. segs. WBBF's *Telephone Quiz* won that station a place among p.-s. stations because "the questions are intelligent and the seg builds public interest in the right things." Even daytime domestic science airings were rated (by male) (See *Editors Tab Top* on page 18)

## Tops in Local Public Service Broadcast Segs

As part of the 15th Annual Radio Editors' Poll, many of the 324 editors tabbed what they considered the top public service programs produced within the range of their personal radio receivers. In presenting these toppers, *The Billboard* does not presume to state that these are the only outstanding programs in the public interest produced locally. The editors listen—the editors nominate and vote—and this tabulation presented alphabetically, according to State and city, is the tops—as newspaper men and women see it.

CALIFORNIA	
Los Angeles	KECA
Design for Death	
Jobs for G.I.'s	
Los Angeles	KFI
Hollywood Bowl Auditions	
Young Artists	
San Diego	KGB
G.I. Joe Civilian	
Bob Fling	
San Francisco	KSFO
Let's Play Games	
San Francisco	KYA
UNO Coverage	

CONNECTICUT	
Bridgeport	WICC
Labor Management Forum	
Hartford	WTIC
Morning Watch	
The ? Before the House	
Ex-Yank	

FLORIDA	
Miami Beach	WKAT
Presidents Round Table	
St. Petersburg	WSUN
Know Your Community	

GEORGIA	
Atlanta	WSB
Your Georgia	
Savannah	WSAV-WTOG
Savannah Campaign Against VD	

ILLINOIS	
Chicago	WBBM
Jobs for G.I. Joe	
Chicago	WCFL
Studs Turkel	
Chicago	WGN
Curfew Time With Wallace	
Broadcast From Servicemen's Centers	
Chicago	WIND
Steinway Symphonic Hour	
Chicago	WLS
Martha and Helen	
Peoria	WMBD
Facts About VD	
Rock Island	WBBF
Telephone Quiz	

INDIANA	
Elkhart	WTRC
Elkhart and Goshen Basketball Games	
Fort Wayne	WOWO
Junior Town Meeting of the Air	
Indianapolis	WIBO
Public Report	
Indianapolis	WIBC, WIRE, WFBM, WISH
Mile of Dimes	

KENTUCKY	
Louisville	WGRC
Tri-City Forum	
Louisville	WHAS
Wake-Up, Kentucky	
Owensboro	WOMI
Installation of Public Officials	

LOUISIANA	
New Orleans	WSMB
Quiz of Two Cities	
Jill Jackson	

MARYLAND	
Baltimore	WFBR
Uncle Frank's Hobby Hour	

MASSACHUSETTS	
Boston	WBZ
Listen and Learn	
Boston	WCOP
Time for Your Life	
Boston	WEEI
Community Spotlight	
Labor Management	
Boston	WNAO
International Airport	
Springfield	WLAS
Radio's 25 Years	
Voice of the Veteran	

MISSOURI	
St. Louis	KFUO*
Consumer Info	
St. Louis	KWK
Aviation Forum	
St. Louis	KMOX
Sunnydale Acres	

NEW JERSEY	
Atlantic City	WBAB
Welcome Home Party	
Paterson	WFAT
Princeton University Receptional	
Welcome Home, Soldier	

NEW YORK	
New York	WHN
Johannes Steel	
Sports Broadcast	
New York	WMCA
New World A-Comin'	
New York	WNEW
American Negro Theater	
New York	WQXR
What's On Your Mind?	
Schenectady	WRGB*
Topsy-Turvy Quiz	
Syracuse	WFBL
General Wainwright's Reception	
The Curtain Rises	
Troy	WTRY
Religion in the News	

NORTH CAROLINA	
Winston-Salem	WSJS
Saturday Playhouse	

NORTH DAKOTA	
Bismarck	KFYR
General Public Service	

OHIO	
Akron	WAKR
Junior Town Meeting of the Air	
Cincinnati	WSAI
Burt Farber	
Cincinnati	WLW
From the Ground Up	
Cleveland	WGAR
APQ Cleveland	
Cleveland	WBK
Bungalow for Joe	
Youth Speaks	
Columbus	WBNS
Columbus Town Meeting	
Youngstown	WFMI
G.I. Wish	
I Was There	

OKLAHOMA	
Enid	KORC
Oklahoma Men in Service	
Oklahoma City	WKY
Save the Soil	

OREGON	
Portland	KALE
Vets Job Shop	
Portland	KOIN
Million Dollar Club	

PENNSYLVANIA	
Du Bois	WCED
Marching Orders	
Lancaster	WGAL
Safety Talks	
Philadelphia	WCAU
School of the Air	
Philadelphia	WPEN
Jobs for Vets	

SOUTH DAKOTA	
Yankton	WNAX
Tune Crackers	

TEXAS	
Dallas	KRLD
The Mayor Speaks	
Houston	KTHT
Hurricane Coverage	
Port Arthur	KPAC
Junior Chamber of Commerce	
Bond Program	
Temple	KTEM
Vets in the News	

VIRGINIA	
Norfolk	WTAR
Bill Stern's Talk to Granby	
Football Team	
Danville	WBIM
Bond Stunting	

WASHINGTON	
Seattle	KIRO
Northwest Program	
Seattle	KJR
Bob Morris, News of the Day	

WEST VIRGINIA	
Bluefield	WHIS
Red Cross and OPA Programs	

\*Actually television stations and not strictly in the running for this honor.

## FCC Report Has NAB Mad

Org claims "invasion" of "free air" — violation of communications act seen

(Continued from page 5)

grams, live commercials, live sustaining programs, the number of spot announcements, and the number of sustaining public service announcements. The forms require the licensees to show these details in three brackets of hours: From 8 a.m. to 6 p.m., from 6 p.m. to 11 p.m., and all other hours. In connection with this revised schedule, FCC has pointed out significantly in its 139-page report: "In general, sustaining and live programs have tended to be crowded out of the best listening hours from 6 to 11 p.m., and also to a degree out of the period from 8 a.m. to 6 p.m. At least some stations have improved the ratios shown in reports to the commission, but not the service rendered to the public, by crowding sustaining programs into the hours after 11 p.m., and before dawn, when listeners are few and sponsors are fewer still. Clearly the responsibility for public service cannot be met by broadcasting public service programs only during such hours. A well-balanced program structure requires balance during the best listening hours."

### Renewals To Get Works

Pursuing a trend begun many months ago by FCC and spotted in these columns, FCC in its report emphasized that consideration of renewal applications will be "generally more careful" with new uniform definitions of basic program terms including a new category called "wire program," defined as a program whose text is "distributed to a number of stations by telegraph, teletype or similar means, and read in whole or in part by local announcer." The commission's demand for more local live programs is among the tenets which is evoking some of the bitterest comment from station owners, particularly licensees in small towns where, according to the operators, it is next to impossible to get local talent, music and public forum expressions. FCC, in acting on license renewals, has placed itself on record as proposing to give particular consideration to four program service factors relevant to the public interest.

- (1) The carrying of sustaining programs, including network sustaining programs, with particular reference to the retention by licensees of a proper discretion and responsibility for maintaining a well-balanced program structure;
- (2) The carrying of local live programs;
- (3) The carrying of programs devoted to the discussion of public issues, and,
- (4) The elimination of advertising excesses.

### NAB Pitch Gets Shoulder

FCC's suggestion for "self-regulation by the industry itself thru its trade associations" has been received coldly in NAB quarters where the issue is expected to increase in liveliness in coming weeks. Miller formulated his statement of denunciation after a series of conferences with his aids. Miller declared the report "reflects a philosophy of government control which raises grave questions of constitutionality." "Considered (See *FCC Burns NAB* on page 18)

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PUBLICITY PHOTOS  
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As low as 5c Ea. in quantity. If you use photos you should get our price list and see our samples before ordering. Drop us a card for free sample and price list. This is not the cheapest service, but our prices are low enough so that you can now afford real quality. Prompt, courteous service. Quality guaranteed.

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## **Thanks, Radio Editors**

**FOR VOTING ME FIRST  
AMONG YOUR FAVORITE PROGRAMS  
(THE ONES YOU HATE TO MISS)  
IN THE BILLBOARD 1946  
POLL OF RADIO EDITORS**

**Fred Allen**

**P.S.—WHO'S GOING TO READ THIS—A BUNCH OF ELEPHANTS?**



## Wheat Product Sponsor Loss Feared by Nets

CHICAGO, March 9.—A growing feeling that the government's recent order that flour mills must utilize 80 per cent of the wheat berry in flour making might result indirectly in the canceling of many network programs by sponsors whose products are affected by the order was very noticeable in Chi radio circles this week. Already one sponsor has canceled a show on Mutual as a result of this order. There is the possibility, too, that a CBS show might be dropped and there is plenty of talk among agency and network offices that still other programs might be canceled in the future.

The Cole Company, makers of Omega Flour, has already cancelled the *Smith Ed McConnell* program they were to have started on Mutual February 28. The Cream of Wheat Company, which sponsors the CBS's program, *Let's Pretend*, thru BBD&O, is plenty worried about the order and has petitioned the government for protection so that they can continue to get the wheat by-product they need to make cream of wheat, which is advertised on the program.

### General Mills Hit

General Mills Company, which advertises Gold Medal Flour, Bisquick and what have you on ABC and other nets, will be hit by the order. The list of other affected companies having shows on NBC, CBS and ABC largely is long. And for those who say the sponsors will continue programs with institutional messages, the answer is that the order is expected to last two years or more.

On one level, however, the wheat flour extraction order will not have adverse effect on local radio sales. Independent bakers will continue to buy time on local stations. The W. E. Long Company, which represents baking companies thruout the country and buys plenty of radio time for 130 of its clients, has developed a loaf of bread, using the new flour, that is just as good in taste, and almost identical in color, with bread formerly made by the whiter flour. As a result it is advising its clients to continue buying of radio time, and is even thinking of advising its clients to increase radio advertising. E. J. Sperry, director of radio for the W. E. Long Company, said that there would be no curtailing of radio advertising on the part of its clients. And, in fact, because of the high quality of the bread, he is going to advise his clients to buy more radio to preach the gospel of its quality to the public.

On one other local level, breweries, the picture, as far as purchase of radio time as affected by this order is concerned, is not too bright. Long heavy users of radio time on local stations, breweries may cut down on their radio advertising because they will be hard hit and, it is said, will be just about the last to receive any wheat by-products they need for fermentation of their beers.

## Mystery of WW's Kelly Paging

CHICAGO, March 9.—Minor feud between ABC's Quiz Kids and the Associated Press, which involved Walter Winchell, was settled this week when John Lewellen, program director, sent all radio eds a full page "explanation" of the quarrel. It seems that Joe Kelly, program's emcee, was vacationing in Florida when rumors spread he had suddenly died there. Winchell, getting wind of the report, put in one of his mysterious pagings of Joe Kelly asking him to call without saying why. No reply. Reason Kelly didn't call was that he wasn't listening to W. W. AP then decided it was time to check into the affair and came up with fact that a Joe Kelly had been found drowned in a river in Georgia.

Lewellen gave AP Kelly's number in St. Petersburg, Fla. AP called Kelly and learned he was still alive. Week later Winchell explained why he had paged Kelly. AP objected to use of word story in following paragraph of release sent out by Quiz Kids: "However, last Thursday Joe wasn't so sure of his earthly status when the Associated Press called to tell him that Joe Kelly's body was found in a river in Georgia. Joe denied that story, too."

AP claimed the word story inferred that it had carried the report over its wire—which it hadn't. To please wire service and make everybody happy, Lewellen sent out his full-page apologies, with a certain amount of tongue in cheek attitude.

## MBS Spinach Eating Shows Okay Results

NEW YORK, March 9.—Expansion of Mutual Broadcasting System during the last year in facilities, billings, and program production, plus personnel revamp involving the addition of top radio men to key positions, places the network in an unusually strong position to compete for national business. Under the guidance of Edgar V. Kobak, net prexy, MBS during the last 12 months mushroomed to about 300 stations—a coverage far exceeding that of any net. Figure is 48 more than one year ago, and is significant when coupled with the network's increase in advertisers. Of the web's 56 sponsored programs already on the air or scheduled to start soon, 20 are full network.

In programing, combination of more sponsors and larger network resulted in a great hike in the number of station-hours of network shows fed to the affiliates. Recent estimate places the figure at 5,469 station hours per week—an increase of 93 per cent over a year ago, when 5,469 hours were being fed.

### Program Dept. Expansion

Tying in with the latter statistics is the greatly expanded operation of the program department, which under the direction of Veepee Phillips Carlin has been able to produce salable shows capable of grabbing "eye-catching" Hooper ratings. Top example is *Queen For A Day*, sponsored by Miles Laboratories and Procter & Gamble, and recently rated the top daytime show on the net by Hooper. Other Carlin babies are *Married For Life*, *Murder Is My Hobby*, *Nick Carter*, *Leave It to the Girls*, *Snow Village*, *Carrington Playhouse* and *Land of the Lost*.

Together with expansion in coverage, facilities, billings and productions, Kobak during last year has added key personnel and streamlined departmental duties. New order included creation of an Eastern Service Division headed by Frank Kizis and a sales traffic division under T. E. Danley—the two groups, together with a third, contracts and estimates being under the supervision of E. P. H. James, manager of sales operations. Sales department also received a shot in the arm with the addition of George Benson as division sales manager and subsidiary personnel.

Boost the network received in 1945, reflected in the fact that MBS topped its previous year's billings by 11 per cent is only the beginning, according to the web's planners. Kobak's 1946 plans call for a considerably enlarged budget.

## Frigon Defends CBC Operation

MONTREAL, March 9.—Dr. Augustin Frigon, general manager, Canadian Broadcasting Corporation, this week answered those who have repeatedly attacked the CBC, without, however, replying directly to the charge that the CBC is a government propaganda outfit which also attempts to judge what Canadians may listen to, even over privately owned stations.

"Canada has a free enterprise radio," he said, "and whatever measures the CBC is forced to take at times to efficiently operate its networks, are not any worse than those taken daily by private stations."

Frigon predicted the Dominion would have about 110 broadcasting stations within the next few years, of which 15 would be owned and operated by the CBC.

"These figures and the experience of every listener . . . are decisive proof that broadcasting in Canada is not fully in the hands or even completely controlled by the CBC," he lashed out.

Frigon added that it was the responsibility of the CBC to provide a medium which will bring closer all sections of the Canadian people. He added that this purpose was achieved by the three CBC-operated networks, the Dominion, the Trans-Canada and the French networks.

He touched briefly on tele and frequency modulation. The CBC, he said, has supported the introduction of FM in Canada, where two stations are already operating in Montreal while several more will be on the air shortly in Toronto, Winnipeg, Vancouver and other points. In regard to television, the CBC feels it wiser to wait until it has been stabilized in the United States.

## Helen Hayes To Get Award Of NAB's Women Directors

NEW YORK, March 9.—NAB's Association of Women Directors, which holds its third annual conference at the Hotel Roosevelt next Friday thru Sunday (15-17) will present AWD awards for outstanding accomplishment to Mrs. Anne O'Hare McCormick, *Times* correspondent, as representative of the newspaper field; Mrs. Bruce Gould of the *Ladies Home Journal* in the magazine field; Helen Hayes, representative of the theater; and Madeleine Carroll, films.

Conference this year has the theme: Women in the Communicative Arts—Their Part in Developing an Informed Public Opinion. Various angles of radio will be discussed, including "The Effectiveness of Radio as an Advertising Medium," scheduled for Friday, and "Women in the

## Backyard Fight Over FCC Jobs Waxes Furious

WASHINGTON, March 9.—President Truman's preparations to fill two vacancies on Federal Communications Commission are being highlighted by some of the fiercest backstage political bickering among leaders in some time. The two lush FCC membership posts are viewed by top political leaders as prize plums, and altho numerous names are being mentioned, few political leaders and congressmen are willing to hazard a guess on the prospective appointees to the vacancies left by OPA Head Paul A. Porter and by the death of William H. Wills, former Vermont governor. Most oft-mentioned names are Rosel H. Hyde, general counsel to FCC, and former FCC Commissioner Norman S. Case, both Republicans.

The backstage political furor over the vacancies is pointed up by recollection among leaders that Truman's appointment of Wills, a Republican, to fill Case's post at the expiration of his term last June had been made without counsel of some of the top Democratic chiefs. Altho the late Commissioner Wills was recognized as a popular and highly capable administrator, several political leaders openly chafed at the appointment, and these same leaders are insisting that they are determined to prevent another "surprise." Some insiders say Truman is giving serious thought to returning Case to the commission to fill the vacancy left by Wills. Strong support for the Hyde appointment, however, is coming from within the FCC.

On a political and geographical basis, it is expected that a Republican, probably from New England, and a Democrat, probably from the Middle West, will be named. The Wills successor will serve the six remaining years of the term, while the Porter successor will get only three years before becoming eligible for reappointment to a full seven-year term. Geographically, the FCC membership now is made up of men representing the South, the Far West, (See *Backyard Fight* on opp. page)

Communicative Arts," Saturday. Addresses will include talks by Alma Kitchell, AWD president; Frank Pellegrin, director of broadcast advertising; Linnea Nelson, J. Walter Thompson, time buyer; Fanny Hurst, novelist; Dean Mildred Thompson of Vassar College, and Walter Lippman, author, lecturer and *Herald Tribune* columnist.

## Brown Double Run

NEW YORK, March 9.—Once again the cops and the flacks are uniting to build up a show person. The ancient stunt of dashing player or chirper to dates with screaming sirens and motorcycle cops is still dear to the hearts of pluggers, even here on the Stem.

Flack plug from the Roxy tells of Chirper Dick Brown, who has coupled appearances in stagershow and Dave Elman's *Auction Block* over WOR. Split-second timing is needed to get Brown from the stage at 9:50 to a 10 p.m. airing and back to the stage by 10:18 to take over stagershow's closing community sing at 10:20.

Motorcycle cops escort his car to and from WOR . . . if that's news any more.

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## DuMont, Philco Vie for Last D. C. Channel

NEW YORK, March 9.—Latest decision of the FCC re Washington allocations has the industry on its ear. Advances on the four channels for the area, which were allowed to sneak out via the FCC "official" spokesman routine, gave the impression that NBC, Philco, DuMont and *The Washington Star* would be given channels. When this advance became known at WOR (Bamberger Broadcasting Company), which also wanted a channel, execs immediately went to work and the wires between New York and D. C. were hot for several days, with James L. Fly (ex-FCC boss) being one of the telephone bill payers.

The WOR "presentation" is said to have made the commission see the light of day, and as a result station has a channel in Washington.

It's now the problem of the industry to figure out FCC policy, if the D. C. ruling means anything on a general basis. Capitol Broadcasting, for instance, was denied its application because it has had "no television experience," altho *Star* has had no experience. DuMont, the only applicant with actual experience in Washington, was denied its request for a regular channel and asked to submit "further proof" that it was capable of doing a job. Philco was placed on the same basis, i.e., to fight it out with DuMont for the channel.

### DuMont Has Experience

If "experience" was the true index of capability of running a television station (everything else being equal) then DuMont has a case history that is equal if not better than any other application (excepting NBC) in the D. C. picture. The answer, trade points out, is not found in the experience. True, DuMont has failed to come thru with the Wanamaker studios in time to open as per sked, but the station will be on the air when it's required to by FCC regulation, March 15. As indicated in the "changeover" report in *The Billboard* (February 16) the Wanamaker studios will not be ready before April 1 or later. It isn't anyone's fault, since things just don't move on schedule in the building field these days.

All applicants were asked months ago if they were willing to share channels and the FCC received a resounding nix on this. Therefore two out of the six orgs wanting in on D. C. video had to be noed. This is where the lobbies are said to have come in. Pressure to give a network, a newspaper and an indie radio station each its own outlet was very strong from all quarters. That left only one channel for a "manufacturer" which meant either Philco or DuMont and that's where the matter is right now. DuMont started the present black-and-white trend, it was the first back on the air during the war, and the blues were heavy indeed at 515 Madison Avenue when the D. C. decision was finally aired. Nobody can foresee what the FCC will do on applications for channels. That's what the "video now" group is wailing about, now.

### Feiner WCBW Prog. Chief

NEW YORK, March 9. — Ben Feiner, assistant program director of CBS tele, has been appointed acting director of tele programs at CBS outlet, WCBW. He will devote most of his time to program development and is preparing a new sked due to debut in April. He will also direct special presentations.

## Color Pocketbook

NEW YORK, March 9.—It wasn't 34 per cent more who went for color, in the report (*Billboard*, March 9, issue) that Dr. Frank Stanton, of CBS, quoted, when making the color pitch to the reps of Capitol Hill. It was instead that they were willing to pay 34 per cent more for color than they wanted to pay for black and white, in the 8 by 10 size.

... Of course broadly speaking if they were willing to pay 34 per cent more, they were 34 per cent more interested in color, etc.

## Westinghouse Bags First Mfg. License For Color Video

NEW YORK, March 9.—Altho Zenith has done most of the bragging about what it plans with color tele, actually Westinghouse has nosed Zenith out by getting first manufacturing licenses for color video. Arrangement on CBS ultra-high frequency color inventions is for five years, on a royalty basis, with extension provided in the agreement. Royalties to CBS range from 25 cents to \$1 on receiving sets, depending on retail price and 1 per cent of the net selling price of complete color tele transmitter studio apparatus. This apparatus consists of: (A) Complete cameras and combination color and black-and-white tele cameras. (B) Complete color film scanners and combination scanners. (C) All associated apparatus and circuits used in all this equipment.

Scale of royalties shows that CBS will receive 25 cents on sets priced at less than \$100; 50 cents on sets between \$100 and \$180; 75 cents on sets from \$180 to \$250. Thereafter, royalty is \$1, unless and until U. S. Department of Commerce combined index of retail prices rises 25 per cent or more from January 1, 1945 level. After this happens when CBS gives licensees three months prior notice, royalty will go to one-third of one per cent of proposed retail price. Licensees will benefit by any of the separate parts, no license is granted to sell parts separately except for bona fide repair.

## W6XYZ Testing Transmitter on Mt. Wilson Okayed

HOLLYWOOD, March 9.—Having gained FCC nod on its Mt. Wilson transmitter installations, Television Productions' W6XYZ (Paramount) will go into operation on Monday (11) with a series of field and equipment tests skedded to last until April 1. Director Klaus Landsberg will resume regular program transmission around that time, with a hefty slice of air-pix plans going to field work.

Transmitter was originally located on Paramount studio lot and was 750 watts. It will now beam via four kilowatts from what is believed to be world's highest video perch, about 6,000 feet. With boost in power plus Mt. Wilson location, Landsberg expects to cover largest area of any video outlet in the world. A relay transmitter (W6LA), operating on the 500 meg band, will be used to beam eye-ear programs from field pick-ups and studio to Mt. Wilson transmitter.

W6XYZ went off the air on December 15 to make the transmitter move. Since then it has shifted from channel four to five.

## Whoa! Video Job Dreamers, Miner Says; Wake Up!

PHILADELPHIA, March 9.—Reversing the usual optimistic trend—he's a CBS exec, of course—Worthington Miner, manager of CBS video, sees no Utopia in tele for folk anxious for big, quick-money careers—at least not for some years to come. Speaking over WCAU on its regular *Career Forum* airing, Miner rapped those who have been creating the starry-eyed attitude towards tele both during and since the war.

"For about two years," he said, "you have been spoon-fed on the sweet sirup of optimism. You are not alone. Television has been widely advertised as a national bonanza for veterans returning from the war, for people with investment capital who don't know what to do with it, for scientists, for actors, for well-nigh everyone in the country, in fact—including you. There is a modicum of truth in this—some day! Television is going to offer a livelihood and a rich opportunity to a lot of people—some day. But it isn't holding out 4,000,000 jobs to 4,000,000 people this year or next year. I don't know when it will. I do know it can't come that quickly."

### Three Divisions

Miner divided future tele into three divisions—business administration, engineering and programming—and discussed each phase. Engineering, he pointed out, would mean eventually that newcomers would be competing with the "very best brains in the country" and, he added, "you'd better be sure that you're better than pretty good, or you'll almost certainly fall by the wayside." He was speaking specifically of the creative side of engineering. Of the technical side, he contended that an innate sense of showmanship, plus sound schooling in electronics, meant that "to hold your own in this field you will not have to be a great engineer; you will have to be a good engineer." Production, he claimed, will offer the widest range of opportunity, but will call for "a staggering variety of aptitudes."

Having built up the distant future as a picture equally as rosy as any yet attempted, Miner came back to his more pessimistic view by pointing out that there are only nine studios now operating thruout the country and that jobs in them are extremely few, since returning vets must get preference and there are only so many jobs at best. Expansion of these studios, too, he maintains, is limited for some time to come. And when expansion arrives, Miner believes, that tele biz will be so highly competitive that only the most able and most experienced personnel will even get a look-in on the job roster.

He points to small communities as the back door to tele, stressing that when they open up there will be less experience needed to get on the staffs, but adds that "the very basic pressure of economy may limit the variety and quantity of jobs available." Anyone, he sums up, who gets a tele job today is "just plain lucky" and can hope for little dough for some time to come, since salaries will be lower than in established money-making industries for some years yet.

## Henri, Hurst and McDonald Vid Return Via Commercial

CHICAGO, March 9.—Henri, Hurst and McDonald, first agency here to put on a video commercial program, is planning to re-enter the tele picture with more commercial programming. HHM will be back in the television swim in about a month, a couple of weeks after WBKB, local video station, returns to the air after changing its frequency.

Altho not yet set, video series will

## Review

Don Lee

Reviewed Monday (4), 8:30-10 p.m. Style—Vaude, interviews, films. Sustaining on W6XAO, Hollywood.

This wasn't much of a show. Live portion of the airer took less than a half hour, the remaining time being devoted to the usual cartoon film, Red Cross documentary newsreel and a feature film called *The Last Bomb*, produced by the Army Air Forces and dealing with events leading up to the atomic bombing of Japan by B-29's.

Tele producers were more concerned with the technical problems of this seg than with production, as it marked the first show since W6XAO returned to the air on Channel 2. The station is now broadcasting on 54-60 mc., lowest frequency permitted for high-frequency television broadcasting. Signal on the new channel appeared strong and steady.

Live show was dull, offering only interviews and a comedy spot which failed to click. Martha Wilkerson, fem disk jockey known as G.I. Jill, was interviewed briefly, followed by a spot interview of Viola Gallegos, who did the same kind of turn in Spanish for Latin American soldiers (overseas). Camera work and lighting on these bits were fair, biggest trouble being fuzzy close-ups. Johnny Mann, who followed, did a take-off on tele commercials of the future. Spot was too long and not very funny. Other live segment was an interview of Capt. James G. McLean, AAF, who told Arthur Van Horne the history of *The Last Bomb*, which followed. This was just another Don Lee television airer, no worse and no better than its predecessors.

## BACKYARD FIGHT

(Continued from opposite page) and District of Columbia, with New England without direct representation. The President is being urged to hasten at least one of the appointments since the commission, already handicapped by Porter's transfer to the OPA, was thrown further behind schedule by the death last Wednesday (6) of Commissioner Wills.

At least two dozen congressmen, some of them highly influential, have already made representations to National Democratic Chairman Bob Hannegan in connection with the FCC vacancies. According to Capitol Hill sources, considerable support is being registered for Senators George D. Aiken and Warren R. Austin, of Vermont, for one of the posts but neither Aiken nor Austin is willing to quit the Hill. Both are leaders of the Republican liberal wing in congress and, altho they are not interested in the FCC assignment for themselves, they are certain to have a voice in recommendations. Both are close friends of Truman.

Meanwhile, former FCC Chairman Porter is being mentioned along with New York State Democratic Chairman Paul Fitzpatrick as a prospect to succeed Hannegan as Democratic national chairman if he quits the latter post. Chief basis for rumor that Hannegan might step out is his illness, but the Democratic national chairman is indicating that he has no intention of leaving.

be for one of the three following HHM accounts: Acme Paint, Bell and Howell or the Perfect Circle Piston Ring Company. The way it looks now, Bell and Howell stands best chance of being sponsor for the series, to be under the direction of Dave Dole, assistant radio director at the agency. Series will consist of newscasts featuring a slide picture accompaniment.



# TALK ABOUT IMPACT!...

Just recently we invited the press to a preview of full color television in the ultra-high frequencies. Of course, we had planned running an ad on the event. What we hadn't planned was that the ad should be entirely (and glowingly) written for us. Here's what the press says about CBS color television.

## SAYS "TIDE"

...CBS did not overlook the increased advertising potential of color. A women's style show, almost meaningless in monochrome, came to life in color. Even little things, like packages of cigarettes, do much better when seen in their familiar colors....

...The significance to the television industry of last week's demonstration would be hard to overstate....

The general reaction: "THIS IS IT!"

## SAYS THE "DAILY NEWS"

...the demonstrations prove that 3 great obstacles, once regarded by many as insuperable, have been overcome. First, CBS is able to

generate sufficient power in frequencies above 300 megacycles to transmit satisfactory color images. Secondly, it modulates a 10 megacycle video band, which most authorities said could not be done. Third, it has eliminated the bothersome reflections known as "ghosts", which have hitherto marred television pictures.

Ultra-high frequency color television, without annoying "ghost" reflections, is a reality....

## SAYS THE "WORLD-TELEGRAM"

CBS color video, in debut, proves beautiful beyond description.

...The image is sharp, distinct and completely realistic. Dr. Goldmark has given us a magic casement, and the vistas it will open should



## ■ here's how CBS full color television struck the press

have a profound effect on every phase of the advertising and entertainment business, not to mention the arts, letters and sciences. It is a medium that calls for the best in all these fields.

...those who watched the CBS demonstration feel sure there will be a mad rush to buy television sets as soon as the public has a glimpse of natural color video.

### SAYS THE "HERALD TRIBUNE"

There were several new things about the demonstration. The signal was being transmitted in a full 360-degree arc from the Chrysler Building, rather than in a directional beam; one transmitter was sending both sight and sound, instead of a separate transmitter being used for each; there were no multiple reflections, or "ghosts" on the viewing screen; the colors appeared real. There was clear definition in the images as well....

### SAYS "TIME"

It was clearly—and colorfully—the most notable television demonstration of the year.  
...The reception, as vivid as a Van Gogh painting, made black-and-white television look antiquated....

### SAYS THE "WALL STREET JOURNAL"

Television in color is a lot closer than most people had believed, it was conceded over the week-end by experts in the industry....

The pictures shown by CBS were clear and the color contrasts as good as those of the best color moving pictures....

The CBS demonstration left little doubt that color television has reached the perfection of black and white....

### SAYS "P.M."

The long-awaited press showing of CBS color television demonstrated without doubt that they have achieved a dramatic refinement on image transmission....



**THE COLUMBIA BROADCASTING SYSTEM**



# FCC on Spot With Report; Sponsors Add Stations, Ears

(Continued from page 5)  
audience is best explained by these figures:

	Stations	Ratings (Ave.)
Sustaining	109	4.8
Commercial	141	5.8

This means that the audience "per station" went up a little over 20 per cent and the number of stations (not necessarily the size of the audience) went up 30 per cent. Obviously, the musical context of the broadcasts hasn't declined (critical comment is proof of that). Then, ask network programing execs, why are these programs less in the public interest, unless advertising is construed to be tarnished and to louse up everything it touches. If the latter is so, these men point out, then broadcasting governmental control is suffering from too much ideology rather than regulation in the public interest.

### More Cases

Further evidence of why sponsored programs are not "bad" and sustaining "good" is available at any rating organization. A few case histories, out of the file, reveal these interesting facts:

#### Let's Pretend (KCBS)

	Stations	Ratings (Ave.)
Sustaining	105	2.8
Commercial	141	7.1

#### Report to the Nation (CBS)

	Stations	Ratings (Ave.)
Sustaining	57	4.7
Commercial	146	7.8

#### Town Meeting of the Air (ABC)

	Stations	Ratings (Ave.)
Sustaining ('44)	108	2.8
Commercial	179	6.2
Sustaining ('46)	164	4.1

## Eds Laud 3 Outlets On VD Programs

NEW YORK, March 9.—It's not so very long ago that NBC clamped down on Surgeon General Parran when he sought to air his campaign against venereal disease. A furore among medics resulted and then the matter died. This week in the *Billboard* of 324 of the nation's radio editors three stations received awards for their programs combating social diseases in their communities. Such a change in thinking, in the opinion of one program manager, is symptomatic of the growth of radio in its approach to public service. Time and the war can claim some of the credit, he said, for this maturing of radio toward hitherto nixed or unpleasant subjects.

Undoubtedly other stations throught the country did their part to combat venereal disease, but either the radio editors didn't deem their programs prize-worthy, or else the segs themselves weren't up to scratch. Winning of awards by the three stations—two in Savannah, Ga., and one in Peoria, Ill.—definitely indicates a trend toward fuller and more potent public service work on the air, not only by nets but by individual outlets.

Savannah's two stations—WSAU and WTOC—won their awards for their airings, titled *Savannah's Campaign Against Venereal Disease*. Peoria's WMBD, which won notice for its civic clean-up campaign last year, got the nod from the radio editors for its program, *The Facts About Venereal Disease*. The original civic campaign handled disease as part of its attack on city problems. Prize-winning show was an intensification of this drive due to war and the proximity of camps to the Peoria area.

Case of "Town Meeting" is not only actual proof of what happens when a public service seg goes commercial but it's also proof that the audience stays with the program after it (if it does) loses its sponsorship.

#### Words at War (NBC)

	Small	After 11 p.m. (No Rating)
Sustaining	.....	.....
Commercial	..... 142	..... 10.0

#### Suspense (CBS)

Sustaining	..... 77	..... 3.0
Commercial	..... 79	..... 12.2

"Suspense" is a case of a good sustaining broadcast that limped along without a real audience until it found a sponsor.

Programers point out that not only are the "sustaining" and "commercial" tags meaningless as rules-of-thumb but a sustainer is prey to every chiseler of free time on the air. A web can refuse an org a ride when the time desired is commercial. When it's sustaining and still the web won't give the time away to a come-join-our-movement-and-save-the-life-of-a-jellyfish pleader, every congressman on the hill hears about it.

#### Soapers Hit Again

On the daytime story, and there were special pages in the booklet blasting soap-operas (what's a program report without a soap opera holiday), the commission again joined the anti-cliff hanger department. The report didn't discuss what could be done about what admittedly is poor writing and shoddy plot development. When NBC brought the Fred Waring half-hour to the sked, it found that it lost listeners. Even now *Road to Life* at 10:30 gets a 5.4, *Joyce Jordan* follows it with a 5.3 and then comes Fred Waring (costing many times the soapers) and gets a 4.1 (that's up from what it has been).

Not only does the Waring program (it's a sustainer three days out of five) lose some of the audience that the web has had but it drops a solid part of its audience while it's on the air, delivering to the program following it *Barry Cameron*, only a 2.4. It takes three hours for NBC to regain a rating of 5 or better (at 2 p.m. with *Today's Children*). It's swell, pointed out one station man, to air "endorsed" programs, but what can be done to beget an audience for them is another matter.

#### Programing Plan Favored

One group within the commission is said to favor a programing plan which would force the dialers to listen to "intelligent" programs or go without ear-ing. The idea here, it is said, is to have all the webs and locals have "good" programs on at certain times. That's known, to the (See FCC on the Spot on page 34)

## FCC BURNS NAB

(Continued from page 12)

from every angle," Miller stated, "the report reveals a lack of faith in the American system of free radio and a desire to impose artificial and arbitrary controls over what the people of this country shall hear." He saw in it a challenge to freedom of the air, and boasted that radio in a quarter of a century has achieved standards of performance that compare favorably with those of any other profession or industry. Acknowledging that perfection has not been attained, Miller declared that nevertheless "the broadcasters are fully aware that they are the champions of the people in resisting both direct and indirect encroachments of government upon the freedom of speech."

## WTAR's P.S. Win In Stern Vein

NORFOLK, Va., March 9.—WTAR's win in the local public service division of the 15th Annual Radio Editors' Poll set off a barrage of anecdotes among radio men here. Trade generally classes the station's alertness in salvaging a Bill Stern broadcast last fall as the year's outstanding example of quick thinking and public service.

Sequence of events started when Granby High School's football team wound up the season as the only undefeated team in the country. With secondary school football big thru-out Virginia, and the city of Norfolk cashing in on national publicity owing to the kids' outstanding grid showing, WTAR planned a banquet with Bill Stern as emcee.

Stern's plane, en route here, was grounded in Philadelphia. WTAR, instead of calling its quits, hurriedly got a line thru to KYW, NBC's station in Philly, thus enabling Stern to speak to the assemblage. The expensive, the station figured it worth while, for the effect was electric, perhaps even more than Stern's actual appearance could have been. Football-happy fans got a terrific kick out of it, Virginia papers played the yarn heavily, and the station—after its anxious moments—scored heavily in publicity and good will resulting from an outstanding public service broadcast.

Angle which has occasioned some laughs here is the fact that Stern, who walked away with the lead in the favorite network spot announcer category, also edged in to share the glory in WTAR's local division award. Trade says you can't keep that Stern guy out.

## Editors Tab Top Public Service Jobs

(Continued from page 12)

editors) as top p.-s. WLW's (Cincinnati) program, *From the Ground Up*, won a rave time and again. Likewise WLS's (Chi) *Martha and Helen* rated as "tops in daytime home-help programs."

#### P.-S. News Commentator

In a few cases news commentators rated as p.-s. plus. That covered the Steel (WHN, New York) previously mentioned, Studs Turkel (WCFL, Chi) and Bob Morris (KJR, Seattle). Just to be different (and no doubt there was a reason) Jill Jackson, fem sports spieler at WSMB (New Orleans) landed plenty of attention for the station because she not only handled skirted sports well, but did a solid job with the male sport world as well.

Even "get-'em-up" programs were culled from the 18-hour days to rate a station attention. WTIC's *Morning Watch*, a program built by Ben Hawthorne before the war, increased the respect it had under the guidance of Bob Steele. Steele's "original humor" mixed well, apparently, with the commercials and disks that he spins. The Travelers' Insurance station also found it rated because of a broadcast series on the housing problem which has been aptly titled the *Question Before the House*.

#### Labor-Management Airings

Labor-management sessions were tabbed a number of times as being something extra and brought honor to stations, including WICC (Bridgeport, Conn.) and WEEI (Boston). These, like the sessions which are broadcast in an endeavor to wake up a town or a State to its own insufficiency, are frequently like a prophet in his own country without honor and only the Bridgeport and the Boston station rated because of their liberal presentations of labor problems.

## Web M&O's Fluff Local P.S. Seg Job

### Eds Don't Rate NBC Outlet

NEW YORK, March 9.—Failure of network managed-and-operated stations to do a local job in the public interest is seen by the industry in the fact that only four web-owned stations rated mention by radio editors of newspapers in the 15th Annual Radio Editors' Poll conducted by *The Billboard* and reported in this issue. Altho NBC ran first for its network public service programing, not one of its six stations rated on the editors' ballots. This condition, NBC brass point out, is set to change, with WEEI recently assuming an autonomous status and each of the stations being urged to be a local station first and a net outlet second. Even the advertising approach has been geared to a "personality" pitch.

CBS hit three out of seven, with WEEI, Boston, winning its editorial attention because of its labor-management broadcasts and its *Community Spotlight*. In Chi, WBBM, out of the three m.-o. stations, won a nod. It, like WGN, was public-service crowned because of its G. I. programing. WBBM went out to get *Jobs for G. I. Joe* and did okay by the vets.

#### KNOX Wins With Ag Seg

In St. Louis, CBS's KMOX, with its p. s. honors with hayseed service, a program known as *Sunnydale Acres*. ABC webber, KECA, was the only net West Coaster to win anything in the way of attention from the editors. There were two programs in the public interest, *Design for Death*, a "safety program," and *Jobs for G. I.'s*.

While the editors by no means were 100 per cent representative of the nation's listeners, they nevertheless did reflect what the industry feels is the correct picture, i. e., that web stations generally still lean too heavily on the chain program crutch. What happened to an outlet that did that to an extreme was indicated in the case of WBT before CBS sent Bill Schudt down to Charlotte, N. C., to manage the station. Station was losing biz and rapidly becoming just a relay point. Schudt and his successors turned the station into a prime local operation so that when, according to FCC regulations, it was necessary to sell it, the number of locals who came up to buy it, were legion.

If the Editors' Poll is any indication, NBC does the top network public-service job and CBS does it with its stations.

Same is true of the job that Louisville's WHAS has been doing in an endeavor to wake up the people of the State to the fact that Kentucky ranks near the bottom of the 48 States in health control and medical assistance. As tabbed before, WMBD (Peoria, Ill.) also has been trying to "clean up the town" and has only lately been receiving credit nationally for the outstanding job of public-service it has been doing.

Judges who tabbed the votes of the nation's newspaper editors noted that no matter what the job, every station receiving enough votes to get in the p.-s. swim has been doing a job. That goes for WKY (Oklahoma City) and its save-the-soil broadcasts, as well as the lifesaving talks of Officer David W. Strayer over WGAL (Lancaster, Pa.).

Local public-service is okay—where it's alive—and if the latest FCC rule holds, it better be alive most of the time, or else.



# SPA-MPPA CONTRACT ISSUES

## That 2-Cent Debbil Again

Diskers won't like, but maybe cleffers and pubs can make it palatable

By Dick Carter

NEW YORK, March 9.—"If the record companies can pay the American Federation of Musicians a royalty, why can't they pay 2 cents a side to the owners of music copyrights?" snapped a major pub this week. He was sounding the keynote of a tune which pubs and writers have been singing in close harmony and which may be the theme song of negotiations this summer between the Songwriters' Protective Association and the Music Publishers' Protective Association.

SPA is almost sure to demand that the new form contract with MPPA guarantee the writer disk royalties of 1 cent a side, and MPPA is figured to agree. So the problem is not whether to pay writers a penny per platter, but how to make the diskers foot the bill. As matters shape up, it appears that MPPA and SPA will have to consult with RCA-Victor, Decca, Columbia, Capitol, etc., before signing the agreement. Pubs obviously will not guarantee writers the penny rate unless they are sure of collecting another copper for themselves.

### Consultation the Answer

Ability of the pubs simply to force the 2-cent rate down the waxers' throats is not strongly questioned, but the likelihood is slight that MPPA would try pressure tactics. One school of thought says that consultation among diskers, writers and publishers might solve the problem by settling on a 18/10-cent total royalty, with 9/10 of a cent going to writers and the same amount to pubs. The 18/10-cent rate is most common now on records in the 51-75-cent retail bracket. A rate of 1 1/4 cents prevails in the 35-cent class, and 1 1/2 cents for records selling at 36-50 cents. Two cents is the royalty on records which sell at more than 75 cents. Blanket 2-cent royalty would represent quite a bite into the disk purse, and 18/10 cents would also add up to a fair over-all increase.

### Diskers' Price Picture

Recorders, freed of the OPA price ceiling (see story in this section), and with ample precedent for price increases where upped costs are involved, might conceivably accede to the SPA-MPPA pitch and pass the nut on to the consumer in increased prices. If this were deemed inadvisable, there is no doubt that the record companies would fight the higher royalty spiel, and if they bark louder than MPPA, the songwriters will have to wage a real struggle to better their share of record coin.

Publishers and recording execs in off-the-record gabfests say that if the upped disk royalty is put thru, it will then be a matter of policing the agreement, with no assurance that side deals won't be made by opportunistic writers, publishers and diskers. And were the higher rate enforced, record companies could be expected to go in heavy for public domain tunes, standards which were assigned to them at the lower royalty rate, originals purchased outright from band leaders and catalogs of

## To a Fast and Equitable Deal

With the contract committee of the Songwriters' Protective Association working to ready its proposals for the forthcoming negotiations with the Music Publishers' Protective Association (see *The Billboard*, March 9), and with much contract planning taking place in both cleffer and publisher circles generally, *The Billboard*, in the stories in flanking columns outlines the ramifications of three probable contract points: Folios, lyric magazines and record royalties. Much of the information in these outlines has never before been published. *The Billboard* offers it to the trade in the hope that a fuller understanding of the subjects will aid the writers and publishers in coming to a speedy agreement and one which will be equitable to both sides.

## OPA Decontrols Prices on Disks, Music Instruments; Phono, Radio Freezes Stay

### Ceiling-Lift "Permanent" Unless Trade Abuses It

WASHINGTON, March 9.—Office of Price Administration has suspended price controls on phonograph records and albums, "for an indefinite period," but warned that controls "will be re-established if there are unwarranted price increases." The OPA order was issued Wednesday (6) in a general order lifting price ceilings from all musical instruments (new and used) and a number of other items.

In issuing the order, OPA explained that "musical instruments" are defined as including pianos and organs but exclude phonographs and

radios, which remain under price control. Removal of price ceilings on musical instruments presumably is permanent, according to OPA explanation, but the suspension of controls on records and albums is "conditional" subject to change if inflationary practices develop. The price control removal and suspension orders became effective Wednesday (6).

Among items from which price controls have been dropped are cabinets manufactured for coin-operated machines, a quantity of sports equipment, electric bulbs, fire arms and ammunition.

## Jewel Disks' Drug, Grocery Rack Distrib

### If Clicks, Could Spread

HOLLYWOOD, March 9.—Jewel Records, headed by Ben Pollack, starting this week will pioneer the distributing of platters via racks in drugstores, malt shops and groceries. This innovation in distributing records will be inaugurated thruout California with New York City and Chicago outlets set for action in a couple of weeks.

Under arrangement Pollack has with firm (name which he would not reveal at this time) 100 records will be placed on display racks with 10 slots to hold 10 disks each. Set-up means that 10 different Jewel Records will be on view for passing patrons. Platters which are of the breakable variety sell for 75 cents, with Boyd Raeburn band platterings going for \$1. Other Jewel artists include Bob Graham, Betty Bradley, Kay Starr, Mahlon Clark.

It's understood that the outfit which is handling drugstore-grocery route for Jewel will also take over his juke box distributing. Eventually Pollack plans on putting sheet music (primarily of his own Crossroads Music Firm) in the racks along with disks.

their own publishing firms (Decca has two, Columbia two, etc.). In this event the writers would be the sufferers, at least for a while.

Plenty of conversational fireworks are expected this summer.

## Folio, Lyric Cuts a Point

Mass-distributed folios 10c per copy payoff for pub—how much for penner?

By Joe Csida

NEW YORK, March 9.—With 12 folios presently on or already having completed a newsstand fling, and three more skedded to hit the stands about a month apart beginning in June, Lyle Engel's words-and-music sheet operations are achieving proportions destined to create many-sided repercussions in the industry. Some of these effects will be key subjects in the forthcoming negotiations between the Songwriters' Protective Association and the Music Publishers' Protective Association.

Eight music publishing enterprises, embodying more than a dozen catalogs, thus far have assigned words-and-music rights to some of their tunes to the song lyrics magazine publisher. They are: Capitol songs, Famous and Paramount Music, Barton and Stanwood music (Sinatra firms), all the Peer organizations (Southern, Peer International, etc.), Sam Fox, the Grand and Wiemar firms, Broadcast Music, Inc. (the pubbery, not the licensing agency) and Campbell-Porgie. Tho some publishers, jobbers, organization execs and others in the industry pooh-poo the whole idea of Engel's folio publications as being too unprofitable to interest big-time publishers, the fact is that Engel has kept the foregoing eight happy with their take on his books, and the folios have sold far beyond even the top-selling, regular 60-cent publishers' folios.

### Full Deal Details

*The Billboard* reveals here for the first time full details on how the Engel folio set-up works for publishers and subsequent relationship to writers and thus SPA-MPPA issue. Engel's folio contract with pubs goes like this: Pub gets nothing until the Engel firm gets costs back from copy sales. Costs are earned by Engel when sales hits around 30 per cent of (See *Mass-Distributed* on page 26)

NEW YORK, March 9.—New York disk manufacturers checked by *The Billboard* indicated that they would move very slowly in making price advances. Best information is that prices on albums may be raised in the near future, and that some of the 35-cent items under the control would be upped to 50 cents. A number of the smaller, indie diskers have already started to cut their prices from the high peaks at which they started their operations. It is generally believed that enough competition has developed in the disk business to hold all manufacturers down to a level (even if they might be inclined otherwise), which the OPA would find non-inflationary.

In Chicago, the National Association of Music Merchants in a confi- (See *Decontrolled Prices* on page 27)

## Flea-Bite Suit Vs. GAC All But Evaporates

NEW YORK, March 9.—City court here this week dismissed the complaint of Edward Dissentaner against General Artists' Corporation, but not that part of the complaint which concerns Howard Sinnott, GAC one-night booker, and Saul Lazerow, of the GAC accounting department.

Using the word "meager" in referring to the strength of Dissentaner's charges against Sinnott and Lazerow, the court indicated that legal technicalities make it necessary for Dissentaner's complaint to be aired in a trial, if he insists.

The case grows out of damages which Dissentaner claims to have suffered when the King Cole Trio turned down a Bronx booking last October. The show was to have been run in behalf of a group called "Youth's Monument to the Future." Lawsuit came as a surprise to the agency, which had regarded the episode as the common sort in which a booker okays a date which the artist later turns down.

## Zissu Takes Youmans Case Vs. Miller Mu

### Issues' Simplification Sought

NEW YORK, March 9.—Vincent Youmans's litigation against Miller Music, kicking around the courts for years, will take a different tack Friday (15) when Youmans's new attorney, Leonard Zissu, will ask Supreme Court here to permit simplification of the issues to expedite ultimate trial. Zissu, who replaces Alley, Cole and Grimes, will move to amend the original complaint so as to bring in all three of Youmans's former publishing properties as plaintiffs, and eliminate Deems Taylor and American Society of Composers, Authors and Publishers as defendants. In earlier (See *Zissu Takes Youman*, page 27)



# James, Cugie, Guy Get Coke 3-Way Split

## 1-Nighters for Bottlers, Too

NEW YORK, March 9.—Harry James, Xavier Cugat and Guy Lombardo were set this week for the revamped Coca-Cola *Spotlight Bands* series which gets underway over Mutual, Monday, April 1, 9:30-10 p.m., and continues every Monday, Wednesday and Friday for a possible 52 weeks.

Altho contracts have not been signed, deal has been okayed by sponsor, bands, Music Corporation of America and D'Arcy Agency, under a formula calling for Lombardo to hold down the Monday nights; Cugat, Wednesdays, and James, Fridays. In addition to the three network shows per week, orks will be used for dances, concerts and local broadcasts at Coca-Cola bottlers' conventions. An example of six such dates booked for the next 14 weeks is a Wednesday, April 3, Boston job for Guy Lombardo, who will play for the Boston bottlers' confab and will broadcast over a local outlet, but not in conflict with Cugat's network airing.

Budget for the new show is reliably tabbed as slightly in excess of the current outlay, which has been a showcase for miscellaneous orks, picked up on the fly. Tommy Dorsey originally figured in plans for the new series, but took on the Chase & Sanborn summer replacement job on NBC and his new Mutual post as pop music overseer.

## Contact Men's Air Efforts Get NBC Shutout Threat

NEW YORK, March 9.—Indication of new contact men have been concentrating on commercial radio talent is seen in letter which Bob Miller, contact men's union prexy, sent to all publishers this week.

Letter advised publishers to get their pluggers to soft-pedal contacting activities around National Broadcasting Company's studios, since the radio network had advised him that unless plugging activity around broadcasts lessened considerably, NBC would find it necessary to bar all music men from studios during rehearsals or actual show time.

## Pollack, Yerxa Tiff Over Kay Star Paper

HOLLYWOOD, March 9.—Ben Pollack, Jewel Record head, is preparing a counter suit against Ted Yerxa, *Los Angeles Daily News* Lamplighter entertainment columnist, who has his own Lamplighter Record label, in connection with singer, Kay Starr's recently filed suit to kill her Jewel recording contract. Pollack claims Yerxa induced Kay Starr to commit a breach of contract with Jewel with promises to build her via his Lamplighter label.

Starr contends in her suit that Pollack promised to build her name via record releases, but all she received was \$400 for four sides and no build-up. Pollack states he has a standard record contract with her which has a couple of years to go and he will hold her to it unless Yerxa wants to buy the contract for \$5,000 which Pollack claims he lost on the deal because her platters did not sell.

### Editorial

## Are These Blasts Necessary?

American Federation of Musicians' Prexy James C. Petrillo has been burned so often and consistently by the consumer press that his personal public relations attitude (roughly, "I don't talk to reporters") is quite understandable. That attitude, however, has created a situation which is hurting not only the national body of the union, but the individual locals thruout the country.

Latest example is a relatively insignificant case in Blytheville, Ark., in which the local found it necessary to cancel out a Chamber of Commerce one-nighter of the Anson Weeks' ork. (See story in adjoining column). The union took a press rap here which, with any kind of public relations handling, could have been avoided. And that rap was directly tied up to Petrillo personally, tho it is more than likely that he didn't even know about the incident.

The union prexy's foes may say anything they please about him, but there is one thing no one can say: He has never deliberately hurt this country's musicians.

The fact remains that he is hurting them now as a result of a short-tempered, short-sighted attitude toward the press. It probably wouldn't be wise for Petrillo personally to attempt to handle the press. He just doesn't seem to be temperamentally suited to that type of job. But the AFM and any selected number of its locals could spend money to much lesser avail than for the hiring of competent public relations people.

Petrillo, personally, might not like the idea at all. But the test of real greatness is a man's ability to lay aside personal considerations when they run contrary to the general welfare of a group.

The press that the AFM and its locals have been getting for a number of years now is definitely hurting musicians and their present and eventual aims. It is up to Petrillo, as a leader who has the musicians' interests at heart, to take the first step in setting up a public relations mouthpiece, who will convey to working newspapermen Petrillo's and the union's ideas in a manner to get the AFM at least an even break in the press.

## Another AFM Press Rap in Anson Week's One-Nighter Nixing

MEMPHIS, March 9.—Local 71, American Federation of Musicians here, canceled out an Anson Weeks' one-nighter for the Blytheville (Ark.) Chamber of Commerce for tonight on the grounds that no traveling ork booked into the territory may play another date within five days after winding up an extended engagement in the vicinity. Weeks closed a run at the Claridge Hotel here Thursday (7), so that the Blytheville date would have taken place only two days after Memphis closing.

Cancellation stirred up considerable and typical anti-AFM publicity in Memphis and Blytheville newspapers. Leon Oenning, secretary, Blytheville C. of C., did a burn and told papers: "We already had plans completed and our advertising out when orders came from the union that Weeks could not play here while engaged at the Claridge. We booked the band thru a recognized agency and we think the servicemen have a right to question what they have been fighting for when Petrillo, or whomever the order came from, can call off a civic undertaking like this."

R. L. (Spike) Lesem, secretary of Local 71 of the Memphis Musicians' Union, was said to be out of the city when called by *The Billboard* for comment.

## Boosey-Hawkes Sues Victor and Columbia

NEW YORK, March 9.—Columbia Recording Corporation and Radio Corporation of America are defendants in separate infringement suits filed in Federal Court here by Boosey & Hawkes, Inc., copyright owners of Sir Edward Elgar's *Pomp and Circumstance*.

Publisher names four RCA-Victor recordings which allegedly infringed the copyright, and one Columbia pressing. Claims that waxworks were notified of the alleged infringements but continued to sell disks without proper payment of royalties. An accounting of profits, an injunction and payment for damages are sought.

## Leeds Adds 100G to Berle Adams Suit

NEW YORK, March 9.—The running squabble between Lou Levy and Berle Adams, manager of Louis Jordan, entered a more exaggerated phase this week when Adams and Jordan were notified that the \$100,000 suit against them over *Caldonia* has been hyped to \$200,000, and now includes *Buzz Me* and *Don't Worry*

*About That Mule*, both Jordan compositions, published by Adams' Chicago House, Preview Music.

Leeds Music, plaintiff, claims that sheet music of *Buzz Me* and *Mule* violate an agreement whereby Jordan was to write exclusively for Leeds and was not to allow his picture to be used for exploitation of sheet music other than Leeds'. E. H. Morris, who figures in the *Caldonia* action because he handled the ditty for Preview, is not mentioned in the additional complaint.

# Chicago Commercial Network Shows Which Build Those Peatman Points

(Covering Broadcast Period From 8:30 A.M. to 11 P.M.)

In the March 2 issue of *The Billboard*, along with a story outlining professional managers' feelings re the changes the Audience Coverage Index (Peatman sheet) had wrought in the song plug picture, a list of New York commercial network shows which had a great bearing on a tune's progress on the ACI was presented. In last week's issue a similar list of Hollywood shows was tabbed, and herewith is the third list in the series: Shows emanating from Chicago.

Ad Agency, Address and Phone	Program	Producer	Musical Conductors, Artists	Hoopering Feb. 15, 1946 Report
Bert S. Gittins 799 N. Broadway Milwaukee 2, Wis. Daly 6230	National Farm and Home	Herb La Teau	Farm and Home Quartet	1.9
The Jacobs Company 326 W. Madison Chicago, Ill. Central 6505	Tin Pan Alloy of the Air	Tim Morrow	Jimmy Blado Jack Owens The Four Vagabonds	3.9
Russel M. Seeds 819 N. Michigan Chicago, Ill. Delaware 1045	Reveille Round-Up	Marian Anthony	Betty Bennett Earl Randall The Home Towners	
Raymond Spector Company, Inc. 595 Madison Avenue New York City Eldorado 5-1270	Wake Up and Smile	Ed Skotch	Rex Maupin Kay Armand Boyce Smith Patsy Montana Salty Holmes	2.9
J. Walter Thompson 410 N. Michigan Chicago, Ill. Superior 0303	Breakfast Club	Cliff Peterson	Jack Ballantine Ed Owens Nancy Martin Marian Mann Fran Allison	6.4
Wade Advertising 208 West Washington Chicago, Ill. State 7369	National Barn Dance	Ed Freckman	Glenn Welly Lulu Belle Scotty Eddie Peabody Whitey Burquist	11.4



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Los Angeles, Calif.

Barnett-Hooker Dist.  
102 Caln St., N. W.  
Atlanta, Ga.

Interstate Music Suppliers  
236 West 55th Street  
New York City 19, N. Y.

Legum Distributing Co.  
108 Light Street  
Baltimore 2, Md.

Rowlett Distributing Co.  
1010 Congress Avenue  
Austin 21, Texas

Stephenson Film Co.  
816 Gray Avenue  
Houston, Texas

Herb E. Zobrist Co.  
2125 Westlake Avenue  
Seattle 1, Washington

Apollo Records Dist. Co.  
615 Tenth Avenue  
New York City

Associated Dist. Co.  
Tabor Building  
Denver, Colorado

Garden State Dist. Co.  
201 Warren St.  
Newark 4, N. J.

Frederick Lee Co.  
325 Second Ave., South  
Minneapolis, Minn.

James H. Martin, Inc.  
1407 Diversey Blvd.  
Chicago 14, Illinois

Scott-Crosse Co.  
1423 Spring Garden St.  
Philadelphia, Pa.

E. C. Wenger Company  
1450 Harrison Street  
Oakland 12, California

Allied Music Sales Co.  
740 Superior Ave., N.W.  
Cleveland, Ohio



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- F-102 { SWINGIN' THE POLKA Standard Octette
- { TRUMPETIANA Trumpet solos by Mike Mosiello
- F-103 { SILK UMBRELLA POLKA Ernest Benedict Quartet
- { LINDEN TREE WALTZ

#### MUSICAL GEMS

- F-1001 { RANCHER IN LOVE—Corrido Standard Orchestra
- { CARNIVAL IN THE VILLAGE—Corrido
- F-1002 { BILLET D'AMOUR—Waltz Standard Symphonietta
- { PEU A PEU—Waltz

#### LATIN-AMERICAN

- HECTOR RIVERA with Alfredo Mendez Orchestra
- F-4001 { RECUERDAME—Bolero (Remember Me)
- { COMO TE SONABA—Bolero Guajira (I Was Dreaming of You)
- JOSE LUIS MONERO with Alfredo Mendez Orchestra
- F-4002 { CALLANDO, CALLANDO—Guaracha (Shh, Quiet)
- { POR QUE LLEGASTE—Bolero

#### R U S S I A N

- F-2001 { MEADOWLAND Russian Male Quartet (vocal)
- { (Red Army Marching Song) with Russian Orchestra
- { DRIVER, DRIVE ME TO THE YAR

#### P O L I S H

- JOE LAZARZ and His Orchestra with vocals by Clara & Nell Zamachaj
- F-3001 { J. J. POLKA
- { FAR AWAY FROM HOME—Polka
- SILVER BELL ORCHESTRA Under direction of B. Witkowski
- F-3002 { POLKA FROM KRAKOW
- { JANINA POLKA

#### I T A L I A N

- ENZO DI MOLA with Orchestra
- F-6003 { YOU-KE-LEE, YOU-KE-LAH
- { TU (You)
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## ASCAPub's Rating Committee Hearing On Leeds' Pointage

NEW YORK, March 9.—Publishers' Classification Committee of the American Society of Composers, Authors and Publishers had a change of heart this week and decided to hold the special meeting to reconsider the 250 point jump to 1,000 points awarded Leeds Music Corporation by the Appeals Board about three weeks ago. Meeting was set for Tuesday (12).

Lou Levy, Leeds' prexy, who came in from the Coast last week to attend the meeting, returned to Hollywood when the committee decided on the postponement, will not be at the Tuesday meeting. Brother George Levy will state Leeds' case.

As pointed out in *The Billboard* last week the trade is watching the case with great interest. If committee attempts to knock off the 250 points, Leeds is expected to make a fast deal with Broadcast Music, Inc., anent setting up a BMI firm, and pile every possible new copyright into the broadcasters' controlled licensing agency. That's about as far as Leeds could go since their agreement with ASCAP has quite a while to run. But most trade observers feel that it's far enough, and that threat of it will likely result in committee leaving the 1,000 point rating as is.

## Aquarium's Big \$ Name Policy Set

NEW YORK, March 9. — The Aquarium, an erstwhile cocktail lounge here, has gone name band conscious with a bang. Tuesday (5) spot opened with Lionel Hampton who is in for six weeks at \$4,500. Following the vibe pounder the room will have Louis Armstrong for a four weeker at \$4,000.

But that isn't all that Ben Harriman, Aquarium op, has lined up. He has bought, or is dickering with, name outfits which will keep the room going well past the summer. Gene Krupa is due to follow Armstrong and after him come Charlie Barnet, Les Brown, Jimmy Dorsey and Harry James. Last named three are not yet settled, but Harriman is convinced he'll get them.

Major reason for the switch from

## PERRY COMO

No. 2 Air Tonsils

WHEN the returns from *The Billboard's* Annual Radio Ed Poll were in last week, there was one real jolt in them—Perry Como's copping the No. 2 slot in the Fave Male Pop Singer category. The ex-singing barber had escalated up swiftly, as predicted in *The Billboard*, with the aid of his five-a-week crooning on the *Chesterfield Supper Club*, some sock p. a.'s and a run of best-seller Victor disks. From barbering, Como tonsiled this way

into Ted Weems band. After seven years with the ork, Como was brought to New York by Ted's brother, Art Weems, vespee of GAC. Como opened at the Copacabana as a hit and was on his way.

His first disk for Victor, *Goodbye, Sue*, sold more than 200,000 copies. Since then, his platters have topped the 5,000,000 sales mark. Four of them hit the more than a million mark.

cocktail units to name bands is business. Harriman says that cost of big outfits isn't greater than the usual three or four units he was accustomed to using on the same show. With G.I. business falling off, he decided to make a play for the civilian jitter trade which doesn't sit around all night. Spot has a fast turnover, even if individual tabs don't run high. But with mobs changing almost every hour, he says that takes since Hampton came in are terrific.

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The Billboard: Feb. 23, 1946

"Smart time making on this one by the Cincinnati outfit. 'Blue Tail Fly' is, of course, the folk classic and mountain music lovers will go for it by any competent folksinger. 'Silver Dew' has been a hot folk seller and juke bet for some little while and shows no immediate signs of a let-up. Shepard is right in the folk groove, carrying the sincerity necessary to folk success in his voice and at the same time jazzing it up with the usual mountain music tonal tricks. 'Both sides good bets for locations where folk stuff goes well.'"

We Told You So!

Radio Daily: "Riley Shepard's Recording of 'The Blue Tail Fly' . . . will be a collector's item!"

Orchestra World: "Riley Shepard's rendition of 'The Blue Tail Fly' will establish him as a folk song stylist to be reckoned with."

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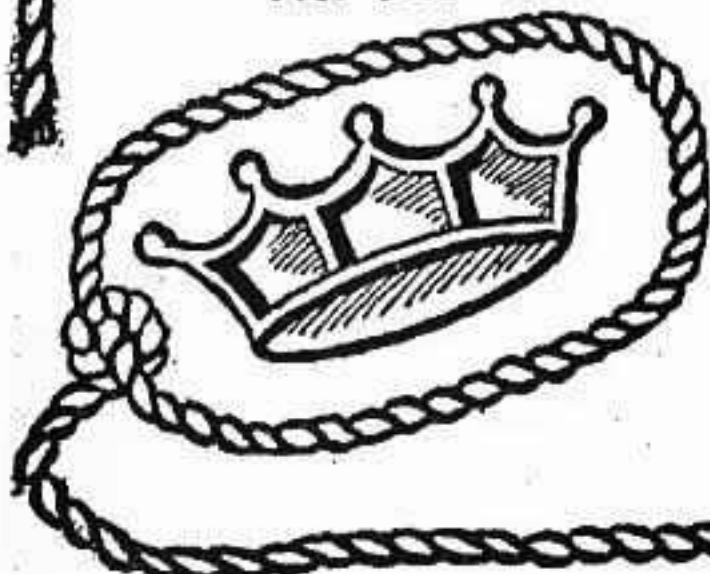
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On the Stand

Louis Prima

(Reviewed at "400" Club, New York) (Personal Manager: Billy Wolfe) (Booker: MCA)

TRUMPETS: Don Rose, Frank Nicolas, Jerry Greco, Lucian Delgur-dici.

TROMBONES: Steve Mace, Ralph Goldstein, Marvin Gellert, Alan Langstaff.

SAXES: Mike Cotton, Hal Rosenman, Morton Weisberg, Eugene Sufana, Elbridge Westerfield.

RHYTHM: Vinnie Owens, Frank Frederico, Al Gurton, Tony Ciarlo.

VOCALISTS: Louis Prima, Lilyan Carol, Jack Powers.

Right up there on disk polls ever since *Robin Hood*, *Angelina* and *Bell-Bottom Trousers* were cut with a fine Italian hand, Louis the Preem devastates the "400". Waving that trumpet around in one hand, sweating up a storm of vitality-growled vocals, digging the terps with glad-hand and skin-me-dad charm, Prima is worth every buck he brings into the spot, and the pile of bills towers high.

What makes the band good is the maestro, for without him all the dynamite has no percussion cap. Not that present ork is anything like the Hickory House days of the Preem—it's rather sound and workmanlike, musically—but he sparks the whole effort, drives the tunes and the band with them and rates all the mitts he is accorded.

Tunes, by the way, were well knit to bring out showmanship for all it's worth. Prima works like a beaver on a score of novelty vocals—Lily Ann Carol does the pash ballads with powerful, if slightly coarse, attention to the notes as written—and Jack Powers takes over the straight ditties

Trilon, Pacific, New San Fran Platteries

SAN FRANCISCO, March 9.—Wild fire influx of indie record outfits has spread to San Francisco, where two new platter firms sprang up recently. Of the two, Trilon Records appears to be leading the way, at least from the standpoint of name talent. Second firm, Pacific Records, restricts its sessions to local San Francisco, Oakland music attractions.

So far Trilon has penned The Vagabonds, night club act; Henry King's orchestra, Jack Rivers, Republic and Monogram Westerner, and Jack Ross's band for recording dates and are dickering with Seymour Heller, GAC San Francisco headman, for the De Castro Sisters and Jeri Sullivan, among other GAC artists. The Vagabonds and Henry King have already cut sides for Trilon and the firm expects to have their platters on the market shortly. Outfit also has its own pressing plant in Oakland, across the bay from San Francisco. Rene LaMarre, in the theater biz for years, heads Trilon, with George Drummond and Harry Leader joining him in exec capacities.

that Prima wouldn't sully with his own throaty, almost comic, rasp.

One number in particular hears like another Primade hit. Titled *It Takes a Long, Tall, Brown-Skinned Gal (To Make a Preacher Lay His Bible Down)*. Ditty is suggestive—right down Prima's juke box alley—and a wonderful hunk of jump to boot. Could pack theaters with this alone. In fact, Prima alone could pack theaters.

With a band, and this one is a lot better than most of the aggregations tailored behind a leader's sales personality, the man is—how do they say it in the music biz?—sensational.

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**NEW YORK:**

**BAND BABBLE:** Benny Goodman, Duke Ellington and Vaughn Monroe have been signed for the United Artists pic, *Carnegie Hall*, along with Artur Rubenstein, Walter Damrosch, Lily Pons, John Charles Thomas, Lauritz Melchior, Mischa Elman, Victor Borge, Vladimir Horowitz and Alex Templeton. . . . Rex Stewart, now with Gale Agency, is playing Savoy Ballroom here. . . . Glenn Miller-Tex Beneke ork gets \$3,500 against 60 per cent for April 5 at Mosque, Richmond, Va. . . . Bernie Privin, hot trumpeter with Benny Goodman, will get featured billing in future. . . . Count Basie opens at Roxy Theater here first week in June. . . . Sally Stuart and the Norton Sisters leave Vaughn Monroe, with Betty Norton, of the sisters, remaining to sing solos and join four other fems in a quintet called "The Moonbeams." . . . Patti Long, former Les Brown and Bob Crosby singer, and wife of Buddy Moreno, doing a single around here. . . . Henry Busse renewed at Palace Hotel, San Francisco, and will remain until summer. . . . Cootie Williams and Lucky Millinder participating in the drive for a permanent fair employment practices bill. . . . Hy Green personal manager for Art Paulson. . . . Woody Herman's band will be conducted by Walter Hendl during its Carnegie Hall performance of Igor Stravinsky's *Ebony Concerto*, March 25. . . . Dick Stabile engaged to Rhys McRay, currently working in Mexican pix. . . . Buddy Johnson into Riviera Club, St. Louis, March 15. . . . Buddy Childers, Stan Kenton trumpeter, has had two car wrecks in two months. . . . John Paul Jones ork now booked by National Orchestra Service. . . . Grady Watts pre-Saxie Dowell, currently forming a band.

**PLATTER PALAVER:** Mildred Bailey did a Majestic Record date with in-

**Music---As Written**

strumental backing from Eddie Sauter Wednesday (6). Cut *All That Glitters Is Not Gold* and three others. . . . Carmen Cavallaro and Hildegarde teamed up for a couple of Decca needlings this week, and Connee Boswell waxed a few for Decca, too. . . . Ray Nance quartet back in New York after four holdovers at Casbah. Washington, will do some dates at Signature. . . . Kirby Walker, blues singer, cut some for De Luxe last week and has another session coming up next week. . . . Dick Leibert just wound up a new series of organ e. i.'s for NBC Thesaurus.

**CHICAGO:**

Duke Ellington gets the featured spot on the April 20 issue of Tin Pan Alley radio show (Saturday, 4:30 CST, CBS). . . . Tiny Hill has reorganized his ork for several months and is currently at the Trocadero, Evansville, where he remains until March 21, after which he goes to the Club Madrid, Louisville, starting March 25. . . . Russ Morgan goes into the Plantation, now under construction in Dallas, early in April. . . . Sarah Vaughn, former Billy Eckstine chirp, doing a solo currently at Cafe Society Downtown, New York. . . . Curtis Moseby, already op of two West Coast sepia niteries, is mulling plans to open a West Coast ballroom, exclusively for sepia trade. . . . George Olson set for the Aragon, Chicago, starting March 17. . . . Band leader Denny Beckner reported buying a home and a tavern in Toledo. . . . Local song pluggers currently boosting their first Tin Pan Alley Ball since 1941 to be held April 22 at the Terrace Casino of the Morrison Hotel. . . . Decca Records compiling an album of

King Cole trio disks, made previous to the sepia trio's move to Capitol. . . . Teddy Phillips goes into the Tunetown, St. Louis, for two weeks March 26, with June Laverne handling the lyrics. . . . Ralph Flanagan, Cosmo Records musical director, in town to record sides by Hal McIntyre and Tony Pastor this week.

**HOLLYWOOD:**

Reuel Freeman, in the service for four years, back at MCA's Beverly Hills band department. He was an MCA booker here for six years prior to his service run. . . . Boyd Raeburn band expected to be set for theater tour by Joe Glaser. Lou Bolton, Raeburn's manager, headed for New York to close deal. . . . Henry Busse penned to a long-term contract at San Francisco's Palace Hotel with either side able to terminate six weeks in advance. Bill Black, Busse's manager, expected in for visit. . . . Louis Prima probably won't play summer engagements set by Larry Finley at Mission Beach, San Diego, and Casino Gardens, Santa Monica. Prima doesn't care to come to California for personal reasons. Dick Gabbe, running Casino Gardens for the Dorseys, has Joe Venuti, Will Osborne set, with local bands, and then brings in Sonny Dunham, Tommy Dorsey, Woody Herman and Jimmy Dorsey from the East. Possible replacement for Prima not set yet. . . . Carlos Gastel to Mexico City on quickie trip.

Ruth Robin, former Phil Harris canary, now cutting for Four Star.

**PHILADELPHIA:**

Agatha Huddock, former piano student at Curtis Institute, Philadel-

phia, has joined Phil Spitalny's Orchestra. . . . Art Hornberger, sax man in George Somer's Band, Philadelphia, is studying for a master's degree in music at the University of Pennsylvania during the day.

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A WORD I SAID**

ON

*Majestic*

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**ROBBINS MUSIC CORPORATION**

## Mass-Distributed Folios Pay Pub But How About Penner?

(Continued from page 19)

the print order of 100,000 or 150,000 copies. Beyond the cost point, the music publisher gets 5/6 of a cent per song used in the folio. In a number of the folios all 12 of the songs (folios run words and music to 12 tunes and sell for 35 cents) belong to a single music publisher. This means that the music publisher earns a royalty of 10 cents a copy sold on all copies beyond the first 30 per cent.

### \$7,500 Take on 80 Per Cent

To bring it down to a specific case: Say Engel prints 150,000 copies (first three folios issued were 100,000 each, next nine were all 150,000 and three coming up will have print order of 150,000 or better). On the first 45,000 sold (30 per cent), the music publisher gets nothing. But say the issue sells 80 per cent (and they have been selling between 70 per cent and 80 per cent). That means a total sale of 120,000 copies. The music publisher gets 10 cents a copy on 75,000 copies (the difference between 120,000 and 45,000) or a take of \$7,500. This figure represents somewhat more money than a music publisher's net profit on the average folio selling at the usual 60-cent-a-copy price, and it must be remembered that the \$7,500 is earned after a three-month newsstand sale, while regular music pubs' folios take anywhere from a year to two years to earn peak money.

### Writers' Deals Vary

Where the SPA-MPPA negotiations come in is that some of the pubs who have worked with Engel have not been paying off the writers to the extent that the latter feel they should be reimbursed. Some pubs don't pay them at all or pay them insignificant amounts, camouflaged in the statements to the point of indistinguishability. Others pay them a nominal flat fee, ranging from \$25 to \$100 a song. Still some others go for an even split with the penners.

The clefper representatives, as well as publishers, are loathe to talk about the situation for fear they might tip their hand or prejudice their chances of a good contract deal in the coming negotiations, there is little doubt that the writers will attempt to standardize the take from the newsstand-distributed folios. Some trade observers think it possible that the writers will go so far as to forbid the use of their material in the newsstand-circulated books because "it hurts their chances of building a standard catalog of their works." Just how it would hurt is not clear. Others feel that the writers will have no objection to words-and-music usage in the books as long as they get their fair share of the take.

Along the same lines another Engel enterprise, his original one of publishing lyric magazines (just the words of tunes) is likely to come up for overhauling in the SPA-MPPA confabs. At present time, most writers get \$12.50 from the music publishers for each of their lyrics used in the mags. Music pubs have various deals with Engel (and other lyric mag pubs) for word rights. Some give lyric mag pubs the right to pub words of any tunes in their catalogs any time. Some just sell rights to pub lyrics to certain specified tunes. Some have exclusive deals, others don't (the all of Engel's deals are exclusives). At any rate, music pubs are collecting as high as \$35,000 a year for lyric rights, and some observers feel the cleffers are going to yowl to have the \$12.50 per lyric upped.

It is becoming generally recognized in the business that no more than a half dozen lyrics in any given mag, be it Engel's, Charlton's or Davis's (latter two are other lyric pubs) mean anything. Top current tune lyrics are what sell the books, and in most cases writers of these tunes get the same \$12.50 as do the writers of words in sheet which don't mean a thing. Whether or not a variable payoff on hits versus dog tunes can be worked out on an equitable basis is another question.

### Industry's Folio Changes

Another important facet of Engel's folio operation, however, is the possibility that it will bring about drastic changes in the long-established concept of folio publishing. Engel, at any rate, feels it will. He maintains that he is taking the folio biz out of the limited music-dealer market and putting it into the mass newsstand market, thus creating thousands of new customers for the books. (Robbins tried this on his own years ago and didn't do so well with it.)

As far as music publishers are concerned, Engel feels that he is opening another revenue source for them, which with any kind of pushing could reach somewhere around an additional quarter million dollars a year for pubs in the near future. His folio set-up, as he describes it, is the first music pub opportunity to grab some hefty extra dough since bootleg lyric sheets were licked and legit lyric mag pubs started to shell out real coin for the rights.

### Resale a Factor

Furthermore, Engel feels that he cannot be hurting the regular sheet sales because he doesn't try to put out a folio containing songs which are still having any kind of regular sheet sale. Another phase of the (See Folio and Lyric on page 34)

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## Bank Lines Up Cosmo Coast Studio & Plant

HOLLYWOOD, March 9.—Cosmo Records is the latest Eastern firm to set up West Coast pressing and recording facilities. Harry Bank, prexy of Cosmo, joined with Hollywood interests in acquiring a local plant which was formerly headed by Al Racksin, of 20th Century Records. Plant, adjoining RCA-Victor's Coast set-up, with Decca also in the near neighborhood, was recently completed and is equipped with a modern recording studio and 11 presses. Banks stated that 14 more presses are to be added shortly, with total output to hit 7,500,000 platters annually.

First Cosmo disks rolled off the presses late last week. In connection with acquiring this plant, Banks has formed two new companies, Cosmo-Cal, Record Distributing Company, which will handle California distribution and Cosmo Records-West, a subsidiary of Cosmopolitan Record Company of New York.

With Banks in venture is Ben Teitelbaum, film distributor. Al Racksin, of the ex-20th Century diskery, remains in the set-up as part of Cosmo Coast arrangement. Banks heads for New York this week with Herb Hendler, artists and rep head for Cosmo, due here March 19 after supervising sessions by Hal McIntyre and Tony Pastor in Chicago. Hendler also signed and recorded Dallas Bartley, ex-Louis Jordan bassist, and his band while in Chicago. Sam Markle, Cosmo's attorney, made the trip here with Banks. Covey & Covey, Hollywood attorneys for a number of picture names, are representing Cosmo here.

## Hotel Long Run Gets Ork Territorial Wax

CHICAGO, March 9.—Working on the premise that long hotel runs in a certain area should mean good record sales in that particular portion of the country, Max Starr, Houston and San Antonio record shop op and juke box distributor, this week waxed four sides by Howard Leroy's ork for his new Starr label.

Starr inked LeRoy's crew after the ork had done capacity business in three extended stays in the Texas area at the St. Anthony, San Antonio, and the Robert Driscoll, Corpus Christi. LeRoy got local air time in both engagements.

Tunes recorded were *My Gal From Houston*, *Let's Make Believe We're Sweethearts*, *Stardust* and *J'Attendri*, all with vocals by Marguerite Claudet, chirp with LeRoy.

Starr will have a few popular artists on the new label's talent list, but is expected to give majority of the shellac to folk artists who are prime favorites in the Southwest territory.

## 7 More Pages

Immediately following Part 3 of the Music Popularity Charts, which begin on the next page, there are seven more pages of music and record news.

## ZISSU TAKES YOU MAN

(Continued from page 19)

handling of the case, one of Youmans's firms, Vincent Youmans, Inc., has been listed as a defendant, with another, Vinyou, Inc., the sole plaintiff. Zissu will also move to permit Youmans's testimony to be taken orally in Denver before the trial. Ailing for years, Youmans is said to be unable to travel without jeopardizing his health.

The case arises from Youmans's contention that in 1931 and 1932 songs published by his three firms, Vinlou, Inc.; Vinyou, Inc., and Vincent Youmans, Inc., were assigned to Miller Music under a deal whereby Youmans was to get 50 per cent of the performing rights royalties. Youmans claims that these revenues have not been given him, and in his suit he seeks an accounting, as well as a rescission of the original assignments to Miller.

Three separate assignments are involved. The first is the score of *Smilin' Thru*, which includes the song *Through the Years*. Second cause of action consists of 12 Youmans compositions including *Without a Song*, *More Than You Know*, *Great Day* and *Open Up Your Heart*.

Third assignment was *Time On My Hands*. Youmans's position is understood to be that he was acting in his capacity as a publisher when he turned the songs over to Miller, and that he is thus entitled under the agreement to receive half the publisher's share of performing rights coin. It is estimated in the trade that something in the neighborhood of \$250,000 could change hands if Youmans wins.

## DECONTROLLED PRICES

(Continued from page 19)

dential bulletin to its dealer members, said "decontrol presents us with a challenge and an opportunity. It probably creates as many or more problems than it solves." Bulletin indicated that slight price increases were to be expected at both wholesale and retail levels, but cautioned that these increases should be held to "the absolute minimum necessary to recover our costs plus a reasonable profit."

NAMM also pointed out that all books which were kept prior to the decontrol order must still be maintained, according to OPA regulations.



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Management — GENERAL ARTISTS CORPORATION



**PART 1—The Billboard**

**HONOR ROLL OF HITS**

THE NATION'S TOP TUNES (TRADEMARK)

1. OH! WHAT IT SEEMED TO BE
2. DOCTOR, LAWYER, INDIAN CHIEF
3. SYMPHONY
4. PERSONALITY
5. YOU WON'T BE SATISFIED (UNTIL YOU BREAK MY HEART)
6. DAY BY DAY
7. I'M ALWAYS CHASING RAINBOWS
8. LET IT SNOW! LET IT SNOW! LET IT SNOW!
9. I CAN'T BEGIN TO TELL YOU
10. AREN'T YOU GLAD YOU'RE YOU?
11. ONE-ZY, TWO-ZY (I LOVE YOU-ZY)
12. SOME SUNDAY MORNING
13. ATLANTA, G. A.
14. SEEMS LIKE OLD TIMES
15. HERE COMES HEAVEN AGAIN

The nation's 15 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. The title "HONOR ROLL OF HITS" and the listing of the hits have been copyrighted by The Billboard. No use of either may be made without The Billboard's consent.

**ENGLAND'S TOP TWENTY**

Weeks to date	POSITION		SONG	ENGLISH	AMERICAN
	Last Week	This Week			
4	9	1	CHICKERY CHICK	Campbell Connelly	Santly-Joy
8	1	2	KENTUCKY	Campbell Connelly	BMI
3	5	3	I DREAM OF YOU	Peter Maurice	Embassy
10	2	4	CRUISING DOWN THE RIVER	Cinephonic	*
10	3	5	IT'S A GRAND NIGHT FOR SINGING	Chappell	Williamson
4	4	6	IT MIGHT AS WELL BE SPRING	Chappell	Williamson
6	6	7	MY HEART IS DANCING WITH YOU	Irwin Dash	*
12	7	8	IT'S BEEN A LONG, LONG TIME	Bradbury Wood	Morris
13	11	9	OUT OF THE NIGHT (Did You Ever Get) THAT FEELING IN THE MOON-LIGHT?	Francis Day	Paul-Pioneer
9	8	10	I'LL CLOSE MY EYES	World Wide	*
13	10	11	I'M IN LOVE WITH TWO SWEETHEARTS	Irwin Dash	Music Makers
21	13	12	LOVE STEALS YOUR HEART	Chappell	*
2	20	13	UNDER THE WILLOW TREE	Mac Melodies	*
19	12	14	SO IN LOVE	Bradbury Wood	Bregman-Vocco-Cenn
3	16	15	WHEN THE GANG MEETS AGAIN	Strauss-Miller	*
5	19	16	TWO CAN DREAM AS CHEAPLY AS ONE	Campbell Connelly	*
9	17	17	ROSE OF SANTA LUCIA	Feldman	*
9	18	18	THE MOMENT I SAW YOU	Peter Maurice	*
9	14	19	NANCY	Chappell	Stanwood
5	15	20			

\*Publisher not available as The Billboard goes to press.

**PLAY STATUS OF FILMS WITH LEADING SONGS**

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

**AREN'T YOU GLAD YOU'RE YOU?** (Burke-Van Heusen). Sung by Bing Crosby in Rainbow Productions' "The Bells of St. Mary's." National release date—December, 1945.

**AS LONG AS I LIVE** (Witmark). Background theme in Warner Bros.' "Saratoga Trunk." National release date—January 26, 1946.

**DIG YOU LATER (A HUBBA-HUBBA-HUBBA)** (Robbins), sung by Perry Como in 20th Century-Fox's "Doll Face." National release date—January, 1946.

**DOCTOR, LAWYER, INDIAN CHIEF** (Burke-Van Heusen), sung by Betty Hutton in Paramount's "Stork Club." National release date—December 28, 1945.

**GIMME A LITTLE KISS** (ABC), sung by Deanna Durbin in Universal's "Lady On a Train."

**GIVE ME THE SIMPLE LIFE** (Triangle), sung by John Payne and June Haver in 20th Century-Fox's "Give Me the Simple Life." National release date not set.

**HERE COMES HEAVEN AGAIN** (Robbins), sung by Vivian Blaine and Perry Como in 20th Century-Fox's "Doll Face." National release date—January, 1946.

**I CAN'T BEGIN TO TELL YOU** (Bregman-Vocco-Cenn), in 20th Century-Fox's "The Dolly Sisters." Sung by John Payne. National release date—November, 1945.

**IF I HAD A DOZEN HEARTS** (Paramount), sung by Betty Hutton in Paramount's "The Stork Club." National release date—December 28, 1945.

**I'M ALWAYS CHASING RAINBOWS** (Miller), in 20th Century-Fox "The Dolly Sisters." Sung by John Payne and Betty Grable. National release date—November, 1945.

(Continued on page 96)

*Sterling*  
**POPS**

INTO THE "POP" MARKET

FIRST RELEASE — STERLING NO. 7001

**ONE-ZY, TWO-ZY**

**WE'LL GATHER LILACS**

SECOND RELEASE — STERLING NO. 7002

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# Music Popularity Chart

Week Ending  
March 8, 1946

## RADIO

### SONGS WITH GREATEST RADIO AUDIENCES

(Beginning Friday, March 1, 8 a.m., and ending Friday, 8 a.m., March 8)

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 AGI 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 total times the song has appeared among the top 30 in the Peatman survey to date will be indicated in the chart

under the "Weeks to Date" column, but only those making their appearance in the list on or after November 29 are tabbed. Other tunes have been on Peatman before but this information is not available. The music checked is preponderately (over 60 per cent) alive. (F) Indicates tune is from a film; (M) indicates tune is from a legitimate musical; (R) indicates tune is available on records. In each instance, the licensing agency controlling performance rights on the tune is indicated.

Wks. to date	TITLE	PUBLISHER	LIC. BY
14	Aren't You Glad You're You? (F) (R)	Burke-Van Heusen	ASCAP
12	As Long as I Live (F) (R)	Witmark	ASCAP
6	Atlanta, G. A. (R)	Stevens	BMI
6	Come to Baby, Do (R)	Leeds	ASCAP
8	Day by Day (R)	Barton	ASCAP
8	Doctor, Lawyer, Indian Chief (F) (R)	Melrose	ASCAP
6	Don't You Remember Me? (R)	Morris	ASCAP
6	Everybody Knew But Me (R)	Berlin	ASCAP
4	Gimme a Little Kiss (F) (R)	ABC	ASCAP
7	Give Me the Simple Life (F) (R)	Triangle	ASCAP
4	Here Comes Heaven Again (F) (R)	Robbins	ASCAP
4	I Can't Begin To Tell You (F) (R)	Bregman-Vocco-Conn	ASCAP
8	If I Had a Dozen Hearts (F) (R)	Paramount	ASCAP
14	I'm Always Chasing Rainbows (F) (R)	Miller	ASCAP
4	I'm Glad I Waited for You (F) (R)	Shapiro-Bernstein	ASCAP
4	It Might as Well Be Spring (F) (R)	Williamson	ASCAP
14	Let It Snow! Let It Snow! Let It Snow! (R)	Morris	ASCAP
2	My Shawl (R)	Marks	BMI*
5	Oh! What It Seemed To Be (R)	Santly-Joy	ASCAP
4	One-zy, Two-zy (R)	Martin	ASCAP
6	Personality (F) (R)	Burke-Van Heusen	ASCAP
1	Seems Like Old Times (R)	Feist	ASCAP
2	Some Sunday Morning (F) (R)	Harms, Inc.	ASCAP
2	Surprise Party (R)	Jefferson	ASCAP
6	Symphony (R)	Chappell	ASCAP
2	The Moment I Met You (R)	Embassy	BMI
6	Wait and See (F) (R)	Feist	ASCAP
1	Welcome to My Dreams (F) (R)	Burke-Van Heusen	ASCAP
1	We'll Be Together Again (R)	Loft-Marmor	BMI
4	Who's Sorry Now (F) (R)	Mills	ASCAP
3	You Won't Be Satisfied (Until You Break My Heart) (R)	Mutual	ASCAP
1	You've Got Me Crying Again (R)	World	ASCAP

\*English lyrics—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 reports received by The Billboard from disk jockeys throught the country. Unless in-

dicated in this chart, other available records of tunes listed here will be found in Most-Played Juke Box Records chart. (F) Indicates tune is from a film; (M) indicates tune is from a legit musical.

POSITION	Weeks to date	Last Week	This Week	TITLE	Artist	Label	Lic. By
1	8	3	1	PERSONALITY (F)	Johnny Mercer	Capitol 230	ASCAP
2	14	1	2	DOCTOR, LAWYER, INDIAN CHIEF (F)	Betty Hutton	Capitol 220	ASCAP
3	5	2	3	OH! WHAT IT SEEMED TO BE	Frank Sinatra	Columbia 36905	ASCAP
4	6	4	4	OH! WHAT IT SEEMED TO BE	Frankie Carle	Columbia 36892	ASCAP
5	9	5	5	SYMPHONY	Bing Crosby	Decca 18735	ASCAP
6	3	14	6	DAY BY DAY	Frank Sinatra	Columbia 36905	ASCAP
7	11	6	7	LET IT SNOW! LET IT SNOW! LET IT SNOW!	Vaughn Monroe	Victor 20-1759	ASCAP
8	11	6	8	SYMPHONY	Jo Stafford	Capitol 227	ASCAP
9	3	—	9	I'M ALWAYS CHASING RAINBOWS (F)	Dick Haymes-Helen Forrest	Decca 23472	ASCAP
10	15	13	10	I CAN'T BEGIN TO TELL YOU (F)	Bing Crosby-Carmen Cavallaro	Decca 23457	ASCAP
11	1	—	11	OH! WHAT IT SEEMED TO BE	Dick Haymes-Helen Forrest	Decca 23481	ASCAP
12	7	9	12	YOU WON'T BE SATISFIED (UNTIL YOU BREAK MY HEART)	Les Brown	Columbia 36884	ASCAP
13	3	17	13	ATLANTA, G. A.	Sammy Kaye	Victor 20-1795	BMI
14	2	14	14	DAY BY DAY	Jo Stafford	Capitol 227	ASCAP
15	7	8	15	I'M ALWAYS CHASING RAINBOWS (F)	Perry Como	Victor 20-1788	ASCAP
16	6	—	16	I CAN'T BEGIN TO TELL YOU (F)	Sammy Kaye	Victor 20-1720	ASCAP
17	3	12	17	PERSONALITY (F)	Dinah Shore	Victor 20-1781	ASCAP
18	2	16	18	SHOO-FLY PIE AND APPLE PAN DOWDY	Dinah Shore	Columbia 36943	ASCAP
19	4	17	19	LET IT SNOW! LET IT SNOW! LET IT SNOW!	Woody Herman	Columbia 36909	ASCAP
20	1	—	20	OH! WHAT IT SEEMED TO BE	Charlie Spivak	Victor 20-1806	ASCAP
21	1	—	21	ONE-ZY, TWO-ZY, (I Love You-zy)	Phil Harris	ARA 136	ASCAP
22	15	10	22	SYMPHONY	Freddy Martin	Victor 20-1747	ASCAP
23	14	—	23	SYMPHONY	Benny Goodman	Columbia 36874	ASCAP
24	2	11	24	SHOO-FLY PIE AND APPLE PAN DOWDY	Stan Kenton	Capitol 235	ASCAP

### Coming Up

PATIENCE AND FORTITUDE	Andrews Sisters	Decca 18780
GIVE ME THE SIMPLE LIFE (F)	Benny Goodman	Columbia 36908



Another Smash Hit by

## THE PIED PIPERS

### 'IN THE MOON MIST'

With Paul Weston and his Orchestra

A bigger smash than "Dream"! A can't-miss combination of a classical melody, Pied Piper originality and Paul Weston's arrangement. Fans will try to wear this one out.

### 'MADAME BUTTERBALL'

With Paul Weston and his Orchestra

Watch this sleeper hit! It's a female "Mr. Five by Five" by the writers of "Cow Cow Boogie" and "Milkman Keep Those Bottles Quiet." 'Nuff said.

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### 'I LOVED YOU ONCE BUT I CAN'T TRUST YOU NOW'

### and 'WHEN THE CACTUS IS IN BLOOM'

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He's back! — the cowboy who gave you "Oklahoma Hills." Again he leads off with a sagebrush bonanza — best bet in Westerns in years!



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AND HIS ORCHESTRA

**NOW AND FOREVER**

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Vocal refrain by Artie Wayne

**BUMBLE BOOGIE**

With Jack Fina at the Piano

RCA VICTOR RECORD 20-1829

**METRONOME  
ALL-STAR BAND**

● **METRONOME ALL OUT**

**DUKE ELLINGTON, GUEST CONDUCTOR**

J. C. Higgenbotham  
Tommy Dorsey  
Johnny Hodges

Red Norvo  
Teddy Wilson  
Dave Tough

● **LOOK OUT**

**SY OLIVER, GUEST CONDUCTOR**

Cootie Williams  
Rex Stewart  
Tommy Dorsey

J. C. Higgenbotham  
Johnny Hodges  
Teddy Wilson

RCA VICTOR RECORD 40-4000



**PART 2—The Billboard**

**RETAIL SALES AND**

**BEST-SELLING SHEET MUSIC**

Tunes listed are the national best sheet music sellers. List is based on reports received from more than 20 jobbers in all sections of the country. 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	Last Week	This Week	POSITION	Tune	Artist
4	2	1	1.	OH! WHAT IT SEEMED TO BE (R)	Santly-Joy
4	9	2.	2.	PERSONALITY (F) (R)	Burke-Van Heusen
13	1	3.	3.	SYMPHONY (R)	Chappell
10	3	4.	4.	LET IT SNOW! LET IT SNOW! LET IT SNOW! (R)	Morris
1	—	5.	5.	DAY BY DAY (R)	Barton
11	5	6.	6.	SOME SUNDAY MORNING (F) (R)	Harms, Inc.
3	10	7.	7.	YOU WON'T BE SATISFIED (Until You Break My Heart) (R)	Mutual
6	7	8.	8.	I'M ALWAYS CHASING RAINBOWS (F) (R)	Miller
5	6	9.	9.	DOCTOR, LAWYER, INDIAN CHIEF (F) (R)	Burke-Van Heusen
18	4	10.	10.	I CAN'T BEGIN TO TELL YOU (F) (R)	Bregman-Vocco-Conn

**BEST-SELLING POPULAR RETAIL RECORDS**

Records listed are those selling best in the nation's retail record stores (dealers). List is based on reports received from more than 700 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	Last Week	This Week	POSITION	Tune	Artist	Label
5	4	1.	1.	OH! WHAT IS SEEMED TO BE	Frankie Carle	Columbia 38892
				<i>As Long as I Live (F)</i>		
9	1	2.	2.	PERSONALITY	Johnny Mercer	Capitol 230
				<i>If I Knew Then</i>		
4	2	3.	3.	OH! WHAT IT SEEMED TO BE	Frank Sinatra	Columbia 36905
				<i>Day by Day</i>		
13	3	4.	4.	DOCTOR, LAWYER, INDIAN CHIEF	Betty Hutton	Capitol 220
				<i>I'm Just a Square in a Social Circle</i>		
4	6	5.	5.	YOU WON'T BE SATISFIED (Until You Break My Heart)	Les Brown	Columbia 38884
				<i>Come to Baby, Do</i>		
12	5	6.	6.	LET IT SNOW! LET IT SNOW! LET IT SNOW! (When the Sandman Rides Again)	Vaughn Monroe	Victor 20-1759

(Continued on page 96)

**BEST-SELLING POPULAR RECORD ALBUMS**

Albums listed are those selling best in the nation's retail record stores (dealers). List is based on reports received from more than 200 dealers in all sections of the country. Albums are listed numerically according to greatest sales.

Weeks to date	Last Week	This Week	POSITION	Album	Label
5	1	1.	1.	State Fair	Decca A-412
				<i>Dick Haymes</i>	
3	2	2.	2.	Showboat	Victor P-152
				<i>Tommy Dorsey and His Orchestra</i>	
1	—	3.	3.	Bells of St. Mary's	Decca A-410
				<i>Bing Crosby (John Scott Trotter Ork)</i>	
2	4	4.	4.	Serenade	Decca DA-415
				<i>Carmen Cavallaro (Italian Folk Songs)</i>	
1	—	5.	5.	Don't Fence Me In	Decca A-417
				<i>Bing Crosby</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). List is based on reports received from more than 350 dealers in all sections of the country. Records are listed according to greatest sales.

Weeks to date	Last Week	This Week	POSITION	Record	Label
17	2	1.	1.	Warsaw Concerto	Victor 11-8863
				<i>Sanroma Boston Pops</i>	
38	1	2.	2.	Chopin's Polonaise	Victor 11-8848
				<i>Jose Iturbi</i>	
24	3	3.	3.	Clair De Lune	Victor 11-8851
				<i>Jose Iturbi</i>	
45	4	4.	4.	Warsaw Concerto	Decca 29150
				<i>Wallenstein, Los Angeles Philharmonic Ork</i>	
2	—	5.	5.	Bluebird of Happiness	Victor 11-9007
				<i>Jan Peerce</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). List is based on reports received from more than 200 dealers in all sections of the country. Albums are listed according to greatest sales.

Weeks to date	Last Week	This Week	POSITION	Album	Label
34	1	1.	1.	Rhapsody in Blue	Columbia X-251
				<i>Oscar Levant, Philadelphia Ork, Eugene Ormandy, conductor</i>	
40	—	2.	2.	Music to Remember (From the Life of Chopin)	Victor SP-4
				<i>Jose Iturbi</i>	
3	2	3.	3.	Chopiniana	Columbia MM-598
				<i>Dimitri Mitropoulos, conductor; the Robin Hood Dell Ork</i>	
5	3	3.	3.	Rachmaninoff Concerto No. 2 in C Minor	Victor DM-58
				<i>Rachmaninoff, Philadelphia Ork</i>	
1	—	4.	4.	From a Program of Chopin Piano Music	Victor DM-1034
				<i>Played by Vladimir Horowitz</i>	



# Music Popularity Chart

Week Ending  
March 7, 1946

## JUKE BOX PLAYS

### MOST-PLAYED JUKE BOX RECORDS

Records listed are those receiving the greatest play in the nation's juke boxes. List is based on more than 500 reports received direct from 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.

Weeks to date	POSITION		Record
	Last Week	This Week	
6	2	1	<b>OH! WHAT IT SEEMED TO BE</b> —Frankie Carle (Marjorie Hughes) ..... Columbia 36892 (Frank Sinatra, Columbia 36905; George Paxton, Majestic 7164; Dick Haymes-Helen Forrest, Decca 23481; Charlie Spivak, Victor 20-1806)
13	3	2	<b>DOCTOR, LAWYER, INDIAN CHIEF (F)</b> —Betty Hutton (Paul Weston Ork) ..... Capitol 220 (Hoagy Carmichael, ARA 128; Les Brown, Columbia 36945; Bill McCune, Davis 2103)
10	1	3	<b>LET IT SNOW! LET IT SNOW! LET IT SNOW!</b> —Vaughn Monroe (Vaughn Monroe-The Norton Sisters) ... Victor 20-1759 (Connie Boswell-Russ Morgan, Decca 18741; Danny O'Neil, Majestic 7162; Woody Herman, Columbia 36909; Bob Crosby, ARA 129)
6	7	4	<b>YOU WON'T BE SATISFIED (Until You Break My Heart)</b> —Les Brown (Doris Day) ..... Columbia 36884 (Perry Como, Victor 20-1788; Louis Prima, Majestic 7144)
8	5	5	<b>PERSONALITY (F)</b> —Johnny Mercer ..... Capitol 230 (Dinah Shore, Victor 20-1781; Pearl Bailey, Columbia 36930; Helen Carroll-The Satisfiers, Victor 20-1807; Bing Crosby, Decca 18790; Bill McCune, Davis 2103)
6	9	6	<b>YOU WON'T BE SATISFIED (Until You Break My Heart)</b> —Perry Como-The Satisfiers (Russ Case Ork) ... Victor 20-1788 (See No. 4)
4	8	7	<b>OH! WHAT IT SEEMED TO BE</b> —Frank Sinatra (Axel Stordahl Ork) ..... Columbia 36905 (See No. 1)
14	6	8	<b>SYMPHONY</b> —Freddy Martin (Clyde Rogers) ... Victor 20-1747 (Marlene Dietrich, Decca 23456; Benny Goodman, Columbia 36874; Jo Stafford, Capitol 227; Danny O'Neil, Majestic 7162; Guy Lombardo, Decca 18737; Bing Crosby, Decca 18635; Phil Moore Four, Musicraft 15048; Harry Cool, Signature 15007; Barry Wood, Cosmo 469; Jean Sablon, Decca 40002A)
17	4	9	<b>I CAN'T BEGIN TO TELL YOU (F)</b> —Bing Crosby-Carmen Cavallaro ..... Decca 23457 (Andy Russell, Capitol 221; Harry James, Columbia 36887; Sammy Kaye, Victor 20-1720)
10	8	10	<b>SYMPHONY</b> —Bing Crosby (Victor Young Ork) ... Decca 18735 (See No. 8)
12	11	10	<b>I'M ALWAYS CHASING RAINBOWS</b> —Perry Como (The Satisfiers-Russ Case Ork) ..... Victor 20-1788 (Dick Haymes-Helen Forrest, Decca 23472; Continental Dance Ork, Continental C-1170; Harry James, Columbia 36899; Ted Martin-The Mack Triplets, De Luxe 1006; Barry Wood, Cosmo 469; Guy Lombardo, Decca 18789)
2	15	11	<b>ATLANTA, G. A.</b> —Sammy Kaye (Billy Williams) ..... Victor 20-1795 (Woody Herman, Columbia 36949)
3	13	12	<b>SEEMS LIKE OLD TIMES</b> —Guy Lombardo (Don Rodney-The Lombardo Trio) ..... Decca 18737 (Vaughn Monroe, Victor 20-1791; The Five Red Caps, Davis 2101; Thelma Carpenter, Majestic 1030; Kate Smith, Columbia 36950)
10	10	13	<b>SYMPHONY</b> —Benny Goodman (Liza Morrow) ... Columbia 36874 (See No. 8)
4	12	13	<b>I'M ALWAYS CHASING RAINBOWS (F)</b> —Harry James (Buddy DiVito) ..... Columbia 36899 (See No. 10B)
1	—	14	<b>HEY! BA-BA-RE-BOP</b> —Lionel Hampton ..... Decca 18754
1	—	15	<b>OH! WHAT IT SEEMED TO BE</b> —Dick Haymes-Helen Forrest (Earl Hagen Ork) ..... Decca 23481 (See No. 1)
1	—	15	<b>DAY BY DAY</b> —Frank Sinatra (Axel Stordahl Ork) ..... Columbia 36905 (Les Brown, Columbia 36945; Bing Crosby-Mel Torme, Decca 18746; Monica Lewis, Signature 15009; Jo Stafford, Capitol 227; Martha Stewart, Victor 20-1828)
1	—	16	<b>OH! WHAT IT SEEMED TO BE</b> —Charlie Spivak (Jimmy Saunders) ..... Victor 20-1806 (See No. 1)

### Coming Up

McNAMARA'S BAND—Bing Crosby-The Jesters (Bob Haggart Ork) ... Decca 23495  
DOCTOR, LAWYER, INDIAN CHIEF (F)—Hoagy Carmichael (The Smart Set) ... ARA 128  
WAVE TO ME, MY LADY—Elton Britt ..... Victor 20-1789

### MOST-PLAYED JUKE BOX FOLK RECORDS

Records listed are folk records most played in juke boxes. List is based on more than 500 reports received direct from operators all over the country.

Weeks to date	POSITION		Record
	Last Week	This Week	
7	1	1	<b>GUITAR POLKA</b> ..... Al Dexter ..... Columbia 36898
7	3	2	<b>SIoux CITY SUE</b> ..... Hoosier Hot Shots ... Decca 18745
21	5	3	<b>SIoux CITY SUE</b> ..... Dick Thomas ..... National 5010
4	2	4	<b>SIoux CITY SUE</b> ..... Zeke Manners ..... Victor 20-1797
3	5	5	<b>SILVER SPURS (On the Golden Stairs)</b> ..... Gene Autry ..... Columbia 36898
1	—	6	<b>DETOUR</b> ..... Foy Willing ..... Decca 9000
1	—	6	<b>DETOUR</b> ..... Spade Cooley ..... Columbia 36935
1	—	6	<b>I WISH I HAD NEVER MET SUNSHINE</b> ..... Wesley Tuttle ..... Capitol 233
1	—	6	<b>WAVE TO ME, MY LADY</b> ... Elton Britt ..... Victor 20-1789

### MOST-PLAYED JUKE BOX RACE RECORDS

Records listed are race-type disks most played in the nation's juke boxes. List is based on more than 500 reports received direct from operators all over the country.

Weeks to date	POSITION		Record
	Last Week	This Week	
3	3	1	<b>HEY! BA-BA-RE-BOP</b> ..... Lionel Hampton ..... Decca 18754
2	—	2	<b>SALT PORK, W. VA.</b> ..... Louis Jordan ..... Decca 18762
10	1	2	<b>BUZZ ME</b> ..... Louis Jordan ..... Decca 18734
4	4	3	<b>DRIFTING BLUES</b> ..... Johnny Moore's Three Blazers ... Philo P-112
2	5	4	<b>RECONVERSION BLUES</b> ... Louis Jordan ..... Decca 18762
8	2	5	<b>DON'T WORRY 'BOUT THAT MULE</b> ..... Louis Jordan ..... Decca 18734
8	4	5	<b>BE-BABA-LEBA</b> ..... Helen Humes ..... Philo PV-106
2	—	6	<b>VOO-IT! VOO-IT!</b> ..... The Blues Woman ..... Juke Box JB-502



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**ONE-ZY TWO-ZY**  
(I Love You-zy)

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**THE GYPSY**

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THERE'S A LITTLE BIT OF  
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Singing with Instrumental Accompaniment

**DARLING, WHAT MORE CAN I DO**

Singing with Instrumental Accompaniment

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and his Orchestra

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HIDE YOUR FACE
- 2022 { IF IT'S WRONG TO LOVE YOU Idaho Call and His Sun Valley Cowboys  
YOU CAN'T BREAK MY HEART

### THE HILLBILLY HIT OF 1946

- 2016 { DETOUR Jimmy Walker and the Pecos River Boys  
SIOUX CITY SUE

### STILL GOING BIG

- 2015 { ALONG THE NAVAJO TRAIL  
SILVER DEW ON THE BLUE GRASS TONIGHT  
Ozie Waters and the Plainsmen, acc. by the Coast Ranch Hands
- 2018 { I LEARNED TO LOVE YOU TOO LATE, MY DARLIN'  
WHITE CROSS ON OKINAWA  
The Plainsmen, acc. by the Coast Ranch Hands
- 2019 { TIME ALONE WILL TELL  
I DON'T WANT ANYONE BUT YOU  
Cal and Buddy and Their Ranch Hands
- 2020 { A LAZY DAY  
BROOMSTICK BUCKEROO  
Ozie Waters, acc. by the Colorado Rangers  
Ozie Waters and the Plainsmen, acc. by the Coast Ranch Hands

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## PART 3—The Billboard

### ADVANCE RECORD

#### ADVANCE RECORD RELEASES

Records listed are generally approxi- | supplied in advance by record companies.  
mately two weeks in advance of actual | Only records of those manufacturers vol-  
release date. List is based on information | untarily supplying information are listed.

- ABERNATHY'S BOOGIE .....George's Dukes and Duchess (Marian Abernathy) .....Melodisc M-1003
- ABERNATHY'S VOO-IT VOO-IT .....George's Dukes and Duchess (Marian Abernathy) .....Melodisc M-1001
- AIN'T IT A DRAG .....Gerald Wilson Ork (The Thrasher Sisters) .....Excelsior OR-161
- ALL THROUGH THE DAY .....Perry Como (Russ Case Ork).....Victor 20-1814
- ALL THROUGH THE DAY .....Tommy Jones Ork (Louise Tobin) .....Sterling 7002
- AMEN .....Luvenia Nash Singers (Margaret Pett) .....Excelsior 146
- AND THEN I LOOKED AT YOU .....Jack Carroll (Dave Rhodes Ork) .....Music Art 751
- ANGELINA .....Tamb. Zbor "Serenaders" .....Continental C-211
- BABY BABY BLUES .....King Perry Pied Pipers ..Melodisc M-1006
- BLUES A LA KING .....Howard McGhee Ork ..Melodisc M-1002
- BLUES IN MY MIND .....Rambling Rogue .....Columbia 36951
- BUMBLE BOOGIE .....Freddy Martin .....Victor 20-1829
- COME SUNDAY .....Gerald Wilson Ork .....Excelsior 149
- COUNTY FAIR POLKA .....Bill Gale and His Globe Trotters .....Columbia 12268-F
- DAY BY DAY .....Martha Stewart .....Victor 20-1828
- DID YOU EVER LOVE A WOMAN? Flennoy Trio (Jimmy Edwards) .....(Parts 1 and 2) .....Excelsior 151
- DOCTOR, LAWYER, INDIAN CHIEF ..Bill McCune Ork (Betty Buckner) .....Davis 2103
- DON'T LET ME DREAM .....Jack Carroll (Dave Rhodes Ork).....Music Art 751
- DRINK HEARTY (But Stay With Your Party) .....Henry "Red" Allen Ork (Henry "Red" Allen) .....Victor 20-1813
- FEED-A MY SHEEP .....Luvenia Nash Singers (Philip Waites) .....Excelsior OR-154
- FRANTIC BLUES .....George's Dukes and Duchess (Marian Abernathy) .....Melodisc M-1002
- FROM THE LAND OF THE SKY-BLUE WATER .....Fred Lowery .....Columbia 36952
- GETTIN' HEP .....Bill Gale and His Globe Trotters .....Columbia 12268-F
- GOT A DATE WITH A DISC .....Enoch Light Ork (Patsy Garrett) .....Continental C-1175
- GREAT GETTIN' UP MORNIN' .....Luvenia Nash Singers (Norman Brooks) .....Excelsior OR-154
- HOGGIN' .....Howard McGhee Ork .....Melodisc M-1002
- I DON'T KNOW WHAT THAT IS .....Gerald Wilson Ork .....Excelsior 150
- IT'S WRONG TO LOVE YOU .....Rambling Rogue .....Columbia 36951
- I'LL STRING ALONG WITH YOU .....Gerald Wilson Ork (The Thrasher Sisters) .....Excelsior OR-161
- I'M JUST WILD ABOUT HARRY .....Bud Freeman All-Star Ork ..Majestic 1031
- IRRESISTABLE YOU .....Lucky Thompson All-Stars ..Excelsior 146
- IT'S ANYBODY'S SPRING .....Woody Herman (Woody Herman) .....Columbia 36936
- JEFF-HI STOMP .....Johnny Otis Ork .....Excelsior OR-153
- JOHN, THE REVEALATOR .....Luvenia Nash Singers (Norman Brooks) .....Excelsior OR-155
- KISS ME HELLO .....The Town Criers (Jerry Fielding Ork).....ARA RM 126
- LAUGHIN' AT LIFE .....King Perry Pied Pipers ..Melodisc M-1007
- LAUGHING ON THE OUTSIDE (Crying on the Inside) .....Enoch Light Ork (Loren Becker) .....Continental C-1175
- OMER SIMEON TRIO ALBUM.....Omer Simeon-James P. Johnson-George "Pops" Foster.....Disc 708
- Bandanna Days.....Disc 6002
- Orcolo Lullaby.....Disc 6003
- Harlem Hotcha.....Disc 6001
- Lorenzo's Blues.....Disc 6001
- SPIRITUALS ALBUM.....The Thrasher Wonders-The Two Gospel Keys.....Disc 656
- Charity .....Disc 5013
- I Love Traveling.....Disc 5014
- Jesus, I Love You.....Disc 5015
- Jonah .....Disc 5014
- Motherless Child.....Disc 5013
- Old Barnabus.....Disc 5015
- THE BELLS OF ST. MARY'S ALBUM..Bing Crosby (John Scott Trotter) .....Decca A-410
- Aren't You Glad You're You?.....Decca 18730
- I'll Take You Home Again, Kathleen.....Decca 18731
- In the Land of Beginning Again.....Decca 18730
- The Bells of St. Mary's.....Decca 18731
- THE BLUE TAIL FLY .....Riley Shepard .....King 523
- THE GYPSY.....Hildegarde-Guy Lombardo...Decca 23511
- THERE'S A LITTLE BIT OF EVERYTHING IN TEXAS .....Ernest Tubb .....Decca 9002
- THERE'S NO USE TO PRETEND.....Roy Starkey.....King 526
- THEY ALL SAY I'M THE BIGGEST FOOL .....Buddy Johnson Ork (Arthur Prysock) .....Decca 11000
- THRU THE SMOKE.....Ross Leonard.....Mello-Strain 101
- VEM VEM .....Don Jose Ork .....Goody 3002
- WAITIN' FOR THE TRAIN TO COME IN .....Pat Kay and Her Jive Bombers..Urban 107
- WAVE TO ME, MY LADY.....The Dinning Sisters.....Capitol 241
- WE'LL GATHER LILACS.....Bing Crosby (Camarata, dir. ork).....Decca 23510
- WHEN THE CACTUS IS IN BLOOM..Jack Guthrie.....Capitol 246
- WHEN YOU AWAKE.....Glen Gray (Kenny Sargent)..Decca 18800
- WHERE IS YOUR HUSBAND AT?.....Robie Kirk Ork.....Queen 4110
- WHITE ROSES.....Toni Arden-Al Trace and His Silly Symphonists.....National 7010
- WHO'S SORRY NOW?.....Benny Carter and His All Star Ork (Maxine Sullivan).....DeLuxe 1009
- WIGGLE WIGGLE WOOGIE.....Duke Henderson (Jack McVea and His All Stars).....Apollo 367
- WISE WOMAN BLUES .....Dinah Washington (Lucky Thompson and His All Stars).....Apollo 368
- WOULD YOU? .....Bing Crosby (John Scott Trotter Ork) .....Decca 18790
- YO SOY OBATALA.....Don Jose Ork .....Goody 3001
- YOU CAN'T CONCEAL A BROKEN HEART .....Wally Fowler and His Georgia Clodhoppers.....Capitol 242
- YOU MAY NOT LOVE ME.....Jo Stafford (Paul Weston Ork).....Capitol 238
- YOU'RE HEAVEN TO ME.....Ross Leonard.....Mello-Strain 101
- YOU SANG MY LOVE SONG TO SOMEBODY ELSE .....Bing Crosby-The Jesters (Bob Haggart Ork) .....Decca 23508



# Music Popularity Chart

Week Ending  
March 7, 1946

## DATA AND REVIEWS

### RECORD POSSIBILITIES

In the opinion of The Billboard music staff, records listed below are most likely to achieve popularity as determined by en-

**PRISONER OF LOVE.....Perry Como With Russ Case Orchestra.....Victor 20-1814**

Como's tender treatment on this classic oldie is really something to hear. Add to that the fact that he has been climbing in popularity right along (in The Billboard's Radio Editors' Poll, just concluded, he nosed out Sinatra for second place) and this looks like a cinch possibility. Backing, "All Thru the Day," an excellent job too, is from the 20th Century-Fox film, "Centennial Summer," and should be big.

### 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.

**PERRY COMO (Victor 20-1814)**  
*All Thru the Day—FT; V. Prisoner of Love—FT; V.*

Perry Como comes thru with one of the better pot vallant confessions on wax as he spins in high romantic gear for "Prisoner of Love." Long identified with the late Russ Colombo, who help Leo Robin write this love julebiu many years ago, Como turns in some real pash piping to make this torchy plaint ring true once again. Is equally effective in his wistful word-singing for the ballad "All Thru the Day" from movie "Centennial Summer." Russ Case provides a full-bodied musical accompaniment to heighten the romantic mood established by the singer.

The bobby-soxers will wilt away in feeding the phonos for "Prisoner."

**FRANK HUMPHRIES (Pick-Up 1001)**  
*After You're Gone—FT; VC. Lonesome Mood—FT.*

A new label entry, this tee-off spinner introduces a Gabriel horn that rates wax grooving. And while there is little worthy of note in the needling of the band itself, there is plenty of attraction in the hot trumpet horning of Frank Humphries. Runs all over the musical scales, scraping the ceiling, as he makes the valve flutter at traffic-stopping speed for "After You're Gone." For added measurement, uses his gravel-grated voice effectively for a scat singing stanza that is strictly a la Louis Armstrong. Mated side spins below par as the maestro blows a moody horn, and with little meaning in his improvisations, for a slow blues opus of his own fashioning in "Lonesome Mood."

Race locations will get plenty of kicks for their coins in the hot and high trumpet tones of "After You're Gone."

**MASK & WIG GLEE CLUB (20th Century 1000)**  
*It's Spring—W; V. Don't Say We're Thru—FT; V.*

Still another new label entry, this waxwork kicks off with two of the more promising songs from the "John Paul Jones" production currently set forth by the Mask and Wig Club at University of Pennsylvania. And for the initial spin, strikes out with the male voices of the Mask and Wig Glee Club which, however, never reach beyond the level of amateur glee club, and the singing is far below commercial standards. For the most part, it's an uncertain baritone voice assisted by a small group of collegiate singers with instrumental support coming only from the composer, Dr. Clay Boland, at the piano. Save for the merchandising tie-in with the college show, popular appeal is nil. Nor are the tunes—"It's Spring," a pleasant enough waltz, and "Don't Say We're Thru," a torch ballad—given impressive sounding.

Nickel pull will never reach beyond the U. of P. campus.

**HENRY (RED) ALLEN (Victor 20-1813)**  
*Drink Hearty—FT; VC. The Crawl—FT.*

As a sampling of le jazz hot, this jam-up clambake, bringing on Trumpeter Red Allen, Trombonist J. C. Higginbotham and Alto Saxist Don Slovall, takes you back to the dark ages. It's the music of the bolsterous backrooms rather than the spontaneous combustion that comes from the hot horns so pronounced today. Strictly barrelhouse jamming is "The Crawl," which gives every man an inning. Only nobody says anything that is worth the wear and tear of the needle. "Drink Hearty" is a taproom special with lusty singing by Red and the boys for what is a mill run brass rail rhythm opus.

"Drink Hearty" may get some phone encouragement from the boys in the back rooms.

**TOMMY TUCKER (Columbia 36916)**  
*Take Care—FT; VC. When the One You Love—FT; VC.*

For the smooth syncos, Tommy Tucker satisfies as he spins with strong emphasis on the melodic charm of the tunes. Makes the melody ring rich for the Latin-styled "Take Care" Ballad, teeing off effectively with unison clarinets against a bank of John Huber's guitar pickings, and then calls on Don Brown and the assisting three Two-Timers to do the lyrical turn. Flipover finds a brighter beat for Sammy Gahn and Julie Styne's "When the One You Love" from the movie "Cinderella Jones." Desired musical effects are created by muted trumpets and trombone trio, with vocal warmth provided by the same singing force.

Song popularity will condition the coin flow for these sides, and then only where the soft and sweet music is sought out.

**THE HOMETOWNERS (Mercury 2054)**  
*You'll Never Grow Old in My Heart—FT; V. Wave to Me, My Lady—FT; V.*

This radio instrumental and vocal combo has chosen prudently for its wax debut, with "You'll Never Grow Old" paired with the Frank Loesser tune, which seems especially adaptable to this group's easy Western styling. Bulk of both sides are vocal, featuring the trio on the first, with Betty Bennett combining with the trio on the latter.

Both sides should do well on turntables in spots catering to older listeners.

**ROMY GOSZ (Mercury 2025)**  
*Laender No. 11—L. Broke But Happy—P.*

Romy Gosz's robust trumpet leads his territorial ork thru two numbers, aimed at sections where Slavic and Polish listeners and dancers are in a majority. "Laender" is the fastest temp, while the reverse is in the slower but equally spirited polka gait. A twin winner in the Dakotas, Minnesota, Wisconsin and Illinois, where Gosz rivals the name orks.

**EILEEN BARTON (Mercury 2069)**  
*One-zy, Two-zy (I Love You-zy)—FT; V. As If I Didn't Have Enough on My Mind—FT; V.*

After a long stint with Frank Sinatra's atrer, plus her own featured spot on current Saturday morning NBC network show, Eileen Barton's no novice name to disk collectors and juke ops, altho this is her first record release. Packing plenty of comp. teen-age chirp puts across the numerals' ditty in a style to compete with those that arrived earlier on the market. Reverse, from a forthcoming pic, "Do You Love Me?" looks promising, for it's just right for la Barton.

"One-zy, Two-zy" to catch current nickels, while reverse should hit in a month or two.

(Continued on page 96)

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**I'M IN LOVE WITH**  
**TWO SWEETHEARTS**

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**I WISH I COULD**  
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Walter Gross and Orch.

Phil Brito

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**HEAVEN AGAIN**  
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15044 **JUST A SITTING AND**  
**A ROCKIN'**  
**COME TO BABY DO**

Lynno Stevens'  
pitchin' with the vocals

Georgie Auld



15052 **IT'S ANYBODY'S SPRING**  
**SLOWLY**

15053 **A FULL MOON AND**  
**EMPTY ARMS**  
**EVERYBODY KNEW**  
**BUT ME**

Backed up by  
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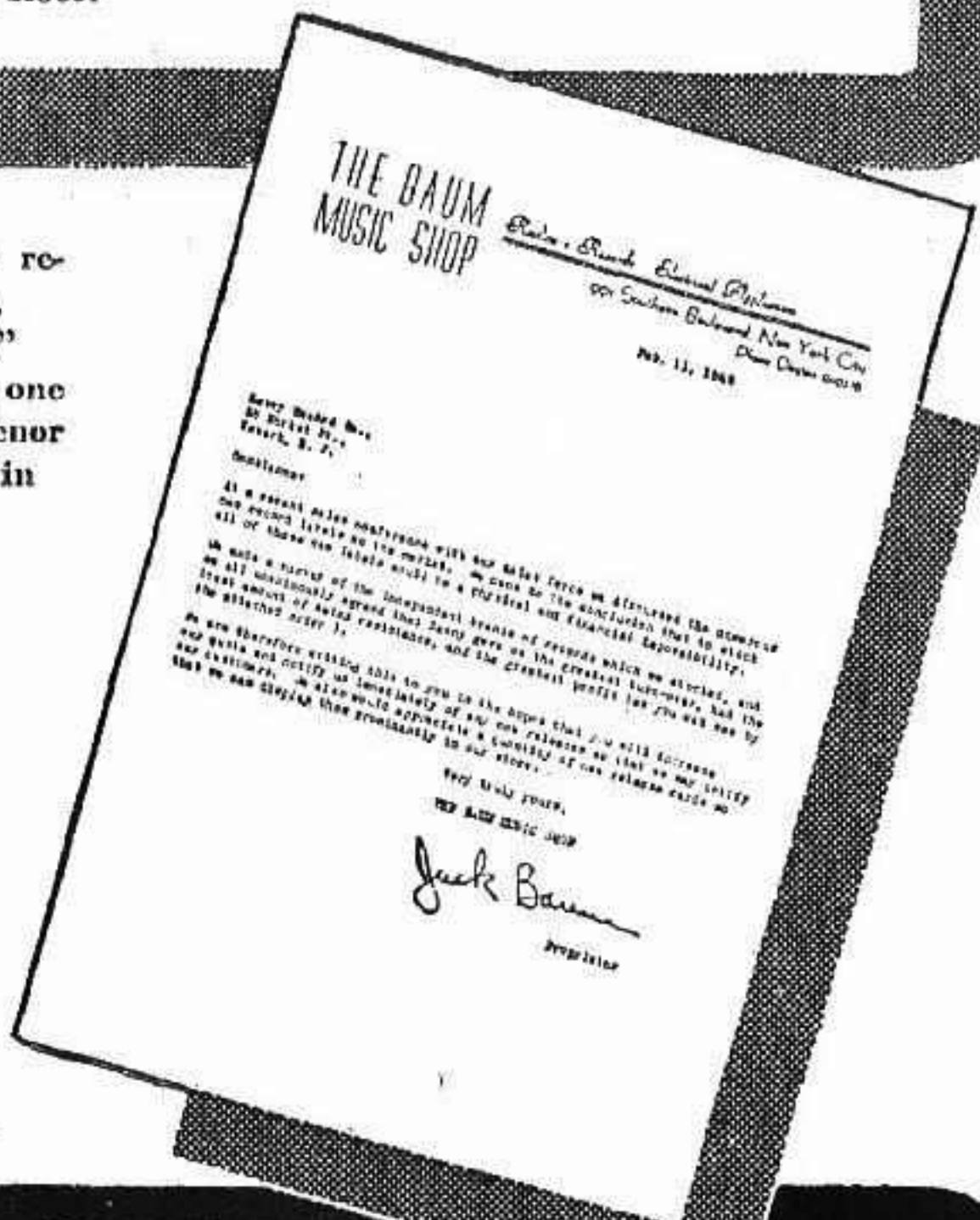
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**Folio and Lyric Cuts Big Point**

(Continued from page 26)

idea which the lyric mag pub feels is good is that his folios are put out in such a form that buyers can't use them for more than two or three months because they fall apart and must be thrown away. Hence, says Engel, if a folio of solid standards, for instance, is put out in his format and 70,000 or so are sold, those 70,000 will be thrown away by purchasers six months or so after publication and in another year a new edition can be put out and sold all over again. Engel stacks this up against the regular music publishers' folio which is a substantial production job and lasts the buyers a lifetime in many instances.

**Music Pub Feeling Mixed**

At any rate, music publisher feeling about the mass-circulation versus the limited music dealer-distributed folios is mixed at the present time. Some pubs feel that the dealers are sore enough about the spread of the sheet music racks and don't want to alienate them further by encouraging the Engel-type folios. Others feel that they can still make more money by putting out their own folios in the same substantial formats as in the past and selling them thru established music dealers only. A few have their eye on the Engel-type operation, but plan to publish the books themselves and arrange for distribution with International Circulation Company (thru Larry Richmond), American News Company, Fawcett Distributing Company or some other large distributors. Richmond, incidentally, will have no part of the Engel-type folio deal. What is holding up the music pubs who are thinking along lines of publishing their own mass-circulation folios is, of course, the present tight paper situation.

However, the folio picture develops, two things are certain: It will be an issue at the SPA-MPPA confabs, and it will bring about greater or lesser changes in the music publishing industry's folio activities.

**FCC ON THE SPOT**

(Continued from page 18)

"commercial" proponents within the FCC as the "castor oil" routine.

Radio execs admit that there is plenty wrong with over-commercialization at certain indie stations, but stress the fact that the webs are the cleanest operation of all the different groups in broadcasting. They believe, and some are ready to go along with it if necessary, that commercial content of the air could be regulated (not under present statutes but under revised ones) just as indirectly the second-class privilege of the post-office puts a premium on too high an advertising content in a newspaper or magazine (by increased mailing rates).

**Penalty Feared**

However, they're all afraid of what such a move might mean. They also point to grants of 50-kw. licenses to stations that have notoriously rendered a less-than-average public service job. The new station logs, they stress, may enable FCC to correct these inequitable grants. However, they question if this is true, since the record of certain stations were known for years before the grants were made.

Fact remains that FCC did release a report which blasted commercial station and network operation and gave the anti-radio press a holiday. "Public service" is a must on the air—but it doesn't become less pubserv, say station operators, just because it's commercial, and unless the public listens—it can't be served—and generally speaking the Hoopers of even the best public service programs are a fraction of the ones advertisers pay for. Service, not tags, is what the

FCC should evaluate, say even educators, who lately have been checking programs for awards. An "objective report" on programming would prove many things to many people—and it would be invaluable, even if it didn't take 139 pages, pointed out a City College prof, but he admitted the FCC's latest isn't that.

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# A Jallopy and a Typewriter, Or Egan's Pioneer TD Advance

Editor's Note: The Billboard's March 2 piece re trend toward bands sending out men in advance on road tours, etc., sent Jack Egan, personal manager for Alvino Rey, on a memory kick. Egan recalls the stunts he pulled while working advance road for Tommy Dorsey back in 1938.

promotion and publicity. In the course of the three-and-a-half years I preceded the great T. D. around these United States (and scattered parts of Canada), I had occasion to visit just about every city in every State. When we sat down for a location spot, Tommy would send out the jallopy, with its typewriting driver, to cover cities missed in his tour. Thus, we established almost complete coverage of all disk jockeys, radio and music editors, record sales girls, record distributors and coin machine operators.

### Mountain to Mohammed

When the band would go on tour, the "truck" would hit the spot at which he was to play two weeks before the engagement. The promoter, local editors, disk jockeys, machine operators, music stores, etc., would be contacted. When possible, mass interviews with editors of high school papers were set up. Tommy was a pioneer in this field—not in the field of being interviewed by the high schoolers, but in contacting them, instead of waiting for them to come around to him.

He also pioneered the field of contacting the coin machine operators. In many cities, he tossed huge cocktail parties for them, much to their (See Jack Egan Relates on page 39)

SALT LAKE CITY, March 9.—I've just read the article on advance exploitation and tie-ins on Page 18 of the March 2 issue of *The Billboard*. I found it very true and can fully appreciate its point. However, out of fairness to Tommy Dorsey, I think it should be kept in mind that he was a kingpin pioneer in the field of dance-band exploitation on one-nighters, along with his other engagements. I don't bring this to light merely to throw posies at myself—for, he was my client, or boss, as you will.

### Jallopy and a Typewriter

Back in January, 1938, Tommy bought a small car, had a special body built for it, and equipped it with a stock of 500 of his top-selling records; a supply of 40 by 60 blow-ups, which were to be rotated as used; window cards, photos, press manuals, etc., etc., and a driver who knew very little about automobiles but had a fair background in band

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## Al Kaufman Asks ASCAP, SPA Action Vs. Song of Month

NEW YORK, March 9.—Al Kaufman, songwriter and member of the election committee of American Society of Composers, Authors and Publishers, has appealed to ASCAP and to the Songwriters' Protective Association for action against the firm of Gordon, Kaufman & Real, which operates the Song of the Month Club. Kaufman says that neither Irving Gordon nor he is connected with the firm, having disassociated themselves long before the third former partner, Nathaniel R. Real, came up with the song club gimmick. He states that he feels his reputation is suffering from the fact that the club does not operate along lines customary among ASCAP pubs.

Song club has advertised its wares in such media as *The New York Times* magazine (Sunday, February 3). People who answer the ads are sent brochures asking for \$1 monthly subscriptions in return for which the subscriber gets each month either a new record or two songs, or two sheet copies of the same two songs. Songs are selected from among those sent in by subscribers. Firm's affiliation with ASCAP and SPA is played up, and it is made clear that if a song is selected for publication, the writer gets all royalty rights under the SPA contract.

Members are further entitled to submit records of their voices in case they may be good enough to become one of the club's "exclusive recording artists" who make the disks which are sent out. Year's subscription entitles the member to "an attractive record album or sheet music binder," and each month five portable electric phonographs are given to the five members who obtain the largest number of subs.

SPA says that Nathaniel R. Real

## Sew What!

NEW YORK, March 9.—Before Billy Eckstine opened at Adams Theater, Newark, N. J., a few weeks ago, William Morris Agency advised him to get new uniforms. Eckstine took the band to a tailor. The tailor took one look at Fats Navarro, 320-pound trumpeter, and said, "No soap at this price." The price was adjusted. Then the tailor said he wouldn't have time to cut a suit for Mr. Navarro at any price, so Eckstine opened the theater without new uniforms. The William Morris Agency asked how come. Tailor was reap-proached and grudgingly agreed to make two sets of uniforms for the band, including Navarro. It took three weeks and the tailor is still grumbling.

## Ellington's Concert Drive

NEW YORK, March 9.—Duke Ellington, who will do 18 concerts in the Middle West and Southwest during April and has a batch scheduled for next fall in this area, wants to line up about 50 for 1947. In an effort to sell the idea to more concert managers, Ellington is advertising in longhair mags, communicating with schools, colleges, cultural groups, women's clubs, etc.

applied to be signatory to a form contract in January. His offices are located on Wall Street here.

Kaufman told *The Billboard* that he had asked SPA and ASCAP to investigate the situation and that, if nothing happens, he will consult his attorneys about court action.



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Order sheet music from our sole selling agent  
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## Carle's Erie, Pa., Date Turns Into Box-Office Mis-Take

NEW YORK, March 9.—Importance of having an alert road manager to police inexperienced and/or chiseling one-nighter promoters is brought out in connection with a date Frankie Carle played at the Erie (Pa.) Armory on January 26. Carle's rep, Andy Travers, got embroiled with promoter Paul J. Pace when a Ross Federal checker, employed by Carle, clocked 1,209 paid admissions to the dance, against the op's total of 986. In addition, Travers, it's said, discovered that altho only 1,000 tickets were supposed to have been printed for the dance, tickets numbered 1002 and 1004 were in the door hopper, and were of a different color than tickets numbered up to 1,000.

As if this weren't sufficient, Travers states he was unable to get from Pace anything better than an estimate of what the advance had been. Furthermore, after the squabble over the total take was underway, Travers learned that Pace didn't know the capacity of the hall—pegging it at around 1,000, when it was actually, in the word of the Armory superintendent, nearer 1,600.

### Figure Claimed Impossible

During a later exchange of letters involving Pace, Travers, General Artists' Corporation (Carle's booking agency) and Leonard Zissu, Carle's attorney, Pace took the position that the 1,209 figure clocked by the Ross Federal man was "impossible," but admitted "I neglected to take efficient care and preparations only because I greeted Frankie Carle and family, with Mr. Travers, with a cocktail party and a complete dinner in Northwestern Pennsylvania's most exclusive restaurant and time ran out so that we were almost late for the dance ourselves."

In the Ross Federal man's formal report to the agency, it was made

## Archer Has Marion OK for Terpalace

CEDAR RAPIDS, Ia., March 9.—Tom Archer, of Des Moines, will start construction on a new \$150,000 ballroom near here as soon as materials and labor are available.

Archer was granted a building and dance permit by the city council of Marion, Ia., which is located outside of Cedar Rapids. Previously the Cedar Rapids city council had denied a request to rezone another site for the ballroom.

Plans for the ballroom call for a 213 by 140-foot building which will contain carpeted lounges, booths and tables to accommodate 1,564 persons and a dance floor of 8,000 feet square. Building will be of concrete block and steel. Parking area will be available for 3,000 cars.

clear that "no fraud was intended," and all concerned seem willing to chalk the fracas up to experience—the promoter's. Band agencies are still dealing with Pace, and his honesty is not under reproach.

As a breed, one-nighter promoters are hewing close to the line these days. They never know when a Treasury dick is going to bob up with a clock and make sure that Mr. Whiskers gets every dime of that 20 per cent amusement bite. Furthermore, road managers are a lot smarter than they used to be. They station the band boy in a strategic spot, and stay close to the scene themselves. Road managers have been instrumental in lousing up crooked promoters and smartening up dumb ones. Every year, some band runs across a finagler, but they are fewer and further between, because the agencies drop phoneys like a hot stove and deal with somebody else in the same town.

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To think they'd let me go,  
My BABA-LEBA's famous  
And my DRIFTING BLUES  
more so.

Brother, I'm really what you've been,  
And I'll carry on with pride,  
VOO-IT, CENTRAL AVENUE BOOGIE,  
JUMPING AT MESNERS' and  
LESTER BLOWS AGAIN,

Will make me  
hit your stride.



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SAME ARTISTS  
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**Burnham Shepherds Spivak, Tho Not P.M.**

NEW YORK, March 9.—Bill Burnham, William Morris agency band booker, has taken over direct control of the Charlie Spivak band under an arrangement whereby Spivak will have no actual personal manager, but will be shepherded by Burnham, whose schedule will be altered concentration on the band.

In making the deal, Spivak laid to rest earlier reports that he was eager to break away from the agency. He recently cut loose from Personal Manager Don Haynes, precipitating a general stampede among would-be handlers of his ork.

Spivak asked to go on record as saying: "I am very happy with the William Morris agency and am tickled to death with our new arrangement."

Lou Zhitto will continue to represent Spivak on the road.

**Camps' Peacetime Pay-Off**

CHICAGO, March 9. — Wartime camp dates are paying heavy returns, now that the guys are getting out of uniform and are buying their way into dances. Frankie Masters, current at Stevens Hotel here, reports that on his recent tour never a night went by that some bird didn't come to the stand, pump his hand, and remind him that he'd played Camp Soandso a year or two or three ago. Hero-worship is still the most potent box-office factor and, as was expected by orks who played the camps, the possibility of taking the missus to dance to the same ork which played at camp, and maybe even to shake the same paw that was shaken at camp, is bringing ex-G.I.'s thru the gate. Bread thrown on the waters comes back as cake.

**802, Theater League To Discuss Pay for Recent Blackout**

NEW YORK, March 9.—Theatrical committee of Local 802, American Federation of Musicians here, will meet with the League of New York Theaters Monday (11) to iron out monetary differences over Mayor O'Dwyer's shutdown of the town February 11-12. League takes the position that tooters shouldn't be paid for the forced layoff, while the union has been emphasizing its view that an act of Mayor O'Dwyer is not an act of God. Local's position is complicated by agreement between Actor's Equity and League on docking thespis.

Local is pressing the few hotels and night spots which docked musikers, and is encountering little trouble. It is expected to insist on full payment for any show musicians who were asked to stand by for action on February 11 or 12.

**Sherwood, Michaud, Greene**

NEW YORK, March 9.—Arthur Michaud has turned the Bobby Sherwood band over to Eddie Greene, attorney-musician-manager, who has been associated with the band for some time. Greene will locate in Michaud's office here.

**Faine AGVA's Natl. Exec Sec**

NEW YORK, March 9.—Hyman R. Faine, former exec of American Federation of Radio Artists, has joined American Guild of Musical Artists as national executive secretary. Faine has just been discharged from the army.

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106 Vesey Lane OAK RIDGE, TENN.

## Jack Egan Relates Of TD Pioneering Via Old Jallopy

(Continued from page 35)

amazement because, as they used to put it, "nobody ever bothered with us before—no band leaders, anyway."  
He hit just about every disk program of any importance in the country, either before or after his jobs. Believe me, it was a pleasure doing promotion on Tommy because he was so anxious to push ahead, to make as many contacts and to co-operate with as many people who contributed to the exploitation of his band as he possibly could.

### "Smile Again" Tip-Off

And it paid off handsomely, not only on the individual dates he played but in his future. A lot of those high school kids who'd been brushed off by visiting celebrities when they solicited interviews, never forgot Tommy's inviting them around. That was five to eight years ago, and today many of them are writing for much more important papers than those circulated around schools.

Nor did the coin machine operators forget him. They used to tell him his records were too expensive for their machines—"Get Victor to lower the price." Victor did. And when Tommy saw he had something special coming up in *I'll Never Smile Again*, personal letters went out from Tommy to every one of those operators and every disk jockey he'd gone out of his way to meet, telling them of the coming record, suggesting they give it a try on the release date. You know the result.

Tommy did a lot of other things to

## No. 802 Asks Allied Unions To Meet and Mull Lea Bill Action

NEW YORK, March 9.—In a drive against the Lea Bill, anti-union legislation pending in Congress, Local 802, American Federation of Musicians, has called a meeting of allied unions, including American Federation of Radio Artists and International Association of Theatrical Stage Employees, to discuss concerted action. Meanwhile, the local has instructed its attorneys to write an analysis of the bill for incorporation in a letter to the membership. Local 802'ers will be asked to write to congressmen, etc.

The campaign grows out of a decision of the local exec board to take an active stand in what it regards as a frontal attack on its existence.

### Palmer to William Morris

NEW YORK, March 9. — Band Leader Jimmy Palmer, one of the musical properties in which Johnny O'Connor is interested, has been signed to a William Morris Agency booking contract. Currently on a string of New England one-nighters, Palmer heads south April 1. He recently secured a release from General Artists' Corporation.

help the promoters exploit his band. Now, a lot of them are taken for granted as standard publicity tricks of the trade. But when he launched his campaign to help the promoters put over T. D. and his band, they all were new angles. And it was Tommy who thought them up. Just for the records, and because Tommy is due credit for the big job of exploitation he fostered, I thought I'd ramble on a bit like this.

**A Juke Box Menace!**  
SAMMY NATE and J. ERIC KELLER  
Proudly Presents Four Sensational Sides on

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by George Shaw and His Orchestra  
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## Showbiz Red Cross Drive in High Gear

NEW YORK, March 9.—Showbiz aid in the Red Cross national drive for \$100,000,000 is gaining momentum daily, with show groups from all phases of the biz meeting in different centers thruout the country to plan the dough drive in their areas. Last week (see *The Billboard*) Main Stem legit performers pledged their aid under the leadership of Ralph Bellamy. Theatrical unions, too, offered their services.

This week in Chicago, New Orleans and Los Angeles groups are meeting to outline their plans for the drive. Fourteen of the nation's top pic showmen will act as regional exhibitor chairmen for the drive thruout the week March 20-26. Film men in every major city in the country will be affiliated. Charles Reagan, Paramount general sales manager, will be honorary distribution chairman, according to Spyros P. Skouras, national chairman for the campaign. A special trailer, featuring Tyrone Power on his first camera assignment since he left the marines, will be shown in 17,000 theaters thruout the country. Irving Lesser, associate general manager of Roxy Theater here, will be chairman of Broadway pic houses.

## Danny Thomas to Theaters

NEW YORK, March 9.—Danny Thomas starts theater dates this spring. He will open at the Oriental, Chicago, May 8 for \$7,500 plus an undisclosed percentage, which he says will permit him to walk out with 10G's, assuming the house does an expected \$50,000 business. If the deal calls for his supplying the acts the price will be \$9,500, plus a percentage. Comic was offered \$5,750 by the Roxy a short time ago. The Morris Office, which handles him, turned it down in the belief that next year he can go into the theater for \$10,000.

**MEMO:**

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## IN SHORT

### New York:

BETTY REILLY gets her first theater date. Goes into the Capitol on the Cugat show March 28. . . . ANDREY VAUGHN, from the long-haired field, opened for Lou Walter's Latin Quarter, March 9. . . . JACK LENNY, out of the army, opened office at 1619 Broadway. . . . ANN DUPONT just became mother of boy. . . . THREE SUNS have a new air show on WABC, Sunday afternoon at 3:30. . . . GENERAL REYNOLDS, now in ETO, is slated to be next head of Army Special Service and will take over about April 1. . . . MIKE LARSEN, ex-owner of Iceland, is in the real estate biz. Spent \$750,000 for a lake resort and summer community in Smallwood, N. Y. . . . NOAH LEE AND GOLDSTEIN, present owners of Iceland, have bought out partners, Shoenstein and Tobias, for a reported 40G. . . . GYPSY MARKOFF, Stubby Kay and Hermanos Santos Trio open at Havana-Madrid March 20.

BARRANCAS signed for the Capitol with Cugat show. . . . JANE FROMAN deal on the fire for a return date at the Copa. . . . ROSE MARIE cutting records of her Italian novelty comic song. . . . SHERRY BRITTON reading new act. . . . MARA WILLIAMS, Copa line, will do a single next summer. . . . LOU WALTERS reading a new musical. . . . JACKIE MILES into the Roxy, April 10 or 17. . . . PHIL FOSTER, ex-GI, back at work breaking in new stuff at Max-Im's. . . . GEORGE DE MARLO, of the DeMarlos, makes his own hand-painted ties. . . . LEW PARKER and Matty Rosen have split.

BOB WYATT added to Cafe Society Uptown. . . . SARAH VAUGHAN added to Cafe Society Downtown. . . . GUS EYSSELL, head of Radio City Music Hall, back after a three-weeker on the Coast. . . . MOMI KAI now in her fifth year at Hotel Lexington Hawaiian Room.

### St. Louis:

EPHY PEARSON held over again in Zodiac Bar. . . . ISABELLE JOHNSON closed at 400 Club here, goes

### Berle's Hot Summer 8G At L. A. Slapsie-Maxie

NEW YORK, March 9.—Milton Berle has given a tentative promise to open for Sammy Lewis at his West Coast Slapsie-Maxie next summer. Price understood to be \$8,000.

In addition to Berle, Lewis has bought Lionel Kaye, current at the Diamond Horseshoe, and the Slate Brothers, now at Lou Walters's Latin Quarter.

into Chicago's 5100 Club. . . . BOB DRONE now managing Senate Cocktail Lounge. . . . EDDIE BEAR current at Tune Town, with Bob Williams doing vocals. . . . JACK LA DELLE and ork at Stork Bar. . . . MARQUETTE ROOM of Hotel Milner has added an eight-girl line to its shows, which already feature Audrey Harder, Rosita Leon, Ray Olsen and O'Brien band. . . . TOP O' (See IN SHORT on page 47)

### Estimate for Parisian Cafe On Line Stumps Abbott

CHICAGO, March 9.—Difficulties confronting Yank entertainers trying to break into Continental Europe's bistro biz have Merrie Abbott, local producer, who has lines working all over the country, buffaloed over how to answer Clifford Fischer's demand for a price on a line of eight chorines to work this summer at the Les Ambassadeurs Cafe, Paris. Miss Abbott received a wire from Fischer, who books the major Parisian niteries this week, asking for a submission, but she ran into difficulties immediately when she attempted to find out possibility of getting entertainers into France.

Besides transportation difficulties, Miss Abbott says she has heard that the French Government is taxing salaries of out-of-country entertainers and that living conditions, comparable to those in the U. S., are extremely expensive. She has sent Fischer a tentative price for the line and is presently studying foreign show-girl market before taking a definite price stand.

### 4 Philly Hat Check, Photog Operators Link With Union

PHILADELPHIA, March 9.—Labor has invaded the ranks of the gals who check lids and their sisters who peddle cigarettes and take the candid table photos in the local niteries. Sam Cariola, president of the Hotel and Restaurant Workers' Union (AFL) here, announced he had signed contracts with four of the leading concessionaires for all of their spots, with the gals to get six days' pay for five days' work.

### Artie Dann Denial

NEW YORK, March 9.—Artie Dann, comic, denies a statement attributed to him in *The Billboard* last week that he asked Sol Tepper to book him again and that he's getting a release from General Artists' Corporation.

"I won't do business with Tepper," said Dann. "That story about my release is also wrong. I did ask GAC to give me a release if they couldn't get me either the Paramount or the Strand. Right now I'm still with that office."

### Peritz Buys N. W. Chi Spot

CHICAGO, March 9.—Morry Peritz, formerly op of the Little Club, South Side lounge, destroyed by fire three weeks ago, this week bought out Roger Mares, op of the Rag Doll, Northwest Side spot. Peritz has hiked talent budget, bringing in Weela Gallez, singing pianist, at \$450 weekly, with the Atom-Aires remaining as alternate.

### Chi Shay Goes Vaudery

CHICAGO, March 9.—After a major redecorating job, The Shay, South Side cocktail lounge, hopped on the vaude-type bandwagon Tuesday (5). Operator Jim Gannon, booking thru Phil A. Hight, has a talent budget running \$800 weekly for the 220-seater.

### Bill Miller, Embassy Op, In Bond Fracas With AGVA

NEW YORK, March 9.—Bill Miller, op of the Embassy, is taking official potshots at AGVA for alleged breach of contract, discrimination and "high pressure" demands by the union that he put up a two weeks' cash bond.

Situation is an outgrowth of Thursday night's (7) occurrence when AGVA reps walked into the Embassy and pulled the show out because Miller had not put up the dough he had been told to two days before. Miller argued that he had a good credit rating, had never failed to pay off an act and saw no reason why his financial standing should be questioned.

When the acts were pulled Miller was willing to let it ride. He had planned to switch show policy to bands in any case. With AGVA in the picture, he said, he just made the changeover that more quickly. The following day Miller consulted with his attorney and took the show back the same night (Friday), putting up a week's bond. But at the same time he wrote AGVA, invoking the 30-day cancellation clause and notified the union that he was terminating the basic agreement signed about seven weeks ago.

### La Martinique's Next Adams-Canzoneri April 3

NEW YORK, March 9.—Joey Adams and Tony Canzoneri are set to open at La Martinique April 3. Gal singer on the bill will be Dolores Gal, now in hit musical *Are You With It?* Mark Plant, who is part of the Adams act also will be on the bill.

With the bow-out of Danny Thomas, club expects to go back to three shows a night. In the past, spot has had three shows on week-ends only because the name attractions refused to do a third show.

### Slapsie Maxie and Baer

NEW YORK, March 9.—Slapsie Maxie Rosenblum and Max Baer will open at Fred Lamb's new Club 18 March 17. Deal was set by Frederick Bros.

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# Montreal L. Q. Planned as 3-Floor Nitery

## Living Quarters for Talent

DETROIT, March 9. — Project backed by Canadian interests for a new de luxe Latin Quarter Club, to be something unusual in nitery construction, has been disclosed here by Norman H. Birnkrant, who has the American selling rights for the project. Plan calls for an expenditure of \$395,000 for a structure at the Southwest corner of Sherbrooke and Aylmer streets.

Three floors of night club rooms, each tiered and designed in theater-room style, are planned. Upper floor will be arranged in a horseshoe of private dining rooms which may be reached by a special entrance. Basic plan calls for leasing these by the year, although some rooms will be available on a short-term or nightly basis. Entire show may be seen from these private rooms, as well as from the two lower floors, with the two upper floors open to the stage and dance floors.

### Staff Can Live There

Complete living accommodations for the entire talent personnel will be provided in the room itself. This will eliminate present-day hazards of hotels and eating accommodations, and at the same time furnish quarters on a high-class hotel level. It is anticipated that this factor will reduce talent bills, inasmuch as American acts can be booked in and be sure of accommodations without going out of the building, eliminating a large share of their regular expenses.

Montreal is said to be underseated in night clubs, particularly lacking in any large spot suitable for the average convention and similar group. This spot may partially alleviate the need. Hector C. Boulay, named as business agent of the projected Montreal L. Q., is Canadian director of the Pan-American League.

Scale of operation is indicated by the projected talent bill, providing for a band set-up of 35 musicians and 2 leaders at \$109,500 per year (\$300 per day), individual actors at \$73,000 per year (\$200 per day), line of 10 girls at \$25,550 per year and an advertising budget of \$20,000.

It is understood that the Canadian financial interests are prepared to advance the entire construction cost and are only awaiting a suitable management contract. Their present problem is a quest for an experienced operator who will take over and operate for the owners, but will not be expected to invest in the project.

## Irving Denies AGVA Broom

CHICAGO, March 9.—Jack Irving, AGVA chief of the Midwest area, this week returned from a brief vacation in Florida and strongly denied widely current reports that he is exiting from the local scene (*The Billboard*, March 9). Irving said that as far as he knows, he is firmly ensconced in the AGVA helm in Chi and hasn't heard from AGVA chief, Matt Shelvey, if there is anything to the contrary.

## Irving Not Thru—Shelvey

NEW YORK, March 9.—Matt Shelvey, AGVA national administrator, has denied that Jack Irving, Chi regional director, was resigning. He said the rumors had no basis in fact and that relations between him and Irving were completely friendly.

# Bum Det. Merchandising, Poor Memphis Facilities Hit by Eds

DETROIT, March 9.—Night club operators and booking agents were taken to task in an almost paternal fashion for inadequate merchandising by Herschell Hart, night club and radio editor of *The Detroit News*, at the annual banquet of the Michigan Association of Theatrical Agents. Basing his position on a prediction of more competitive conditions ahead for night clubs, Hart pointed out a need for sound merchandising of the entertainment they have to sell. Night club business is not a necessity, and there is not the pent-up demand that exists in many commodity fields today, Hart said, so that the operator must go out and really sell his offering in competition for the consumer's dollar, instead of just taking it in as he has done in the recent past.

### Inadequate Flacking

Principal failure has been a lack of proper publicity approach in handling of talent, Hart said caustically. He cited instances where booking agents have not had any idea of what kind of routine an act they had booked into a club was doing—no more than that it was "a novelty act," with what kind of novelty remaining a mystery. Other cases were cited where a night club operator had an act starred in other towns on his bill, and didn't know it, or that advertising and publicity left out even the names of what should have been a top act on the bill.

# EMA-ers Befuddled On AGVA Ultimatum

CHICAGO, March 9.—Members of Chicago Entertainment Managers' Association, still awaiting word from their headquarters as to whether or not they have aligned with ARA, New York percenters group, are plenty miffed over the ultimatum issued by Matt Shelvey, national administrator of AGVA, last week. Shelvey stated that if local boys don't sign AGVA franchise contracts by April 1, AGVA will notify its members not to deal with unfranchised lads on pain of getting the unfair tag tied to them.

Local bookers are in a daze about the Shelvey dictum, since the only word they have had of the April 1 deadline is the report published in *The Billboard* last week. Lyman Goss, EMA prexy, told *The Billboard* Friday that he had received no official word.

Local indies feel that because of long co-operation with AGVA they should be given more time in which to sign franchise papers.

# Baltimore 21 Club Goes Out for Names

NEW YORK, March 9.—Lou Cohen (21 Club, Baltimore) is really putting it on the line to get the attractions. On April 3, he has Gypsy Rose Lee opening for him. On June 7, he has Louis Jordan set and May 20 the Mills Brothers are due.

He's tried, and is still trying, to get Sophie Tucker, but so far it's no soap. Tucker is set to open at the Chanticleer. Since the Morris office books the Chanticleer, they're not too anxious to give her to a competitor. Incidentally, Cohen was told that he might get Tucker for \$5,000 so he rushed to the Morris office and offered them a certified check for that amount. Singer is getting \$4,500 at the Chanticleer.

Club is shuttering for about seven-eight weeks July 1 for an overhauling that will cost, says Cohen, about \$75,000. When he re-opens, he plans

MEMPHIS, March 8.—Harry Martin, amusements editor of *The Memphis Commercial Appeal*, in an address before the Exchange Club here, emphasized the need of future entertainment facilities in Memphis, including a free symphony for children every Saturday and Sunday afternoon and a civic center for the fine art.

"Memphis is in dire need of another combined concert hall and theater," he said. "There have been many attractions that are anxious to come here this season but were unable to do so because there was no place for them to appear. . . . There have been several musical events which Memphis missed for want of a place to put them when the auditorium was otherwise engaged. The town could use a few well-run night clubs, too, tho I fear there will be little disposition to invest in this field so long as our State laws compel a citizen to purchase a whole bottle of whisky when all he really wants is a highball."

# Limited, Cheaper Licenses Mulled By Det. Council

DETROIT, March 9.—Plan for a new type of cut-rate cabaret license is under consideration by the Detroit City Council, upon petition of the Royal Ark Association, bar operators' group smaller spot owners than in the Metropolitan Cabaret Owners' Association.

Plan is to allow an annual limited cabaret license, which would apply to any spot using a maximum of two persons on its talent bill, such as a singer and a pianist, or alternating pianists—and not having dancing.

Annual fee would be reduced from \$50 to \$25, while the combination license, allowing the privilege of selling beverages and supplanting various special licenses, would be reduced from \$58 to \$33 for such spots, idea has been presented to the council in a formal draft of an ordinance, and the matter is currently on the table.

# Brice's 800 Opens Again in 2 Weeks

NEW YORK, March 9.—Lew Brice's 800 Club, which stuck around for a week and then, like the Arabs, folded its tent, plans to reopen in about two weeks. Policy, however, will no longer be a Slapsie Maxie hodge-podge. Brice is searching for a name canary.

Acts in the 800 show were all paid off. Spot had a \$2,000 cash bond up in AGVA, and as certain acts left after the first night, the amount applicable to those remaining was greater.

The guys who took the bath were a group of horse players from Los Angeles who are said to have backed the room.

# Ted Lewis Opens Beverly

NEWPORT, Ky., March 11.—Beverly Hills Country Club, which shutters annually after New Year's Eve for a several-month period, cracks its new season Friday night (15) with Ted Lewis and his band and unit in for a fortnight's stand. Opening will see the smart nitery sharpened with renovations.

to have a cocktail lounge with talent. Budget for new enterprise is not yet determined.

# Buddy Lester Has Clinging Vine; Pact Feud Set for Court

NEW YORK, March 9.—Buddy Lester and Dave Vine are squaring off for a legal tussle that will take place in New York Supreme Court as soon as the calendar permits. Vine charges breach of contract and asks for an accounting of salaries received, plus \$10,000. Vine, who signed Lester to a personal management contract in 1943, agreed that for his 10 per cent he would guarantee comic \$10,000 annual salary. At that time Lester was getting about \$250. Contract was for a year, but it had an automatic renewal clause for another year if the money stipulations were satisfactory.

While the contract was in force, Lester was drafted into the navy, and his claim is that the induction let him out of the contract. Vine says that contract was automatically renewed when upon Lester's discharge from the service he accepted and worked the La Martinique date gotten for him by Vine.

Blow off, however, really started when Vine booked the comic into the Latin Quarter, Chicago, instead of accepting the date, Lester opened at Chez Paree. Since then he has been booked by the William Morris office. Lester contends that important reason for disavowing pact was Vine's illness. All last summer Vine was sick and, Lester claims, unavailable to handle his affairs. Vine contends that his sickness had nothing to do with it, for despite it he had the comic booked solid. Simon S. Feinstein, attorney, is representing Vine. Eilson and Halpern are Lester's lawyers.

# AGVA Mulls Lifting Celeb Night Ban With 1-Club-in-City Plan

NEW YORK, March 9.—A lifting of the ban against celebrity nights is being mullied by AGVA and may result in definite action in the immediate future. Plan now under discussion is to permit one club in each city to have celebrity nights. But in such cases the acts on the bill shall have a rehearsal and AGVA may even request they be paid. The reason it will limit such action to one club per city is to forestall situations which brought about the original edict. In the past, celebrity nights have become a racket, according to Matt Shelvey. The headwaiter, the corner bootblack and numerous guys called Joe all had celebrity nights named for them. The clubs collected but the actors got paid off with a ham sandwich, if that.

If the one-club-in-a-city plan is followed it will work like this: All club operators will be asked to meet with AGVA locally and among them decide which spot will be allowed the gimmick. In this way, says AGVA's Shelvey, the union won't be placed in a position of being charged with discrimination.

# Philly AGVA Calls For 2 Weeks' Pay Deposit From Clubs

PHILADELPHIA, March 9.—Local AGVA offices announced new regulation requiring the posting of a cash deposit from night clubs to guarantee payment of performer salaries.

A deadline has been set for March 16 when all such deposits which will amount to two weeks of each spot's entertainment budget must be in the union's hands at local headquarters. AGVA threatens to pull out shows from spots not complying with the new regulation.



## Restaurant Continentale, Hotel Netherland Plaza, Cincinnati

Talent Policy: Dance band and ice shows at 8 and 12. Management: Max Schulman, hotel manager; Richard Elsner, catering manager; Albin Brattisch, headwaiter; Toni Lamare, sommelier; James Mason, captain; Amy V. Pace, publicity. Prices: Dinners from \$1.75; drinks from 40 cents.

Now in its fifth year with the tank icers, this spawning grounds for New York's Hotel New Yorker ice talent comes up with another winner in *Hollywood Bound!*, a three-numbered nifty that bowed last Thursday (5). Producer Truly McGee, who never seems to run out of ideas and originality, deserves another pat on the back for this one.

The theme is simple enough—a story of a rehearsal, a tele broadcast, and the finale, a wind-up in Hollywood, but it's the production, good blade work, excellent wardrobe (Johnny Bauer, Chicago), sprightly music and good pacing that makes for the pleasing entertainment package.

June Arnold, lovely of body and face, takes the No. 1 slot in the new show, a holdover from the previous edition. Remindful of an old fave here, Adele Inge, Miss Arnold uncorks a vast assortment of ice nifties, and is warmly received. A little more smoothness to her work, which comes with time, should put her in the top brackets of tank satellites in a short time.

Male features, Buddy Schroff and Bruce Sheffer, lend dash and flash to the opus with their spins and twirls, and click handsomely in their respective solo spots. Former also injects a bit of ballet in his specialties to good effect, but he forgets at times to turn on the personality and make with the teeth.

Three of the Six De-Icers, line girls, contribute specialties—Janice Hamilton, Eloise Day and Mary Lou. (See Netherland Plaza on page 49)

## NIGHT CLUB REVIEWS

### Tony Pastor's Uptown, New York

Talent Policy: Dancing and floorshows at 10:30, 12:30 and 2:30 a.m. Manager, Jack Bodner. Owners, Joe Cataldo and Frank LaPadula. Publicity, Curt Weinberg. No cover, \$2.50 minimum after 10:30 p.m.

Owners bought a ripe lemon in this show which is anything but right for the Stern. Tired routines, second-rate chirping and show star, charitably described as a flop on the floor, don't result in big or even fair b.o. When caught, show seemed to be just going thru paces to work out time and contracts, and reception it got proved table-squatters felt this to be true.

Emceed by Ork Leader Eddy Teddy, who cops a heavy plea for each act, show opens with Carol Winters' tap routine to *No Can Do*. She mugs and postures coyly but doesn't give out with the tootsies.

Followed by Tony Verone, a personable chirper with so-so pipes, who tries just a little too hard to put his number over. Closer, *It Might As Well Be Spring*, even with a clinker or two, was his best and got him hands.

The Four Blues have a disk public and maybe on wax their strictly cornfield jive grooves sell. On the floor they force too much and their hep routines, *Ride, Red, Ride* and *The Wild Boogie-Woogie*, just don't click as fast numbers.

Tarzanya, an eyeful, follows with bumps, grinds and a touch of acro dancing, but her routine doesn't add up to much except a lot of wiggles and a toothsome grin.

If Margie Hudson had a longer pipe stretch she would do better with the numbers she chose, notably *Sentimental Journey*. All the power is in her lower voice and as long as (See Tony Pastor's on page 49)

### Village Vanguard, New York

Talent Policy: Dancing and floorshows at 10:30, 12 and 2. Owner, Max Gordon; publicity, Jay Russell. Prices: \$2 minimum.

Continuing with its policy of introducing new folk singers, the Vanguard has uncorked a fair duo in Josef Marais and Miranda, specialists in South African songs. Dressed informally in red shirt open at the throat and black trousers; both of corduroy, Marais is okay for the village habitues or tourists seeking atmosphere, but his costume contrasts strangely with his partner's full-length evening gown.

Marais owns an average set of pipes, thin but pleasing, while Miranda's vocal chords are on the sweet side. Result is just okay harmonizing, and the novelty aspect of the tunes carries the act. First number, *Tante Kuba*, is done in native dialect and gets fair hand. Pair follows with a tale about *Kitty*, then goes into a fast college song, *The Baboon Climbed the Hill*. Response was tepid.

Opener is Marie Bryant, in a brown satin gown covered with large white butterfly outlines. Costume isn't becoming, and Miss Bryant's attempts to win the crowd are unsuccessful. Comes closest to it with the first tune, *Blimp-Blimp*, a fast jive number, but grimaces, which she makes for no apparent reason, put the nix on it. She loses the payees completely with slow versions of *On the Sunny Side of the Street*, and *Babalu*, done first in Spanish and then in English, and seguing into torso twisting. Girl's forte is hot, fast numbers. She ought to fry the floor with them instead of easing up.

Phil Leeds, ex-G.I. comic, looks funny—long nose, big ears, popping eyes—and is funny occasionally. Opens with a Hawaiian song that gets yocks but drags out the next, a tiller-of-the-soil routine. *Man I Love* parody goes over well, and he connects with impress of a Russian singer who's never been to Russia. Boy is good in the dialect bits—he should concentrate on them—but should stop mimicking Eddie Cantor.

Hank Duncan Trio on show and dancing. Don Fry, intermission 88-er, emsees.

### Lee 'n' Eddie's, Detroit

Talent Policy: Dance band and floorshows at 9:30 and 12. Owner, Philip Flax; manager, Jim Cole. Prices: \$1.25 cover.

Whole show is consistently strong entertainment and is well balanced.

Nan Blakstone, past mistress of the sophisticated lyric, alternating super-subtle and deftly done for smartest clientele with more popular, less intricate work. Ranges to dramatic balladry of a sailor's lonely Sunday with marked versatility, holding the house thruout. Excellent individualized special material put across in the very personal Blakstone manner.

Willie Shore, a top all-around comic, started a bit slow but brought down the house with material that's different in gags, vocals, skits, mimicry, and some dance work, featuring soft shoe and buck-and-wing that ranks with the best. Excellent timing on audience reactions.

Callahan Sisters, dance team, specialize in fast precision tap work, some done to unusual rhythmic background, with fine synchronizing. Could have done longer turn.

Dorothy Byton Dancers (6) cute, in attractively costumed specialties.

Band, Joe Sanders (12), with the leader at the piano, and doing a self-effacing emcee work nicely with special routines called for by acts. Biz fair for a stormy mid-week night.

### Clover, Miami

Talent Policy: Dance band and floorshows at 9 and 12. Management: Owner, Jack Goldman; general manager, Henry Neyle; publicity, Ted Howard. Prices from \$2.50.

New show at this Miami downtown spot skedded for Thursday, finally got under way Friday (1) with Gypsy Rose Lee and her company in the headline type. Gyp collapsed on her way to the club Thursday. Folks thought the former stripper might oblige but were disappointed. She has a line of talk and for a brief interval gives the customers a glimpse of her gams. Company consists of four "glamour" fems who show plenty but it's G. R. Lee the customers want. Act, which broke in at McVan's, Buffalo, will be a draw anywhere.

Jan Bart is making a second appearance here—his swell tenor with impressions of Bing Crosby, Kate Smith, Rudy Vallee and Ink Spots, going strong. His *Never Wake Up* and *America To Me* shine, but operatic selections got the big mitt. Stopped the show cold.

Dorothy Dean and Freddy Blair in a terp speciality have a different routine from usual ballroom duo. Close with an old-fashioned cakewalk for several recalls.

Norman Lawrence, held over, offers three numbers, *Night and Day*, *There's No You* and *Schubert Serenade*, besides chirping with the chorus. Clover Girls, a corking line, in several fetching dances.

Ken Delaney's ork hands out the show and dance music with a Cuban ork dishing the rumbas.

### Sally Rand's Theater Restaurant El Cerrito, Calif.

Talent Policy: Dance band and floorshows at 7, 10 and 12. Owners, Sally Rand and Bud Carey. Producer, Marjorie Fielding Barnes. Publicity, Don Steele. Prices: \$2.50 minimum.

Sally Rand has "pitched her tent" in an ultra-gorgeous nifty setting that rivals the best spots in either New York or Hollywood. Rand herself master-minded, with Grosh of Hollywood on the scenery and murals. Result, a ritzy, rich yet comfortable room with 500 capacity. Rand's hand-picked crew goes something like this: Costumes by Katherine Kuhn of New York, original music and dances by Marjorie Fielding Barnes, settings by Grosh, and Gabriel Padney conducting the Hi David ork (11) for show.

Opens with line (8) and Flower in spicy talkie number, *Let's Make the Boys Feel Abroad at Home*. Number is smart, beautifully costumed, a nice warmer-upper. Nancy and Michael do a fairish Viennese-ballet piece. Next on is Lori Jon, who sings *J' Attendrais* and *That's for Me* with a vibrant and rich voice. Her looks don't hurt either. Well mitted. Did two encores.

Dora Maugham sets the show's tempo with her risqué songs and jokes. Great favorite. Earned repeated encores. Girls and Flower back with a Latin number. Miss Jon repeats in a song bit and costumed to perfection. Wally Vernon, refugee from the films, drew show's heaviest score with big repertoire of songs, jokes, patter and impressions, especially his take-off on Fanny Brice. On for 30 minutes. Bowed out only after a curtain speech.

Enter Sally Rand and, of course, her fan. Crowd let go with wild applause. Needless to say, La Rand is still in great form. Finale finds the entire company in a *Wine, Woman and Song* bit. Show as a whole a solid hit.

Padney and Davis's crew played show superbly. Barnes had productions to near perfection. Biz, over-flow.

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**Zanzibar, New York**

Talent Policy: Floorshows and dance music at 8, 12 and 2. Owner-operators, Joe Howard and Carl Erbe; publicity, Carl Erbe. Prices: \$3.50 minimum.

Club has come up with one of the freshest ideas on the Stem. Not only does it give its customers the usual cafe entertainment, which in itself is fast and furious and full of show nuggets, but it has gone further. It has also put on a highly entertaining tab version of Gilbert and Sullivan's *Pinafore* with some special words and music by Ted Murray and Ray Leveen. Production consists of Bill Robinson who does more dancing than he has in years; Leon Christopher Warrick, a balding middle-aged guy with a terrific bass-bary voice and a choral group (14) in sailor outfits (circa 1800) who turn in a splendid performance. The principals wear white stylized captain's and admiral's costumes. Idea of a miniature G and S Cafe production has considerable merit. Many of the light operas lend themselves to a trimming operation to fit a night club's running time. In addition the package can be sold theaters.

Show opens with a zing as the line and four boys come out making with the feet to *California Sunshine*. While pace is still hot, Tip, Tap and Toe bounce onto the circular raised platform and give with their one, two and three part terps. Kids use their theater routine, but it sells here just as strongly. Marie Ellington, a light colored slim pretty canary, on next, opens with *Personality* which did only so-so. Then tried with a low blues moaner and slid right into the groove. Gal showed ability, particularly on the low notes that hushed the mob almost completely. Reminds one of a younger Ethel Waters. Howell and Bowser, (See Zanzibar, N. Y., on page 49)

**Kitty Davis, Miami Beach, Fla.**

Talent Policy: Dance band and floorshows at 9 and 12. Management: Owners-operators, Kitty and Danny Davis. Publicity, Les Simmonds. Prices from \$2.50.

Latest production at Airliner features comics Alan Gale and Myron Cohen. A turnaway crowd attended the opening Friday (1).

Myron is way up there as a dialectician, and his Hebe stories are side-splitters. His dry delivery in poker face kept the folks in an uproar. Begged off with a neat talk.

Gale in a tough spot to follow Cohen but got by nicely. First appearance since pneumonia forced him out of Mocamba bill some weeks back. Hecklers interrupted opening show, but Gale fenced for good results.

Lee Jaxon, fem looker, appeared in an acro-contortion dance to open. Her semi-strip closed to a big mitt.

Naomi Stevens, canary, chirped a half-dozen ditties, of which *A Girl's Best Friend Is No* stood out. Well received.

Fifth Avenue Models give out with three numbers with all new costumes. Ken Jones, emcee, and Johnny Silvers, ork, okay. Biz peak and near-peak regularly.

**Mayfair Room, Blackstone Hotel, Chicago**

Talent Policy: Dancing and floorshows at 9:30 and 11:30. Arnold Kirkeby, owner; manager and head writer, Emile; publicity, Mary Anderson. Prices: No minimum or cover.

Sonia Cortis, diminutive chirp, starts the show off in this intimate supper club with some Latin American numbers which the payees immediately responded to with healthy milts. Gal has a style, sometimes bordering on the satirical and sometimes playing it straight, which captures the hands of the table-sitters. She puts the right note in her warbling and has the right mike and stage savvy. New to Chi audiences, the thrush should go places, judging by her performance here.

D'Angelo and Vanya filled the rest of the entertainment bill. Couple got second billing at the Chez Paree here and top billing at the Chicago Theater, but this is the first time they've had top billing in a high hat nitery. Based on their performance here they deserved all they've received. Gal comes on stage smartly dressed, then goes thru a routine of pursued and pursuer with partner D'Angelo. It makes for good comedy, as their terping is tops. Their biz of talking to each other while dancing is clever and rates sock reaction. Team is well suited and adaptable to either sophisticated niteries or theaters. Crowd paid off with plenty of palm-whacking for the numbers and were rewarded with several encores.

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**Club Brazil, Los Angeles**

Talent Policy: Dance band and floorshows at 10:30 p.m. and 1 a.m. Management: Owner-manager, Paul Mirabel. Prices, \$1 admission or cover; drinks and food at pop prices.

Show here is presented to draw tourists and sightseers who are making the rounds of New Chinatown next door. Standout for entertainment of those who know their way around is the band, Chuy Reyes and his ork. Reyes specializes in rumbas, boleros, sambas and other Latin-American dances.

Fred Rubio, bongo player, emsees the opening, turning the job over to Reyes, who brings on la Cumparsita, talented Spanish dancer, for a round of clicking castanets and high stepping. Her first two rounds get a satisfactory hand, but her second appearance at the close was better. Her dancing is smooth and heel clicking in fiery Spanish fashion gets her a beg-off on her last trip out.

Oscar Del Campo sings in Spanish, but Americans as well as Mexicans like his work. He does five, all fast, with his best jobs on *Guadajajara*, which was third, and *Alisco*. On the latter he throws in some hot steps that help put the deal over. His voice has quality, but he cuts down on it by using a mike.

Reyes' ork (11) finishes off with *Rumba Rhapsody*, an original. Reyes' piano work is first-rate and arrangements are exceptionally well done.

**Latin Quarter, Chicago**

Talent Policy: Dancing and floorshows at 8:30, 11:30 and 2. Owner, Ralph Berger; production, Selma Marlowe; publicity, Art Goldie. Prices: \$3.50-\$5 minimums.

Ralph Berger's current outlay for talent is probably second only to the moo he put out for the Ritz Brothers, but it's a good investment, judging from the 1,000 payees turned away opening night and biz consistently at capacity during the first week. At the show caught both stars, Martha Raye and Lou Holtz, were feeling under the weather physically, but put out everything they had despite the handicap.

Doris Dupont, back again after three years' retirement, hasn't lost cleating that put her up with the best fem terpers around then. Gifted with a nifty figure, she made good use of it to keep eyes intent on her work. Benny Yost's Cavaliers (5), in smart maroon dinner jackets, had difficulty getting attention. Diners quieted down when they did a college and service medley. Boys need more lusty material than some of the show tunes they did for openers to quiet customers and then they can try the milder standards.

Lou Holtz has the unusual ability of taking a very meager story, dressing it up in his own inimitable style, and producing a heavy yock-grabber. He really welded the show together with his emseeing and general clowning.

(See Latin Quarter on page 49)

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**Roxy, New York**

(Reviewed Wednesday Night, March 6)

A slow opening and an uncomfortable middle sag keeps the new show from being a sock package. Acts do a great job in their spots. They all look well, sell with vigor and pull sock receptions from a full house. The productions fell down. At one time the crowd out front giggled at what was being done onstage. And the number, a ballet-slipped jumper, wasn't delivered for laughs.

Show starts with six showgirls in gorgeous costumes slinking on. One gets up to the mike and intros Walter Liberace who shows up when the curtain splits on a gorgeous parlor set, seated at the Steinway. Tees off with a concertish *Symphony* which almost puts them to sleep. Gave next with a terrific boogie in which he gets audience to shout "yay." Steps up the tempo from 8 to the bar to 16 to the bar and by this time has the house jumping. Next came *Tico-Tico* and *Twelfth Street Rag* in double time and keyboarder walked off to a big mitt.

Next on was Dick Brown, looking okay in a dark business suit. Kept up the Liberace Tempo with an excellent *Snow, Snow*. A change of pacer, *She's Funny That Way* followed. (See ROXY, N. Y., on page 49)

**VAUDEVILLE REVIEWS**

**Chicago, Chicago**

(Reviewed Thursday Afternoon, March 7)

Auditors for this house will have a busy three weeks totaling what may be a new house record for opening week, with the Bob Hope-Bing Crosby flicker, *Road to Utopia*, linking with stage fare that includes Marion Francis, Paul Sydell, the Hartnells and Dean Murphy.

Lou Breese's house ork comes up with another clever overture in which the Breese boys do *I'm Always Chasing Rainbows*, followed by Rudy Wagner's 88-ing of Chopin's *Impromptu Fantasy* from which the standard's theme is taken. Won a hefty mitt.

The Hartnells' precision and solo cleating goes over much better here than at the Chez Paree where they just closed, because customers here can see all, while Chez's lack of an elevated stage lets only the ringsiders in on the team's fine acro tricks. Pair is tops when it comes to acro cleating and payees responded accordingly.

Marion Francis, ex-name ork chirp and more lately heard on a local air (See Chicago, Chicago, on page 47)

**Loew's State, New York**

(Reviewed Thursday Afternoon, March 7)

New show packs a wallop. It moves well, has a nice change of pace, and to judge from the hands, obviously gives the customers what they want.

Tees off with *Five Grays* (four girls; one boy), who show a clean, well-costumed act. Routine is mainly one and five-part hoofing, all of which get good receptions. Gals wear Scotch and cowboy costumes and do character terps and some singing to conform to the outfits. Bowed off to good hands.

Al Gordon, on in No. 2, gets the usual flock of giggles for his standard pooch routine. There is nothing new about the act except that it pleases them out front to results that range from titters to yocks.

Dorothy Claire, ex-ork canary, a pretty blonde, opens fast with a jived-up version of *Down on the Farm*. Followed with ballad *Stranger in Town*, which didn't sell. Tried again with *I Can't Say No*, introed by a chatter which laid an egg. Song itself was just acceptable. Warmed them up again with calypso *All That Glitters Isn't Gold* and managed to walk off to a good hand. Came back to intro Guy Kibbee who followed.

Guy Kibbee does a better than average job for a flicker personality. Monolog is made up of army stuff, Hollywood gags and some sly ribs. Was well received and came back for a dramatic *Napoleon* bit in which nothing happened.

The Chesterfields (3 boys) are smart dressers. In their first Stem job since the army the boys show a good hand-to-hand routine. Some of the stuff is two and three hands high and gets mitts in the right places. Slow motion pace looks good but a little rough in spots. Their best was a walk-off bit, a mid-riff hold starting from a rocking chair. That one really got the hands.

Ross and La Pierre do the same standard act they've done for years (See Loew's State on page 47)

**Olympia, Miami**

(Reviewed Wednesday Afternoon March 6)

This week's show was much better than the average here. The variety layout was well received.

Sondra Barrett opens in a fast terp act. Fem is a good hooper and earned several bows.

Dotty and Dave Workman, in the deuce spot with a novel musical turn, open with Dave playing trumpet and Dotty on musical glasses, using a trick table for glasses and bells. Dave's deadpan "Thank you" gets laughs. For encore fem has bells attached to arms and legs for a fast close. Heavy mitt.

Wally West, emsee, does impressions of Fred Allen, Jack Benny and Rochester, Bing Crosby, Bob Burns, John J. Anthony, President Truman and the late President Roosevelt. For encore depicted a sweepstakes winner—a rib tickler. Scored heavily.

Del Casino, doubling from a local nitery (and a recent navy discharge), has a swell tenor voice, opening with *I Don't Know Why I Love You*, then *Love Letters* and a folk song. Insistent hand got him back for *Begin the Beguine* and *Symphony*. Customers went big for him.

O'Donnell and Blair start the laughs when former appears attired in fur coat and straw hat. Pair use a trick mike and piano, while a stooge works various gadgets. Act is for giggles only and house is in an uproar while they are stunting. Took several bows.

Pic, Dakota.

**Orpheum, Los Angeles**

(Reviewed Tuesday Morning, March 5)

Because *Queen for a Day*, Don Lee-Mutual's 30-minute across-the-board show, glorifies the woman in the kitchen and is audience participating, it easily packed the Orpheum for its airing today. In addition to attention given the sewing circle belles, there is a small fortune in giveaways, all of which add up to a good gross, with the house practically emptying following the show, first of five given daily.

Jack Bailey emsees and there is nothing that would make his chatter appealing to a younger audience. However, as he confines his activities to the adult range, he's okay. He lets the aids do the 35-minute warm-up and then takes over for the ether job. His wisecracks are corny, but down the old ladies' alley.

On the show caught (the broadcast) there were five women judges and six contestants, one a holdover from the previous day's airing from Earl Carroll's. Selected from all over, Bailey had two from Texas; one from Burbank, Calif.; a 77-year-old from Long Beach, Calif., and the wife of a discharged sailor from Philadelphia. Serviceman's wife was unanimously voted queen, getting her wish for (See Orpheum, Los Angeles, page 49)

**WHAT CANADA THOUGHT ABOUT**

**THE FOUR**

**JUGGLING JEWELS**

THE STANDARD, Montreal, Feb. 16, 1946

**THE GAYETY:**

The unchallenged stars of the Gayety Theatre "Red Hot and Blue" revue, which opened Monday, are the Four Juggling Jewels, a well-costumed, vigorous team of females who can revive anyone's interest in the now somewhat dull art of juggling. Their routines are varied and smart looking, and they bring a precision to the art that is rarely seen.

THE MONTREAL DAILY STAR, Feb. 13, 1946

**Fine Revue at GAYETY**

THE ACT THAT JUST ABOUT STEALS THE LIMELIGHT is the Four Juggling Jewels, a sensational quartette of girls who toss Indian clubs around. It's the best juggling act that we have ever seen.

THE EVENING TELEGRAM, TORONTO, Feb. 5, 1946

**GIRLS' JUGGLING ACT IS CASINO FEATURE**

The laurels are really carried off by a juggling act, of all things! It's put on by the Four Juggling Jewels, four girls from England, as dexterous as they come.

THE GLOBE AND MAIL, Feb. 2, 1946

THE FOUR JUGGLING JEWELS, a quartette of dexterous damsels announced as being from England, ARE THE HIT of the new stage bill at the Casino. The girls have a flashy act and one of the fastest and smartest juggling routines shown here in many moons.

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Currently  
**LATIN QUARTER**  
**DETROIT, MICH.**  
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# FOLLOW-UP REVIEWS

**HAVANA-MADRID** — Considering the fact that show here is sans the usual line, it runs smoothly and gets more than its share of yocks and mits, particularly when Jerry Lewis and Dean Martin work in their after-piece.

Show tees off with Virginia McGraw, a cute brunette hooper costumed in black sequin tights and matching net stockings. Gal moves around nicely and sells a fair routine aided considerably by a presentable frame. Leans a lot to flashy whirls with which she finishes every number. Tempo on three terps seemed to be all the same and tricks repetitious.

Betty Reilly, blond singer, still does fine with her big pipes and her guitar. Tees off with a loud *Come To Baby Do*, then grabs the guitar and delivers a sock *Guadalajara*. Follows with an Afro-Cuban chant in which the ork comes in on the vocals. Closed with a novelty introed as Irish dialect, but instead does a quick switch and goes into a Yiddish-English *I Want a Feller*, which garnered her a terrific mitt.

Dorita and Valero, Spanish flamenco team, do a competent job with the castanets and the heel clicks. Boy's moaning vocals are apparently authentic, but he stretches them out too much. For strictly Spanish audiences team is okay. In other spots couple lacks commercial appeal.

Jerry Lewis, panto-record worker, has improved tremendously since last caught. His take-offs to disks get gut quakes, but what really rocks them is his mugging. Right now he looks like a top-flight record-panto single.

Dean Martin is still climbing, tho he, too, is one of the most promising bary sellers around. His ease and delivery sell all the way, but habit of insulting inattentive customers is poor showmanship.

Both Lewis and Martin (joined by

Pupi Campo, ork leader) do an after-piece that has all the makings of a sock act. Boys play straight for each other, deliberately step on each other's lines, mug and raise general bedlam. It's a toss-up who walks off with the biggest mitt. Lewis's double-takes, throw-aways, mugging and deliberate over-acting are sensational. Martin's slow takes, ad libs and under-acting make him an ideal fall guy. Both got stand-out results from a mob that took dynamite to wake up. Campo doesn't have much to do in the act but his dead-panning bit also contributes a lot to the general effect.

**PICCADILLY CIRCUS BAR, NEW YORK**: Swinging into sixth year at the same stand—something of a record for these parts—the Three Suns have lost none of the brilliance which marked their send-off in intimate supper-room back in 1940. Trio includes Morty Nevin, piano accordion; brother, electric guitar, and Cousin Arty Dunn at the organ. Combo has become an after-theater pic feature and packs room nightly for hefty popularity. Theme song, *Twilight Time*, has become a trademark for tri-weekly broadcasts which have done neither them nor the spot any manner of harm.

Lads have become so busy with platterings and radio shots (guarantee from Majestic runs to 1,000,000 copies for 1946 and nearly every major air program has guested them during the last year) that they have had to call in outside help in their arrangements. However, all latter are self-twisted to combo's particular style.

Two particularly bright spots which have been added to rep are a

new twist to *Stardust* and terrifically juiced-up arrangement of *Minnetonka*. Former gives Morty Nevin a chance for minor miracles on the crusher and latter has Dunn making every key on the Hammond sing. Combo is smart, however, in that it has stuck to its original groove and works together as a full-bodied trio sans individual numbers. Other sock items are *All the Things You Are*, *Embraceable You*, *Let It Snow* and, of course, *It's Dawn Again*, companion piece to theme song, but not as solid.

**VILLAGE BARN, New York**: New act here, lovely Susan Cabot, who is debbing in night clubs, is a stand-out. Tiny Brunette, thrush with a rich, powerful voice and the right curves, Miss Cabot is out of the ordinary. She has grace and warmth and her only weak spot is slight awkwardness of hands at times. Experience should eliminate that.

Girl, dressed in black-and-white gown, does a bang-up job on *It Isn't Even Spring*, then follows with equally good *Embraceable You*. Payees were plenty warm for her. It's an even bet that musical comedy and radio producers soon will be sitting on the ringside to catch her turn.

**COPACABANA, NEW YORK** — Addition of one act and substituting another hasn't added much to club's box office. The new acts do better than okay in their spots. But it is doubtful if they can sell the tickets.

Larry Storch, billed as a comic who is said to have been sensational on the West Coast, is hardly a comic. Boy is good, plenty good, as a mimic, not as a comic. His mimicry is so good it's hard to believe that such names as Ronald Colman, Humphrey Bogart, Peter Lorre, Clark Gable, Ray Milland and lots of others are (See Follow-Up Review on page 47)

## Para Busts Record With B. G., Hits 135G; Capitol Okay 70G

**NEW YORK, March 9.**—It was the Paramount (3,664 seats; average, \$75,000) that grabbed the plums last week with its record-breaking \$135,000 for its preem with Benny Goodman ork, Pat Henning, Johnny Barnes and *Road to Utopia*. Previous high of \$125,000 was made about two years ago with Cugat and *Lady in the Dark*.

Radio City Music Hall (6,200 seats; average, \$100,000) took a drop to \$115,000 for its fourth week with Paul Gerrits, Jack Powell and *Adventure*; previous frame was \$136,000. Bill opened with \$123,000, second week showing \$132,000.

### Roxy's Final 58G

Roxy (6,000 seats; average, \$75,000) bowed out with \$58,000 for its fourth and final week with Carmen Miranda, Nester Chayres and *Fallen Angel*. Preemed with \$96,000, followed with \$85,000 and \$80,000. New bill (reviewed this issue) has the Hartmans, Herb Shriner, Walter Liberace and *Sentimental Journey*.

### Strand Under Average

Strand (2,770 seats; average \$45,000) fell to \$43,000 for its second week with Jack Carson, Arthur Treacher, Art Mooney ork and *Three*

### S. F. Golden Gate Solid 34G

**SAN FRANCISCO, March 9.**—Vaudefilm bill at Golden Gate (2,850 seats; prices, 45 cents to \$1; average, \$36,000) registered an excellent \$34,000 on a holdover for week ended Tuesday (5). Stageshow had Jeri Sullivan, Ben Carter and Manton Moreland, Danny Drayson, Sylvia Manon and Company, and Steve and Sally Phillips. Pic, *The Spiral Staircase*.

*Strangers*. Opener brought \$70,000.

Loew's State (3,500 seats; average, \$25,000) collected \$29,000 for John Boles, Bonnie Baker, Lee Trent and second week of *Stork Club*. Previous week's take was \$35,000. New bill (reviewed this issue) has Guy Kibbee, Ross and La Pierren, Al Gordon and *Harvey Girls*.

Capitol (4,627 seats; average, \$70,000) was typoed in last week's issue in error. First week, bill of Sammy Kaye ork, Marie McDonald, Jack Carter and *Sailor Takes a Wife*, collected a fine \$85,000.

### Cab Out To Beat Ted Lewis, Ina Hutton 32-33G, Detroit

**DETROIT, March 9.**—Business remains up in the better brackets at Downtown Theater (2,800 seats; house average \$23,000), with Ted Lewis and his band drawing down a \$32,000 gross last week. A *Guy Could Change* filmed. Figure was just under the \$33,000 rung up previous week by Ina Ray Hutton and all-male band.

Cab Calloway, current, opened well, with a gross expected to run a little higher than the Hutton-Lewis score. Pic, *The Crime of the Century*.

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**BROADWAY OPENINGS**

**THREE TO MAKE READY**

(Opened Thursday, March 7, 1946)

**ADELPHI THEATER**

A revue with sketches and lyrics by Nancy Hamilton. Music by Morgan Lewis. Staged by John Murray Anderson. Sketches directed by Margaret Webster. Dances, Robert Sidney. Orchestra conducted by Ray M. Kavanaugh. Sets, Donald Oenslager. Costumes, Audre. Company manager, Warren Munsell Jr. Stage manager, Francis Spencer. Press representative, Sol Jacobson.

CAST—Ray Bolger, Brenda Forbes, Arthur Godfrey, Rose Ingraham, Gordon MacRae, Bibi Osterwald, Jane Deering, Althea Elder, Meg Mundy, Mary Alice Bingham, Mary McDonnell, Edythia Turnell, Candace Montgomery, Iris Linde, Harold Lang, Garry Davis, Joe Jonson, Carleton Carpenter, Martin Kraft, Jack Purcell, Irwin Charles, Jimmy Venable, and Jim Elsegood.

SONGS—"It's a Nice Night for It," "There's Something on My Program," "Tell Me the Story," "The Old Soft Shoe," "Barnaby Beach," "It It's Love," "A Lovely, Lazy Kind of Day" and "And Why Not I."

Several seasons back Nancy Hamilton and Morgan Lewis came up with a couple of sophisticated intimate revues, *One for the Money* and *Two for the Show*. Now comes a third, titled, naturally, *Three To Make Ready*.

*Ready*, like its predecessors, is gaited to the savvy trade. It's not so intimate as were its elder sisters nor is it big and brash enough for full-sized review. It is something in between, and therefore suffers somewhat in a hall as big as the Adelphi.

Not all its sketches are up to par and Lewis's tunes are not so ear-tickling as some he has written of yore. (There is no melody in *Ready*, which can compare to *So High the Moon*.) But the show over-all has wit and zing, and Nancy Hamilton has scripted a couple of elegant satires which more than make up for weak spots. And it has Ray Bolger—a Bolger in top form—dancing his feet off and clowning when he isn't hoofing. It's a combo that adds up to a solid evening of escapist entertainment and should please lowbrows and carriage trade alike.

Bolger is in the top-slot all the way thru—first with a nostalgic soft-shoe number which is a show-stopper, and follows thru with his old scarecrow routine and a satire on ballroom stepping to end all such and leave Tony DeMarco's face red. Between times, he disports himself as a wearied shoe salesman; a gent having trouble with a busted toilet; as Sgt. George Baker's *Sad Sack*, and with a lively jibe at a Theater Guild song-and-dance hero. It's all Bolger at his best.

Top production number is the Hamilton-Lewis lampoon of a Guild musical, a hodgepodge burlesque of *Oklahoma!* and *Carousel* called *Wisconsin*, and based on Dresider's old *American Tragedy* theme. It's a grand rib of the Rodgers-Hammerstein formula and winds up with a hilarious nudge at Agnes De Mille's ballet patterns. It's sock entertainment. Good, too, is a bit about a trio of East Orange matrons learning Russian to be in tune with the time, and *The Story of the Opera*, revived from *One for the Money*.

Brenda Forbes gives Bolger excellent comic support in bit together and comes out topside, as usual, when she is on her own. She should, however, speak up. The Adelphi is a big house. Rose Ingraham and Gordon MacRae attended to most of the tune chores and acquit themselves pleasantly. Jane Deering and Harold Lang pluck new honors for themselves on the terp side. But it is a mistake to let either of them chant. Bibi Osterwald and Garry Davis fill in competently at the sketches and Arthur (Radio) Godfrey wanders in and out looking for emcee material which hasn't been given him. Incidentally, he snags

**LITTLE BROWN JUG**

(Opened Wednesday, March 6, 1946)

**MARTIN BECK THEATER**

A play by Marie Baumer. Directed by Gerald Savory. Settings and lighting, Frederick Fox. Company manager, Allan Atwater. Stage manager, William Atlee. Press representative, Marian Byram. Presented by Courtney Burr.

Irene Haskell.....Katherine Alexander  
Henry Barlow.....Ronald Alexander  
Carol Barlow.....Marjorie Lord  
Ira.....Percy Kilbride  
Lydia.....Frieda Altman  
Michael Andrews.....Arthur Franz  
Norman Barlow.....Arthur Margetson

Just what the title, *Little Brown Jug*, has to do with what goes on at the Martin Beck is still a question. True, it gives Percy Kilbride an opportunity to play the tune a time or two with one finger on a grand piano, but just what it has to do with the newest psycho-neurotic thriller is something that only author, Marie Baumer, can answer. Maybe it's just for atmosphere.

*Jug* doubtless would make a swell novelette in which Miss Baumer could develop descriptive reasoning which would build to suspense and a sharp climax. Stagewise, it is long, not a little tedious and considerably unbelievable. She is concerned with a loony handyman who takes over the destinies of a mother and daughter when a drunken son-in-law is killed by falling out of a window. Mama has slapped his face and precipitated the tumble but with no murderous intent. The handyman therefore sets out on a bit of moderate blackmail which enables Miss Baumer to spin the tale thru three mildly suspenseful acts.

Just why mother and daughter don't take the bull by the horns and toss the sinister little loon out on his ear early in the proceedings is something else that the author has to answer for. It takes them an awfully long time and plenty of assists before they accomplish it.

However, whatever weaknesses can be discredited to *Jug*—and there are enough—it provides Percy Kilbride with an opportunity to give his top Stem performance to date. As the dried-up, Down East handyman Kilbride is better than his former best. He is by turns nutty as a fruit cake, evil and pitiable. At the same time he pulls laughs where laughs are called for and makes up for obvious script deficiencies by sheer force of personality. It's practically Kilbride's show. Katherine Alexander and Marjorie Lord are the bedeviled mama and daughter. Arthur Margetson provided the outside help which gets them out of their dilemma.

Gerald Savory has directed them all with skillful building in the melo groove. Unfortunately, it isn't until the third act that the play really gets to suspense punch. It takes more than that to make the top Broadway bracket. However, *Jug* may get a fair play on the basis of Kilbride's performance. Frederick Fox's two sets are okay.

(Closed Saturday (9). Printed for the record.)

the best song of the opus, *A Lovely, Lazy Kind of Day*.

Producers Gilkey and Payne have opened the cash box for a handsome production and John Murray Anderson has staged in the Anderson tradition. Margaret Webster has sharpened up the sketches and Robert Sidney provides some zestful dances. Oenslager's sets and Audre's costumes are bright and colorful, but not anything to be specifically remembered.

*Ready* has a lot of charm and it's played by a troupe who seem to like it tremendously. The customers will probably like it, too.

**BROADWAY SHOWLOG**



Performances Thru March 9, 1946

**New Dramas**

	Opened	Perfs.
Anna Lucasta (Mansfield)	8-30, '44	651
Antigone (Cort)	2-18, '46	24
Apple of His Eye (Billmore)	2-5, '46	38
Born Yesterday (Lyceum)	2-4, '46	40
Claborne Foster Joins Max Gordon's "Miss Jones" in Philly Monday (11)		
Dear Ruth (Henry Miller's)	12-13, '44	524
Deep Are the Roots (Fulton)	9-26, '45	190
Dream Girl (Coronet)	12-14, '45	91
Glass Menagerie, The... (Playhouse)	3-31, '45	396
Harvey (48th Street)	11-1, '44	583
Brock Pemberton flies to San Francisco Monday (11). Joins Coast troupe for week and goes on with them to supervise Los Angeles opening.		
I Remember Mama (Music Box)	10-19, '44	585
January Thaw (Golden)	2-4, '46	41
Life With Father (Bijou)	11-8, '39	2,656
Magnificent Yankee, The (Royale)	1-22, '46	55
Edgar Barrier air-guests with Adrienne Ames Thursday (14)		
O, Mistress Mine (Empire)	1-23, '46	51
State of the Union (Hudson)	11-14, '45	133
Voice of the Turtle, The (Morosco)	12-8, '43	809
Alfred De Liagre gets back from Coast Wednesday (13). John Beal air-guests with Paula Stone (WNEW) Friday (23)		
Would-Be Gentleman (Booth)	1-8, '46	69
Closes Saturday (16). Will not tour.		

**Musicals**

Are You With It? (Century)	11-10, '45	138
Joan Roberts air-guested with Paula Stone Friday (8)		
Billion Dollar Baby (Alvin)	12-21, '45	91
Don De Leo out Tuesday (5) thru Thursday (7). Tony Gardell filled in.		
Bloomer Girl (Shubert)	10-5, '44	598
John Wilson back in town from Nassau vacation Sunday (10)		
Carousel (Majestic)	4-19, '45	378
Day Before Spring, The (National)	11-22, '45	123
Goes on Sunday schedule Sunday (10). Monday evenings and Wednesday mats will be omitted.		
Follow the Girls (Broadhurst)	4-8, '44	892
Lute Song (Plymouth)	2-6, '46	36
Stars on Sunday mat and evening schedule Sunday (17). Monday evenings and Wednesday mats eliminated.		

**'Anna' Still Billing Chi**

CHICAGO, March 9.—*Anna Lucasta* is the first production in 10 years to keep its outdoor billing boys for over 25 weeks. Show goes into its 25th week and the sign posters are still very much in evidence. Most productions figure the outdoor ads mostly as advance flack and the outdoor boys get the gate a few weeks after play opens.

Only plays which have rivaled *Anna* from outdoor ad standpoint have been the very long run shows, *Abie's Irish Rose*, *Three Men on a Horse* and *The Man Who Came to Dinner*.

*Anna* has also gone in heavy for radio spots. Co-producer John Wildberg means to keep the trade at the peak (over \$17,000 per) and believes outdoor and radio advertising are the most effective means of doing it.

An indication of what the outdoor ads consume in materials in 24 weeks: 3,750 gallons of paste; 90 reams of paper, and 1,125 pounds of ink.

	Opened	Perfs.
Oklahoma! (St. James)	3-31, '43	1,285
Song of Norway (Imperial)	8-21, '44	651
Up in Central Park (Broadway)	1-27, '45	566
Joyce Matthews out Saturday (2) mat thru Wednesday (6) mat. Claire Saunders wednesday.		

**REVIVALS**

**(DRAMAS)**

Hamlet (Columbus Circle)	12-13, '45	98
Closes April 6. Starts tour April 8.		
Pygmalion (Barrymore)	12-26, '45	82
Katherine Emmet back in cast Monday (4), after two-week illness. Louise Prussing subbed.		

**(MUSICALS)**

Red Mill, The (46th St. Theater)	10-16, '45	168
Showboat (Ziegfeld)	1-5, '46	73
Pearl Primus back to cast Monday (4) after week's illness. Elmira Jones-Vey and Claude Marchant split her dancing chores. "Annie Get Your Gun" into rehearsal last week. Skeds. New Haven opening Thursday (28). Principals are Ethel Merman, Ray Middleton, Wyan Gibson, Marty May, Teddy Bowers, Betty Ann Nyman. Joshua Logan is staging. Jo Mielzner will do sets and Lucinda Ballard the costumes. Dances by Helen Tamiris.		

**ICE SHOW**

Hats Off To Ice (Center)	6-22, '44	825
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**BALLETS**

Ballet Russe De Monte Carlo (City Center)	2-17, '46	24
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**OPENINGS**

Little Brown Jug (Martin Beck)	3-6, '46	5
Drew a seven to two negative. Score: 22 per cent. No: Robert Garland (Journal-American), Lewis Nichols (Times), Ward Morehouse (Sun), Robert Coleman (Mirror), Burton Rascoe (World-Telegram), Vernon Rice (Post), Louis Kronenberger (PM). Yes: John Chapman (News), Howard Barnes (Herald-Tribune). Closed Saturday (9).		
Three to Make Ready (Adelphi)	3-7, '46	4
Critics went four to four with one "no opinion" on this one. Score: 50 per cent. Yes: Vernon Rice (Post), Robert Coleman (Mirror), Ward Morehouse (Sun), Howard Barnes (Herald-Tribune). No: Lewis Nichols (Times), John Chapman (News), Burton Rascoe (World-Telegram), Louis Kronenberger (PM). No opinion: Robert Garland (Journal-American).		

**CLOSINGS**

Truckline Cafe (Belasco)	2-27, '46	13
Closed Saturday (9)		
Little Brown Jug	3-6, '46	5
Closed Saturday (9)		

**Curran, Wobbers Expanding**

SAN FRANCISCO, March 9.—Homer Curran and the Wobber Brothers, owners of the Curran and Geary, are reported seeking a downtown site for their third legit house.

Third spot needed to accommodate current overflow of audiences and major touring productions that are trying to find local space.

**POETS WRITERS PLAYWRIGHTS**

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## Out-of-Town Opening

### MISS JONES

(Opened Friday, March 1, 1946)

#### PLAYHOUSE, WILMINGTON, DEL.

A new comedy by Ruth Gordon. Presented by Max Gordon. Directed by Garson Kanin. Setting by Donald Oenslager. Costumes by Ruth Kanin. General manager, Ben A. Boyer. Company manager, Michael Goldreyer. Press representative, William Fields. Press representative on tour, Walter Alford. Stage director, George Greenberg. Stage manager, Kip Good.

**CAST:** Victor Kilian, Sawyer Smith, Barbara Leeds, Betty Caulfield, Janet Crews, Palmer Williams, Howard Ferguson, Margaret Mullen, Virginia Downing and Charles Keane.

Broadway's ticket wickets are not likely to be overworked with arrival on the Main Stem of Ruth Gordon's second dramatic composition, *Miss Jones*. Saving grace was the acting of Sawyer Smith, who was superb in the role of Annie Jones, the mother. The wonder is that this vaude vet has not long since been discovered by legit and pix, for here is—in her style—a second Billie Burke.

As to the play, in the writing of it, Miss Gordon became lost in her own pleasant reminiscences and completely forgot her audience. She has not included the most dramatic phases of her career. Instead, she furnishes a look at the incidents in her life during the five months which culminated in her breaking away from Wollastom, Mass., to become an actress. At final curtain she is only settling out on her career.

Miss Gordon would have been well advised to have had someone else write the play for her. It might be a lesson here to all autobiographical-inclined actor-playwrights.

Fine performances are turned in by Victor Kilian as the father, and Barbara Leeds as the stage-struck daughter; Ruth Gordon Jones. The seven supporting performances are excellent, too.

Donald Oenslager's setting is authentic and effective, and Miss Gordon's husband, Garson Kanin, contributes intelligent direction.

## ROUTES

### Dramatic and Musical

Ballet Theater (Royal Alexandra) Toronto.  
 Barrymore, Ethel, in *Joyous Season* (Selwyn) Chicago.  
 Blackstone (Robinson Aud.) Little Rock 13; (Auditorium) Memphis 14-15; (Temple) Birmingham 16.  
 Blossom Time (English) Indianapolis 11-13; (Cox) Cincinnati 14-16.  
 Between Covers (Gass) Detroit.  
 Call Me Mister (Shubert) New Haven, Conn., 14-16.  
 Carmen Jones (Shubert) Boston.  
 Dark of the Moon (Blackstone) Chicago.  
 Dear Ruth (Erlanger) Buffalo.  
 Dear Ruth (Omaha) Omaha 13; (Music Hall) Kansas City, Mo., 14-16.  
 Deep Are the Roots (Walnut) Philadelphia.  
 Desert Song (Forrest) Philadelphia.  
 Flamingo Road (Wilbur) Boston.  
 Francis, Kay, in *Windy Hill* (Harris) Chicago.  
 Ghosts (His Majesty's) Montreal.  
 Harvey (Geary) San Francisco.  
 He Who Gets Slapped (National) Washington.  
 I Like It Here (Shubert-Lafayette) Detroit.  
 Late George Apley (Erlanger) Chicago.  
 Life With Father (Municipal) Savannah, Ga., 13; (Auditorium) Columbia, S. C., 14; (National) Greensboro, N. C., 15; (State) Raleigh 16.  
 Love in the Show (Bushnell Aud.) Hartford, Conn., 14-16.  
 Merry Wives of Windsor (Playhouse) Wilmington, Del., 15-16.  
 Miss Jones (Locust) Philadelphia.  
 Oklahoma (Curran) San Francisco.  
 Olsen & Johnson, in *Laughing Room Only* (Shubert) Chicago.  
 On the Town (Hanna) Cleveland.  
 Polonaise (Studebaker) Chicago.  
 St. Louis Woman (Shubert) Philadelphia.  
 School for Brides (American) St. Louis.  
 School for Brides (Grand) London, Ont., Can., 13-16.  
 Song of Bernadette (Metropolitan) Providence, R. I., 14; (Academy of Music) Northampton, Mass., 15; (Lawler) Greenfield 16.  
 State of the Union (Colonial) Boston.  
 Student Prince (Michigan) Ann Arbor, Mich., 13; (Colonial) Akron, O., 14; (Auditorium) Rochester, N. Y., 15-16.  
 Twilight Bar (Ford's) Baltimore.  
 Two Mrs. Carrills, with E. Bergner (Mayfair) Portland, Ore., 14-15; (Metropolitan) Seattle 16.  
 Voice of the Turtle (Plymouth) Boston.  
 Voice of the Turtle (Biltmore) Los Angeles.

## Eva LeGallienne Vs. Staats Cotsworth Over Radio Acting

NEW YORK, March 9.—Eva LeGallienne, stormy petrel of Broadway, is embroiled again in a controversy, this time with Staats Cotsworth, who began his theatrical career with Miss LeGallienne's Civic Repertory Theater in 1931. She claims that "too many actors have sold their souls to radio" and that, in so doing, those whose duty it is to perpetuate the theater have prostituted themselves by devoting their time and energy to inflating the importance of radio over the legit stage.

Altho she directed her remarks at all radio actors in general, Miss LeGallienne singled out Cotsworth as a specific target. She said that actors such as Cotsworth are entitled to no consideration from producers of legit dramas who are seeking talent for their productions. With this statement, she nixed Cotsworth for a role in her revival of *Alice in Wonderland* in which the actor appeared 15 years ago.

### Cotsworth Retorts

Cotsworth, who appeared in 23 Broadway shows before turning to radio four years ago, and who intends to revive *Elizabeth, the Queen* on Broadway next season, smacked back at Miss LeGallienne with the following haymakers: (1) The two media are entirely different, requiring entirely unrelated skills; (2) radio actually helps maintain and build up the prestige of the stage by whetting public appetite toward drama as a whole, and by bringing legit to remote areas without contact with dramatic productions, because such cities are shunned by producers like Miss LeGallienne, if only for a purely monetary reason; (3) radio provides a more lucrative and steady source of income to many actors who might otherwise starve waiting for producers like Miss LeGallienne to "come off their high horses" once every 15 years with a stage offer; (6) name credit over the airwaves adds to the name value of an actor and thus increases the prestige he brings to legit shows in which he appears.

"It's one thing to be in the driver's seat producing plays, but quite another thing to be an actor awaiting a call," said Cotsworth, who stars on several net shows, including *Casey, Crime Photographer; Front-Page Farrell* and *You Make the News*. "The idea that actors sell their souls to radio and that they apply their art for art's sake is as outdated as Miss LeGallienne's conception that radio competes with the stage, and as erroneous as the belief that producers produce for art's sake. Does Miss LeGallienne?"

### Baseball Ed Film Preemed

NEW YORK, March 9.—Presented as an advance in visual teaching in schools, the Herb Lamb Productions, Los Angeles, newest short feature, *Play Ball, Son*, debbed to press and educational reps last week (27) at Waldorf-Astoria. Film, which uses 14-year-olds tutored by Joe Cronin, Boston Red Sox pilot, is geared to teach elementals of ball playing to kids. Narration is by Harlow Wilcox, air spieler, and running time is 22 minutes. Object is to peddle it in both 16mm. and 35mm. form to schools everywhere.

### Al Jolson Light Opera?

SAN FRANCISCO, March 9.—Al Jolson will play in light opera here if present plans are carried out. Deal is for Jolson to do the lead in *Oh! Susanna*, based on the life of Stephen Foster. Local season will open May 6 at the Curran, and on the definite list are Victor Herbert's *The Fortune Teller*, Friml's *Vagabond King* and the Jerome Kern *Roberta*.

"Ghosts" Norfolk Flops, Star Isobel Elsom Falls  
 NORFOLK, March 9.—Despite unanimous press rave, Ibsen's *Ghosts* flopped in its premiere stand at Center Theater here. The play, starring Francis Lederer and Isobel Elsom, grossed a little under \$5,000 in five performances, the season's puniest to date.

NORFOLK, March 9.—Isobel Elsome, playing Mrs. Alving in *Ghosts*, was injured during the second performance when, in a scene with Francis Lederer, she fell and wrenched her knee. Tho unable to walk without the aid of a cane next night, she went thru the performance. The action was changed slightly to permit her to remain seated most of the time.

### IN SHORT

(Continued from page 40)

TH' TOWN has Billy Shepard, Kenny Zimmerman, Joan Connelly and Cliff Douglas ork. . . . BUD TAYLOR extended at Harold Wullf's Mural Room. . . . HAL HAVIRD and His Musical Cadets now do Saturday afternoon rumba sessions in Marine Room of Claridge Hotel. . . . JOHNNY GILBERT playing fifth engagement at Casa Loma Ballroom. . . . BOYD KELLY and His Rhythm Rockers have moved into Forest Park Snack Bar. . . . JERRY LESTER and the Ray Anthony band signed for another two weeks at Chase Club. . . . LUCILLE MANNERS, municipal opera favorite, now at Crystal Terrace of Park Plaza Hotel, with Carmen Le Fave's ork furnishing musical accompaniment. . . . JIMMIE LUNCE-FORD playing a three-week date at Riviera Club. . . . NED WHITE is featured at Stage Bar; new downtown nitery. . . . ROLIET AND DORTHEA hoofing in Club Continental of Hotel Jefferson.

### Miami:

ERVING MOSS, former op of Clover, angling for a beach spot. . . . CHANDRA KALY closed at Beachcomber. . . . AGVA nixed celeb parties for Carl Ravazza and Frances Faye at Paddock. . . . CAMILLE and her canines now at Jimmie's. . . . PAUL MALL singing at 600 Club. . . . LANNY ROSS replaces Kitty Carlisle at Brook. . . . LEILA ROSS at Blackmoor Room. . . . B. S. PULLEY held over at Paddock. . . . DIXIE ROBERTS and Hal Winter new at Bali. . . . LILLEY'S added Flower Show includes Joe Rio, Bobby Davis and Ted Milford. . . . ROCHELLE AND BEEBE added to Latin Quarter bill. . . . AL ROBINSON held over at Jimmie's.

### FOLLOW-UP REVIEW

(Continued from page 45)

not on the floor. Even his bits of biz and mugging cannot be called take-offs. In fact, he is almost a carbon copy of the originals. He held his audience spellbound from his opener to his closer, an over-long Winston Churchill, and walked off with what amounted to an ovation. Material isn't made up of tired gags. He does dramatic lines and delivers them with a realism hard to resist. Storch is thin, slight, dark-haired guy, a sort of cut-down Jan Murray. As he is now, he'd make a great theater act. Everett Marshall, resplendent in white tie and tails, starts with the *September* song and follows with *Strange Music* and *Sorrento*. Crowd liked him well enough to bring him back to give with *You'll Never Walk Alone* and *Old Man River*. Marshall's dramatic tenor pipes still carry lots of authority, but style is a far cry from the usual Copa male singers.

R. J. MARIN, of the Delbridge and Gorrell Booking Office, Detroit, is back after five weeks in Miami, divided between a vacation and contacting numerous acts and units from Detroit office playing the Southern spot.

## Big D. C. Nix For Show Bldg.

WASHINGTON, March 9.—Administration's plan to discourage showbiz construction to leave supplies clear for "emergency" and "critical" needs for housing is still seen certain to be fulfilled despite the bobtailed version of Patman Housing Bill which passed this week (6). National Housing Administrator Wilson Wyatt is awaiting final passage of the Patman Bill in Congress before putting his master blueprint into effect, and, as previously disclosed by *The Billboard*, reinstatement of regulation by civilian production administration to curb all "unessential" construction remains definitely in the offing.

With Senate certain to restore some of the original provisions of the Patman Bill, emasculated before being passed by House last week, the measure will wind up in joint conference committee where, according to informed advice, administration's power to exercise priority controls will be unchallenged. Even in the modified form in which the Patman Bill passed the House, the housing administrator still is given authority to channel and allocate scarce building materials and continue priorities until the end of June, 1947.

CPA officials are indicating that in some cases the needs of entertainment biz for construction might be deemed to be in "essential" class, and wherever that occurs, showbiz will derive benefits of priorities. Top priority, however, will go to materials headed for veterans' housing construction and for home construction in general.

CPA Administrator John D. Small and Housing Administrator Wyatt will consolidate their final plans for construction priorities subsequent to a meeting here Wednesday (13) with a new industry advisory committee. Since housing is the responsibility of Wyatt while construction other than housing falls under CPA's responsibility, the regulations that will result from the meeting are certain to cover all phases of construction.

### CHICAGO, CHICAGO

(Continued from page 44)

show, is Lou Breese's most promising find in over a year. Gal has plenty of stage hep, and what's more, she offers outstanding special material, such as *I Want a Man*, a bit that brought giggles from all over the house. She does justice to standards and pops, also closing smartly with *I Can't Begin To Tell You* while Breese threw in some cute ad libs.

Paul Sydell goes thru his standard canine balancing and ballroom terping with terriers. He has a new closing dog, a diminutive brown and white to break his usual black and white canine string, that brings yocks with its unexpected ferocity and unwillingness to work. Contrast to the usually well-disciplined Sydell pups is good comedy material.

Dean Murphy deserves the headliner spot, coming in after a year's absence with an almost entirely new set of gags, the bulk of which are pertinent and really funny. His patriotic closer, impersonations of Mr. and Mrs. F. D. R., Churchill and Fiorella La Guardia, had plenty of eyes wet. Curtains closed to huge palm whacking.

### LOEW'S STATE

(Continued from page 44)

and got the same yocks and sock results with it. Ross's trumpet take-offs which serve to intro his barker and skill act allows for plenty of business which he pulls with skill. His panto bits while partner was doing *I'm Nobody's Baby*, killed 'em. Came back for mugging routine (single) doing take-offs of Pop-Eye, Barnacle Bill and Olive Oyl. Pic, *Harvey Girls*. Biz good.



## Burlesque Notes

By UNO

MURRAY BRISCOE and Evelyn (Knight) March left their Hirst unit in Boston March 9 and moved to Washington where they will be married March 24; then to Miami Beach, Fla., for a honeymoon. . . . HINDA WASSAU recently hosted her brother, just back from two years in China. . . . CORINNE RODAY, tapster, left Hirst wheel to make a nitery comeback. . . . VINI JAMES, kid brother of Joey Faye, comic, out of the navy after 14 months' service, doubled as a singer and in a baby-carriage bit opposite Johnny Barry at Jacques, Waterbury, Conn., last week. Same scene had Barry and Faye as principals 10 years ago. Other principals at Jacques are Sherry Everette, Joyce King, Sid Rogers, Tony Crazano, George Rowland, Al Golden and Bette Hadin. . . . CONNIE RAYE, stripper, recovered from an illness, is back in Manhattan niteries. Her manager is Happy Ray, ex-comic. . . . JOE DORRIS, emcee-comic, held over at the Miami Club, Staten Island. . . . LIEUT. LLOYD MULLER, returned from Germany and to civvies, is now general manager of Hotel Claridge. Dad Herbert Muller, formerly burly theater operator and owner of the hotel, has retired.

BERT CARR, comic, celebrated the return of his son, Lester Kamm, air force engineer, who is leaving 42 months of service to take up television tuition under the GI Bill. . . . HARRY SEYMOUR was pinch-hitter in a Hirst show when Sammy Spears was taken ill. . . . AL LeROY left a Hirst unit last week for a rest. . . . JESS MEYERS, manager of the Empire, Newark, N. J., threw a farewell party for Eddie Lynch, producer, who left to put 'em together for Sam Cohn at the Hudson, Union City, N. J. Co-celebrants were Jack Montgomery, who replaced Lynch; Patricia Morgan, Roberta Baker, Lou Ascol, Sammy Spears, Al LeRoy, Helen Bride and the chorines. . . . ABE GORE jumped from Milwaukee to the Folly Kansas, City, Mo., last week to replace Billy Wallace in the Benny Moore show. . . . MURRAY BROWN has set Monte Banks Jr. and Esta Borden, as co-stars, in the first of his Capital Group productions titled *Old Shoes* and due to open mid-April. . . . RALPH ELSMORE is the new house singer at Gayety, Buffalo. Both he and Vi O'Brien, producer, are from the Hudson, Union City, N. J.

ROSA (BABY DUMPLIN) MACK has closed on the Hirst Circuit and holds down the feature spot this week at the Gayety, Montreal. She's the daughter of Al Grant, candy package expert. . . . MARGIE WEBER, captain of the chorus at the Gayety, Cincinnati, celebrated a birthday with a party at the theater March 3. Members of the traveling company were her guests.

## Det. Cops' Report Shows Biz Co-Ops With Censorship

DETROIT, March 9.—Annual report of Inspector Charles W. Snyder covering censorship activities of the Detroit Police Department for 1945 shows a total of 4,700 visits by members of the censorship squad to theaters and night clubs for inspection and review of entertainment. Total of 153 corrections of shows were ordered in night clubs and 105 in theaters. Eliminations required in theaters cover three legit, two vaude and three burly presentations, with some occasional shows in other theaters.

Contrary to experience of previous years, the number of cuts in burlesque, which is not separately identified in Snyder's report, is down to the point of being "negligible," the inspector told *The Billboard*. "Producers and managers of burlesque shows are co-operating with us fully, and little difficulty is found here any longer," Snyder said.

Snyder further reported a total of 4,797 visits to inspect arcades, riding devices, amusement parks, novelty stores and book distributors. Separate figures on each class are not available. No prosecutions took place in the show world, altho 17 arrests and four convictions were reported in connection with the literary side of censorship.

## O'Dwyer Rumored Ready To Dump 5% Amusement Tax

NEW YORK, March 9.—Altho no official comment was forthcoming from city hall this week, showbiz men, after reading newspapers, were able to breathe a little easier for the first time in almost a month. Mayor William O'Dwyer was now talking about a new tax plan which covered all provisions in the old plan except one—the 5 per cent bite on amusement ducats.

Fly in the pot which O'Dwyer inherited when he took over city hall job is New York's subway system which is bankrupt and war-weary in equipment and maintenance. To get operating money, O'Dwyer is seeking heavy levy on business in the city and even plans a 5 per cent tax on rental of hotel rooms above \$2 and on pari mutuel betting at the tracks. Estimated total needed to keep New York's head above financial waters is \$142,000,000 a year, of which, originally, showbiz was expected to divvy up some \$12,500,000 a year for four years (see *The Billboard*, March 2). Now O'Dwyer evidently believes he can get out of the red sans extra showbiz taxes, and current rumor is that he's decided to drop the idea.

## Stein Walkie for E. St. Louis

EAST ST. LOUIS, Ill., March 9.—Bill Stein, derbyshow vet, in association with Jimmy Passon and "Lefty" Lehman, will spring with their first post-war walkathon at Ardison Hall here April 1. Contest will go 24 hours a day, Stein says, with WTMV here carrying three broadcasts daily from the floor. Prices have been scaled at 25 cents days; 50 cents nights, with 25 cents extra for ringside.

## Magic

By Bill Sachs

BLACKSTONE<sup>SM</sup> now on a string of return dates, moves back into the Cox Theater, Cincinnati, in a fortnight for a week's stand. Word from the show has it that Blackstone is no longer lending financial assistance to the Marquis magic show. . . . BOXLEY AND PAULETTE (Caswell Boxley and Paulette Randolph), on a round of niteries thru the Northwest, are current in the Gold Room of Hotel Sovereign, Portland, Ore. . . . HELEN SCHREIBER, of Warsaw, Ill., has added a magic department to her thriving Helen's Gift Shop in that city. . . . THE AMAZING MR. BALLANTINE (Carl Sharpe), now taking the rest cure at Will Rogers Memorial Hospital, Saranac Lake, N. Y., writes under recent date: "Checked in here a month ago, and this spot is one of the finest. Magic clubs in Chi and New York have been very kind with flowers, letters, magazines and books. My wife is here close at hand, and so in time I will be back as the More Amazing Mr. Ballantine." . . . JACK GWYNNE jots from Seattle, where he played the Palomar Theater last week, that business en route to and along the Coast has been A-1. He's current at the Beacon Theater, Vancouver, B. C., this week. . . . T. D. (SENATOR) ROCKWELL scribbles from Los Angeles under date of March 1: "Caught Ali Axiom and Company (Mr. and Mrs. Crawford and two assistants) at the Ebell Theater here tonight. They ran nearly two hours. Among those spotted in the audience were Billy Ryan, Mr. and Mrs. Dante, Senor Maldo, Tommy Woo, Maurice Kains, Bill Morton, William J. Van Berkel, Larry (Bozo) Valli, Mr. and Mrs. William Larsen, Arnold Furst, and Mr. and Mrs. Jodar. Show started slowly but picked up speed, winding up with a woman being shot from a cannon into a trunk. Not bad."

PAUL DUKE infos that he's entering a new field in magic. He calls it concert magic and says it's magic synchronized with music of the great composers. His new production, which will be labeled *Feats With Hands*, will be a full-evening's show, Duke says, with no illusions or mechanical contraptions exhibited. He will continue to give frequent shows for hospitalized vets, Duke reports.

THE JOHNSTONES (George and Betty), now showing their wares at Helsing's Vodvil Lounge, Chicago, typewrite that numerous magi are working Windy City these days. As they put it: "Eevery bush you shake, five magicians jump out—or, better still, there are 10 magicians to every rabbit here." The Johnstones plan to be in Boston, George's home town, for the Eastern magicians' annual show April 20. . . . RAY MUSE, national president of the Society of American Magicians, writes from his Los Angeles headquarters under date of March 1: "Magic very much in the limelight here, what with Mandrake at the Orpheum; Ali Axiom doing a full-evening show, with matinee, today, and Dr. Harlan Tarbell being honored by the Los Angeles Society of Magicians at a testimonial dinner Monday (4). Tarbell plays the huge Philharmonic Auditorium the following night, and the SAM (Assembly 22) does its Houdini Hospital Fund show Saturday night, March 16. Arnold Furst is in town, as are Eddie and Nadyne Cochrane, Lucille and Eddie Burnett, John Calvert, Jim Sherman, Robert Morton, the last named of ghost show fame."

## Biz Involved as Montreal Preps 2d Vice Probe

MONTREAL, March 9. — Many well-known Montrealers, including several ones prominent in the world of entertainment, will be involved in the judicial probe to be demanded soon by more than 10,000 citizens to investigate charges of widespread gambling, vice and rackets in Montreal and corruption of the local police department.

First probe demand, presented last December by 72 citizens to Acting Chief Justice W. L. Bond, was rejected on the sole ground that no names were mentioned in the charges. This time, however, the Citizens' Vigilance League and the Sacred Heart League, who are behind the probe movement, have announced their intention of naming those involved in the corrupt practices. They are also making a successful drive to have between 10,000 and 15,000 taxpayers sign the new demand.

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Experience not necessary, no night rehearsals. Will send transportation if known. Salary \$35.00.  
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# THE FINAL CURTAIN

**BAKER**—Billie, carnival trouper and annex attraction under the name of Edna George, February 25 in Edgewater Hospital, Miami, after an illness of several weeks. Miami Showmen's Association arranged for the funeral March 1, altho he was not a member. E. Jean Mercer, 319 N. W. Third Avenue, Miami is seeking to locate Billie's sisters.

**BOWE**—L. H., 53, member of the staff of the James E. Strates Show and *The Billboard's* representative with the organization, suddenly in Mullins, S. C., March 6. Survived by his widow and sister. Services in Bridgeton, N. J., March 8.

**BRUNS**—Benjamin J., 79, pioneer med show operator, February 24 in Oakland, Calif. His activities were confined mostly to the Western States, but at one time operated the B. B. C. Medicine Company, Cincinnati. Burial in St. Joseph Cemetery, Cincinnati, March 4.

**ERNST**—Hugh C., Sr., 62, continuity director of Station KTBC, Austin, Tex., March 3. Formerly with Victor, where he managed Paul Whiteman and Morton Downey, he went to NBC as manager of talent divisions in New York and Chicago, after which he became a distributor of transcriptions and sets. Inactive as a result of being injured in an auto accident in 1940, in which his wife was killed, he joined KTBC after recovering from his injuries. Burial in Dayton, O. Survived by a son, Hugh C., Jr., of Hollywood.

**FLINN**—John C., 58, executive secretary of the Society of Independent Motion Picture Producers, in Mount Sinai Hospital, New York, March 2. He was a former publicity manager for the Jesse L. Lasky firm, and for several years was assistant drama critic of *The New York Herald*.

**FOREPAUGH**—Mrs. (Lily Deacon) Adam Jr., 87, former circus rider and trainer with the Adam Forepaugh Circus, at Brewster, N. Y., February 27. A native of England, Mrs. Forepaugh first appeared in London for five years with Howe's Great London Circus, after which she came to America where she joined the Forepaugh Circus and, in 1883, married the son of the owner. Separated from her husband after the Forepaugh show had been acquired by the Barnum and Bailey interests, she appeared with the Barnum show for eight years. Services in Brewster February 30.

**GREEN**—Mrs. Olive Mead, 71, founder of the Olive Mead Violin Quartet, one of the first and foremost American women's musical groups, which toured the country 40 years ago, in Cambridge, Mass., February 27. She had also been soloist with Boston and Chicago Symphony orchestras.

**HOWARD**—Edward (Spike), 68, former strong man, in Philadelphia March 6. Howard and his wife, Eve, toured the vaude circuits for 15 years. In 1922 he was acclaimed for towing a 15-ton fire truck for 100 feet with his teeth at Madison Square Garden. Since 1911 he had donated principally to the Red Cross, over 1,100 pints of blood, for which he would never accept payment.

**LANNING**—Clement T., 63, Covert, N. Y., for several years a director and superintendent of concessions at the Trumansburg (N. Y.) Fair, February 26 in Memorial Hospital, Ithaca, N. Y. Survived by his widow, Helen; a son, Edwin; a sister, Neva; a brother, Raymond, and a grandson, Terrance.

**LEMKE**—John, partner in the Stage Door Bar of Music, Detroit, in that city February 25. Survived by his widow and three children. Interment in Woodlawn Cemetery, Detroit.

**LINDNER**—Mrs. C. P., 63, concessionaire at Ocean Grove, N. J., the past 17 years and wife of Charles P.

Lindner, vet demonstrator, in Memphis February 19.

**LOFTUS**—John J., manager of O'Donnell's, Philadelphia nitery, in that city March 20. Survived by his widow and three sons.

**MANCE**—Patricia, 21, dancer, in San Francisco March 6, as result of burns suffered February 10 when her cellophane skirt caught fire from a heater in her dressing room at Mandalay Club.

**PETERSON**—Otto P., 74, playwright and producer and professor of literature and history, in New York February 27. He came to this country from Russia in 1924, and a year later produced his own play, *Reinhold Lenz*, in New York. In 1929 he wrote and staged *Mimus*, a cavalcade of the dance.

**SIDNEY RINK**

TRAINER

Remembered

Died March 14, 1941

**VIVIAN PERIN**

**SCHUMAN**—Pfc. John C., former manager of the President Theater, Detroit, killed in action, it was learned officially last week. Survived by his widow.

**SHANK**—Edgar W., operator of the Old Forge Inn, suburban Philadelphia nitery, in that city March 1. Survived by his widow and son.

**STONE**—Dave (Pop), owner-manager of Paragon Park, Boston, in Miami Beach, Fla., March 2 of pneumonia. Survived by his widow and two sons, Joseph and Lawrence.

**TRABAND**—Louis C., 62, veteran carnival general agent, February 28 in St. Mary's Hospital, East St. Louis, Ill., of a heart ailment. He was instrumental in the founding of the Pageant of Progress Exposition in East St. Louis, an annual event for the past 15 years. Survived by his widow, Dora. Services March 3 in the Scottish Rite Temple, East St. Louis, with burial in College Hill Cemetery, Lebanon, Ill.

**WALDRON**—Charles D., 68, vet actor, in Hollywood March 4. Returned to Hollywood recently after becoming ill while appearing in *Deep Are the Roots* at Fulton Theater, New York. During his 48 years on the stage he played over 400 roles. Played title role in *Daddy Long Legs* uninterruptedly from 1914 to 1917, in New York, London and Australia. His best-known part was that of the arrogant father in *The Barretts of Wimpole Street*, in which he appeared with Katharine Cornell for more than 700 performances. In 1934 he went to Hollywood, where he played father roles until returning to New York for his stage role in *Roots*. His parents, Mr. and Mrs. George Waldron, were performers, starring in stock companies in San Francisco and in Portland, Ore.

**J. J. PAGE**

J. J. Page, 51, veteran carnival operator and widely known in outdoor show circles, died in Appalachian Hospital, Johnson City, Tenn., quarters of his J. J. Page Exposition Shows, March 5. Born March 23, 1895, in Clinchport, Va., he joined and trouped with the M. L. Clark Circus when he was 15 years old. He later joined the C. D. Scott Shows, where he performed various tasks and for several years was general agent and a partner in the operation of the organization.

Following his tenure with Scott, he became a partner with John W. Wilson in the operation of the Page & Wilson Shows, a forerunner of the present-day Cetlin & Wilson Shows. For the last 18 years he was owner-manager of his own organization.

Page was a member of the Showmen's League of America, Elks and American Legion. His widow, Minnie, and a daughter, Dorothy Lee, survive. Interment in Monta Vista Cemetery, Johnson City, Tenn.

## ZANZIBAR, N. Y.

(Continued from page 43)  
holdovers, still pull yocks with their dialogues. Team handles its bits of business nicely and walks off to a good hand.

Leon Christopher Warrick, shows more than just singing ability. His phrasing of *Old Man River* and *Shortenin' Bread* plus a winning personality won a fine mitt.

Pace picks up again with Maurice Rocco, another holdover, doing his standup piano work at the oil-cloth covered mini-upright. This time out, however, something new has been added. He's framed by the Bongo Boys (3) who go crazy on the bongos, finger drums and maracas. Result is a mad whirl of speed almost breathless to watch. As Rocco plays *Tico-Tico* and boys beat out the rhythm the line comes back for some samba routines with plenty of bumps and grinds. Mickey O'Daniel, a gorgeous gal with a figure to match, on for a dance specialty, also shines. Pacing is terrific.

Mills Brothers, on in No. 6, drop the pace but do a great job of following. They preem with a Latin-beat novelty and then slide in with their standards, *You Always Hurt the One You Love*, *Lazy River* and *Paper Doll*. All of them were sock and pulled sensational hands. On one or two numbers the lads put on what is almost a production in itself, threatening to stop the show.

Bill Robinson opens with gags which got some titters and then went into his tip-toe hoofing. His rocking chair tap is a slick piece of business. Tried next with his old "retirement gag" and registered beautifully. But if Robinson danced in his own spot, he really went to town in the *Pinafore* number which followed. In this one he did about everything; the stair step, the walk-around tap, the one-foot switch beat, etc. He gave the customers their money's worth. Whether he can continue it three shows a night is something else.

Claude Hopkins ork cuts a great show.

## TONY PASTOR'S

(Continued from page 42)  
she's there, she sells. She tends to burn the torch a little too brightly in her numbers—*I Feel a Song Coming On* and *If I Loved You*.

Carol Winters' return in a mass of tame terping seques into star spot—Stepin Fetchit. His mumbling routine, all unfunny, and his songs at the piano add up to just a waste of time. He's not a nitery entertainer and anyway, customers long ago got tired of his salesmanship for laziness as boff getter. Tarzanya comes into hypo the closer for him, but it's all better forgotten.

Teddy's ork plays the show so-so.

## ORPHEUM, LOS ANGELES

(Continued from page 44)  
a whirl around the hot spots. They were given airplane tickets to Las Vegas, Nev., and hotel accommodations.

Al Lyons and his ork play the overture, with Larry Wayne, accordionist, appearing on the show presentations. Pic, *The Girl of the Limberlost*.

## LATIN QUARTERS

(Continued from page 43)  
Martha Raye, making her first p. a. locally in 10 years, had customers on her side immediately, coming on in a glamour gown and then going immediately into one of her goofy bust-bouncing numbers. While all her songs were strong, her special lyrics to *Tampico* won her the most laughs and biggest mitt. Her stuff's definitely not for kids, but how the payees ate it up. She does a bit in the show with the Cavaliers, coming out in a Superman outfit similar to the ones the Cavaliers wear for a special number, and mugging with the boys, but the routine is full of lulls and needs speeding up.

Martin Kent, a handsome boy, sings behind Selma Marlowe's two production numbers, of which her carousel routine, with chorines climbing aboard a Merry-Go-Round rigged up right on the stage before the customers' eyes, drew the most mitting. Carousel number gained considerable attention, for the color scheme of the Merry-Go-Round is the same as the new \$25,000 remodeling job on this bistro.

## ROXY, N. Y.

(Continued from page 44)  
lowed. Then came *It Might as Well Be Spring* which started well but got lost in the production shuffle that accompanied it. House line cavorting around, looked so silly, that titters broke out. It wasn't until the kids gave with their ensemble hoofery that they got the job back.

The Hartmans (Paul and Grace) did their usual swell job getting giggles and yocks for their standard dance instructors routine, the gypsy bit and their jitterbug walk-off. Gal's "nervous" titters and boy's pained dead-pan still pulls as well as ever. In one bit male lifts partner's braid which falls to the floor. Picked it up later and threw it to Paul Ash, ork leader, with the comment, "Send this one to Cugat" and broke up the band.

Herb Shriner, on in No. 4, had a tough time following the Hartmans. But in no time at all had them eating out of his hand with some of the smartest material heard here. It's so good that many other comics will use Shriner's stuff within a week. Boy's hillbilly twangy chatter deals with post-army experiences pulling in lots of stuff about white shirt and suit shortages. The fact that he does a job on the harmonica is all to the good. Crowd, however, were laughing so hard at his drawly talk that harmonica never mattered.

Finale ends with the community sing in which both Shriner and Brown, surrounded by house line, sing into hand mikes. Shriner did some warbling, but most of the time gave with the mouth organ.

Pic, *Sentimental Journey*. Biz excellent.

## NETHERLAND PLAZA

(Continued from page 42)  
Miss Hamilton is a vastly improved worker since our last look-in both in her vocalistics and skating. Eloise Day and Mary Lou, personable and shapely lassies, contribute rhythm work, and show up well, particularly the former. All three of the gals have principal possibilities.

A large measure of the show's success is due to the outstanding vocal work of Johnny Knapp, a *This Is the Army* alumnus. Handsome youngster has an appealing set of pipes and a knack for song-selling, and his capable warble chokes thruout the running ties the show up into the pleasing package it is. However, the lad could benefit himself greatly by ditching his conventional business suit in favor of snappier and flashier show wardrobe.

Burt Farber's ork, a fixture here for the last five years, turns in its usually excellent job on the show music.





## The Billboard's VETERANS' RE-EMPLOYMENT SERVICE

Each week The Billboard publishes this classified directory of honorably discharged veterans who have had experience in show business or its allied fields, or who have talents which may enable them to get into some phase of the amusement industry. There is no charge to anyone for this service. Prospective employers are urged to contact the servicemen whose advertisements appear here direct.

**ACTOR, 31;** army Special Services. Pre-army stock companies, comedy, dramatic stock preferred. Miles E. Sollo, 2448 S. Central Pk. Ave., Chicago 23, Ill. Tel. Rockwell 1508. 411/3/16

**ACTOR;** pre-army repertoire, stock (5 years). Ventriloquist, magician. Interested legit, radio, vaude. Ken Hodges, 1720 N. Emporia, Wichita, Kan. Phone: 4-1565. 416/3/16

**ALTO-SAX,** clarinet man; 10 years' exp. small and large dance orks, theater, club dates. Army military, dance bands. Seeks steady employment (established dance band). West Coast pref. Tilden E. Lawrence, 24 Magnolia Road, Maplewood, La. 352/2/9.

**ALTO,** baritone, sax man; B-flat clarinet; double bass, clar., trumpet. AAF band (reed man); pre-army own 15-piece band (5 years). Frederick R. Eimers, 48 E. Frederick St., Corry, Pa. Corry 99-104. 388/3/2

**ALTO SAX MAN,** vocalist; 4 years' exp.; dance orks (lead alto); Local 802. Interested radio, clubs, vaude. Irving Hafler, 660 Southern Blvd., Bronx 55, N. Y. MELrose 5-1799. 377/3/2

**ANNOUNCER,** radio technician; pre-army Station WJAC; radio technical, broadcasting training. Eugene Krantz, 1321 Tennessee Ave., Johnston, Penn. Tel 83-103. 349/2/9.

**ANNOUNCER-WRITER;** commercial stations (1 1/2 years' exp.). Program director, news-casting, variety shows. Audition disk on request. Allen Mason, 5047 N. Central Park Ave., Chicago 26, Ill. KEYstone 7868. 367/2/23

**ARRANGER;** musical arrangements for dance bands. Pre-army experience. Air corps dance band arranging while in the service. Sanford I. Lewis, 747 Sheridan Rd., Wilmette, Ill. Phone: Wilmette 1353. 419/3/16

**BARITONE,** pre-army radio vocalist, WJBO daily program. Seeks dance orchestra. Interested radio, vaude, night club. Wade J. Bernard, St. Artinville, La. 354/2/9

**BARITONE;** 21; club date exp. Willing to travel. Interested all fields. James Alton Blyer, 197 Dartmouth St., Warren, Pa. Tel. 2252-W. 370/2/23

**BARITONE VOCALIST;** popular, semi-classical. Chicago Music Festival winner ('42). Interested radio, motion pictures. Dan McCabe Danforth, 4447 Wolcott Ave., Chicago, Ill. Edgewater 5209. 389/3/7

**BOOKING AGENT,** Emcee; 10 years' free-lance experience. Consider any reasonable offer. Will travel. Vincent Arrigo, 1433 86th St., Brooklyn, N. Y. 360/2/16

**BUSINESS MANAGER;** club, vaude shows; pre-army, Bridge Tiny Town, Marionettes. College. Promotion, administration exp. Jack Vink, 1121 New Hampshire Ave., Washington, D. C. RE. 0630, Ext. 708. 396/3/9

**CHORUS BOY,** 24; pre-army dance team (sister partner). Interested musical. Martin Romang, 85-03 133d Ave., Ozone Park, New York. 390/3/9

**CONCESSIONAIRE;** willing, capable; any job on midway; all around exp. (games, rides, tickets, administrative). Seeks season job. Jim Amca, 225 1/2 West 7th St., St. Paul 2, Minn. 375/2/23

**DANCE INSTRUCTOR,** drama coach, arranger; wants to join staff of theatrical school or producing office. Experienced all departments. References on request. Edgar A. Kirschfeld, 65 Laurel Ave., Neptune City, Avon, N. J. Tel. Asbury Park 4388. 382/3/2

**DANCER;** tap, ballet, character, Spauldeh flamenco, castanets. Army entertainer (variety, musicals). Interested in joining ballet company or concert unit. Olin Clyde Edelman, c/o American School of Dancing, 705 1/2 Main St., Fort Worth, Tex. Tel. 2-0408. 373/2/23

**DRUMMER,** all types; USAAF band; recently with Lani McIntyre's ork. Good beat; read music. Willing to travel. Roy Duke, 7817 69th Ave., Middle Village, Long Island, N. Y. HAvemeyer 8-7395. 383/3/2

**DRUMMER;** solid or Dixieland; read, fake; pre-army—3 years' combo bands. Seeks radio, night club or vaude band. Tommy Evans, 254 W. 98th St., New York, N. Y. AC. 4-8710. 418/3/16

**ELECTRIC GUITARIST,** 30, seeks location job. (N.Y.C., Long Island) with dance band, cocktail unit. Pre-army band leader. Local 802. Radio, clubs, preferred. Edward E. Schledern Jr., 6926-68 68th St., Brooklyn, N. Y. 413/3/16

**ELECTRICIAN;** carnival, circus exp. Own trailer. Ray Ives, 6102 Swanee Ave., Tampa 1, Fla. 381/3/2

**EXPERIENCED VETERAN** seeks job in colored night spot as manager, headwaiter, bartender. William L. Davis, 331 Livingston Place, Akron 4, O. 397/3/9

**GUITARIST;** 5 years' band, quartet, combo exp. Army band. Seeks colored combo or band. New York City vicinity preferred. Jimmie Hayes, 4 West 126th St., N. Y. C. 381/3/2

**HAMMOND ORGANIST;** own organ; 1 year prof. exp.; seeks opportunity. Interested all fields. Sonny Durant, 405 Ardley Rd., Scarsdale, N. Y. 400/3/9

**HELL DRIVER,** seeks connection with thrill show unit. No previous exp. Amateur motorcycle racing; driver-rider army mechanized cavalry. Good starting salary. George (Crash) Elkins, 112 S. Monmouth St., Dayton 3, O. Tel. MA. 4330. 415/3/16

**LEAD ALTO SAX,** double clarinet; good tone, reader. AAF, AGF bands pre-army dance orks. Seeks commercial band, location job preferred. Dale Von Behrens, 225 N. 35th St., Mattoon, Ill. Tel. 1527. 394/3/9

**LYRIC WRITER;** 30; lyrics for songs of any description. Please contact. Ted Williams, Worsham College, 620 Wolcott, Chicago, Ill. 358/2/9

**MAGICIAN'S ASSISTANT;** 7 years' exp. comedian, talker, side shows, vaude, emcee. Vaude preferred. Quintin B. Liborio, 42 Harrington Ave., Quincy, Mass. 392/3/9

**MANUFACTURER'S AGENT;** salesman; amusement machines, novelty mdse. mfgs. Pre-army selling exp. Own car. Up-State New York preferred. Straight commission basis. Robert R. Chase, 283 Fordham Rd., Rochester 12, N. Y. Charlotte 2258-M. 393/3/9

**MECHANIC;** free to travel; experienced repair man. Interested machines of all types (amusement field). Lewis Roberts, 4654 North Malden Ave., Chicago 40, Ill. 355/2/9

**MOTION PICTURE** projectionist; 9 years' exp. Navy sound technician. Grenfall Kelly Bickford, 699 Congress St., Portland, Me. Tel. 4-0415. 387/3/2

**MOTION PICTURE PROJECTIONIST;** trained in army school, seeks job as 35mm. projection machine operator. Ray Garman, 315 Taylor St., De Kalb, Ill. Phone: QE. 69. 422/3/16

**MUSIC DIRECTOR,** conductor; opera, symphony. Mascagni Opera Guild, American Civic Opera Co. Radio preferred. Thomas Grasso, 31 Centre Mall, Brooklyn, N. Y. 363/2/16

**MUSICIAN-VOCALIST;** alto-tenor clarinet pre-WAC dance band exp. Union. Wants to join male or female ork. Will travel. Fritzie Rich, 69 Fuller Place, Irvington, New Jersey. Essex 8-0701. 409/3/16

**NIGHT CLUB MANAGER,** 16 years' exp. entertainment field. Baritone vocalist, emcee. Will travel. S. A. Ramsey, P. O. Box 4, Arden, Nev. 398/3/9

**NOVELTY ACT;** fakir, torture, contortion, power acts. "Living Atomic Power." Pre-army theater, night club exp. (9 years). G.I. entertainer. Vaude, night club work preferred. Raymond Welsh, 333 S. Hamel Road, Los Angeles 36, Calif. CR. 6-6790. 386/3/2

**NOVELTY ROLLER** Skate Act; 3 years' club date, fair, vaude exp. Clippings, letters on request. Interested theater, clubs. Edwin L. Simons, Henry, Ill. 407/3/9

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- (4) Branch of armed forces in which you served, and date of discharge.
- (5) Work done in the armed forces which may help qualify you for show business job you seek.
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**PHOTOGRAPHER;** public relations, newspaper photography. Own equipment. Interested all fields. Herman Katz, 282 East 2d St., Brooklyn, N. Y. 379/3/2

**PIANIST;** solo, accompanist, orchestras. Theater, club, vaude, radio exp.; read, fake; concert, popular. Union. Interested all fields. Raymond Dempsey, 44 Maple Ave., Franklinville, N. Y. 353/2/9.

**PRESS AGENT,** publicity director; roadshow, band, talent agency. Army public relations, Special Services. Pre-army publicity. Philip Rothschild, 637 Robinwood, Detroit, Mich. Townsend 5-4656. 372/2/23

**PROJECTIONIST;** camera man army projectionist, pre-army motion pictures. Will consider helper job to start. Howard W. Martin, 5049 N. Kenmore, Chicago, Ill. Phone: Ardmore 2025. 421/3/16

**PUBLICITY ASSISTANT;** 2 years' pre-war agency exp.; versatile copy contact man; radio spot writing. Army publicity for Maj. Melvyn Douglas entertainment group. Phil Wasserman, 658 Montgomery St., Brooklyn, N. Y. PR. 3-6789. 405/3/9

**PUBLIC RELATIONS PHOTOGRAPHER;** army newspaper; pre-army pub. rel.; all branches photography; own equipment. Interested all fields. Henry Getzler, 131 Norfolk St., New York. GR5-5051. 378/3/2

**PUBLICITY MAN;** 14 yrs. exp. planning, production, placement. "Tested technique for personalities, events, theater." New York area only. Jack Geddie, 967 East 17th St., Brooklyn, N. Y. NI 4-2620. 347/2/9

**RADIO ACTOR,** director; pre-army amateur sustaining shows, Chicago radio stations. College. Verne Klaus, 515 N. Lawler Ave., Chicago, Ill. CO. 3443. 374/2/23

**RADIO ANNOUNCER-ACTOR;** experienced in all phases. Screen Actors' Guild member. Will travel. Chicago radio station prof. John J. Foster, 89 Burlingame Ave., Detroit 2, Mich. 356/2/9

**RADIO ANNOUNCER,** actor; pre-army KVEO, KRIC; program director, announcer, actor, writer. Pasadena Playhouse grad. Interested radio, legit. Starting salary, \$75 week. William Royal Griggan, 8731 139th Street, Jamaica, L. I., N. Y. JA-5375. 389/3/2

**RADIO ANNOUNCER;** 3 years American Forces network; independent stations (New York) 1 year. College. Travel anywhere. Starting salary \$40 week. Harold Greff, 2288 Moh Ave., Far Rockaway, N. Y. Far Rock. 7-9279. 391/3/9

**RADIO SCRIPT WRITER;** pre-army continuity writer; WTAC, WWRL, Radio Writers' Guild. Will travel. Troy Stafford, 130 Post Ave., New York 34, N. Y. LO 7-3250. 362/2/16

**ROLLER RINK MANAGER,** experienced; \$60 week minimum salary. References upon request. P. G. Greenbach, 3511 Fulton Road, Cleveland 9, O. 366/2/16

**SCRIPT-WRITER;** pre-army radio exp. News, dramatization, special events broadcasts. Interested radio, motion picture. Midwest pref. Guy S. Harris, 1142 Anadio, Chicago, Ill. RAVenswood 5820. 371/2/23

**SINGING EMCEE,** tenor; pre-army club date exp. Interested radio, night club, vaude. Starting salary, \$75 week. Patrick Lower, 219 89th St., N. Y. C. 376/3/2

**SONGWRITER;** will collaborate with melody writer or work per song basis. 10 years' teaching, writing exp. Clyde La Grange, 4113 Park Drive, Louisville, Ky. 357/2/9

**SPANISH-SPEAKING** public relations; 32; newspaper publisher; extensive Central and South American contacts. College grad. Latin American pub. rel. preferred. George W. Coen, 163 West Main St., Lancaster, O. Tel. 3768. 354/3/2

**SPORTS ANNOUNCER,** writer; 7 years' pre-army sports writing, publicity, announcing. Will travel. West Coast pref. References on request. Robert J. Blum, 409 N. Poinsettia Place, Los Angeles 36, Calif. Walnut 2485. 351/2/9

**SPORTS ANNOUNCER;** seeks radio station in or near Cincinnati. Qualifications, references on request. Elvin M. Reese, 1411 So. Belmont Ave., Springfield, O. 359/2/9

**TELE PRODUCER;** formerly motion picture asst. producer; sales, engineering background. Video since 1940. Seeks position with aggressive firm, excellent references. N. Delville, 16 W. 87th Street, New York, N. Y. 417/3/16

**TENOR SAX,** clarinet man; legit, take off, both instruments. Arranger. Pro. exp. (10 years) B. A. Music (Dartmouth). Interested Radio, night club, vaude. Ralph P. Folsom, 94 Saxton Ave., Sayville, L. I., N. Y. SAY. 1026. 355/3/2

**TENOR-SAX,** clarinet man; seeks location job. Local 802. Will travel anywhere. Sal Marvotta, 1951 Haight Ave., Bronx, N. Y., Lehigh 4-1398 (call after 6 p.m.). 411/3/16

**THEATER MANAGER,** 15 years' experience. De luxe neighborhood, operation; booking, publicity. Will travel. Starting salary, \$50 week. Gerald Evans, 69 West 86th St., New York, N. Y. 361/2/16

**THEATER MANAGER;** pre-army own theater. Theater Managers' Institute grad. Also experienced projectionist. George A. Hillias, 2609 West Sixth Place, Cleveland, O. Apt. 3. 401/3/9

**THEATER MANAGER,** 37; experienced. References on request. South preferred. Zenobia Austin, 718 Court St., Lynchburg, Va. 402/3/9

**THEATER MANAGER;** projectionist with 5 years' experience, seeks position. Starting salary \$40 per week. Marvin Martin Manheimer, 432 Hull Dr., Tallahassee, Fla. Phone: 1276W. 420/3/16

**VETERAN,** 26; seeks job as band boy or road manager for dance band. Pre-army publicity exp. Bill Coggin, 114-116 West 47th St., N. Y. C., Bryant 9-2775. 345/2/9

**VETERAN,** college ed, seeks clerical position in music publishing co. Opportunity to learn field. Michael J. Lacagnina, 1145 39th St., Brooklyn, N. Y. 346/2/9

**VETERAN;** 27, experienced; seeks opportunity as assistant theater manager or projectionist. References upon request. Starting salary, \$40 per week. Clarence W. Koenig, Sillman Hotel, Spokane, Wash. Tel. R-1136. 369/2/23

**VIOLINIST,** arranger, 25. "Young America Symphony," local club dates. 15 years music training. Army Special Services. Wants to join radio orchestra. Local 802, Sam Di Bonaventura, 349 East 17th St., N. Y. C. GR 3-1871. 344/2/2

**VOCALIST,** actor; pre-army vaude, club dates, radio, army shows. Seeks opportunity in vaude. Will travel. Allan Crooks, 119 Elk St., Vallejo, Calif. 350/2/9

**VOCALIST,** dancer; summer stock, radio, vaude, club exp. Navy shows, College grad; AGVA. Paul Woods, 817 S. Normandie, Los Angeles 5, Calif. EX. 7165. 404/3/9

**VOCALIST,** 24; baritone; pre-army radio (3 yrs.), television, club band, exp. Radio preferred. Joe Craig, 1463 King St., Denver 4, Colo., Keystone 9732. 412/3/16

**WEST COAST PUBLICITY;** 5 years' cartooning experience; layout, copy exp., 2 years. Willard Hope, 3346 Thelma Ave., Los Angeles, Calif., CAPITAL 3714. 364/2/16

**WRITER;** publicity, radio advertising. College. Interested legit, radio. Edward B. Schulze, 1138 Scott Ave., Chicago Heights, Ill. Chi. Hgts. 1752. 395/3/9

**WRITER;** script adaptation, stories. Pre-army advertising copywriter, radio script writer. Radio field preferred. Colin C. Kempner, 4831 N. Kedzie, Chicago, Ill. Keystone 6125. 403/3/9

**WRITER,** Editorial, Publicity; Pre-army editorial asst. (trade publication); reporter, feature writer (daily newspaper). College grad. Starting salary, \$65 wk. Irving Kaplan, 1648 64th St., Brooklyn 4, N. Y. 408/3/16

**WRITER,** musical drama; will consider all offers sent with references. Stage, screen, radio; script, music. Top rate salary. Benjamin J. Conra, 91 West 6th St., Mansfield, O. Tel. 2-0416. 414/3/16



# Strike-Bound Detroit Spends

## J. J. Page Dies In Tenn.; Org To Tour in '46

JOHNSON CITY, Tenn., March 9.—J. J. Page, widely known veteran carnival owner and general agent for the last 18 years owner of J. J. Page Exposition Shows, died in Appalachian Hospital here Tuesday (5). Page had been in ill health for nearly a year, and during the 1945 season spent only five weeks on the organization, leaving for Mayo Clinic, Rochester, Minn., for medical treat-



J. J. PAGE

ment, only to return to the shows to be constantly under his physician's care.

Mrs. Minnie Page and daughter, Dorothy Lee, a student at Brenau College, Gainesville, Ga., together with Mr. and Mrs. R. E. Savage were at his bedside until his death.

Page had completed all plans for the 1946 launching and rebuilding of the shows and had consummated his booking program and organization. Officials definitely stated that the shows will go out this season under ownership and direction of Mrs. J. J. Page. It was announced that plans will not be altered and that the organization will follow the same policies outlined by Page. Various departments will be in charge of the same staff as in 1945, and all contracts will be fulfilled, officials said.

Further details in Final Curtain Department, this issue.

## American United Inks 3 Festivals

RENTON, Wash., March 9.—One of the best routes in the history of American United Shows has been lined up, according to General Agent Charles R. Mason, recently returned after an extensive booking trip.

Mason signed three of the Northwest's choicest spring celebrations, including Wenatchee Apple Blossom Festival, Walla Walla American Legion Spring Frolic, and Emmett, Idaho, Cherry Festival.

These are in addition to Idaho State Fair, Boise; Eastern Idaho Fair, Blackfoot; Caldwell Night Rodeo, Weiser Fair and Rodeo, Jerome Rodeo, and Burley Fair and Rodeo.

Under supervision of Manager O. H. Allin and Superintendent Wayne M. Endicott, a crew is getting shows in shape for the April opening. A new color system is to be used.

## Cirkie or Carny, Mexican Ops Get Gelt With Combo Outfits

(Ed's Note—The writer is an American showman now in Guadalajara awaiting a special permit from the Federal Gasoline Company, so he can "head for Florida before it is all over there," as he puts it.)

By Tom Hughes

GUADALAJARA, Jalisco, Mexico, March 9.—Beas Modelo Circo and Carnival is playing an extended engagement here at Parque Moreles, show being more of a carnival than a circus. It carries major rides including a Made-in-Mexico Auto Skooter called Carros Locos, meaning crazy cars. Three other Made-in-Mexico rides are a Carousel, Octopus and Tilt-a-Whirl. Show also has four push-'em-around kid rides, six side shows and many concessions, most of them shooting galleries using Made-in-Germany guns.

One money-maker is a ball game using Hitler's head, which when struck with a baseball, emits a 15-foot stream of water at the player and bystanders. Another variation of the game uses a devil's head with the same effect. At least 150 vendors of food and drinks line the walks adjacent to the lot. Roll-o-Plane and Carros Locos go for one peso (20 cents). The former ride is draped in mourning, as is the circus marquee, for the passing of the owner, Sr. Francisco Beas.

Like all Mexican circuses, the menagerie is used as a side show. The featured side show is the Chino Teatro, a large tent theater fully equipped using a cast of 20 and an orchestra. Admission is one peso, does big business and is well worth the price. Show consists of singing and lots of talk. No silent acts. This org has a tie-up with a large ciga-

## Capell Bow March 23 At McAlester, Okla.

HASKELL, Okla., March 9.—H. N. Capell, manager of Capell Bros.' Shows, has everything in shape for the opening at McAlester, Okla., March 23, under auspices of the city fire department. All equipment has been overhauled and plenty of paint was used. More lights have been added and the org for the most part, will be new from front to back. Rides and equipment were purchased from the Tom Fuzzell, K. G. Clapp and Ira Burdick shows.

Many showfolks are here in quarters now. Recent arrivals were Mr. and Mrs. Carl H. Bohn, Mr. and Mrs. Art Price, George Darnell, Arthur Davis, Mr. and Mrs. Jack Delmar, Mr. and Mrs. Whalen, Bob Davis, Tex Melton, Clarence Walton, Walter Green, Red Williams, Frank Rose, Mr. and Mrs. Sammy George, Joe Kirk and Bill Lankford.

Recent visitors were Joe and Charley Webb, circus owners; Sheriff Terry Owen, of Shawnee, Okla., former show owner; Lee Hinkley, band leader, and Joe Stalley, movie owner, Sapulpa.

Jack Capell, co-owner, has been discharged from the army and is back in harness. Bob Capell is expecting to get out of the navy in April. Mrs. Mayme Capell, secretary-treasurer, was presented with several gifts after receiving her White Shrine degree.

rette manufacturing firm and all rides and show fronts are ablaze with the merits of well-known Mexican cigarettes. Another show in Guadalajara has a similar tie-up with the Pepsi-Cola people, an easy way of getting the rides and shows painted. Attractiones Morfin, a smaller carnival had Cantinflas, Mexico's most famous cine comic, appear Sunday (3) at Sayula, Jalisco, thru the courtesy of a cigarette company which used much space in local papers to announce his appearance.

Without a doubt, the volcano, about 100 miles from here, is the world's greatest free attraction. This is one show that is never out and never over.

Mexico City's Miniature World's Fair, called the Industrial Exposition, is billed to open there Friday (15) for a 40-day run. Management has asked 100,000 pesos (about \$20,000) for the ex on shows, rides and game concessions, with no takers, as operators say it is too steep for an untried location. There is much talk in Mexico City for a real world's fair.

Manolette, Spanish bull fighter, is all the rage in Mexico. He is said to get 200,000 pesos for each appearance. This makes him the highest-paid entertainer in the world. His coming "benefit" performance, it is said, will amount to 100,000 pesos at least, all of which he already has donated to charity, as he says he has all the money he can use.

## Nickerson Buys Strayer Combo

ANDERSON, Ind., March 9.—Sam W. Nickerson has purchased the shows owned by J. R. (Bob) Strayer and will take them out this season under the title of Nick's United Shows. In the deal, Strayer retained title of the Pan-American Shows, which he has owned 40 years since he purchased it from Frank W. Lemon.

Nickerson is repairing and repainting all equipment in local quarters. Strayer will temporarily retire from the carnival business, but, he says he will re-enter the game in some capacity or other "before too long." He and Mrs. Strayer are now in Kansas City, Mo., visiting Mrs. Strayer's relatives there.

## Prell's Broadway To Open April 10

CHARLESTON, S. C., March 9.—Prell's Broadway Shows will open April 10 for 10 days in Richmond, Va., on North Broad Street, to be followed by two weeks in Alexandria, Va., Sam Prell announced here.

Fairs already contracted are Norwich, N. Y.; Kutztown and Ebansburg, Pa.; Lumberton, Statesville and Rutherfordton, N. C., and Lynchburg, Va.

Work in winter quarters is rapidly nearing completion under the direction of Abe R. Prell. The Whip, Ferris Wheel, Monkey Show, Glass House and Motordrome have been rebuilt and painted. Joe Parson had charge of rebuilding the Merry-Go-Round, upholstering the Ferris (See Prell Opens April 10 on page 86)

## Wade Scores In Early Bow

Heavy gelt in area beset with woes makes ops gay—second units opens Mar. 16

DETROIT, March 9.—Strike-bound Detroiters, in the throes of intensive labor difficulties for months, are playing plenty while they wait. As a result, instead of being hard hit by the situation, attractions with the W. G. Wade No. 2 unit which opened the season here Saturday (2), have been racking up a heavy play, with big spenders shelling out freely.

Daily grosses scored here by the Wade org are regarded as a sure-fire sign of a huge season ahead for midway outfits. What will carnivals gross in strike-free areas if the Wade unit can do such a good biz in this strike-wracked town? "Terrific," is the answer from showmen who have seen crowds at the Wade lot.

Take of the Wade show here is not the lone indication of how Detroiters want to play—and will pay to play. Other amusement enterprises in the city also report good business. Motion pic theaters and neighborhood beer stubes all report biz holding up extremely well.

Taking his cue from Unit No. 2's gross, W. G. Wade today will crack the ice with his other unit here Saturday (16) and his brother, Roscoe T., will open the season today with his Joyland Midway Attractions at Michigan Avenue and 29th Street on the West Side. All three of the shows are set to play Detroit lots for several weeks before taking to the suburbs and later to the road.

No. 1 unit is spotted at Davison and Gallagher avenues. Cameron D. Murray is supervising the stand. W. G. Wade will supervise its operations when it opens on the West Side at Livernois and Warren avenues.

## Just for Fun Opens In Dallas March 16

DALLAS, March 9.—W. A. Schafer, owner of Schafer's Just for Fun Shows, received his army discharge February 23 and got a big welcome upon arrival in quarters here. He left later on a buying trip thru the Southwest and has reported purchase of a Merry-Go-Round, Kiddie Airplane, Funhouse mounted on truck and trailer; two new Diesel light plants, giving the show three, and two trucks and a steam cleaner.

Vaught telescopic light towers, ordered several weeks ago from the Downey Supply Company, St. Louis, are expected here March 30. Five 30-foot van trailers being built by the Lufkin Trailer Company are to be ready for the March 16 opening in Dallas. A 30-foot office trailer is also being built. It will be in charge of Mrs. W. A. Schafer. Prior to Schafer's arrival, quarters were under the direction of Mrs. Schafer. Show will open with 7 rides, 3 shows and 20 concessions, most of which will be office-owned. After the show hits the road it is expected that three rides, three shows and more concessions will be added.



# MORRIS HANNUM SHOWS

## WANT

**FOR GOLDSBORO, N. C., MARCH 18-23**  
IN THE HEART OF TOWN

Want Shows, Wild Life, Unborn, Iron Lung, Motordrome, Penny Arcade. Al Renton wants Acts for Side Show. Can place few more more Concessions all kinds. Want General Agent. Want experienced Lot Man. All replies to

**MORRIS HANNUM**  
Lumberton, N. C., This Week

# PARADA SHOWS

**BEST IN THE MIDWEST**

Opening Downtown PAOLA, KANSAS, APRIL 6—TWO SATURDAYS  
Best Route of Fairs, Mammoth 4th of July, and Labor Day  
Send for Our Route Sheet

SHOWS—Will book any show of merit.  
CONCESSIONS—Will book few more that don't conflict.  
AGENTS—Forrest C. Swisher wants Agents for Stock Concessions, Ball Games, P. C.  
BINGO—Want Caller and Counter Men.  
GENERAL AGENT—Who can drive, post. Will furnish car to right man. Salary no object.  
HELP—Foremen and Help for Twin Wheels, Octopus, Jones Mix-Up and Little Beauty Merry-Go-Round.  
BONUS—\$100 bonus to all Foremen who stay all season.  
LIGHT TOWERS—Man to handle towers. Each has separate electric plants.  
FAIR SECRETARIES—Have some open time for my No. 2 Show, 3 Rides.  
All address H. C. SWISHER, Box 125, Caney, Kansas. Phone 468W

# Greater United Shows

**WANT**

**OCTOPUS, SPITFIRE, LITTLE TRAIN and ROLL-O-PLANE**  
Long Season—Good Proposition—Excellent Route

**WIRE**

**J. GEORGE LOOS, GREATER UNITED SHOWS**  
DRISCOLL HOTEL CORPUS CHRISTI, TEXAS

# LONE STAR SHOWS

**GREENSBURG, LA., MARCH 11 TO 17**

WANT First and Second Men on Tilt, Roll-o-Plane, Octopus and Merry-Go-Round. Second Man for Ell No. 5 Wheel that can drive Semis, come on now. Will wire ticket if I know you. TOP SALARY. Can place Rides that don't conflict. Also Shows of all kinds. Have 10 fairs in Illinois starting July 1st at McLeansboro, then Pinckneyville, Ashley, Belleville, Sparta, Benton, Mt. Carmel, Salem, Shawneetown and Nashville. Then 7 fairs south. Can place legitimate Concessions of all kinds except Bingo. Want Man that can handle six 60 Kw. Diesel Light Plants. Address all mail to

J. R. McSPADDEN, Greensburg, La.; then per route.

# GIRLS WANTED

For Girl Show

Experience unnecessary. Opening first week in April. Address

**BILL WOODALL**

Care Lawrence Greater Shows, Sanford, N. C.

# BALLYHOO BROS.' CIRCULATING EXPO

**A Century of Profit Show**

—By Starr De Belle

London,  
March 9, 1946.

Dear Pat:

Shows arrived here two weeks late. While en route Manager Pete Ballyhoo noticed that the five boats carrying his equipment weren't lettered with his title. Fleet was halted off of the coast of France where our sign men labored for five days putting the title on each ship. The boss agreed that the title in five colors was a real flash and ordered the fleet to proceed.

The five co-owners' wives thought the job was okay but decided that each boat should be named as are Pullman cars. That stopped the fleet and our painters were again at work naming the boats after each co-owner's wife. If you don't believe that our bosses' wives have high-class names, read them: Abigail, Acanthine, Anchoret, Arabella and Amoeba. Jake Ballyhoo, who didn't see his wife's name on any of the boats, started to beef. The painter then confessed that the name Lizzie didn't fit in with the others, and in order to keep the fleet in Class A, he used Lizzie's nickname, Amoeba. That more or less squared everyone concerned and we weighed anchors and were on our way.

We were speeding toward our destination when a cablegram arrived from the owners of the fleet wanting to know by whose permission the bosses changed the boats' names, and why the shows' title was put on each craft. Then they cited some kind of a law making it an offense of the high seas for anyone found guilty of changing a boat's registration, etc. It sounded strictly like a message a rank chump would send, but nevertheless, the bosses again ordered the fleet to halt and the old names put back on. From their cablegram one was led to believe that they thought we were trying to promote their leaky tubs. That proved to us that

the captains and crews weren't with it and for it, and sided more with the corporation that owned the fleet than they did with the shows.

When the fleet docked, hundreds of cablegrams from former employees who had served in the armed forces in England arrived at our office. They asked the shows to bring back their English brides on its return to the States. The bosses wired them collect that they would be happy to do so if they agreed to work out their boat fares when the shows arrived in the States. Their cablegrams of agreement were to be used as contracts. Brides were delighted when they heard the news. As we can always use lots of bally gals, it was also good news to the office. The brides agreed that the bosses were doing them a big favor in giving them an opportunity to become American actresses with Hollywood in the offing.

With the shows two weeks behind their paper, the office decided to parade from the docks to the lot, some 30 miles across town. The 180 wagons were hooked to tractors, 10 to a tractor, and with open dens, bands, air calliopes and box wagons, with gals in wardrobe riding atop of them, the parade was on its way. Due to the slowness of the tractors, we camped at dusk when halfway to the lot. Thousands of Londoners rushed to the camp site to watch the caravan folks eat, which was a big ad in itself. The next day at dawn, after all had picked up their bedrolls from under wagons, the parade continued its trek and arrived at the lot late Monday night. Will open next Saturday for a two-week stand.

P.S.—Say, Pat, what in the hell is a juvenile roundabout? Guy wants to book one on the shows. Says he has his own petrol driven lorry for transportation.

MAJOR PRIVILEGE.

# CALL—MARKS SHOWS—CALL

**OPENING RICHMOND, VA., MONDAY, MARCH 25, FOR THE 1946 SEASON, With a Choice Route of Still Dates and Fairs.**

CAN PLACE Monkey Show, have complete outfit except Animals, and any Single Grind Show with or without equipment, such as Fat Show, Iron Lung, Midgets and Fun House.

WHITIE USHER wants for Darkest Africa, Colored Geeks and Runts, also experienced Canvasmen. Former employees, get in touch with me.

CAN PLACE AT ONCE EXPERIENCED PRESS AGENT, one capable of exploiting Special Matinees. Pleasant position for reliable man.

Can always use reliable Help in all departments.

Winter Quarters, Midlothian Turnpike, Route #60, Richmond, Virginia.  
All replies, JOHN H. MARKS, General Manager, P. O. Box 771.

# RICHMAN AND CARPENTER PRESENTS

**FOR WEST TEXAS BYERS BROS.' SHOWS FOR NEW MEXICO**

Brady, Tex., March 18th, for 6 days; San Angelo, March 27th, for 10 days; then 8 more weeks of the cream of West Texas and New Mexico. "Always First In."

WANT one more Major Ride, Spitfire, Octopus, Scooter or any other good clean Ride that will not conflict—no junk wanted. Will book any good Show with own outfit that will be an asset to the Show. Want Stock Concessions of all kinds to book for entire season. If you have an attractive joint, well flashed, we have the route that will get you money—must work for stock. Butch Goff wants Agents for Coke Bottles, Pitch-Till-You-Win, Slum Concessions, Ball Games and other well-framed Stock Stores; also Cook House Help. Luke Miller wants Ball Game Agents that can produce. Get with a show that is booked solid until fall and knows the territory it is playing. Address: Seguin, Texas, this week; then Brady, Texas, next week.

# GIRLS—WANTED—GIRLS

Have contract and exclusive rights for 2 Girl Shows with J. J. Kirkwood Shows. Open March 18th near Raleigh, N. C. Want Strip, Rhumba and Oriental Dancer. Salary \$40.00 a week clear plus bonuses, rain or shine. I pay all taxes. Wardrobe furnished. Betty Cook, Jo-Jo Demmings, Maxine, contact me at Andrew Johnson Hotel, Raleigh, N. C. Wire collect. Transportation if I know you.

**JAMES V. FERENZI**



### Cetlin-Wilson Push For Preem March 30

PETERSBURG, Va., March 9.—With 50 men toiling under the direction of Issy Cetlin, work is being rushed on the new Cetlin & Wilson railroad show in quarters here, with March 30 announced as opening date. Rides, including the Tilt, Scooter, Merry-Go-Round, Moon Rocket, Caterpillar, Octopus, Chair-o-Plane, Roll-o-Plane, two Ferris Wheels and Kiddie Rides, have on their spring dresses. Delivery on a new Fly-o-Plane is scheduled for March 20. Funhouse has been overhauled.

Motordrome, Side Show, Paradise Revue, Sarong Revue, Marine Exposition and the Hillbilly, Minstrel and Posing shows have new fronts. Earl Chambers is here framing his Monkey Circus and Wild Animal Show.

Recent arrivals include William Cowan, business manager, and his brother, Perry, who will manage Cowan's concessions, and Claude Sechrist, Harry Benjamin and Nick Nazar, concessionaires, and their wives. Mrs. Cetlin has returned from Miami. Mrs. John W. Wilson remained here thru the winter, due to ill health.

Department heads active are Mom Lee, wardrobe; Lee Falknor, trainmaster; Tony Lewis and Porter Van

### Babe on a Frolic

ONTARIO, Calif., March 9.—Harold Long, of Long's United Shows, has a bill on his hands for the antics of Babe, an elephant. She broke loose, drank a residential fishpond dry, went on a rampage thru two orange orchards, knocking over smudge pots and wrecking trees.

Babe was apprehended while sauntering along a highway two miles from the fishpond, her first stop. She went quietly.

The orange growers decided the loss was \$4,000.

Ault, paint; Samuel DeCara, custard; Ann Minter, quarters dining room; B. A. McDonell, wagons; Fred Utter, electric; Heavy Harris, fronts, and Al Dorsey, cookhouse and dining car. Ride men are Pete Johnson, Moon Rocket; Slim Gibson, Merry-Go-Round; Red Minter, Scooter, and Frank Savage, foreman, and Walter W. Howard, Roll-o-Plane. All are working under Whitey Hewitt, general superintendent.

R. C. McCarter, general agent, has been booking spring dates, while Mrs. McCarter recently returned here after visiting relatives in South Carolina and the McCarter farm in Pennsylvania.

# WITHOUT A DOUBT!

**FINEST STILL DATE ROUTE  
BEST MOTORIZED SHOW  
IN AMERICA**

**A STRONG STATEMENT! BUT TRUE!**

**NEW HEAVY DUTY  
25 FEDERAL TRACTORS—25**

All New Flame-Proof Canvas

**CHECK ✓ FOLLOWING TOWNS**

First 1946 Showings

<b>UNIONTOWN</b>	<b>PITTSBURGH</b>
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The East's Biggest Celebration

**VANDERGRIFT, PA.**

50th Anniversary — Founding of City

Combined With

Western Pennsylvania Vol. Firemen's Convention

## SOME OF OUR CHOICE FAIR DATES

**HARRINGTON, DEL.  
SOUTH BOSTON, VA.  
WOODSTOCK, VA.**

**COVINGTON, VA.  
GREENVILLE, N. C.  
LANCASTER, S. C.**

and

**CAROLINA'S NEWEST FAIR**

\$100,000.00 Plant — Horse Racing — New Grandstand  
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Six Counties  
FAIR

**ELIZABETH CITY**

# TRIANGLE SHOWS

**FOLLOWING OFFICE-OWNED RIDES AND SHOWS**

MOON ROCKET — CATERPILLAR — OCTOPUS — MERRY-GO-ROUND — 2 FERRIS WHEELS — CHAIR-O-PLANE — NEW AUTO KIDDIE RIDE — KIDDIE AERO-PLANE — ROLL-O-PLANE

HAWAIIAN SHOW — ILLUSION SHOW — POSING SHOW — MONKEY SHOW — NEW FUN HOUSE — GLASS HOUSE — LEW ALTER'S SIDE SHOW — UNBORN SHOW

**CAN PLACE NON-CONFLICTING SHOWS and CONCESSIONS**  
Drome — Animal Show — Wild Life Show — Midget Show.  
**ALSO WANT CAPABLE RIDE AND SHOW HELP.**

Truck and Semi Drivers Given Preference

Frank Shepard and Ralph Rothrock, please write.

**JAKE SHAPIRO** Owner  
Manager **PITTSBURGH** BOX 133  
Phone Court 1013

## Endy Bros. Shows

**25-CAR ALL NEW RAILROAD SHOW—25**

Want Foremen for Fly-o-Plane and Second Men for Rocket and Ferris Wheels, Canvasmen, Train Help, Head Porter and Porters. General Show Help, come on, we pay top salaries. Can place Builders and Carpenters.

**HAVE OPENING FOR FIRST-CLASS MONKEY SHOW  
WE HAVE ALL EQUIPMENT—CAN OPEN NOW**

Have for Sale—One Motordrome, complete, mounted on trailer; no cycles. Concession Tops and Frames, all sizes. For Sale—One 1200 Gallon Gas Trailer with 1942 Chevrolet Tractor, newly painted and priced to sell. See it in Miami.

**—WANT TO BUY FOR CASH—**

A NUMBER 5 ELI FERRIS WHEEL

DAVID B. ENDY, 743 Seybold Bldg., Miami, Florida

### WANT

Skating Rink, one Flat Ride, Scooter, Dodgem, Tilt-a-Whirl, Animal Show, Scales, Weights, etc. Permanent camp and boom here, plus mild climate, cool in summer, real hospitality, fine people. GOOD place to live and prosper. Chas. Miller, phone or wire Lutch Heth. Now collect. Very important. No gate or gift. Open NOW and year 'round.

All replies: Office, Legion Beach-Park, Biloxi, Miss.

### WANTS—ZACCHINI—WANTS

AMERICAN LEGION SPRING FESTIVAL, PERRY, FLA., WEEK MARCH 18

Featuring HUGO ZACCHINI, CANNON ACT

Good opening for Bingo, Stock Concessions. No racket. Good proposition for Sound Truck. Can use two more Grind Shows. Will book, buy or lease Merry-Go-Round, any Ride not conflicting. Bill Are wants Grind and P. C. Agents. Earl Miller, general representative. Wire

MARION ZACCHINI, Owner HARRY (POP) WINTERS, Mgr.  
CLEARWATER, FLA., THIS WEEK

P.S.: Will trade No. 12 Eli for No. 5.

### WANT—KEYSTONE EXPOSITION SHOWS—WANT

Walterboro, S. C., Spring Jubilee, March 18th to March 23rd.

Want Grind Shows with own transportation and any kind of Flat Ride with own transportation. Want legitimate Concessions that will work for Stock. No Palmistry wanted. This show will positively work for forty weeks this season. Will buy for cash or lease small Merry-Go-Round. Have own transportation. Address all mail and wires:

This week, Fairfax, S. C.; next week, Walterboro, S. C. KEYSTONE EXPOSITION SHOWS.





**PENNY PITCH GAMES**  
 Size 48x48", Price \$30.00,  
 Size 48x48", With 1 Jack Pot, \$40.00,  
 Size 48x48", with 5 Jack Pots, \$45.00.

**PARK SPECIAL WHEELS**  
 30" in Diameter. Beautifully Painted. We carry in stock 12-15-20-24-and-30-number wheels. Price .....\$15.00

**BINGO GAMES**  
 75-Player Complete .....\$5.00  
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1/3 Deposits on All Orders.

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 124-128 W. Lake St. CHICAGO, ILL.

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 All Readings Complete for 1946

Single Sheets, 8 1/2 x 14, Typewritten, Per M. \$5.00  
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 Samples of the 4 Readings, Four for 25¢.  
 No. 1, 35 Pages, Assorted Color Covers . . . . .35

**NEW DREAM BOOK**  
 120 Pages, 2 Sets Numbers, Clearing and Polley. 1200 Dreams. Bound in Heavy Gold Paper Covers, Good Quality Paper. Sample, 15¢.

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**PACK OF 75 EGYPTIAN F. T. CARDS**, Answers All Questions, Lucky Numbers, etc. 50¢

Signa Cards, Illustrated. Pack of 36 . . . . . 15¢

Graphology Charts, 8x17, Sam. 5¢, Per 1000 \$6.00

**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¢.

Shipments Made to Your Customers Under Your Label. No checks accepted. C. O. D. 25% Deposit. Our name or ads do not appear in any merchandise. Samples postpaid prices. Orders or P. P. Extra.

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 19 West Jackson Blvd. CHICAGO 4, ILL.  
 Send for Wholesale Prices.

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**27 TO 1**  
 THE VERY BEST QUALITY  
**POPCORN**  
 Immediate Delivery—F. O. B. Chicago  
 10c Cartons—\$6.50 Per M  
 All Sizes of Bags.  
 Salt and Seasoning.

**POPPERS BOY PRODUCTS COMPANY**  
 60 E. 13th St. CHICAGO 5, ILL.

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 Shrunken Bodies, Mummified Attractions, Cannibal Heads, Cannibal Bodies, Ape Boy, Devil's Child, Wolf Boy, many others, for window attractions, side shows, road shows, store shows, carnivals, circuses. Best attractions in America. Write for free circulars, photos, description and prices; all free.

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 Rt. 9, Box 385 PHOENIX, ARIZ.

**FOR SALE**  
 6 arms, 12 tubs; OCTOPUS, first-class condition, mechanically perfect. Price \$8500 cash.

**GEORGE BERTOLI**  
 316 S. Easton Road Willow Grove, Penna.

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**POPCORN**  
**BOXES-BAGS-SEASONINGS**  
 Consolidated Confections  
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**WANT AGENTS**  
 For String Game, Fish Pond, Bumper, Dart Balloon, Duck Shooting Gallery, Penny Pitch, Cigarette Hoop-La, Coke Bottle, Stock Bottle Ball Game, Hit and Miss Ball Game, Pea Ball. If you work something else, I have it also.

**HAROLD EUTAH, Box 685, Joplin, Mo.**

**MIDWAY CONFAB**

**ANY SOUND decisions—amplified?**

CLARENCE L. (DOC) RIVERS and Blanche M. Palmer will present their liquid air novelty act at the Frozen Food Show and Homemakers' Institute at the Park Avenue Armory, New York, opening March 27.

VISITORS to W. G. Wade Shows' No. 2 unit in Detroit last week included C. Joe Bennett, general agent, Joyland Shows; Lou Rosenthal, supply house op; Mr. and Mrs. Robert Thomas, cookhouse operators with Gooding and Wade Shows; Mrs. W. G. Wade Jr., and Walter T. Schafer, sheet writer.

SKEPTIC wants to know if it's still a gal show if it's cleaned up.

FRANK BURKE, owner of shows bearing his name, let out a loud yelp over the way Cody, Wyo., took a bow over the 100th anniversary of Buffalo Bill's birth—because these same city fathers kick showfolks around, so Frank claims.

PETER G. RUST and wife returned to Belleville, Ill., Monday (4) of last week after a three weeks' trip thru the Southwest. . . . W. JACK MOORE, owner of Moore's Modern Midway, has returned to quarters at Parma, Mo., after another trip to Texas, where he purchased a Merry-Go-Round from the Tobe McFarland Shows.

JOHN DORTY and Clara Booth of Milwaukee report John Wixom, animal dealer; Neil Altenburg, trainer, and Joe Henke, Wild Life owner, visited the Hamid-Morton Circus and that R. Neil, who was severely injured by a tiger while rehearsing an act, has recovered and will handle Wixom's quarters at Mukwonago, Wis., until he gets organized. . . . LOU DAVIS'S Oddities on View will open with United Exposition Shows at Orange, Tex., Wednesday (13).

SO FAR, COOKHOUSES seem to be successful in providing places for heated arguments without losing, but adding customers.

AMONG CONCESSIONAIRES with Heller's Acme Shows this season are Taylor Brothers, 18; Lillian Zarra and Mrs. Heller, four ball games; Archie Cook, cookhouse; Mitchell, palmistry booth; Rose Zurcher, popcorn; Joe Zarra, two duck-ponds and diggers. Pete Van Lane has the Iron Lung attraction, and Joe Maltaise, Monkey Circus. Shows plan to carry 10 rides and two free attractions. Thurman Marshall is in charge of work at Campgaw, N. J., quarters.

JOE (CORNER) ROGERS spent a few days in Chicago last week en route to New York after a month's holiday in Hot Springs. He left there the day after Frank Conklin and Harry Russell arrived. . . . AL HUMKE, general agent for Gem City Shows, bounced in and out of Chicago for a week on secret missions. . . . LOU LEONARD'S discourse on how to save money by air-travel is worthy of an earring, especially to those who recall when most of the lads did all their traveling on hot air.

OSCAR C. BUCK was in New York last week in search of new equipment which he admits is hard to get. . . . JOHN AND MORRIS BIVONA, Irvington, N. J., ride operators, erected their Ferris Wheel in Newark's Military Park as a promotional aid to local Red Cross campaign. . . . MRS. EDWINA GRAUSO, National Showmen's Association girl Friday, was surprised when her husband, Vince, got a day off from the navy for a visit home, the first in months. . . . MAX GRUBERG is in New York from Philadelphia for a short visit.

CHARLEY McBRIDE infos that Freddy Walters, bingo owner, won the three-cushion billiards tourna-

WORST THING about jackpots is that they are cut up in English and listeners can't help but understand them.

MR. AND MRS. DEE NEWLAND have returned to American United Shows' Renton, Wash., quarters after a vacation in California. Newland, shows' concession manager, is getting his equipment in shape for the April opening. . . . E. L. (Slim) FIELD has been discharged from the army and, with his wife, will travel with Penn Premier Shows.

L. LEE (BUCK) SMILES was called recently from Wilmington, N. C., to Norfolk, upon the death of his father. Smiles will be with Cavalcade of Amusements this season. . . . TEX CUSTER cards from Laredo, Tex., that Jack Ruback, Lefty Block, Martha Rogers, Edna Tarkington and Rosemary Ruback were recent visitors.

IN SPITE of its disadvantages, winter remains the only season in which a general agent gets any credit for working.

DAVID B. ENDY won't have any trouble identifying any of his Endy Bros.' Shows highway rolling stock this season as all

**OCTOPUS ROLLOPLANE FLY-O-PLANE**  
 World's Most Popular Rides  
**EYERLY AIRCRAFT CO., Inc., Manufacturers, Salem, Ore.**

**BRAND NEW KIDDIE RIDES LOW PRICED**  
 10 AND 16 PASSENGER CAPACITY.  
 GUARANTEED SPRING DELIVERY—FREE PARTICULARS.  
**MULTIPRISES, Box 1125, Waterbury, Conn.**

**POPCORN**  
 LARGE SOUTH AMERICAN PERFECT POPPING CONDITION  
 ONE BAG OR A CARLOAD \$8.75  
 All You Want, Immediate Shipment. Also a Complete Line of Popcorn Supplies.  
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**COLEMAN HANDY GAS PLANTS**



Model 457-G—Handy Gas Plant, having 5 inch burner over 3 gallon tank, instant lighting, pump, 8 1/2" cast iron grate, carrying bale—\$13.50.  
 Model 460—Plant with 7 inch burner, complete—\$15.75.  
**FIVE GALLON TANK**, with air gauge, instant lighting valve, pump, tubing with con.—\$10.25.

THREE GALLON Tank .....\$8.85  
 4 1/2" Proway Burners ..... 4.75  
 5" Coleman Burners ..... 5.50  
 7" Coleman Burners ..... 7.20

Complete line Tubing, Tees, Wall Valves, Generators, Air Gauges, etc.  
 Immediate shipment.

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**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!

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**WATCH FOR The New SUPREME SKEE ROLL**  
 Bigger—Better



SKILL GAMES

**WANT FOR J. J. JONES SHOW**

Freaks, Side Show Acts, Ticket Sellers. Freda Pushnick, Betty Williams and Ossified Girl of Canada, wire me.

**CARL J. LAUTHER**  
 MILLERS TAVERN, VA.

**WANTED FROZEN CUSTARD MACHINE**

ALL ELECTRIC ON TRUCK Must Be A-1

**THOMAS CASHMERE**  
 Hotel Jackson, Augusta, Ga.

**WANTED**

**WANT TO BUY CHAIR-O-PLANE**, also TRACTORS and TRAILERS. WANT SHOWS of all kinds. Best route in Middle West. 9 fairs. AGENTS for office Concessions. RIDE HELP for all Rides. Winter quarters now open, come on in and go to work. Scene Painter and designer.

**Greater Rainbow Shows**  
 Fairgrounds, Oswego, Kan.

**SOUTH AMERICAN POPCORN**  
 Guaranteed to pop as well as the best on the market. Growers and shippers since 1932. Priced for a short time @ \$8.50 per cwt., F.O.B. our shipping point. Send \$2.00 for a liberal sample.

**M. M. BURNETT SONS**  
 Spencerville, Ohio



**WHEELS OF ALL KINDS**  
 Tickets—Paddles—Laydowns  
 Complete KENO Outfits  
**CARNIVAL SUPPLIES AND EQUIPMENT GAMES, ETC.**

**ALUMINUM MILK BOTTLES**  
 Now Available . . . Write  
 Write for Catalog  
**H. C. EVANS & CO.**  
 1520-28 W. Adams St., Chicago 7

**BARGAINS! BARGAINS! BARGAINS!**  
**Used Theatrical Costumes**  
 Must be sold—also Hats, Shoes, Beads, Tassels, Braids, Trimmings, Ornaments, Papier Mache Novelty Heads, Basket Horses, etc. You'll have fun browsing and carrying off bargains. Sorry—No Mail Orders. 5000 Lester Costumes To Go!  
**THE COSTUME MART**  
 67 E. Lake St. And 1342  
 CHICAGO, ILL.  
 3rd Floor. Open from 12:00 to 5:00 P.M.

**HAVE LOCATIONS**  
 For Four Custard Stands.  
 Best Decoration Day Spot in Country.  
 Wire or Write  
**MIDDLESWORTH**  
 LEMCKE BLDG.  
 INDIANAPOLIS, IND.

**FOR SALE**  
**Frozen Custard Machine**  
 Kohr make, in perfect condition. Can be seen at the Port Morris Machine and Tool Co. in New York. Will take \$900.00 cash for it.  
 Wire or Write  
**JIMMY DEBELLO**  
 c/o Cooper, 125 S. Bloodworth St., Raleigh, N.C.

**ELECTRICIAN WANTED**  
 Must be A-1. Must be familiar with GM Diesel Plants. Must be reliable and sober. Top salary. Answer by wire.  
**BOX 114, CARE BILLBOARD**  
 St. Louis, Missouri

**WAFFLE IRONS**  
 4" Commercial Size. Cast Aluminum. Complete with wooden handles and formulas, \$2.50 each. Terms: 25% with order, balance on delivery.  
 F. O. B. Toledo.  
 Concession Supply Co.  
 1857 Ottawa Drive  
 Toledo 6, Ohio

**WANT TO BUY**  
 Merry-Go-Round, Ferris Wheel, Chair-o-Plane, Kiddie Ride, Fun House. No junk. State condition and lowest price first letter.  
**S. A. FOGLEMAN**  
 BOX 11 ELON COLLEGE, N. C.

**WANT TO BOOK OR LEASE**  
 Any ride that will run. Have good proven route. Replies:  
**BOX 23, Oberlin, Kan.**

ment at Antler Hotel, Milwaukee. . . . RECENTLY returned to the States after a long tour with an NVA unit, Bobby Kork is vacationing in Philadelphia. . . . BERT GEYER, scenic artist, has signed to letter and decorate Happy Attractions' trucks at Coshocton, O., quarters. . . . CORKIE AND TINY ZIMMERMAN are in Galveston, Tex., framing a cook-house, which they booked on John Quinn's World of Pleasure Shows. They expect to head for Detroit March 20.

WHAT SOME SHOWMEN, who never booked a date, can't understand is why an agent will hold a show in a town for two weeks when he wouldn't book it for a day.

JOE ARCHER and Maxie Herman have organized the Archer-Herman Concession Company, Joe to handle their supply and equipment biz, and the juice and popcorn in the Kresge stores in Chicago while Maxie handles the front end of the Gem City Shows. . . . JAMES THOMPSON and daughter, Edith, are doing their mental act in clubs around Buffalo and will join Sam Prell's Broadway Shows for the season. . . . JAMES HERRON reports he had a big winter at Princess Park, Miami, and Tropical Amusement Park, Key West, and is now working his way north with his North American Wild Life Exhibit.

BERT RICHTER, former show painter now free lancing in New York, has designed new lines of paper for Palisades (N. J.) Park and World of Mirth Shows. . . . GEORGE JOHNSON, back in New York, reports that Cash Miller's Bird Farm, outside of Miami, has been doing big biz. Winston Churchill found his first visit so enjoyable he returned a second time. . . . CHARLEY KIDDER, contracting show builder, is in Pilkinton, Va., working on a new front for Jake Shapiro's Triangle Shows and will design and build a 90-foot wagon front on pneumatic tires for James E. Strates Shows. . . . JOHN ANDERSON, digger operator on World of Mirth Shows, has been wintering in Revere, Mass.

THERE WAS A TIME when a man eight feet tall could only work as a giant in a side show—nowadays, they're in demand as talkers on midget shows where 5-foot midgets are featured.

DETROIT NOTES—Roscoe T. WADE, of Joyland Midway Attractions, is setting up his show at Michigan Avenue and 29th Street, preparatory to being the second carnival in town to open. . . . SEVERIN HILO, bringing out the new Down River Amusement Company, is planning to add rides and other attractions. . . . MRS. ROSCOE T. WADE, Joyland Midway, and Hazel Crane, bingo operator on the W. G. Wade No. 1 unit, have returned from a four-week vacation in Florida. . . . TOMMY COMSTOCK, former candy butcher on the W. G. Wade Shows, played the callopie at the Shrine Circus here. . . . MRS. GLADYS SCHAUM, secretary of W. G. Wade No. 2 show, is returning to New Orleans, with Mrs. Mildred Miller taking over until she returns. . . . HARRIET LLOYD, daughter of (See Midway Confab on page 86)

**FOR SALE**  
 15x42 Green Anchor Top, excellent condition with frame, red wood, white pine, 4 center poles, 6 1/2 foot awnings 4 sides, corners lace in, awning rods, 75 stools complete with ground plank, used as combination bingo and blanket game. Walk platform full length for game store. Make good cook house. Switch block, wiring, lamps, all complete. 18 foot enclosed trailer, masonite, haul same, semi-type tandem wheels, tires good; no tractor needed, handled by coupe or pick-up, hitch for mounting in coupe trunk, all \$400.00. Sell separate.  
**VERNE DISNEY**  
 1333 S. MAIN ELKHART, IND.

**POPCORN** with the **POP GUARANTEED**  
**SPECIAL CONTRACT PRICE THROUGH JUNE, '46**  
**\$10.75 Per 100 lb. Bag**  
 It's the best Hybrid Corn money can buy! Backed by a money-back guarantee if the popping volume doesn't prove it! Non-contract price, \$11.10 per 100 lb.  
 ALSO SUPPLIES: The top-quality Popcorn Cartons—small, medium and large. Colored Cones, Glassine Bags and fine quality Seasoning.  
**NEW AND USED POPCORN AND PEANUT EQUIPMENT BOUGHT AND SOLD**  
 PEANUT SUPPLIES: Strong attractive bags . . . best Virginia Roasted-In-the-Shell Peanuts, 19 1/4¢ culling, 100 lb. bags. Send for complete price list and details. Write, wire or phone the factory nearest to you. Address Joe Moss or Ed Berg for quick personal attention. It pays off to use the BEST. Our best references are CIRCUS, CARNIVAL, PARK AND THEATER BUYERS.  
**CHUNK-E-NUT PRODUCTS CO.**  
 JOE MOSS Philadelphia 6, Pa. Factories in ED BERG Pittsburgh 22, Pa.

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**HYBRID S. A. YELLOW—Perfect Popping Condition**  
 \$9.80 Per Cwt., F. O. B. Dallas  
**SPECIAL PRICES ON LARGE QUANTITIES**  
 Complete Line of Bags, Boxes, Seasoning, Salt  
 —SEND FOR LIST—  
**CONSOLIDATED POPCORN CO.**  
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**ALAMO EXPOSITION SHOWS**  
 LAST CALL—OPENING AUSTIN, TEXAS, MARCH 23RD—LAST CALL  
 SHOWS—CAN PLACE THE FOLLOWING SHOWS: CRIME, SNAKE, WILD LIFE, UNBORN, HILLBILLY, OTHER SHOWS OF MERIT THAT DO NOT CONFLICT. Want capable Manager for Athletic Show. Shorty Patton can use Performers for A-1 Side Show. Joe Murphy can use Girls for Posing Show. RIDES—Can place good reliable and sober men for Rides. Must drive Semi Trucks. WANT A GOOD RELIABLE AGENT THAT KNOWS TEXAS, OKLAHOMA, NEW MEXICO, COLORADO, KANSAS TERRITORY AND HAS HIS OWN TRANSPORTATION. Account of sickness. Terry Martin will not troupe this season. All address:  
**JACK RUBACK, Mgr., 2240 E. Houston St., San Antonio, Tex. (Phone: Fannin 1812.)**

**POPCORN**  
 South American Yellow, One Bag or 100 Bags or More.  
 Single Bag \$7.75 Five or More Bags \$7.50 Per 100 Pound Bag. In Moisture Proof Bag.  
 Will furnish samples on request. Prices F. O. B. Roanoke, Va.  
**JOHN A. PILCHER** 436 WALNUT AVENUE, S. W. ROANOKE 16, VA.

**ROLL TICKETS**  
 Printed to Your Order **100,000 for**  
**Keystone Ticket Co.** Dept. B. **\$19.50** 10,000 .. \$8.50  
 Shamokin, Pa. 20,000 .. 8.00  
 50,000 .. 12.50  
 Send Cash With Order. Stock Tickets, \$16.00 per 100,000.



## LAST CALL LAST CALL CAPITAL CITY SHOWS

OPENING MARCH 30 (2D AND PEABODY STS.), NASHVILLE, TENN.; WEEK APRIL 8, OLD HICKORY, TENN., UNDER LEGION, FOLLOWED BY PORTLAND, TENN., STRAWBERRY FESTIVAL. FIRST SINCE THE WAR. FREE GATE. THEN TO KENTUCKY COAL FIELDS.

Can place few more legitimate Concessions; good opening for Custard. Want Shows with own equipment and transportation, good proposition. Can place Octopus, Tilt or Roll-o-Plane with transportation, Kiddie Ride. Those already booked communicate. All replies:

**J. L. KEIF**

525 3rd Ave., No., or D. B. STERLING, Exchange Hotel, Montgomery, Ala.

## HELP WANTED BUSH-LAUBE CONCESSIONS

For

Amusement Parks, Long Route, State Fairs, Rodeos, Celebrations and Buck Owens Circus.

**WANTED:** Seat Butchers, Candy Floss Operators, Griddle Men, Novelty Men, Frozen Custard and Snow Cone Operators. Agents for Scales, Age, Fish Pond, Ball Games, Hi Striker, Penny Pitch and other games. Useful Concession People in all lines.

52 WEEKS A YEAR TO THE RIGHT PARTIES

Address All Answers to

Main Office, 8 East 9th Street

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## JOHN FRANCIS SHOWS

OPENING MARCH 15, BROADWAY & EAST GRAND, ST. LOUIS, MO.

**WANT WANT WANT**

RIDE MEN WHO DRIVE SEMI TRUCKS, FOR 10 RIDES—(NEW TRUCKS) CONCESSIONS THAT WORK FOR STOCK WILL BOOK SMALL MERRY-GO-ROUND

Have 14 Fairs and Celebrations booked in Illinois, Wisconsin, Kansas, Oklahoma and Texas. Have some open time in Texas after October 5.

**HAVE FOR SALE:** Some nice Gold Leaf Fronts; 16 Square Dodgem Plates, Posts and Stringers. (Need cleaning and painting.) 28 Ft. Trailer for Penny Arcade. (Trails behind car.)

All Address: JOHN FRANCIS, Mgr., 4570 NORTH 2ND ST., ST. LOUIS, MO. (Phone: Central 6818)

## WANTED

Opening March 22

## LeFORS & GROFF SHOWS

FOR LONG SEASON ON WEST COAST

SHOWS—With or without own outfits.

RIDES—Roll-o-Plane, Tilt, Octopus.

CONCESSIONS—Legitimate only.

Write or wire TED LE FORS, 200 West 41st St., Los Angeles 37, Calif.

## WANT-BUNTING SHOWS-WANT

CONCESSIONS: Can place a few more Legitimate Merchandise Concessions working for 10 cents. Especially want String Game, Bumper, Darts, Hoop-La, Country Store, Cane. No Flats, P. C. or Mitt Camps.

CAN OFFER AN UNEXCELLED ROUTE OF PROVEN STILL DATES, FOLLOWED BY THE CREAM OF ILLINOIS FAIRS, STARTING IN JULY.

ADDRESS: E. H. BUNTING, MGR., P. O. BOX 297, LADD, ILLINOIS.

## WANTED TO BUY

Eli Ferris Wheel #5 or #12, Merry-Go-Round, Tilt-a-Whirl, Kiddie Ride or any small 3 or 4-ride unit complete with trucks. **FOR SALE:** One 53 Watt Amplifier with two 12" Speakers, \$175.00. One 30 Watt Amplifier with two 12" Speakers and Turn Table, \$150.00. One Electric Bingo Flasher, complete with stand, \$125.00.

## GIELOW AMUSEMENT ENTERPRISES

2315 W. SCOTT STREET, MILWAUKEE 4, WIS.

Phone: Orchard 2962

## WANTED—WILLIAMS RIDING DEVICES—WANTED

Want to buy Ferris Wheel, will pay cash, or will lease or book. Will buy any One Truck Ride. Also want one transformer Truck with 50 or 75 kw. Will book small Cook House or Grab Joint, also Snow Ball, Candy Floss and Mug Joint. Want Foremen and Second Men for Merry-Go-Round, Wheel, S and S Swing, Ride-o and Caterpillar.

All Ride Men that worked for me before, get in touch with me.

**BEN CHEEK**

**TROY E. WILLIAMS, Owner**  
Route #3, Morganton, N. C.

## Winter Quarters

### Johnny J. Jones

AUGUSTA, Ga., March 9.—General Manager E. Lawrence Phillips, with Morris Lipsky and Roy Delano, comptroller, returned from a business trip to De Land, Fla. En route they visited the Tampa Fair. All rides have been moved to the inner lot at quarters and are being given a thoro going over. Ride foremen are arriving daily.

Harvey Wilson arrived from Owensboro, Ky., with M. Prenchak and James Collier to start work on the Funhouse and Glasshouse. Harvey Wilson Jr., stationed with the navy at San Diego, Calif., has informed his dad that he will visit here shortly with his bride, the former Joheen Gray, formerly on the *Follies Revue* for Mrs. Hody Jones. Johnny Regal arrived from Cleveland to take over the production department of the Girl Revue.

General Agent Ralph Lockett was here for a few days and said that while he was contracting the Fourth of July celebration at Calumet, Mich., the lot was under eight feet of snow. Tom Allen, who has been appointed manager of the Jones show, has a crew of 45 men at work in quarters and has completed work on the new front gate. His staff includes Del Lambkin, Tom Finch, Andy Kranik, John Murphy and Bob Wilson. Irish Deschel, Tom Cashmere and Speedy Merrill have completed work on the Caterpillar. Jean Porter, Chicago costumer, arrived and is making new stage settings and costumes. Leonard Duncan's *Harlem Swing Revue* has been contracted for the *Gay New Orleans Colored Revue*, playing theaters en route to quarters. Duke Jeanette, Unborn Show operator, is reported en route.—ED KECK.

### Beam's Attractions

WINDBER, Pa., March 9.—Ride Superintendent Clyde McDaniel has all rides ready for the opening. Eight semi-trailers purchased during the winter have arrived and are being equipped. New Funhouse, being built by Carl Mack, is nearly completed. Mack is also building several other shows which will be ready for the opening at Johnstown. Harry (Bill) Baughman will be back on full time as assistant ride superintendent and show mechanic.

Al Delfiore has been a frequent visitor. He reports his string of concessions are ready to go. Boyd Kennedy will manage the office concessions. Florence McDaniel is in charge of the kitchen here. Mrs. Elizabeth Beam, wife of the show's manager, has recovered from her illness and expects to return from Miami in time to take over her duties as secretary-treasurer. The writer will handle publicity.—HOWARD SERVICE.

## RIDES

Now building new 1946 Model Kiddie Airplane Ride, 6 planes to the ride, each plane seating 4 children age from 6 to 12 years.

**R. V. BIEHL**

214 Fourth Ave. Bradley Beach, N. J.

## TENTS—BANNERS

CHARLES DRIVER — BERNIE MENDELSON

**O. HENRY TENT & AWNING CO.**

4862 N. Clark St., Chicago 40, Ill.

## Happyland Shows

Now Booking for 1946

CAN PLACE FOREMEN AND WORKING MEN FOR RIDES.

Station A, Box 962, St. Petersburg, Fla.

### Brownie Amusement

STROUD, Okla., March 9.—Rolling stock is in first-class condition, Blackey Filling having been working all winter on it. Ride repairs are nearing completion.

C. W. Adkins, manager; Mrs. Adkins, secretary-treasurer, and Harry N. Badger, general agent, on a recent trip to Stillwater, Okla., contracted Payne County Fair. Spring dates will be practically the same as last year, followed by a long jump into Nebraska, where show has five contracts, including one for July 4 at Arapahoe, and return to Oklahoma and on to Southern Kansas for another string of fair dates. Shows plan to stay out until early November, and will carry 6 rides, 4 shows and about 25 concessions.—HARRY N. BADGER.

### World of Mirth

RICHMOND, Va., March 9.—Things are nearing the completion stage and General Manager Frank Bergen is all smiles, what with new rides and personnel arriving.

Jack Arnott, superintendent of the paint department, has designed five new fronts, with more to come. Reflective illumination will be used on all wagons and on the show train. Red Gamble is building wagons, assisted by Jim McGee. Construction boys are ahead of schedule.

New arrivals are Harry and Vera Hauck, L. Harvey Cann; Charlie, Pearl, Cy and Patsy Holliday; Earl and Ethel Purtle, and Lew and Mabel Hamilton.—LEW HAMILTON.

## BINGO HELP WANTED

Top Wages. Wire at Once.

**SAM LIEB**

World of Today Show  
Box 782 Muskogee, Okla.

## CAN PLACE

Octopus Foreman and Second Man, also Fun House, Talker. Salary no object. Must drive semis. Litchfield and Lynn, wire.

**J. B. CARNEER**

Laurel, Miss.

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Prices on request, any printing order you are interested in. We will give quality and promptness on your order.

Large Posters and Show Cards Our Specialty.

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Phone 2-1776  
No. 3 South 15th Street RICHMOND, VA.  
Anything and Everything in Printing.  
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## FOR SALE

Smith & Smith Chair-o-Plane, complete, ready to operate. One Allan Herschell Donald Duck Kiddie Ride, A-1 condition. 5 Bicycle Horses, 2 Short Range Galleries, 1 Easy Freeze Custard Machine, all electric; also Freezing Cabinet. Wanted to Buy—Long Range Gallery, portable or mounted on truck. Wire

**JOE E. KAUS**

127 Middle St. NEW BERN, N. C.

## TAYLOR BROS.' WANTS

Good reliable Concession Agents. We have purchased the exclusive on all P.C. and Stock Concessions on Heller's Acme Shows. Agents for 5¢ Pitch and Penny and Cigarette Pitch, also Over and Under and Pea Pool. All others booked. Good Agents for beautiful flashed Grind Stores, also good Truck Drivers for Tractor and straight 10-wheel jobs. Season opens April 11th. 15 miles from New York City. Positively no "G" joints tolerated. Replies to TAYLOR BROS., 927 N. High St., Martinsburg, W. Va.



# THE SHOW WITH THE 1946 ROUTE NEW JOHNNY J. JONES EXPOSITION E. LAWRENCE PHILLIPS, Gen. Mgr. INC.

CALUMET, MICH., Big 4th of July Celebration  
MILWAUKEE CENTURAMA (32 Days), Lake Front Festival  
INDIANA STATE FAIR, Labor Day Week; LA PORTE FAIR  
TENNESSEE STATE FAIR, ETC., ETC.

15 BIG ONES IN SUCCESSION

## OUR STILL DATES UNSURPASSABLE AS USUAL

**SHOWS**—We have limited openings for reputable Showmen with new and different Attractions. Contact us now if you want to be booked. Especially want one Grind Show of merit.

**LEGITIMATE CONCESSIONS**—Now booking a limited number of legitimate Concessions only. Preference given reliable operators who want to remain the season. Can place dependable Concession Help in all departments. Openings for Bingo Callers and Aisle Men.

**FOREMEN** for several Rides. Also Ride Help and Canvasmen. Good Mechanics and Lot Men. Talkers. Will buy or book Scooter, Flying Scooter or any new Ride with proven merit. Leonard Duncan wants Minstrel Performers to enlarge his present show for the big ONE.

**MORRIS LIPSKY**

CO-OWNER & MANAGER CONCESSIONS

**TOM ALLEN**

MANAGER

WINTER QUARTERS, BOX #878, AUGUSTA, GA.

## FLORIDA AMUSEMENT CO.

Ride Foreman and Help, join at once, highest salaries, for following Rides: Chairplane, Loopplane, Wheel, Jenny. Also man to handle two Kiddie Rides; factory jobs. Agents for Slum Stores, two P. C. Dealers. No racket. Place few more Slum Stores. Lucky, wired you, and Dabney, wired you. All address

**HOWARD INGRAM**

Plant City, Fla., this week.

## HENNIES BROS.' SHOWS

OPENING MARCH 16, BESSEMER, ALA.

CAN PLACE ON ACCOUNT OF DISAPPOINTMENT: CANDY FLOSS MACHINE AND CANDIED APPLES. HAVE GOOD PROPOSITION FOR MAN AND WIFE FOR "FUNNY PHOTOS" JOINT. 50-50 Proposition. BALL GAME AGENTS AND 2 SLUM SKILLO AGENTS AND USEFUL CONCESSION PEOPLE. All those contracted come on. Address:

FITZIE BROWN, Concession Manager, HENNIES BROS.' SHOWS, Fair Grounds, Birmingham, Ala.

## Wants—MID-WESTERN EXPOSITION—Wants

ELECTRICIAN TO HANDLE TRANSFORMERS. GIRL SHOW, SNAKE SHOW or MONKEY SHOW OPERATORS. Have all new Fronts and Tops. SECOND MEN ON ALL RIDES. ALSO TOWER AND FRONT GATE MEN. CONCESSIONS: Can place Guess Your Age, Guess Your Weight, Grind Stores and Percentage. Wire or write

LEESVILLE, LA., THIS WEEK; THEN PER ROUTE.

NEW

## SPITFIRE RIDES

Available for 1946 Season

**FRANK HRUBETZ & CO.**

Front and Shipping Sts.

IMPROVED

Salem, Oregon

## L. I. THOMAS

Can Place for the 1946 Season

Man to handle Six Cat, Lady Basketball Operator, P. C. Dealers, Mouse Game Operator, Cigarette Gallery, Bingo Clerks, Man to handle Photo Gallery Dark Room. All former employees wire. Glen Moberley, Haircuts, Bob Schafer, Johnny Clark, come on. Have for sale two Concession Tops, complete with frames, 16 by 10, good condition; also 1 Five-Gallon Gasoline Tank and Jumbo Burner, like new. Season opens March 23rd at Lexington, Ky. All replies to

821 WEST PINE STREET, LEXINGTON, KENTUCKY.

## Penn Premier

STROUDSBURG, Pa., March 9.—Work in quarters is progressing rapidly. Two fronts are already completed, with the third ready for the scenic department. A crew of 12 men have already reported, and more are expected to report by the end of next week.

Mrs. Serfass has just returned from the Virginia fair meeting. She also visited with Pat and Barney Williams, who are in charge of the Dumont quarters at South Hill, Va. Al (Rabbit) Reid has booked his cookhouse; Al Boxall, his bingo unit, and Mr. and Mrs. Charles Perry, custard. They were with the show before it was stored, when the manager enlisted in the marines.

Ann and Walter Vallance will also be back with Rotary Diggers. Walt will also head the electrical department. Contracts for seven new tops have been allotted to the Tentco Canvas Company, New York. Five new trailers will also be ready for the opening. Show will be new from front to back, with an estimated \$60,000 being expended. Contracts have been sent to the Eyerly Aircraft Company for a new Rolloplane and Octopus. Negotiations are on for a new Flying Scooter in time for opening.

Show is scheduled to open here about April 27 for the 10-day Home-Coming Celebration. Walter Paul, who will manage the new side show, visited several days, and then hopped to New York with the management to purchase canvas. Lew Van, who will manage the revue, is completing his show for the American Legion in Washington and will report back to quarters immediately after. Other recent visitors included Harry Meyers, Charles Tompkins, Patsy Montana and George Evans, all former concessionaires with the show. **BILL TILDEN.**

## Greater Rainbow

OSWEGO, Kan., March 9.—Co-owners R. L. Sinderson and Frank Ward have opened local quarters and crew is getting everything set for the season, which opens the second week in April. Men with tractors and trailers were dispatched to Greenwood, Miss., to get the Octopus and Kiddie Ride, recently purchased from Dyer Bros. Doc Witthaus is framing a new cookhouse and working on his concessions.

Mr. and Mrs. Sinderson vacationed in Los Angeles, and Mr. and Mrs. Ward in Hot Springs. In Little Rock the Wards purchased three tractors and trailers. Roger Ward, recently discharged from the service, is expected to arrive in quarters soon with his wife and daughter, Sherrie. Ward will operate the bingo with Mr. and Mrs. Loren Leach, of Rochester, Minn.

J. Q. Green, general agent, has booked nine fairs in Iowa and Nebraska and still dates in Kansas, Missouri and Iowa. Shows will carry 7 rides, including a Merry-Go-Round, Ferris Wheel, Octopus, Tilt-a-Whirl, Chairplane, Kiddie Autos and Airplanes, 3 shows and 25 concessions.

## FULLER GREATER SHOWS

Good proposition for one or two Kiddie Rides and Shows with own outfits. Can book a few Concessions not conflicting. Experienced Help needed for Wheel and Chair-o-Plane. Write fully.

PAUL E. FULLER, 514 Main, Moyersdale, Pa.

## M. & R. SHOWS

WILL BOOK

MERRY-GO-ROUND with own transportation. Have good fair dates and still dates. For full particulars write

BOX 2968, DALLAS, TEXAS

## WANTED

Palmlists and Card Readers, 50-50. Address:

**MRS. EVANS**

Care Manager Carlin's Park Baltimore, Md.



**NOW! We're Almost Back to Normal**

## Material Available for Some CONCESSION TENTS

Our war contracts, which necessitated all-out production for the drive to victory, have been terminated. Now you can order one or more of the famous Powco Concession Tents, made to your specifications by one of the largest manufacturers of canvas goods. Material is limited, so order now!

**Canvas Covers, Tarpaulins, Tents, Truck Covers, Canvas Goods**

**POWERS & CO.**  
MANUFACTURERS OF  
**CANVAS GOODS**  
PHILADELPHIA, PA.

## RIDE HELP

Want Ferris Wheel Man who can drive semi trailer, Chairplane Man for Smith & Smith Chairplane, Second Man for Merry-Go-Round, also Kiddie Ride Man. Truck drivers given preference. Good salaries. Address

**MRS. LEW HENRY**

Box 248, Henderson, N. C.

## WANTED

EXPERIENCED SHOW PAINTER, all year around in Amusement Park in San Antonio, Texas. Also RELIABLE RIDE MEN. Furnish references.

**A. OBADAL**

201 AUSTIN ST.

SAN ANTONIO, TEXAS

## WANTED

Capable Wheel Foreman who can drive Semi. Good working conditions. No boozers or chasers wanted.

**CARNIVAL MANAGER**

7219 SHERMAN HOUSTON, TEXAS

## JACK REED'S BINGO

Wants Counter Men that can drive truck. Mac McKenzie, Lawrence Cardinal, wire me.

**Florida Amusement Co.**

Plant City, Fla., this week

FOR SALE—4 Proflight Trainers, \$1600. Newly painted in flashy colors. Run fine and look better than new. First \$400 deposit takes them. Will ship anywhere C. O. D. \$1200 F. O. B. Huron, Ohio. None sold separately. Any late deposits will be promptly returned. Three 220-440 v., 25 k.v.a. transformers. Best offer by March 16. Will sell separately.

213 Main St. JOHN S. KROOK Phone 4545 Huron, Ohio

## WANTED—CARNIVAL

Or INDEPENDENT RIDES, SHOWS and CONCESSIONS for old established rodeo and picnic, July 2, 3 & 4. This is a good one, boys, and nothing in conflict with this date, so far. Contact

**Walter S. Carleton**  
HARTSHORNE, OKLAHOMA



**OFFICIAL OPENING  
1946 SEASON**

**ROX GATTO, Owner**    **CARL JONES, Supl. Concessions**    **F. E. KELLY, Gen. Agt.**  
**CHARLESTON, S. C., March 18, Two Weeks—Downtown Location**  
**WANTED**

**RIDES**—Any Ride that does not conflict. This is a red-hot ride spot. **SHOWS**—Any meritorious Show with own outfit. **CONCESSIONS**—No ex. for this spot. Don't wire, come on. Have for sale complete Cookhouse with transportation. Will book same on show. Have forty weeks of best Celebrations and Fairs; all proven money spots. Tector Sisters' Free Act booked. Rides and Shows, wire **ROX GATTO, Owner**. Concessions, wire **CARL JONES, Charleston, S. C.**

**FOR SALE—TRUCK AND SEMI-TRAILER**

D40 International, 5-Ton Rear End, 28 Ft. Nabers Trailer. Motor completely overhauled. Practically all new tires. 10x20 tires on truck; 920 on Trailer. Have bills for same. Reason for selling is because booked with Railroad Show. Can be seen Ft. Worth, Texas, Fat Stock Show, March 8-17; Birmingham, Ala., Fair Grounds, March 20 to April 18.

**Address: A. WILSON, as per above**

**RAIN-BO CARNIVAL**

Can Place for Calhoun, Ga., March 18 to 24, American Legion Spring Festival, Downtown Location. Other Choice Spots to Follow; First In. Want few more Stock Concessions. Can place Shows just for committee percentage. Get with a show that is playing downtown locations and first in. Can use Hide Help for Ferris Wheel, Tilt-a-Whirl, Chair-o-Plane, Merry-Go-Round. Little Kentucky wants Agents for Pan and Slum Joints. Dallas, Ga., this week; then the big one.  
**TEX ROLLINS**

**CONCESSION AGENTS WANTED**

Virgil and Mattie Arthur, get in touch with me at once. Man to make Candy Apples; John I. Davies, please reply. Agents for Penny Pitch, Cigarette Pitch, Hoop-La and Coca-Cola Bottles. Concessions booked with Johnny J. Jones Shows.

**MILTON MORRIS**

**RICHMOND HOTEL**

**AUGUSTA, GA.**

**SCHAFFER'S JUST FOR FUN SHOWS**

**OPENING MARCH 16, DALLAS, TEXAS**

WANT TO BOOK PENNY ARCADE, BINGO, MUG JOINT, FROZEN CUSTARD, LEAD GALLERY, SCALES, GUESS YOUR AGE. Get With a Show That Plays the Choice Spots.

**Address: W. A. SCHAFFER, 714 South Haskell, Dallas, Tex.**

**STEEL TENT STAKES**

4 Ft. by 1 1/4" with 3" Point. Weight 16 1/4 Lbs. Each. Lots of 50, 50c Each; Lots of 100, 45c Each; Lots of 200, 40c each

F. O. B. St. Louis, Mo.  
Write or Wire

**HAMILTON SALES & SERVICE**

1119 16TH STREET

HUNTINGTON, W. VA.

**LAWRENCE CARR SHOWS**

**OPENING APRIL 17**

Want first-class Cook House. Will guarantee meal tickets. A good Billposter with own transportation. Will pay union wages. Want Roll-o-Plane Foreman, also Help for Twin Ferris Wheels.

**LAWRENCE CARR, 196 WILDWOOD ST., WILMINGTON, MASS.**

**WANTED FOR INDIANAPOLIS SPEEDWAY**

If you have an item that you think is movable we are in a position to sublet. Estimated attendance one day, 200,000. Wire or write.

**MIDDLESWORTH**

Lemcke Bldg., Indianapolis, Ind.

Seat, Canes, Corsages, or whatever you have.

**OHIO SUPER YELLOW POPCORN**

Now Crop — High Expansion — Ohio Grown

Packed in 100 lb. moisture-proof bags or in our exclusive 50 lb. rodent-proof cartons. Processor's ceiling prices. Testing sample free on request. Also complete stock of Popcorn Cartons and Supplies.

**BETTY ZANE CORN PRODUCTS, INC.**

938 Bellefontaine Ave., Marlon, Ohio, or 223 Spring St., S. W., Atlanta, Ga.  
Growers and Processors of Selected Popping Corn

**RIDES—WANTED—RIDES**

7-Car Tilt, 18-Car Caterpillar, 2-Abreast Merry-Go-Round, Kiddie Miniature Train. Must be in A-1 shape and reasonable. Address

**W. J. WILLIAMS**

P. O. BOX 518

NASHVILLE, TENN.

**Winter Quarters**

**Wolfe Amusement**

ROYSTON, Ga., March 9.—Everything is set for the season. Show boasts all new fronts plus three new rides. Show roster comprises Ben Wolfe, owner-manager; Mrs. Leslie Coleman, secretary and The Billboard agent; Pinky Edgar, lot superintendent, and J. D. (Shag) Farmer, electrician.

Concessionaires are Charles Datt-hole, string game; Turtle Sardelet and Paul Kritzer, rat game, nickel pitch, block gallery, penny pitch, pea pool and percentage; Jack Coleman, clothespin pitch, slum spindle and cat rack; Nan Edgar, bingo; Gertrude Roberts, popcorn; Sly Maxwell, swinging ball; Merle and Frances Gratiot, fishpond, bowling alley; Charlie and Betty Russ, midway cafe; Mrs. Sue Wolfe, snowball, and Mom and Pop Hazlewood, ball games.

Ride bosses are John S. Lyttle, Ferris Wheel, with Ed Norman the second man; Rufus Wells, Chair-o-plane, and Joe Davis, Merry-Go-Round.—**MRS. LESLIE COLEMAN.**

**Ohio Valley**

FINDLAY, O., March 9.—Manager Roxie Harris returned to quarters here after an extended trip and found work moving ahead at a fast pace, with the repainting and repairing jobs almost complete. Show will open April 21.

Jack Murphy, who has been off the road since 1942, returns this season in an executive capacity. William Harris is awaiting delivery of a new house trailer to replace the office trailer lost in the fire October 30.—**WILLIAM HARRIS.**

**Ted Lewis-Silk City**

FAIR LAWN, N. J., March 9.—Six men are repairing and painting rides, and shows are shaping up for an early opening. A new Whip has been purchased from Mangles; new caterpillar Diesel light plant from John Fabick Tractor Company, St. Louis, and two tractors and trailers.

Ted Lewis is back from a booking tour, on which, he reports, 25 weeks were booked. Shows will open, according to Lewis, with 7 rides and about 25 concessions.

**Fuller Amusement**

PERKINS, Calif., March 9.—Owner Charles Fuller has things humming in quarters here. Rides have all been painted and overhauled, with Whitey Patrice putting the boys thru the maneuvers.

The Striblings have arrived from Arizona. John Enos will be back this season.—**WHITE PATRICE.**

**SILVER SLIPPER SHOWS**

**NOW BOOKING FOR THE 1946 SEASON**

Want Rides, Shows and Concessions. Want Foremen and Ride Help on all Rides. All replies to

**WILLIAM O. HAMMONTREE, Gen. Mgr.**  
2709 Rossville Blvd. Chattanooga, Tenn.

**FOR SALE  
BINGO, 16 x 24**

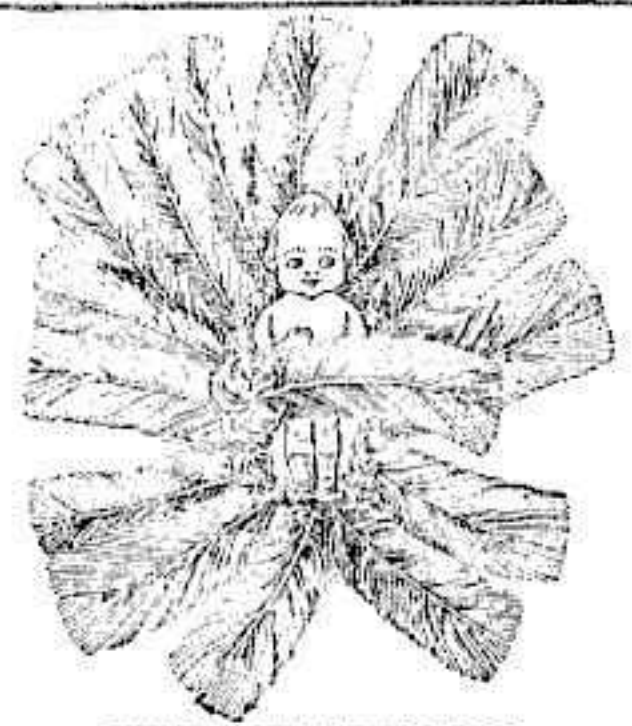
Canvas practically new. P.A. Set—all in good condition. Long WB Ford, van body, new motor. Joint complete and ready to operate. \$1,000.00.

**EVANS' BIG SIX**

with crates and laydowns, perfect condition. \$300.00. Address:  
**GEORGE WOODWARD, Waterloo, Nebraska**

**ROGERS AND POWELL SHOWS**

Open Monday, March 18, at Jackson, Mich. Can use Mug Joint but must have flash and mangle. Also one Flat Ride, Pop Corn, Fish Pond, Shooting Gallery, String Game, Diggers, Candy Apples, Cork Gallery, Scales, Bumper. Nice proposition to Bingo. Yazoo City until Mar. 16; then as per route.



**FEATHERED**

Lightweight

**KEWPIE**

\$3.00 DOZ. \$33.00 GROSS

Packed 6 Doz. to Carton. See your local Jobber or order direct from

**OSCAR LEISTNER, Inc.**

323 W. Randolph St. Chicago, Illinois

25% with order, balance C. O. D.

**DICK'S PARAMOUNT  
SHOWS, INC.**

JACK DONAHUE, your telegram delayed. Get in touch at once. WANT CHAIRPLANE and FERRIS WHEEL FOREMEN, Second Men on all Rides; Semi Drivers preferred.

Winter Quarters now open.

**R. E. GILSDORF**

Box 401, Chews, N. J.

**NOTICE, DROME RIDERS**

Can place one or two more Riders, Men or Women, that can criss-cross for America's most beautiful park, Palisades, N. J. Finest equipped Drome in America; no set up, no tear down. Best salary and wonderful tips. Opening late in April. Park situated across the river from New York City. Contact

**EARL PURTLE**

7612 Sweet Briar Rd. Richmond, Va.

**BUCK WEAVER**

**WANTS AGENTS**

for Slum Joints and P. C. Slim Jim, contact me; good proposition for you. Want Truck Driver that can get Concessions up and down—top wages and bonus. Open April 18 with Baker United Shows. Address:

**BUCK WEAVER, Swayzoo, Ind.**

**Arcade Shows**

Want Girl Show People, Agents for Slum Concessions and Ball Games. Also will book any 10-cent Concession. No grift.

**B. M. BISHOP**

Arcade Shows Iraan, Tex., this week

**"RACKET"**

Do midway noises cut down your take? We can supply your needs in Amplifying Equipment whether you have Concessions or Shows. Immediate delivery on the latest sets.

**STATE RADIO & SOUND SERVICE**

325 N. 9th St. East St. Louis, Ill.

**MIDWAY OF MIRTH  
SHOWS**

WANT AGENT to help with advance details. FOREMEN for Parker Merry-Go-Round and Mix-Up. Opening March 14 at 4324 North Broadway, St. Louis, Mo. Wire or write

**ESTHER SPERONI, Trenton, Ill.**



# NICK'S UNITED SHOWS

OPENING APRIL 15th

WANT THE FOLLOWING AT ONCE

General Agent, Foreman and Second Men for the following Rides: Wheel, Merry-Go-Round, Double Loop-o-Plane, Smith & Smith Chair-o-Plane, useful People in all departments. All wire, phone or write

**S. W. NICKERSON**

Anderson Hotel, Anderson, Indiana

## 7 RIDES REGENT AMUSEMENT CO. 4 SHOWS

BONA FIDE FAIRS IN KENTUCKY, INDIANA, OHIO

Opening in Downtown Dayton, April 28; following Piqua, May 6 to 11, and a big 4th, Ashville, Ohio. SHOWS—Mechanical City, Big Snake, 10-in-1 with own transportation. WANTED—Merry-Go-Round Foreman. Can place Second Men on all other Rides. James Mac Bride, Ride Foreman. WANTED—Legitimate Stock Concessions, Bingo, Candy Floss and Penny Arcade. Pierce wants One-Arm Mack. Will book, lease or buy Octopus or Tilt. No Gyps wanted. All replies to

BILL WITHROW, 632 Brooklyn Ave., Dayton 7, Ohio.

## WANTED

Ferris Wheel Foreman. Top salary to capable man that can take care of Wheel and drive Semi-Trailer. Foreman for Smith and Smith Chairplane. Open March 30th in Charlotte, North Carolina. Winter quarters now open.

**BULLOCK AMUSEMENT CO.**

BOX 144, LAWYERS ROAD CHARLOTTE, NORTH CAROLINA

## BEAM'S ATTRACTIONS

OPEN JOHNSTOWN, PA., MAY 2

Have all Rides and Shows I want. Following Concessions booked: Popcorn, Floss, Apples, Cookhouse, Ago, French Fries, Ball Games, Hoop-La, Striker, Cigarette Gallery, Penny Pitches, Photos, Palmistry. ANY OTHER Concession privilege open. Thomas, write. Ride Help wanted. Write or Wire M. A. BEAM, WINDBER, PA.

# FOR SALE MIDWAY SEARCHLIGHTS

SUITABLE FOR CARNIVALS, CIRCUS, PARKS  
CAN BE SEEN 100 MILES AWAY . . .

Driven by gas. Motor, six cylinder Hercules. General Electric Generator, 18½ Kw. 2 units. Searchlight itself 5 feet in diameter. 65 million candle power. Both separate units, mounted on chassis. 4 tires to each unit; size 600-16.

REMOTE CONTROL unit for directing the searchlight beam, with 500 feet of CABLE, rubber-covered. Converters on searchlights can be used to convert from D.C. to A.C. Can be adjusted to height as HIGH as desired. Can be seen for 100 miles or more. BRAND NEW—formerly government property—ONLY A FEW LEFT. BUILT BY GENERAL ELECTRIC. COST \$18,000.00.

PRICE TO SHOWMEN, \$2,500.

Either Cash or Time Payments Arranged to Reliable Showmen  
BIGGEST BARGAIN EVER OFFERED TO CIRCUS, CARNIVAL, AMUSEMENT PARK OWNERS  
Photos furnished to interested parties.

Address  
**WALTER W. IVINGS**  
Empire State Bldg., Room 4817

34th St. and 5th Ave. New York City

LAST CALL

OPENING MARCH 18  
ON THE MAIN STREET OF  
ALBANY, CALIFORNIA

LAST CALL

## GOLDEN WEST SHOWS WANT

RIDES	CONCESSIONS	SHOWS
Tilt, Octopus, Loop, Mix Up.	String Games, Darts and Other Legitimate Stores.	With Own Transportation.

Write **HARRY POLISH FISHER** Wire  
1865 OAK STREET SAN FRANCISCO, CALIF.

## JACK THOMAS WANTS AGENTS

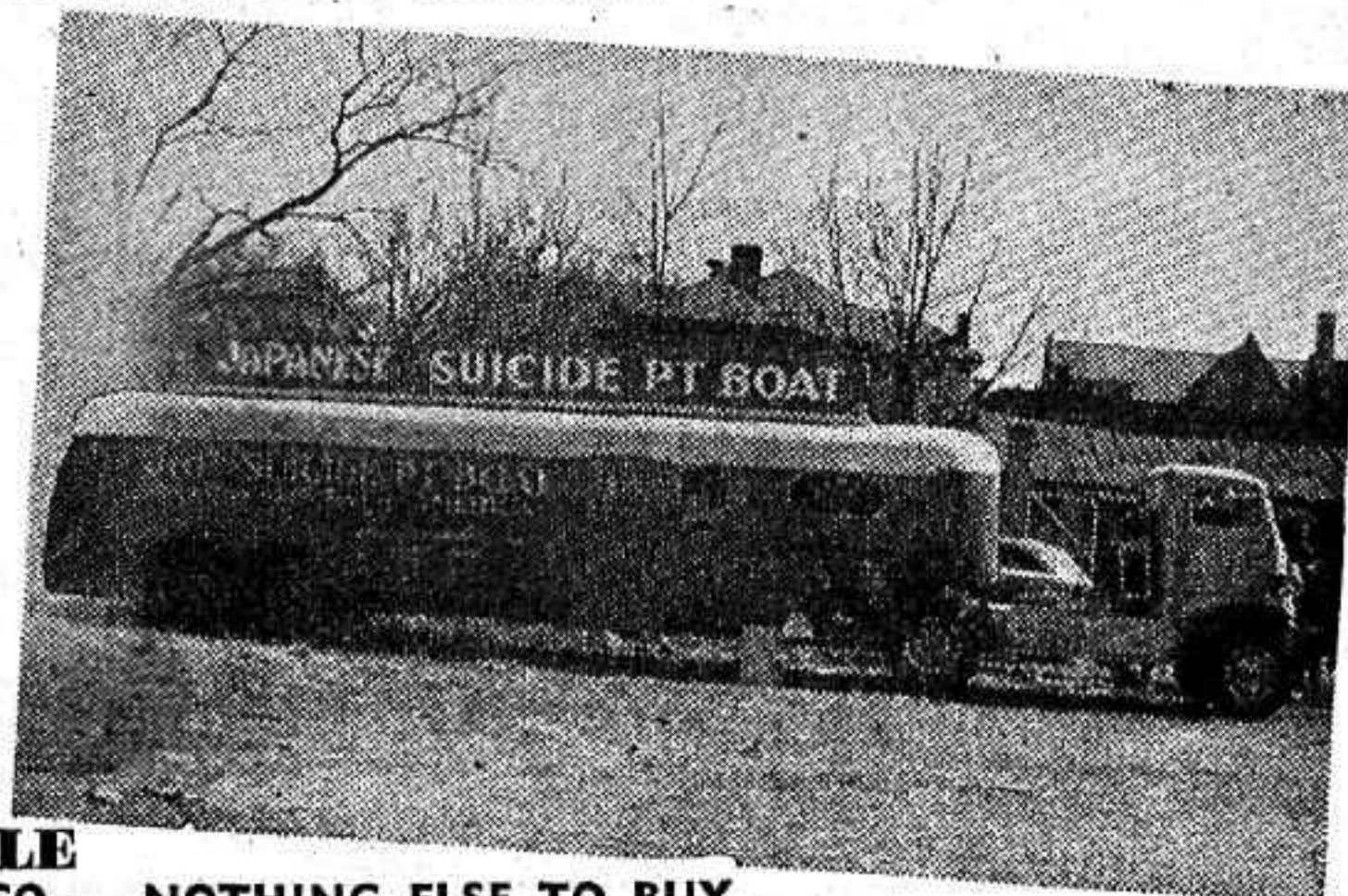
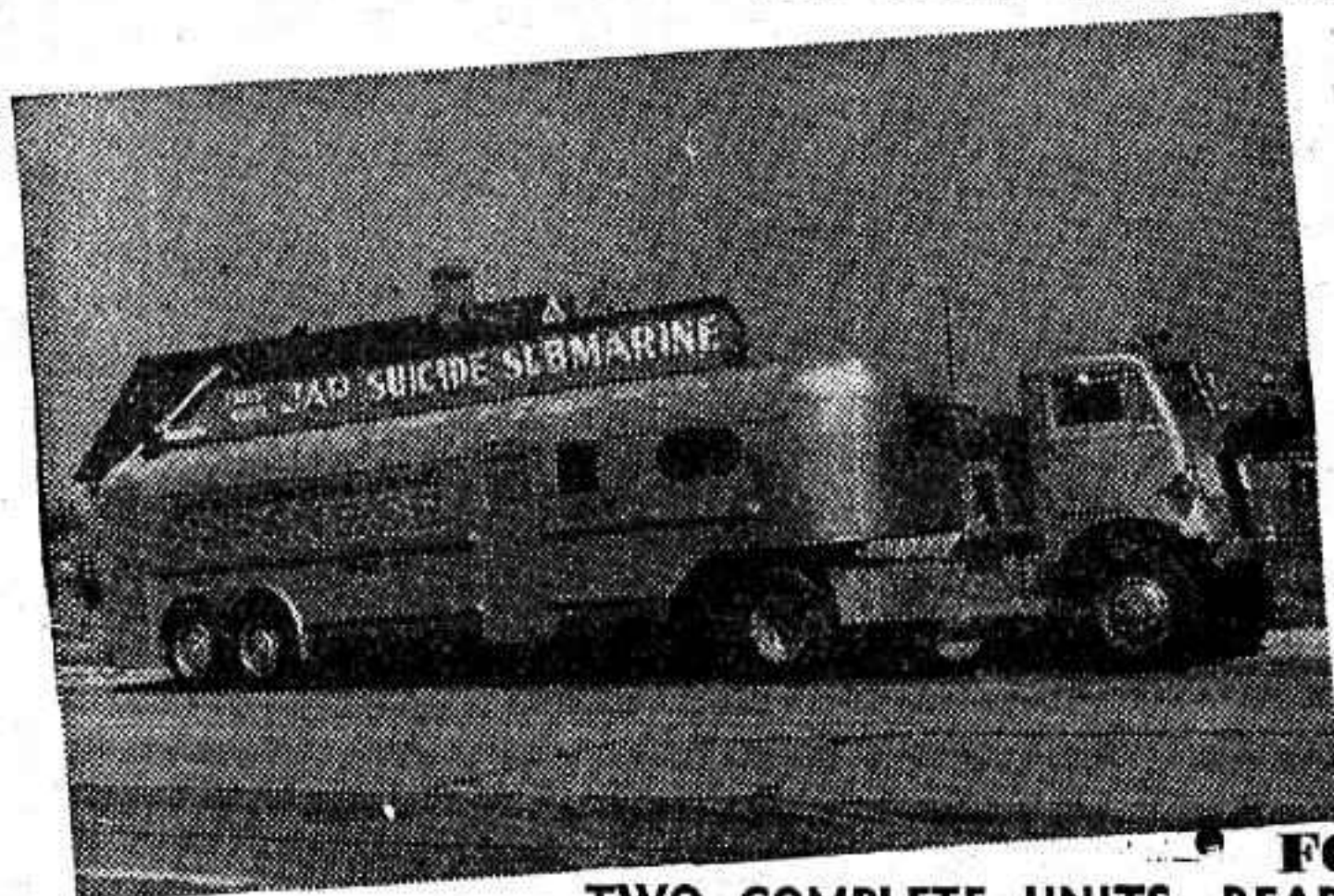
FOR FOLLOWING CONCESSIONS: Pitch-Till-You-Win, Bumper Joints, Bowling Alley, other Slum Joints.

Want one good Six-Cat Worker. Must be sober and reliable.  
Want Counter Agents for Bingo. Good treatment, all season's work.  
Want one good Bingo Caller, also other Help for different Concessions.  
Playing 14 good Fairs—out for 40 weeks—opening soon.

Wire or Write JACK THOMAS, Prescott, Arkansas

# YOU

**HAVE HEARD ABOUT IT!  
HAVE READ ABOUT IT!  
HAVE SEEN IT IN MOTION PICTURES (NEWS REEL)  
NOW IS YOUR CHANCE TO OWN IT  
THE ONLY TWO UNITS OF THEIR KIND IN AMERICA**



FOR SALE

TWO COMPLETE UNITS, READY TO GO—NOTHING ELSE TO BUY

**\$35,000.00** FOR THE TWO

**\$18,000.00** FOR SINGLE UNIT

### Latest Model JAP SUICIDE SUBMARINE

GROSSED \$20,000.00 FIVE WEEKS ATLANTIC CITY STEEL PIER LAST SEASON. UNIT CONSISTS OF 33-FT. TRAILER, TRACTOR. TRAILER HAS CREW QUARTERS, SLEEPS TWO.

### JAPANESE P T BOAT

ONLY ONE OF ITS KIND IN AMERICA. TRAILERS HAVE TICKET BOX INSIDE, ALSO SOUND SYSTEMS, NEON LIGHTS AND FLUORESCENT LIGHTS.

IDEAL FOR SIDEWALKS

**HOYLE DOBSON**

1906  
MAIN ST.

**COLUMBIA, S. C.**

PHONE  
29032

REASON FOR SELLING—HAVE OTHER INTEREST

HAVE CONTRACTS FOR TWO OF THE WORLD'S LARGEST MIDWAYS  
THIS COMING SEASON IF BUYERS CARE TO FILL THEM.



### 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 2700 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, \$9.50.

#### 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¢. 3,000 Jack Pot Slips (strips of 7 numbers), per 1,000 \$ 1.25  
 M. W. Cards, 5x7; White, Green, Red, Yellow, per 100 2.00  
 3,000 Small Thin "Brownie" Bingo Sheets, 7 colors, pads of 25. Size 4x5, per 1,000 1.25  
 3,000 Featherweight Bingo Sheets, 5 1/2 x 8, loose, per M 1.40  
 Thin Plastic Markers, brown color, M 1.00  
 Round Plastic Scallop Markers, M 2.00  
 Flat Plastic Calling Markers, White Emb. Set of 75 1.10  
 Flat Plastic Calling Markers, Gold Emb. Set of 75 1.30  
 All above prices are transportation extra. Catalog and sample cards free. No personal checks accepted. Immediate delivery.

**J. M. SIMMONS & CO.**  
 19 W. JACKSON Blvd., Chicago 4, Illinois

## FROM THE LOTS

### Long's United

SAN BERNARDINO, Calif., March 9.—Long's United Shows moved in here Monday (4) after an opening two-weeks date at Escondido and one week at Ontario. Opening stand in Escondido bucked below-freezing weather, but business was better than fair.

Show carries two free acts, Hollywood Skyrockets and Babe, elephant act. Scarbury and Whipple opened in Ontario with their mat show and did good business.

Hawaiian Joe Silva is the shows' assistant manager. He also has the Girl Show headed by Tony Esperson and the Little Horse and Snake shows presided over by Mrs. Jean Silva.

Kent-Usher combo has percentage and midway frontage for nine joints. Jack Kent is back with a healthy tan after nearly three years in the service in the Philippines. Art Thompson has the cookhouse. Gene Hudson has the mug joint and punk rides, and in his spare moments does show card displays. Buck Schilling oversees Gene's varied interests. Leonard and Rusty handle two kid rides.

Doreen and Jack Dyke put on double diggers in Ontario, with Jack Hobday in charge. Lawrence Lelonde opened his 10-in-1 here.

On the ticket boxes are Mrs. Lillian Shepard, Kathleen Davis, Donnie Trulson, Ruth McAdams and Mrs. Ora Hicks. Ride help includes Jack Davis and Red McAdams, foremen, and Ed McIntruff, Joe Wilson and Eddie Wasmër, mechanics.

Eddie Young and Jack Control have been doing good business with blowers and dart stores. Sammy Comis is with the Young-Control staff. Les and Ruby Dobbs are hitting on all six with a ham store, shooting gallery and fishpond. Marie DeSilva has grind stores.—GAIL SCOTT.

### Virginia Greater

SUFFOLK, Va., March 9.—Good working weather the past week for putting finishing touches on heavy rides and equipment. Roll-o-Plane was redecorated. New Minstrel Show wagon, with special panel fronts is almost completed, work being done by Charles Dwinall. Mr. and Mrs. Frank Paluga arrived from Philadelphia with four dancers for their Miss America Revue.

Visitors included H. (Red) Hicks, general agent for Endy Bros.' Shows; Harry Taylor, R. C. Stone, Mr. and Mrs. Homer Woods, Deputy Sheriff J. Howell, and Captain Finnerty of the local Salvation Army. Jack Huffines writes from Fairmont, N. C., that he will have 10 concessions with all new tents. George Edwards, truck mechanic, reported to quarters and will make a trip to Pennsylvania to get the new office trailer and Girl Show wagon. Albert (Dummy) Rivers is keeping the commissary well stocked for the dining hall, which is presided over by General Manager Rocco and Assistant Chef Leo Martina, of the midget troupe. Ike and Mike, of the midget troupe, are rehearsing new magic tricks.

William C. (Bill) Murray, general agent, has left for the North. Sol Speight and his Cotton Club Revue and Jive Band is still working Negro theaters and schoolhouses in the Carolinas.—BILL MILLIKEN.

### Enterprise Amusements

VILLE PLATTE, La., March 9.—Opened first eight days here to good business under fire department auspices. Bob Heth joined with his Guide-o-Plane and four concessions. Capt. Billy Shaffer's free act scored. Rides and concessions racked up business which was particularly good for February opening.—JACK FRICK.



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.

**STEWART & STEVENSON SERVICES**

Anywhere SERVICE X • PARTS Anytime

G.M. Diesel Engines  
 Hallett Diesel Engines  
 Continental Red Seal Engines

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## FOR SALE

AT OR BELOW OPA CEILING PRICES

1941 30 ft. open top Fruehauf Trailer, 5 ft. oak sides, 10:00x20 good tires. Good condition. \$1000.00.

1939 G.M.C. Open Van Trailer, 28 ft., 6 ft. sides, good 10:00x20 tires. \$850.00.

1940 Trailmobile, 35 ft. flat bed trailer, 10:00x20 tires, as is, \$750.00, or will build sides to suit.

22 ft. special built Ferris Wheel Trailer. Will handle #5 Wheel completely. \$600.00.

1935 G.M.C. T46C Tractor. Has been completely rebuilt and has new motor. This tractor is excellent for heavy duty hauling. \$950.00.

We also have available 1941 and 1942 Station Wagons with new bodies and newly painted and reconditioned. Warranted. Prices \$1400.00 to \$1700.00.

## WILLIAMS AND BATES

574 Madison Ave. GRAND RAPIDS, MICH.

## ELECTRIC BILLS SHOCK YOU?



SAVE MONEY — MAKE YOUR OWN —with a Universal Lighting Plant. Have all the electricity you need, at LESS than city rates. Models to carry up to 500 bulbs—BUILT for traveling shows. Lightweight, compact, rollable—pay for themselves in short order. Write today for literature.



UNIVERSAL MOTOR COMPANY  
 426 Universal Drive • Oshkosh, Wisconsin

## WANTED CARNIVAL

for Celebration on 2nd, 3rd and 4th of July at Pipestone, Minn. Will have to play behind a 25c gate. Write or wire

H. C. PETSCHON, Adjutant  
 Pipestone, Minn.

## World of Pleasure Shows

Now Contracting for 1946

Opening in April—Vicinity of Detroit.

JOHN QUINN, Mgr.

100 Davenport St. DETROIT 1, MICH.

## GEM CITY SHOWS

NOW CONTRACTING FOR 1946 SEASON

Address: Permanent Winterquarters, Quincy, Ill.

## Wanted—J. R. EDWARDS SHOWS, INC.—Wanted

CAN PLACE TILT-A-WHIRL OR ROLLOPLANE AT 25%

Want to Hear From Homecoming and Celebration Committees

We Have 5 Rides, 30 Concessions and 3 Shows

Opening at Wooster, Ohio, April 1st. Address All Mail and Wires to

J. R. EDWARDS SHOWS, INC., Wooster, Ohio

## FOR SALE

10-Car Hey-Day Ride. Price, \$4,000.  
 3-Abreast Philadelphia Toboggan Merry-Go-Round.  
 Price, \$4,000.

## WANTED

3 8-Passenger Seaplane Cars.

Address inquiries

J. E. GOODING

1950 Puritas Ave.

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OPENING APRIL 1st

## GOLD BOND SHOWS

RIDE HELP: Foremen and Second Men that drive Semi. SHOWS with own outfits 25%. CONCESSIONS that work for stock, Agents for Stock Stores and Percentage Dealers. COOK HOUSE HELP. Ernest Sylvester wants Griddle Man and Cook, man and wife preferred. Must be sober and clean. Good proposition to right party.

GOLD BOND SHOWS, P. O. Box 246, Little Rock, Ark.

## SUNSET AMUSEMENT COMPANY

OPENING APRIL 25, EXCELSIOR SPRINGS, MO.

At the present time

HAVE ALL THE HELP WE NEED — ALL CONCESSIONS BOOKED

Side Show and Girl Show equipment still open. Blackie Bunch wants Ball game and Hoop-La Agents. Duke Mitchell wants Percentage and Slum Store Agents.

SUNSET AMUSEMENT CO.

P. O. BOX 468, DANVILLE, ILL.

## POPCORN

Per 100 Lbs. \$10.00

BOXES, 10c per 1000.....\$6.00

SEASONING ..... LIQUID or SOLID

Also BAGS — SALT — MACHINES, etc. 25% DEPOSIT WITH ALL ORDERS.

## J & N POPCORN SPECIALTIES

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6336 S. Western Ave. Chicago 36, Ill.  
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FREE—READY NOW—FREE

Catalogue Carnival Equipment, Games.

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## W. G. WADE SHOWS

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and Supplies for Eastern and Western Type Galleries. Write for Circular.

G. W. TERPENING

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## Tivoli Exposition Shows

CAN PLACE Ten-in-One, Monkey, Girl, Fun House and other shows of merit. Cookhouse, Bingo operator and concessions that do not conflict. Ride men who can handle semi.

Address: H. V. PETERSEN, Mgr. Tivoli Park, Joplin, Mo.

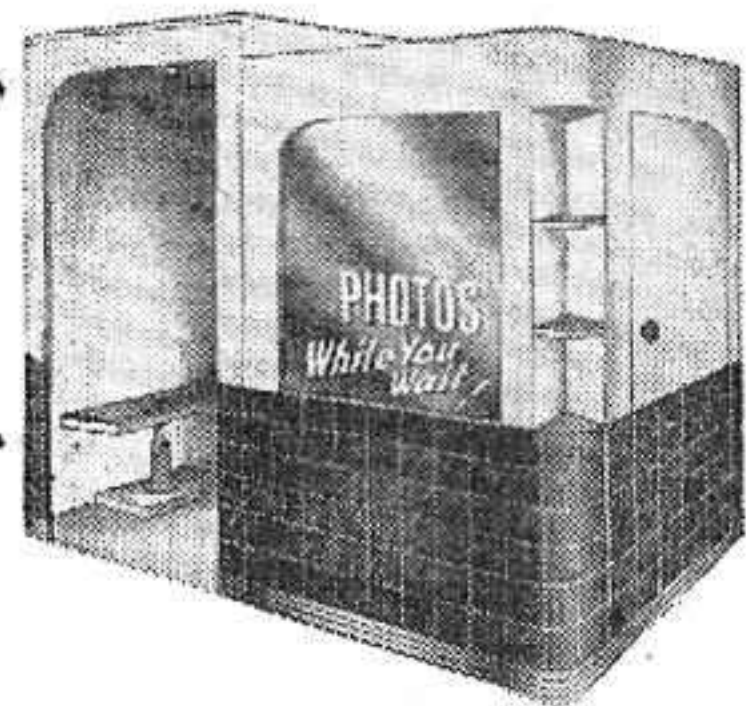
## WANT CARNIVAL

14-acre level Lot on U. S. Highway #23, 1 mile north of Pikeville, Ky. Water and lights on lot. Heart of coal field, all mines working. Address: W. B. STONE, Pikeville Baseball Club, Box 180, Pikeville, Ky.

## BARLOW'S BIG CITY SHOWS

OPENS IN APRIL. 34th year. Want ride help, concessions, operators for shows, carpenter, scenic painter, advance agent with car, calliope player, family free acts, party to handle and operate about 12 office concessions, useful carnival people. Curney L. Wade, Leon Milton, Joe Houghton, Howard Goodlett, answer. Write HAROLD BARLOW, 529 N. 52nd St., East St. Louis, Ill.





**Streamline Photomachines**

**Quick Delivery on Precision Equipment**  
Write or wire for full information, prices, etc., on Streamline and other types of photomachines. KD or one-piece cabinets. Also cameras without cabinets. All sizes built, full-length, single, double, triple. Guaranteed 5 years. Prompt shipments. Fair prices. Simplified instructions—easy to operate.

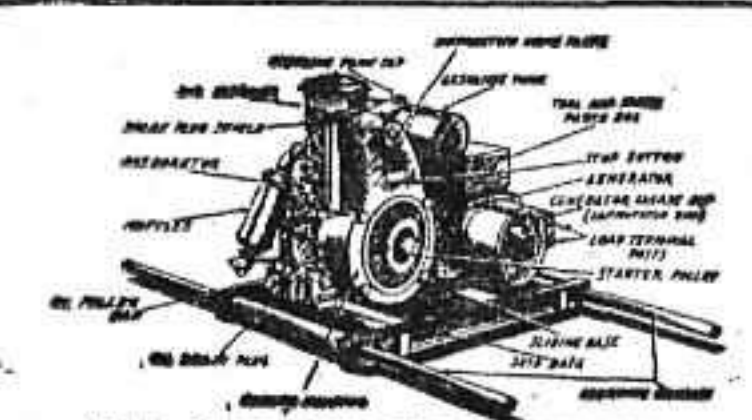
**FEDERAL IDENTIFICATION CO.**  
1012 N. W. 17th St. Oklahoma City, Okla.

**NOW AVAILABLE THE NEW A.G.M. SUN FLAME LANTERN**

BURNS LEADED GASOLINE  
Model #2570 .....\$7.15

<b>TWIN MANTLE</b> Burns White Gas #2572 .....\$9.15	<b>GIANT MANTLE</b> Burns Kerosene, Naptha or White Gas #3470 .....\$9.95
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ALSO AVAILABLE, THE FAMOUS **KAMPKOOK TWO BURNER STOVE**  
Burns LEADED GASOLINE .....\$9.95  
Limited Quantities—Send Money Order Today. **RAYDA CO.**  
140 BEEKMAN ST., NEW YORK 7, N. Y.



**NEW GASOLINE ELEC. GEN. SETS**  
2.5 Kw., 115 V., 60 Cy., 1 Ph., A BARGAIN.  
5 Kw., 115-230 V., 3 Wire, 60 Cy., 1 Ph. COST \$1329.00. Sacrifice. Kohler 1.5 Kw., completely automatic, all with complete tools and spare parts. Export packed. ALSO 10-25-50 Kw. and 25 Kw. Diesel.  
**SPRAYED INSULATION, INC.**  
78 Hawthorne Pl. Montclair, N. J.  
Phone: Montclair 2-6121-2

**TENTS**

**CIRCUS, CARNIVAL CONCESSION**  
Builders for Good TENTS for Over 75 Years.

**UNITED STATES TENT & AWNING CO.**  
2315-21 W. Huron CHICAGO 12  
Chicago's Big Tent House Since 1870

**TENTS MERRY-GO-ROUND TOPS CONCESSION TENTS**

For Immediate or Spring Delivery.  
**CENTRAL CANVAS GOODS CO.**  
Harry Sommerville Forest Gill  
906 Central St. KANSAS CITY 6, MO.

**Carnival and Concession TENTS**

Serving the Showmen of the Southwest  
**JOHN M. COLLIN CO.**  
18 E. KIRK ST. SHAWNEE, OKLA.

**Majestic Greater**

OCALA, Fla., March 9.—Week ended March 2. Location, old fairgrounds. Weather, spotty first half, then fair. Business, very good.

Show made the 225-mile jump from Clewiston in good time and was ready Monday (25) afternoon. It opened to 700 paid admissions. In spite of rain and cold weather, which lasted until Thursday, business picked up each day, and Saturday (2) proved a red one. Midway had eight rides and seven shows here.

Bob Hallock did a good job as general agent, and Frank Sheppard deserves a hand for his posting. The writer was down with a cold but is okay again. Leonard Gould, bingo operator, reports business excellent.

Visitors included Mr. and Mrs. Al Wallace, who will join shortly in the cookhouse; Mr. and Mrs. Art Frazier and Mr. and Mrs. Happy Hawkins. The Fraziers played hosts to the staff Thursday. Mazewell Kane, business manager, is still playing long shots. The Youngbloods, of the Mechanical Show, are visiting Florida for the first time. Mrs. Sam Goldstein, wife of the owner, is recovering from a severe cold.—HARRY E. WILSON.

**Jackson**

GILBERTSON, Ala., March 9.—Shows racked up a good week here after opening in Butler, Ala., February 16, where they had good business and weather.

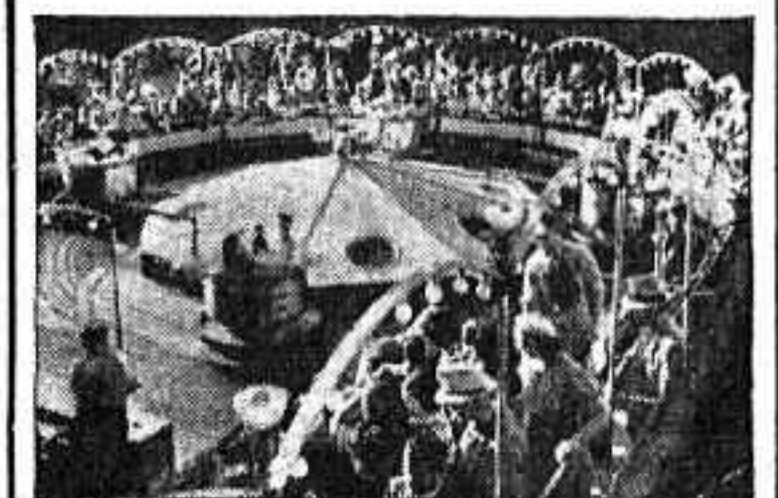
Manager Grady Jackson returned from a booking tour on which he lined up dates in Mississippi and Arkansas. James Jackson has installed new motors in trucks. Everything is newly painted.

Noble Herring added a cork gallery and Red Gillimore has new double-head candy floss machine. T. R. (Whitie) Robertson is electrician and has peanuts, popcorn and snow cone concession. Mrs. Robertson has the palmistry booth.

Recent visitors included Lamar Jackson, who was discharged recently from the navy; Mr. and Mrs. White of Mobile, Ala., guests of Mr. and Mrs. Johnnie Nelson, cookhouse operators. Leonard (Shorty) Blake, former concessionaire, now in the navy, is spending his 30-day leave with the Jacksons.

Show's next stand is Sandersville, Miss., 150 miles distant.—M. MASON.

**BOOMERANG — MODEL 1946 — REPEATER - THRILLER - UNLIMITED CAPACITY**



Write for Catalogue, etc.  
**U. S. RIDING DEVICES CORP.**  
298 Junius St., Brooklyn, N. Y.—Harry Witt

**TIVOLI EXPOSITION SHOWS WANT**

**FOREMEN AND SECOND MEN**  
For Ferris Wheel, Aerial Joy Ride, Tilt-A-Whirl and Moon Rocket Rides. Wire or Write  
**H. V. PETERSEN, Mgr., Tivoli Park, Joplin, Mo.**

**FOR SALE**  
One original Jeter Baseball Machine, Bats and Balls. One Feltman Shooting Gallery with Air Compressor and two Automatic Guns. One Tripod Gun. For sale very reasonable.

**PENNY ARCADE**  
506 MAIN STREET NORFOLK, VA.

**RIDE HELP WANTED**

Ride Men needed on Gilder, Octopus, Wheel, and Tilt Winter Quarters Now Open  
**ANDERSON GREATER SHOWS**  
ARMA, KANGAR

**MEEKER'S SHOWS WANT**

STARTING APRIL 12 — FAIRS AND CELEBRATIONS  
WASHINGTON, IDAHO, MONTANA, OREGON

Want Foreman for Ferris Wheel, Merry-Go-Round, Octopus, Rolloplane; Lot Superintendent, Electrician and Mechanic.

Will Book Grind Shows, Also Merchandise Concessions. Cookhouse Manager, Work on Percentage. Whitey Aldrich and Oakland Johnnie Wagner, Write.

For Sale—Lindy Loop, Fair Condition; Hi-De-Ho, Needs New Front and Canvas. Address

**RALPH MEEKER**  
3311 East J Street (Telephone Main 5957) Tacoma, Wash.  
Drunks, Save Your Stamps.

**JACK HUFFINES**

WITH  
**10 Deluxe Concessions Booked With THE VIRGINIA GREATER SHOWS**

Wants the Following People To Contact Me at Once by Wire:  
Red Sharrer, Frenchie LaRoue, Red, Stanley Daniels or Any Other Former Agents of H. E. Bridges.

Address Drawer 388, Fairmont, North Carolina.

Also Want Combination Secretary and Stock Man That Can Be Bonded. Many Thanks to All Canvas Companies for Their Offers, But I Purchased All Brand New Canvas From Dize Awning & Tent Co., Winston-Salem, N. C.

**BRAND NEW FUN HOUSES**

Dark walk-thru type built on semi-trailer. Beautiful 50-ft. front, air compressor, ticket booth, etc. Requires only one operator; goes up and down in an hour's time. A real money maker, priced right.



Write today for full information and photo

**KING AMUSEMENT CO. 30 FESSENDEN ST., MT. CLEMENS, MICH.**

**LAST CALL—L. J. HETH SHOWS—LAST CALL**

**TWO SATURDAYS — OPENING MARCH 15TH — TWO SATURDAYS**  
**SHOWS:** Account disappointment want Motor Drome Manager with Machines, Animal Show, Hill Billy Show, Girl Show.  
**HELP:** Prof. Tom Johnson wants Musicians and Performers for Minstrel Show; salary from office. Want Merry-Go-Round Foreman and Ride Men for all rides; prefer those that drive.  
**CONCESSIONS:** Grab, Snowball, Frozen Custard, Candy Floss, other 10¢ Stores open.  
All Replies: **P. O. BOX 267 NORTH BIRMINGHAM, ALA.**

**WOLFE AMUSEMENTS LAST CALL LAST CALL**

**OPENING MARCH 16TH, ROYSTON, GA.**  
Can place a good General Agent, one that can produce. Good opening for Penny Arcade. Can place an organized Minstrel Show. Will furnish all equipment. Opening for a few more Legitimate Concessions. Can place a Bingo Caller and Bingo Help. Concession Agents, come on if you are not lush heads.  
All Mail and Wires to **BEN WOLFE, Royston, Ga.**  
**P. S.—Have two brand new sets Spindles and a Bee Hive for sale.**

**TENTS**

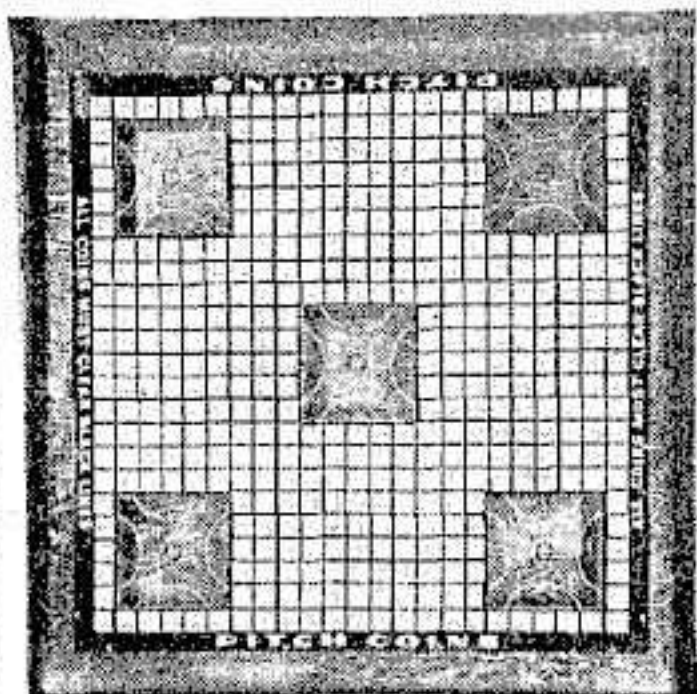
**TENTS—Concession, Gypsy, Camping. Flashy trimmings. Tents of all sizes. Merry-Go-Round and Caterpillar Tops, Big Tops. ANYTHING IN CANVAS Quick Deliveries. Wire**  
**TENTCO CANVAS, INC.**  
130 GREENE STREET Phone: Walker 5-1299 NEW YORK 12, N. Y.

**TENTS**

All Sizes — All Styles. Khaki — Blue — Olive.  
**E. G. CAMPBELL TENT & AWNING CO.**  
**ERNIE CAMPBELL JIMMY MORRISSEY**  
100 CENTRAL AVE. (Phone 3-3313) ALTON, ILLINOIS



**4 FLASHY COLORS—1 PENNY PITCH BOARDS**



Continuous Action Boards Defy All Competition.  
 #1 1 1/2" Squares ..... \$60.00  
 #2 5 Jankpots, 1 3/4" Squares ..... 65.00  
 #3 Cigarette Board ..... 70.00  
 #4 1 1/2" Squares ..... 60.00  
**IMMEDIATE DELIVERY.**  
 Boards #1, 2 and 4 All Over Size 48"x48".  
 Board #3 All Over Size 52"x52".  
 SEND FOR CATALOGUE.  
**RAY OAKES AND SONS**  
 BOX 106 BROOKFIELD, ILL.  
 Home of the World's Finest Zoo.

**CLUB ACTIVITIES**

**Showmen's League of America**

400 So. State St., Chicago

CHICAGO, March 9.—Elaborate plans for the Buffalo Bill Centennial Celebration, scheduled for the club-rooms Saturday (16), were outlined at the regular meeting Thursday (7). Chairman Bill Green explained that an appropriate entertainment had been arranged by George B. Flint, while James Campbell and Max Brantman reported the dinner will feature venison, roast beef and baked ham.

Green said that many outstanding members have signified their intention of traveling great distances to attend, and that special guests will include many old-time circus men who were associated with Buffalo Bill, the first president of the league. Past President Edward A. Hock presided with Treasurer Walter Driver and Secretary Joe Streibich on the rostrum.

Applications approved were Ben Stein, W. R. Reinhart, Cliff E. Wallace, William Fishman, Mike Goodman, Irwin J. Wonders, Ross R. Paul, Hubert Castle and Raymond Wilbert. Arthur Morse sent word he has arranged for an interesting speaker for the March 21 meeting. Death of J. J. Page was marked by a silent tribute. Reported on the sick list were George Terry, Tom Vollmer, William Coultry, Frank Berry and Jack Arenz.

Male members of Polack Bros.' Circus were invited to attend the Buffalo Bill party. Responses were made by Roger S. Littleford, Harry A. Atwell, Maynard Reuter, Ned Torti, Elmer Blakely and Irving Malitz.

**National Showmen's Association**

1564 Broadway, New York

NEW YORK, March 9.—Past President Oscar C. Buck visited this week to purchase supplies for his show. Garnett Dabney, right-hand man of Jack Perry, W. C. Kaus Shows, is in town buying tractor-trailers for concessions being built in winter quarters in New Bern, N. C. Raymond Geary, World of Mirth Shows, paid the club his first visit. Frank Ware, Wonder Bar, Union City, N. J., dropped in to say hello. Joe Dudiak in from Miami and says he will play around Providence. Jack Silverman is back from New Orleans Mardi Gras, which he says topped them all.

Visitors included Frank Milton in from Long Island; Jack Greenspoon from Miami; Dick Scatterday from Pontiac, Ill.; Mack Harris from Ashbury Park; George Nichols from Belleville, N. J., and Joe Prell from uptown.

John Cavanaugh is now assisting Sam Walker in operation of club lunch stand. Jack Rosenthal has returned from Lido Beach and Miami.

John McCormick, chairman of the entertainment committee, says that the St. Patrick's Eve Party will be an unusual affair. Some of the prospective attendees are R. C. McCarter, Francis McDonald, Edward McEnvoy, Mack McFarland, Kirby C. McGary, James V. McGreen, Jim McHugh, Ernest C. McIntyre, Alfred G. McKee, Joseph A. McKee, Paul R. McKee, Edward McKeon, W. H. McMahon, Francis McAnnally, and Arthur McRorie. Lifting Irish music and songs of the Old Sod will be features. The date is Saturday night, March 16. Ladies are invited. Next meeting March 13.

**Showfolks of America**

San Francisco

SAN FRANCISCO, March 9.—A \$100 donation was made to the Red Cross. President Corenson said that in addition to the St. Patrick's party, club will honor the West Coast Victory Shows, Golden West and Pacific United Shows.

Accepted to membership were Arthur Unger, Charlie Quill, Harry Leslie and Jack Sanford. Introduced were Mr. and Mrs. Jack Endress, Foley & Burk Shows; Stella Johnson, Jean Freitas, Earl Davies, Harry Leslie and Mr. and Mrs. Dick Schonover.

Harry Freidman has been discharged from the hospital. Steve Murphy reported on his visit to Charles (Butch) Geggus, who is a patient in Napa State Hospital. George Blondell has recovered from a recent illness.

Andy Hynes donated a coffee urn. Fred Cockrell won pot of gold. Frank Eton donated \$5 to the Cemetery Fund, and Oscar Walker donated \$3 to the Penny March.

**Pacific Coast**

**Showmen's Association**

623 1/2 S. Grand Ave., Los Angeles

LOS ANGELES, March 9.—A brief but interesting meeting was held Monday (4), with Charlie Walpert, vice-president, taking over for Mel Smith, who was called back to San Diego shortly before the session started. On the rostrum with Walpert were Ed Mann, secretary; John T. Bachman, treasurer, and Jack Hughes, chaplain.

Secretary Mann read letters from Mrs. Ben Dobbert, Steve Murphy and William Hobday. Hobday, writing from the Show Folks of America headquarters in San Francisco, advised that he would leave with his son soon for a month in the desert.

John Lorman took the floor and discussed the drive for the building (See PCSA on page 88)

**Heart of America Showmen's Club**

931A Broadway, Kansas City, Mo.

KANSAS CITY, Mo., March 9.—More than 100 club and auxiliary members were guests at a party in the rooms Friday (1). H. K. Carter was chef, ably assisted by Leo Levin, Eddie Solem and George Sargent. Following the dinner bingo and cards were enjoyed.

No location has been found yet for the annual banquet and ball New Year's Eve. Membership committee announced that plans are about set for the drive.

**International Showmen's Association**

Maryland Hotel, St. Louis

ST. LOUIS, March 9.—At the regular meeting the building committee reported that several locations are under consideration and that a definite report would be made at the next business session.

Club is slated to vacate its premises in the Maryland Hotel May 1, and it was unanimously voted that the IAS purchase its own building for a permanent headquarters.

Membership now exceeds 350 and the financial condition of the club is best in its history.

**Miami Showmen's Association**

236 W. Flagler St., Miami

MIAMI, March 9.—At the regular meeting, Sunday (3), President Bob Parker and Milton Paer, secretary, were on the rostrum. Ben Husick and Capt. John A. (Jimmy) Jamison were unanimously elected to membership. Communications were received from Bernie Mendelson and Harry Illions. The latter is recovering from an illness at Jamestown, (See MSA on page 88)

**WANTED**

**RIDE HELP AND CONCESSIONS**

Foremen and Second Men for Tilt, Chair-o-Plane, Double Loop-o-Plane. Must be sober and reliable; no misrepresentation. Paying high salaries. Playing city of Philadelphia lots until September, then fairs until late in November.

**CONCESSIONS**—Have opening for Long Range Shooting Gallery, Photo Machine, Pitch Tilt You Win.

**WANTED**—Concession Agents for Ball Games, Cigarette Gallery, Custard, Grab.

**SHOW OPENS APRIL 4.**

Address:

**Max Gruberg**  
**Gruberg World's Famous Shows**

P. O. Box 101 Phila. 5, Penna.

**AGENTS WANTED**

ABOUT APRIL 1st

For Slum and Waffle Concession. Couples preferred. All new equipment. Booked with Crescent Amusement Co.

Write

**RUSSELL COLEMAN**  
 1826 Central Ave. ANDERSON, IND.

**WANTED**

**SOBER, RELIABLE BILLPOSTER**

To post and lithograph. We pay the scale. Must be union and drive truck.

**W. C. FLEMING, Gen. Agt.**

**JAMES E. STRATES SHOWS**

Continental Hotel  
 WASHINGTON, D. C.

**THE ROYAL RIDES**

Joe Saladino, Mgr. Sam Saladino, Bus. Agt.  
 Want to buy, lease or book Ferris Wheel and Fun House. Want to buy Long Base Truck or Tractor and Trailer, also Snow Ball and Pop Corn Machine. Foremen for following Rides: Merry-Go-Round, Tilt-a-Whirl and Chair-o-Plane. Good proposition for man and wife or single person to handle books. Few legitimate Concessions open that work for stock. Agents wanted for following Concessions: Bowling Alley, Fish Pond, Ball Game, Cork Gallery, Hucky-Buck. Will play coal fields in Alabama. Following people, get in contact with Joe or Sam: Texas Slim Hickens, Claude Martin, Mack McCaslan, Shad and Herbert. All answer to  
**JOE or SAM SALADINO**  
 Mecca Hotel Birmingham, Ala.

**WANT TO BOOK**

Roll-o-Plane and Kiddie Rides, Fun House, Midget Show, Snake Show.  
**CONCESSIONS** — Scales, Guess Your Age, Rotaries, Diggers, Cigarette Shooting Gallery.  
**HELP**—Second Men on all Rides. Top salaries.

**Dick's Paramount Shows, Inc.**

Box 401, Chews, N. J.

**EARL CHAMBERS**

**WANTS**

Man to handle and help train Monkeys. Also experienced Help for Monkey Circus and Gorilla Shows. Can place Ticket Sellers and all-day Grinders. Join now.

Address Care

**Cetlin & Wilson Shows**  
 P. O. BOX 787  
 PETERSBURG, VA.

**WANTED TO BOOK**

Exclusive with leading Carnivals: Guess-Your-Weight, Guess-Your-Age Concessions and Novelty Concessions for Fairs.

**WANTED TO BUY**

Platform and Chair Scales. State age and condition. Can place reliable Agents.  
**BOX 750, Billboard**  
 1564 Broadway New York 19

**WANT**

Stock Concessions of all kinds, Agents for ten Concessions, Ride Foreman for two Kiddie Rides. We carry five Rides, three Shows.

**BREWER UNITED SHOWS**

Kilbyville, Texas, this week; then Jasper, Texas.

**WANTED WANTED**

**SIDE SHOW ACTS**

Freaks or any Working Act. Strong Amex Attraction to join at once. Good treatment. Sure salary. Wire at once.

**EARL MEYER**  
**JOE J. KIRKWOOD SHOWS**  
 High Point, N. C.

**WANTED**

For 2-Day Celebration, 3rd and 4th of July. Entertainment for children, such as Merry-Go-Round, Ferris Wheel, Motor Car Rides, Pony Rides and Swings. Anyone that can furnish us with all or part of this entertainment contact

**ARVIN UTTER**  
 Secretary of Junior Chamber of Commerce at New England, North Dakota

**FOR SALE**

**BEAUTIFUL CONCESSION TRAILER** with big Jumbo Popcorn unit installed. Also other equipment.

**BOX 204, c/o The Billboard**  
 390 Arcade Bldg. St. Louis 1, Mo.

**WANT TO BOOK**

Bingo, Bumper, Pea Ball, Blocks, Pitch Tilt You Win, Cat Rack, Milk Bottles, Darts, Blower and Cork Gallery. Mechanical Show or Slide Shows. Open April 15, Windsor, Mo.; April 22, Holden; April 29, Warrensburg, Mo. Contact

**McCOWN MIDWAY SHOWS**

208 East Jackson WINDSOR, MO.

**Florida Amusement Co.**

**WANTS**

Capable Secretary, Chair-o-Plane and Loop-o-Plane Foreman, Second Men on Wheel. Join Plant City, Fla., this week. All replies to

**HOWARD INGRAM**

**GOLDEN GATE SHOWS**

Will open April 13, Pembroke, Ky. Want Pop Corn, Peanuts, Snow Ball, Penny Pitch, Ball Games, Hoop-La, Bumper Joint, Pitch-Tilt-You-Win, Fish Pond, any Stock Joint, Kiddie Rides, Bingo and Cook House open. Ride Help on Merry-Go-Round, Wheel and Chairplane. Shows with own outfit. Light Plant for sale, 15 kw.  
**FRANK OWENS, Mgr., Golden Gate Shows**  
 Box 653, Pembroke, Ky.

**WANTED**

Independent Rides, Shows, Free Acts, Concessions for American Legion Celebration, July 2-3-4, Casey, Illinois.

**H. HALLSTEIN**



# CETLIN & WILSON SHOWS

1946 EDITION

25 Car Railroad Show

OPENING APRIL 1, PETERSBURG, VA.; FAIRS WILL START JULY 22, AND THEN ALL FAIRS UNTIL THE MIDDLE OF NOVEMBER

OFFERING ONE OF THE LONGEST CIRCUIT OF CLASS "A" FAIRS ON THE NORTH AMERICAN CONTINENT

**WANT:** Fly-o-Plane with own transportation. Can also place worth-while Grind Shows, must have own transportation. Will finance any Shows of merit.

**WANT:** First-class Hill Billy attraction and troupe. Cody and Cody, please answer. Have good frameup loading on our wagons.

**WANT:** PENNY ARCADE.

**WANT:** Polers, Caterpillar and Mule Drivers; also all Help for Train. Berth furnished on berth car.

**WANT:** Neon operator who can blow and keep repaired. We have plant mounted on wagon.

**WANT:** Chair-o-Plane Foreman.

## CAN PLACE ALL LEGITIMATE MERCHANDISE CONCESSIONS AND BALL GAMES

**WANT:** Second men for rides and workmen in all departments.  
**HAVE FOR SALE:** Three 100 kw. Transformers, three 60 kw. GMC Diesel Light Plants. These Light Plants are mounted in circus wagon, but will sell separately. Also will sell four Light Towers used on our truck show last season.

To enlarge the train to thirty cars we will buy 72 ft. Warren Steel Flats and 1 Day Coach. Must be in first-class condition.

All Address

# CETLIN & WILSON SHOWS

P. O. BOX 787

PETERSBURG, VA.



FRED KUCHENBACK • JOE SEEMAN  
GEORGE COLLINS • FRANK JONES

GET IN TOUCH WITH ME AT ONCE

Opening Date  
APRIL 10 TO APRIL 20

Broadstreet Lot

RICHMOND, VA.

ALEXANDRIA, VA.

To Follow for 2 Weeks

All answer

SAMUEL E. PRELL

1560 Jefferson Ave., Miami Beach, Fla., until March 25th. Then 216 Custer Ave., Newark, N. J.

## CONCESSIONS

Ball Game and Grind Stores.

## ARCADE

Jack Schafer, get in touch with me.

## NEW, NOVEL SHOWS

Will finance same.

## PALMISTRY

Must be American. Percentage Agents.

## LONG RANGE SHOOTING GALLERY

Can use reliable and experienced Lot Man.

## ACTS.

Must be high and sensational. James Thompson wants Acts and Freaks for Side Show. Bob White wants Dancing Girls and Specialty Numbers for beautiful Girl Show Revue. Also Girls for Posing Show.

## CANVAS MEN

who can take care of front.

ABE WOLFF WANTS

## ENTIRE NEW CREW

for Monkey Speedway. Duke, reply. Man to handle Snake Show. Want Ride Help in all departments who can drive trucks. Ticket Sellers, Lady Ball Game Agents.

# LAWRENCE GREATER SHOWS, INC.

Twenty-Car Show on Trucks for the 1946 SEASON

Want the following: Any money-earning Shows that don't conflict with what we have. Showmen, get in touch at once.

Want Ride Help on all Rides. FRANK MURPHY wants Help on Super Roll-o-Plane and Octopus.

CONCESSIONS—Will book any 10c Grind Concessions. No exclusive on Grind Concessions.

Show opens early April with 35 weeks of the best Celebrations, Fairs and Still Dates.

Write P. O. BOX 317, BEN HERMAN, Manager, At Winter Quarters, Sanford, N. C.

# LAST CALL—COASTAL PLAIN SHOWS—LAST CALL

OPENING MARCH 22 NEAR TARBORO, N. C.

CONCESSIONS all open—Fish Pond, Bumper, Bowling Alley, Ball Games, Pitch-Til-U-Win, Hi Striker, Guess Your Weight and Age, Country Store, Pop Corn, Candy Apples, Floss, Potato Chips, Custard, small Cook House or Sit Down Grab, Manager for Bingo.

RIDES—Tilt-a-Whirl, Roll-o-Plane, any Flat Rides that don't conflict. SHOWS—Snake, Wild Life, Ten-in-One, Animal or Monkey Show, any one of merit with own transportation and equipment.

Help in all departments—following people get in touch with us: Paul Wrend, Woodrow Wilson, Miller, Red Owens. Percentage all open, Rat, Pan, Over and Under, Beat Dealer, Pea Pool. Everybody holding contracts please acknowledge this ad. Everybody address:

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# WANTED FOR WONDER SHOWS OF AMERICA

OPENING APRIL 6, LITTLE ROCK, ARK.

SOBER, CAPABLE AND RELIABLE OCTOPUS FOREMAN (Top salary to one that can comply)

MAN AND WIFE TO OPERATE POPCORN CONCESSION (Salary or Percentage)

AGENTS FOR HOOP-LA AND WATCH-LA

George Wilson, wire.

Write or wire AL BAYSINGER, Box 21, Little Rock, Arkansas

FRED HEDRICK, Owner

STANLEY REED, Bus. Mgr.

# HEDRICK'S GAY-WAY SHOWS

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For a Route That Will Give You a Real Season's Work Where There Is Money.

OPENING APRIL 1ST NEAR WINSTON-SALEM, N. C.

Can place Bingo, Mug Joint, String Game, Knife Rack, Cane Rack, French Fries, Custard, High Striker. NO RACKET, must work for 10¢. Will book Monkey Circus, Side Show, Grime, Dog and Pony or any other Show that can get money. RIDES—Will book any Flat Ride that has its own transportation. Lucy Scott can place Ride Help at once. Want Dealers for P. C. ALL PEOPLE HOLDING CONTRACTS PLEASE CONTACT SHOW.

HEDRICK'S GAY-WAY SHOWS, 418 Arcadia Ave., Winston-Salem, N. C.

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### CONNECTICUT—RHODE ISLAND—MASSACHUSETTS

Merry-Go-Round, Ferris Wheel and any other Rides that do not conflict with what we have. Want First Men for Octopus, Roll-o-Plane; Second Men for Chairplane, Swing. All those who worked for me before write or come home. Will book Cats, Bottle Ball Games, Penny Pitch, Darts, Jungle Board, Corks, Stock Wheels, and Slum Stores of all kind, \$20.00 per week. No coupons or flats. Will sell X (Photo, Palmistry, no Gypsies) Pop Corn, Custard or Ice Cream, Lead Gallery, or what have you? All those who wrote before write again (don't wire).

UNITED AMUSEMENT SHOWS ART APRIL

858 WARREN AVENUE

EAST PROVIDENCE, R. I.

# CRYSTAL EXPOSITION SHOWS

OPENING MARCH 25, CAIRO, GA.

Can place a few more legitimate Concessions, including Bingo. Can place

Foreman for Chair-o-Plane. Address all mail to

W. E. BUNTS, Crystal River, Florida

# JOYLAND AMUSEMENTS

BEST ROUTE OF STILL DATES AND FAIRS IN THE MIDDLE WEST—THIRTY WEEKS

Can place Side Show, Hillbilly Show (Sunny Sue, write), Fat Family Show, large Pythons, Dog or Pony Show, Midget, Motordrome, Mechanical Show (Joe Teaka, wire) or any Show of merit. Will furnish outfit to reliable showman. Season opens March 23rd in Lexington, Ky. All replies to

821 WEST PINE STREET, LEXINGTON, KENTUCKY.

P.S.: Can place good, reliable Ride Help.

# CONCESSION AGENTS WANTED

For 1946 Season at Folly Beach Amusement Park. Open March 23 Thru Sept. 15.

Operate 7 Days a Week. 14th Season.

Men and Women Agents for legitimate Grind Stores and Ball Games. Bingo Caller that is capable of taking complete charge. Counter Man that can relief call. Must be sober. Drunks, please stay away. No tickets. Ride Help. Can place Man that can take charge of and keep in operation four Rides.

ART D. HANSEN

FOLLY BEACH, CHARLESTON, SOUTH CAROLINA

# WANTED TO BUY

Mechanical Show or any Wood Carved Exhibit suitable for Show. Pallenberg,

Tisdale, Kemp, Johansen, what have you? Also want Wooden Planes,

Ships, Trains or any Wood Models. Will pay cash. Address

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# LAST CALL INTERNATIONAL SHOWS LAST CALL

10 Rides

6 SHOWS

OPENING MARCH 30 PRYOR, OKLAHOMA

SHOWS: Have complete Snake Show open for capable people. Want to book Mechanical Show; also Mirror Show with own transportation. Any Show not conflicting.

CONCESSIONS: Want Slum Concessions. On account of disappointment can book up-to-date Photo Machine. Want Agents for Grind Stores, also Slum Store Agents.

RISE HELP: Foremen for Merry-Go-Round and Travers Mix-Up. Second Men on all Rides. (Carolina, come on.) Also Ticket Sellers.

Address: COLEMAN LEE, Gen. Mgr., Box 64, Pryor, Okla.

# MAJESTIC GREATER SHOWS

"AMERICA'S NEWEST AND BRIGHTEST MIDWAY"

Can place for long season of choice Still Dates, Fairs and bona fide Celebrations

Side Show, Snake Show, Monkey Show, Fat Girl with own equipment. Roll-o-Plane, Spitfire, Fly-o-Plane, Chair-o-Plane. Legitimate Concessions of all kinds. Knox Qualles, Earl Livingston, contact Maxwell Kane. Address:

SAM GOLDSTEIN, Mgr., or HARRY E. WILSON, Asst. Mgr.

Swainsboro, Ga., this week; then Augusta, Ga.



**WANTED**  
 For Fairport Harbor, O., Sesqui-Centennial  
 July 3-4-5-6  
 All kinds legitimate Concessions, Rides and Free  
 Act, Good town, all industries working. First  
 celebration in five years. Address:  
**AUSTIN R. HEADLAND, Fairport Harbor, O.**

**WANTED**  
 For one week's celebration this summer, pre-  
 ferably during July, Merry-Go-Round, Ferris  
 Wheel and two other rides. Also Bingo Game.  
 Address:  
**LLOYD HICKS, Secy.**  
 Miami Township Volunteer Fire Dept.  
 Addyston, Ohio

**SPONSORED EVENTS**  
 Veteran, Lodge and Other Organization Festivities

Communications to 155 No. Clark St., Chicago 1, Ill.  
**Hilker, Allen Sign**  
**Vancouver Jubilee**  
 VANCOUVER B. C., March 9.—  
 Vancouver Citizen's Diamond Jubilee  
 Committee closed a deal last week  
 with Gordon Hilker and Leslie Allen  
 for a 12-night outdoor show in Cal-  
 lister Park which will be the main  
 feature of the city's celebration of  
 its 60th birthday next July.  
 Promoters will get a minimum  
 guarantee of \$5,000, or 50 per cent  
 of show's net profits, whichever is  
 greater, plus 50 per cent of the  
 profits of souvenir programs and  
 other concessions, except refresh-  
 ments, handled within the grounds.  
 Work will get under way immedi-  
 ately on planning and production.  
 Show has a top budget of \$80,000.

The 1936 show, Vancouver's Golden  
 Jubilee, ran six weeks but owing to  
 shortage of housing this year's affair  
 is cut to two weeks.

**Minneapolis Aquatennial**  
 Is Scheduled July 19-28

MINNEAPOLIS, March 9.—Min-  
 neapolis Aquatennial will return to its  
 pre-war form this year, Frank J.  
 Collins, Aquatennial Association  
 president, said. Dates are July 19-28.  
 Paul Bunyan Canoe Derby, a race  
 down the Mississippi River from  
 Northern Minnesota will again fea-  
 ture. Also scheduled will be ex-  
 panded minstrel show, barber-shop  
 quartet contest and 10-day music festi-  
 val. New activities will be added,  
 along with parades, sports events and  
 the Aqua Follies Water Ballet.

**Birmingham Air Show**  
 To Be Revived June 1-2

BIRMINGHAM, March 9.—Annual  
 Air Carnival, big pre-war crowd lure  
 here, will be resumed at Municipal  
 Airport June 1-2, under sponsorship  
 of Birmingham Aero Club.  
 Steadham Acker, former manager  
 of the airport and founder-director  
 of the event, will again be in charge.  
 Carnival will be free to the public  
 and in memory of the air heroes of  
 World War II.

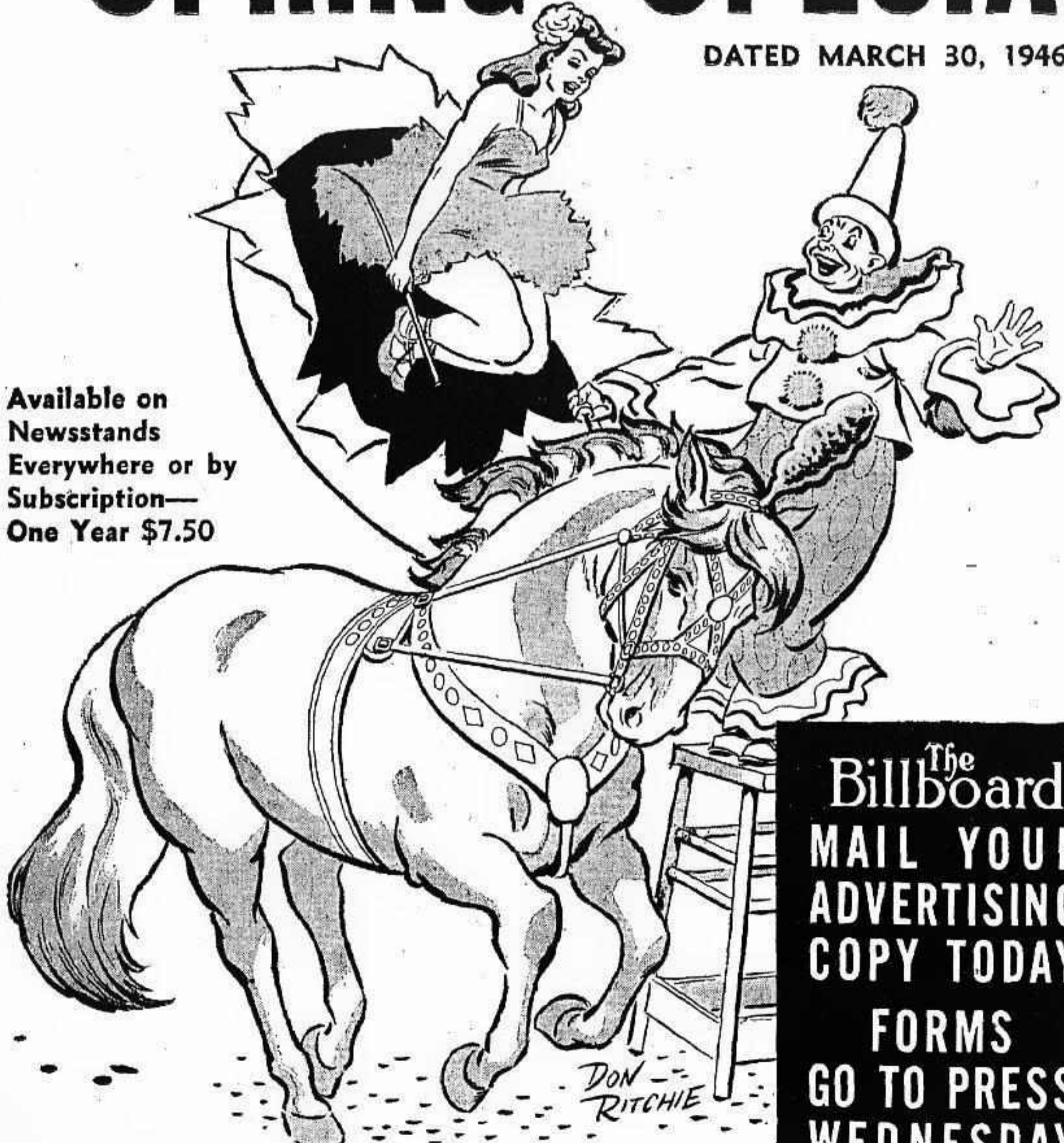
**Minn. Mortgage To Be Retired**

MINNEAPOLIS, March 9.—Min-  
 neapolis was preparing to pay the  
 last \$49,000 in bonds due on its Mu-  
 nicipal Auditorium at the same time  
 as it was readying a new roof for the  
 structure. Building's mortgage will  
 be burned at the annual Builders  
 and Flower Show Tuesday (26).

**All of this—**  
 ★ OUTDOOR EQUIPMENT REVIEW  
 ★ PARK AND FAIR LISTS  
 ★ GUIDE TO FAIR MARKET  
 ★ SPECIAL EDITORIAL ARTICLES  
 and many more important features in the

**SPRING SPECIAL**

DATED MARCH 30, 1946



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**JACK GILBERT**  
 Now With  
**ENDY BROS.' SHOWS**  
 Opening Date  
 CHARLESTON, S. C.  
 APRIL 4  
 WANTED — A few more Wheel  
 Agents, Razzle, Bowling Alley,  
 Blower, Clothes Pin.  
 Write JACK GILBERT  
 4300 Post Ave., Miami Beach, Fla.

**BILL'S RIDES**  
 Opening Luverne, Alabama, March 16th to 23rd.  
 Want Ride Help, Agents for Stock Stores. For  
 Sale—Twelve Spillman Merry-Go-Round Horses,  
 in good shape. Wooley and Spell, answer.  
 All Address:  
**BILL BROWN, Owner**  
 Luverne, Alabama

**DANNIE DONNINI WANTS**  
 Bingo Help, Sam Fastenlo and Lynn Ross, get  
 in touch with me. Two Slum Skillo Agents and  
 Help, also Man to take charge of Roll Down  
 and Agents. Good treatment and long season in  
 the best of territory.  
**Dannie Donnini**  
 c/o Bright Lights Exposition Shows  
 General Delivery Salem, Va.

**WANT RIDES**  
 FOR 3-DAY FOURTH OF JULY CELEBRATION  
 WOODVILLE, OHIO, JULY 2, 3, 4  
 Sponsored by American Legion and Woodville Fire  
 Department. Write to  
**K. H. BITZENSTOCK, General Chairman**



# INDOOR TAKES STILL ON CLIMB

## Sellouts Rule At Minneapolis

**VanTilburg-Curtis combo produces star-studded program—50G net for hospital**

MINNEAPOLIS, March 9.—Shriners' hospitals for crippled children will receive almost \$50,000 as a result of the 28th annual indoor circus presented by Zuhrah Temple, closing a six-day, 13-performance run here tonight, this episode following the general pattern of all major indoor productions in the matter for smashing records.

Every performance was a sellout, the city auditorium seating approximately 8,500 with blues on the stage. All reserves were out of the racks by Tuesday, and there were turnaways at every start except the 9:30 a.m., morn-tinee today, and there were no empty seats for that one.

Official figures were not available, but it was sure the net would beat the \$45,000 won a year ago, and concession agents reported business almost tripling the 1945 take.

Well-balanced program, studded with star features, was presented on two stages and one ring. Highlights were Terrell Jacobs, working 15 lions and tigers; Clyde Beatty's eight elephants, worked by Bert Pettit, and his menage and Liberty horses worked by Jack Joyce; Aida, "the Girl on the Moon"; the Antaleks, Mickey King, the Monte De Ocas, Gallagher Family, Hanneford Family; Harold Voise, bars and fliers; Ernie Wiswell and Blondin-Rellim.

Night shows ran 2 hours and 48 minutes, with matinees trimmed to two hours to blow off crowds before the streetcar rush hours. Production and booking was handled by Noel VanTilburg, Minneapolis, and Edna Dee Curtis, Chicago, with local notables agreeing that the program was the strongest in the show's history.

Whitey Wilbur was boss props, assisted by Hop Graham and a crew of 19. Joe Bradbury supervised hanging rigging and Harry Hirsch, vet theatrical manager, bossed tickets. Publicity, unusually strong, was handled by Mpls. Sellout on page 85)

## Mills Buys Cats; Signs Buffalo Ben

ASHLAND, O., March 9.—Jack Mills, owner, Mills Bros.' Circus, announced upon his return from an extensive Eastern trip that he purchased several meat-eating animals for his menagerie, the shipment being due at winter quarters April 1. Superintendent Charles Brady said the dens would be ready when the shipment arrives.

Mills announced that Buffalo Ben, 90-year-old Indian scout, has been signed to head the Wild West concert for the second straight year.

Capt. John Amesley is taking the rough edges off his Liberty and high school horses, while Roy Howze is doing two shifts daily with his big dog act. Anna Wilbur joined Billy Sheets' wardrobe department, while W. Simpson, major domo of the culinary department, is feeding in two shifts three times daily.

Sunday (3) some 1,400 visited the quarters.



BOB MORTON (left), managing director of the Hamid-Morton org, gives Jack Brittan, general chairman of Al Chymia Temple, Memphis, Shrine Circus committee, a snappy look-see at the box-office statement, and both seem to be quite well satisfied.

## Polack Up 35% In Chi; 2 New Acts Are Added

CHICAGO, March 9.—Receipts for Polack Bros.' Medinah Temple Shrine Circus was \$3,500 ahead Wednesday (6) for the first six days of the 17-day engagement, as compared to a like number of days for the record 1945 engagement, Irv J. Polack announced.

Polack was disappointed in the biz Monday (4), but it picked up Tuesday and reservations indicated the week-end, with two matinees booked for tomorrow, will see all performances sold out.

Sunday (3), 1,560 Shriners and families from Fort Wayne and South Bend, Ind., trouped in 19 busses, nine (See Polack Up 35 Per Cent, page 85)

## "More Than the Eye Can See" -- Ringling '46 Format

SARASOTA, Fla., March 9.—As rehearsals enter the final stage for what officials expect to be the greatest year in history for the Ringling Bros. and Barnum & Bailey Circus, indications are that the 1946 edition will place emphasis on the "more than the eye can see at one time" formula.

President Robert Ringling announced that four flying acts, performing simultaneously, will fill the air. This is unheard of, even in Ringling annals, according to old-timers on the lot here. No circus ever exhibited more than three at a time.

Aerial Ballet also will be a feature this season.

"We've been stymied for aerial talent because we couldn't get any acts from Europe during the war," Beverly Kelley, press boss, said. "Now that we can move performers across the oceans, we plan to give fans the finest of aerial displays."

Importations from Sweden, France, Spain, Belgium, England, and the Latin American countries will highlight new acts and some traditional

### Page Disney

YEARS AGO a punk elephant was delivered to a two-car circus late in the evening. The new bull was immediately loaded in a car. That night a colored bull man described the first meeting of the two bulls with, "When big Moe stepped into de car, I heard him 'stinctly say, 'Tse a big son of a so and so. Whar yo'all come from?'"

## Horse Follies Of '46 To Bow On West Coast

PERRIS, Calif., March 9.—Horse Follies of 1946, a Wild West Show that will be presented in a 160 by 120 canopy with a seating capacity of 3,000, is being framed here for a Pacific Coast tour, it was announced by Earl E. McCaw, owner and general manager.

Show will consist of about 50 head of California horses and ponies, the program to be based entirely on gaited, jumpers, high school and Wild West. Chief Don Napier, with an elaborate Indian wardrobe, will be emcee. Tex Owens, author of *Cattle Call* and prominent radio and film entertainer, will provide interludes. Victor Cox, Hollywood stunt man, with his stallion, Silver, and a string of quarter horses will offer thrills.

Concessions and a pony ride will be used on the midway. Show is being assembled on the Howard Lyons Ranch, under direction of Loren W. King, who will handle rolling stock and be show foreman. Show will travel on 15 units, including heavy duty trucks and sound truck. Office and ticket wagon is a 36-foot semi.

Capt. E. A. Lohrke, an attorney, will travel with the org as secretary-treasurer.

## Detroit Shrine Sets New High

**Attendance biggest in history—huge turnaways—three-a-day at closing**

DETROIT, March 9.—A three-day, the first in the 30 years' history of the Shrine Circus here, brought the show, which opened Monday, February 28, to a record-topping close today at State Fair Coliseum.

The three shows, with a 10 a.m. performance the added one, was necessary to take care of the backlog of unused tickets, a backlog not caused because their holders had neglected to use them 'til the last minute but a backlog built up because the ducat-holders just couldn't squeeze in at the earlier performances.

**Huge Advance**  
The circus opened with a huge advance sale. It's financial success had been more than assured. Opening afternoon it drew a half-house. The night house had a comfortable capacity. Tuesday afternoon, a three-quarter house was on hand, and Tuesday night Eddie Stinson, of the Shrine, pressed two extra rows of benches into action.

From there on out the circus played to either capacity, SRO houses, or turned 'em away. As many as 14 rows of ringside seats were pressed into service, but Friday (1) it is estimated that as many as 8,000 were turned away, with inside attendance estimated by Stinson as 16,000. The following day there were thousands of turnaways at both performances. Downtown ticket office was closed all of this week, as sell-out was assured.

**Sits Pretty at Opening**  
Cracked Stinson: "This is the biggest thing we ever did here. I could have paid off the nut of the show and retained a good profit for the Shrine before the show ever got to town."

According to a report issued by the State Agricultural Department, the Shrine, besides paying \$5,000 rent for the two weeks, spent about \$8,000 in reconditioning the Coliseum, (See Detroit a Dilly on page 85)

## Leiningers Sign With Monroe Bros.

CALIFORNIA, Mo., March 9.—The Leininger troupe, family act of six persons featuring the Leininger Twins, girl aerialists and tight-wire walkers, have been signed by Monroe Bros.' Circus. Show will open here April 12, under sponsorship of the Lions Club.

Paul Eston will do his trap act and work with Bill Thompson in clown alley. Hal Emberson will be superintendent of menagerie animals and Delmo Wells will again be side show manager. Nine cages of assorted animals will be in the kid show, with a lady impalement artist, magic, sword walking, comedy cartooning and vent.

Mr. and Mrs. Raymond (Pretz) Mueller, CFA and Circuit Clerk and County Recorder here, will spend two weeks with the show. Homer B. Phillips will be in charge of reserved seats.



## Golden Frames Show in Mich.

WAYLAND, Mich., March 9.—H. D. Golden, veteran side show operator with carnivals and last season a pit show operator with an Eastern circus, will launch his own circus here May 15, he announced today.

Golden plans to present a one-ring performance, using horse, dog, pony and other animal acts to make up a 90-minute show. He will use a 60-foot top, with a 30-foot middle.

Plans call for the show to play the Detroit area early in the season, later moving into Ohio. Show will travel on trucks painted silver and royal blue.

Side show will be presented in a 40 by 70-foot top.



J. F. (IRISH) Horan and bride, the former Lorraine Pidou, vocalist, shown at their wedding party in New York recently. Horan, former circus agent and thrill show manager, is in charge of a USO unit.

**ALL AROUND BILLERS**  
Are Wanted by the  
**Dailey Bros.' R. R. Circus**  
Long Season. Union Scale.  
Wire, Phone, Write  
**R. M. HARVEY**  
c/o Wm. L. Oliver  
Apt. 109, 3500 Miami St., St. Louis, Mo.

**WANTED**  
Two Main Street Lithographers,  
Three Billposters.  
Union Scale. Good Deal for One  
With Car or Truck for Country  
Route.  
**JAMES BAGWELL**  
Gainesville, Fla.

**FOR SALE**  
One 50'x110' Khaki Top and 9' Wall. Top Round End. Needs some repairs. Top and wall only. First \$225.00 cash takes. Also one 50'x120' Square End Khaki Top, good condition. Six-Foot Wall and Side Poles, Block and Fall, Iron Stakes, etc. Wall not too good. First \$500.00 cash takes.  
**J. C. SQUIRES**  
1418 W. Congress St. CHICAGO 7, ILL.

**ATTENTION, PERFORMERS**  
We are now accepting orders for delivery starting April 1st for seamless covered Spanish Webs (send for free sample), Swivels any size, Wire for Wire Acts, etc. We build complete Props and Riggings of any kind. Guy Lines, etc., spliced to order.  
**HEBELER SHOPS**  
6456 Dorchester Ave. Chicago 37, Illinois

**ANNOUNCEMENT**  
**EARL AND VONNIE McCAW**  
**ANNOUNCE**  
The Opening of a New Road Show  
**HORSE FOLLIES OF 1946**  
7 months' advance booking, commencing April 1.  
Can use 2 or 3 good Acts providing they do not conflict, Horse Acts with transportation preferred. Will book Novelty Stock Side Show—also Stock Stores, trailer type only. Ice Cream, Candy Floss, Pop Corn Concessions open. Butchers, write at once. Elderly Couple for Agents on Country Store. Clean type personnel and non-boozers apply. Opening for capable, sober Advance Man or Woman. Good salary. Contacting auspices only. Write or wire  
**EARL E. McCAW**  
PERRIS, CALIFORNIA

**C. R. MONTGOMERY WILD ANIMAL CIRCUS**  
OPENING MARCH 27 AT EL MONTE, CALIF.  
ALL PEOPLE CONTRACTED, PLEASE ACKNOWLEDGE THIS CALL  
All Who Wrote Before, Please Write Again  
CAN PLACE GOOD SIDE SHOW ATTRACTIONS AND BAND, ALSO  
CALLIOPE PLAYER. NEED WORKINGMEN IN ALL DEPARTMENTS.  
COOK HOUSE OPEN. Address:  
C. R. MONTGOMERY, Mgr.  
Box 590 El Monte, Calif.

## Bailey Shoves Bow Date Up to April 5

NEWBERRY, S. C., March 9.—Heeding the petition of merchants and other locals, Bob Stevens, manager, Bailey Bros.' Circus, has moved the season's opener here up to Friday night, April 5. Opener was originally set for Saturday, April 6, but locals pointed out that they wouldn't be able to attend to business that day.

Stevens and Harry Miller left Tuesday (5) for Sarasota, Fla., where they will visit the Big One. Preparations for opening continues at a brisk pace, with ideal weather permitting outdoor rehearsals.

Rudy Rudynoff has been working his Arabian stallions, and Capt. Coy Lee has the elephant act performing new stunts while awaiting the arrival of Dolly Jacobs.

The La Blonde Troupe (Blondie, Bruce and Jimmy) is rehearsing. Mrs. La Blonde will be in the ticket department.

Benny Wells, scenic artist, arrived from St. Louis and has been busy lettering the truck the "Newberry." Truck will carry a line advertising this city as show's winter quarters. It is to be christened by Mayor Dave Hayes next week. Other local dignitaries will participate in the ceremony.

Jack McFarland again on banners, and Ben Thomas the 24-hour man. Harry Kackley, Car No. 1, arrived from Zanesville, O., and says seven men are ready to leave March 25, to be followed by Car No. 2 and a brigade.

Tanit Ikao, East Indian lady hypnotist, will be the concert feature.

Johnny Wall, Jimmy Cephus and Pete Sandusky report their departments are ready. Howard Straighthoff, ring stock boss, has 32 head.

Smiley Burnette, Western cowboy pic star, guest appearing at a local theater Monday (4), spent several hours with Bob and Opal Stevens at quarters. Other visitors included O. C. Cox and C. R. Smith, formerly with Wallace Bros.' Circus, and Julian West, York, S. C.

## Buck Owens Preps For Missouri Bow

SPRINGFIELD, Mo., March 9.—Final touches are being put on the Buck Owens Circus for opening here April 23, auspices of the Shrine. Show will run six days and nights, and will open the road season April 29.

At present, all trucks are being painted in white enamel with black and red lettering. The calliope, a new 52-whistle affair, arrived Tuesday (5), as did the new canvas. All seats are ready, as well as the light plant truck. The two large 20-kw. plants arrived Thursday (7).

Arrangements have been made for four elephants to join next week and a cage of monkeys is due Sunday (10).

Show has three Liberty acts and 10 menage horses. There are 14 girls in quarters training for aerial work. The Felix Morales Troupe arrived Thursday (7).

## Accident Proves Fatal To Guy Mohler, Midget

CHICAGO, March 9.—Injuries suffered Thursday (21) when he was struck by a Chicago streetcar proved fatal Sunday (24) to Guy Mohler, 47, former circus midget, in St. Luke's Hospital here.

Mohler, 3 feet 11 inches tall, quit the circus to work in the Douglas Aircraft Company plant in Park Ridge during the war. His last known address was 444 South State Street. His mother, Anna Mohler, resides in Dover, Ill.

## Paul Eagles Club

LOS ANGELES, March 9.—Coast Defenders have started a move to have the Los Angeles Atwell Club name changed to the Paul Eagles Luncheon Club.

Among those gathered Monday (4) at Phillippe's (the grab with the sawdust on the deck), in addition to Eagles, were Curtis Little, A. J. Clarke, Francis Kitzmann, S. L. (Buster) Cronin, Harry Callen, George Kennedy, Abe Rabin, Verne Williams, Larry Black and Capt. Anthony Greenhaw.

## Sparks Moves on 25 Units; Billers Out

SARASOTA, Fla., March 9.—The new Sparks Circus, being readied for opening March 22 at Arcadia, Fla., will move on about 25 show-owned units, according to Ralph J. Clawson, general manager. Most of these are 1946 Ford tractors with 32-foot trailers. Some are army jobs equipped with winches and hoists, and there are two 38-foot army buses being converted into sleepers.

A new type of power stake-driver and puller, built by the Rohr Machine Shop in Tampa from designs used by the army has been delivered.

Al Tamani, giant, last year with the James E. Strates' Shows, will have the side show. He will have a banner line 150 feet long and will handle the front. Among the attractions will be his wife, Jeanie, half-girl.

Jack Burslem has arrived from Los Angeles. He will be joined later by his wife, Kathryn, and Charles and Percy Clarke, who will be in the big show program.

Acts from Mexico contracted include the Esquedas, flying act; Ibarra Family and Christina Mendoza Troupe. Other big show features include Mario Iwanow and Conchita, wire and perch, and Albert Delbosq, his wife and daughter, with ring stock.

Arnold Maley, treasurer, is in charge of the show's downtown office. He has been joined by his wife, Esma, from Atlanta. Charles Underwood, Macon, Ga., was a recent visitor and will have banners.

The bill car started out Friday (8) in charge of John J. Cousins with a crew of five.

At last count, 25 men were at work in quarters. Frank Kelly is operating the cookhouse, Mel Henry the commissary, and D. J. Bolt has charge of the paint shop.

## McReavy on Eastern Trip

CINCINNATI, March 11.—Vernon L. McReavy, promotional director for Hamid-Morton Circus, passed thru Cincinnati, Sunday (10), en route from his last Shrine indoor circus date for Al Chymia Temple in Memphis to various Eastern cities on an extended booking trip. He visited the office of *The Billboard* here, accompanied by Wray Williams, Past Potentate of Al Chymia Temple, Memphis, and Jack Reider, manager of the Memphis Officers' Club. McReavy's wife, Lillian, has gone to Panama City, Fla., for a rest and vacation. She will join her husband in Chicago in three weeks.

## WOULD LIKE TO HAVE For COLE BROS.' CIRCUS

Painters and Decorators, also Men who could stripe and letter. Could use you at once. We have all accommodations here at our winter quarters. Wire or call us collect.  
**GEORGE CHURCHILL, Gen. Supt. Paint Shop**  
Louisville, Ky.



CONCESSIONS DEPARTMENT

**CLYDE BEATTY CIRCUS**

SHOW OPENS EL PASO, MARCH 22

Need for opening and balance of season. Seat Butchers, Popcorn Man, Sweet Men who can really make a pitch; also Griddle Man. If you can cut it, come on.

**MAX TUBIS**

Hilton Hotel El Paso, Texas

**WANTED**

Working Men in all departments, Calliope Players for Big Show Band. Write to

**VICTOR ROBBINS SPARKS CIRCUS**

SARASOTA, FLA.

Can use six experienced Dancing Girls to learn Web and Cloud Springs. Must be young. Salary and accommodations paid while learning. Write

**Ralph J. Clawson, Mgr.**  
SPARKS CIRCUS SARASOTA, FLA.

**FOR SALE**

New 5 1/2 Kw. D.C. Light Plant, in new circus parade wagon, sides open up, wired, extras, \$950; slightly used Side Show Chev. Truck, rug 5500 miles, sides let down make 16 ft. stage, \$950; 12 brand new 4x6' Side Show Platforms with jacks at \$25 each; new Trapeze Crane, \$25; Lens and Instructions Girl in Gold Fish Bowl, \$20; new \$125 Two Turn Table Phono. for Amp., \$75; slightly used 2 Talkie Moving Picture 35MM. Sound DeVry Portables with Amp., \$600; new \$250 Sound Screen, \$100; 200' White Oak New Grandstand, 7 1/2' rise by 30", 5/4" cleats, bored, planed, edged, 60 cents each. Will ship any on receipt price. In all day Mondays and Fridays, second house past theater.

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Trumpet, Union scale. Good sleeper. Cook House.

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Wire at once.

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**BANARD BROS.' CIRCUS WANTS**

more Clowns, Calliope, Banner Man, Man to run Tony Track, Girls to ride Menage, Man to break Liberty Horses. Wanted — Hay-eating Animals, Ox-d0 Marquee. **BUCK LUCAS, Etna, Ohio.**


**BOOKING 1946 RODEOS**

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**BLACKMON'S DIAMOND B RODEO**

**LEWIS S. BLACKMON** Can use Small Band  
Blackwood, N. J. and Specialty Acts

**SPANGLES TIGHTS**  
**ALBERTIS CO.**  
440 W. 42 ST., N. Y. C.  
Paste This in Your Ad- dress Book.



**UNDER THE MARQUEE**

GOLDEN moments nearer.

**GENE R. MILTON**, former side show manager, is prop man with *Life With Father* company. He was a visitor at *The Billboard* offices, Cincinnati, last week during the show's engagement.

**MR. AND MRS. ED MURRAY** and daughter, Ida Louise, worked the program concession at Grotto Circus, Cleveland, to good returns. This season marks their 15th in the business, Murray reports.

**CIRCUS BLACKSMITH** advised that, due to the steel strike, he had to get his iron from raisins.

**DON FOSGATE**, of the Triangle Music Company, Cincinnati, and a widely known Circus Fan, was on the reception committee of the Aireon Manufacturing Company, which held open house in Cincinnati March 7-8. Triangle is distributor for Aireon, which had its new product, electronic phonograph, on display.

**WALTER L. MAIN**, introduced as the dean of American circus men, again officially opened the Grotto show in Cleveland. . . . A *CIRCUS STORY*, "Death Under the Big Top," is featured in March and April issues of the mag, "Five Novels."



**KURT ORANTO**, perch act, was made a member of Al Sirat Grotto, Cleveland, during the recent annual indoor circus there. The Orantos toured with Cole Bros. last season.

**OLD SAW**, "The last straw," infoed an usher, "was the fodder that made a house a turnaway."

**EDWIN N. WILLIAMS** is in personal charge of his indoor circus promotion for the Miami Junior Chamber of Commerce, his second season with this sponsor. . . . **GEORGE HANNEFORD JR.**, just back from Japan and discharged from the army, rejoined the family riding act for the Shrine Circus in Minneapolis last week.

**RATING** four columns with art in *The Milwaukee Journal Green Sheet* feature Thursday (28), **Bob Morton's indoor circus ideas, past, present and future, were adequately aired in a story on the Hamid-Morton boss. Yarn was pitched on Bob's forecast of the indoor show of the future, A Circus on Ice.**

**OLD-TIMERS** mourn the vast increase First of Mays, which they claim will take the exclusiveness out of trouping.

**ARTHUR W. COOKSEY**, recently discharged from the navy, has been working Louisiana winter dates for Jack Knight and will clown for Clyde Beatty. . . . **DON DORSEY** and **Le-Ola** drove from New York to Washington last week, Dorsey stopping to play the Capitol Theater while Le-Ola continued on to Sarasota to join Sparks Circus.

**AL BUTLER** has contracted York, Pa., for June 14 for the Ringling-Barnum circus. . . . **WYATT DAVIES**, white-face clown, was in New Orleans for the Mardi Gras. . . . **F. J. KRIEDLER** infos from Erie, Pa., that site of old Dan Rice home will be location for a community house. . . . **MICKEY SULLIVAN'S** band has been signed for the J. C. Har-lacker unit.

EXCITING STORIES of wartime short-ages are now coming to light, including a billposter's two-year struggle with a whitewash brush.

**BOBBIE HILL**, rodeo clown, and his wife plan to get back into show business this season after several years of war work, which included 14 months in Alaska. Heading east from the West Coast, they stopped off in McConnellsville, O., to visit Jimmie Leeper, manager of Jimmie James's band. Last summer Bobbie worked the Coliseum date in Los Angeles with the 101 Ranch show.

**MAX BERTEI** and his Chamberty Trio, with the Ringling circus during the New York run last season, have been signed by Cole Bros. . . . **GEORGE LOCKHART**, veteran ring-master of the Tower Indoor Circus, Blackpool, England, has retired and is being replaced by Trevor Bale. . . . **MAURICE COLLEANO** and the Colleano Family, tumbling, acro and dancing, are featured in the revue, *Hip, Hip, Hooray*, at the Empire, Finsbury Park, London.

**GREATER LOVE** for trouping hath no man than he who leaveth his hearth and home, and troupeath during cold, wet springs.

**WHILE PLAYING** a one-day engagement at the Ritz Theater, Newberry, S. C., March 4 with his own revue, *Smiley Burnette*, Western film feature, and his personal representa- (See Under the Marquee on page 85)

Advertising in the Billboard Since 1905

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SPECIALLY PRINTED  
CASH WITH ORDER PRICES --- 10M, \$7.15 --- ADDITIONAL 10M's AT SAME ORDER, \$1.85  
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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

**BRADLEY & BENSON CIRCUS WANTS**

Someone to handle Side Show. Have complete outfit. One wagon carries all. Must put it up and take it down. Furnish all acts. Take over March 18. Now operating good proposition. Workingmen all departments, \$4 per day. Paid every day. Boss Canvasman, Mechanic, Electrician. Bottle Babies, do not answer. Route: Perry, Fla., March 12; Monticello, March 13; Quincy, March 14; Marianna, March 15; Chipley, March 16.

**BRADLEY & BENSON WANTS**

Ready to open April 25, complete Cowboy Unit. Have canopy top and Wild West Arena. Operating since last April. Don't write or wire; come in person if interested. Defuniak Springs, Fla., 18; Crestview, 19; Milton, 20; Pensacola, 21 and 22; Panama City, 23.

**CALL—SHOW OPENS MARCH 22—CALL**

All people contracted for

**SPARKS CIRCUS**

Report for rehearsal March 18 to winter quarters, Sarasota, Florida.  
**RALPH J. CLAWSON, SPARKS CIRCUS**

**STEEL TENT STAKES**

4 Ft. by 1 1/4" With 3" Point. Weight 16 1/4 Lbs. Each.  
Lots of 50, 50c Each; Lots of 100, 45c Each; Lots of 200,  
**40c each**

F. O. B. St. Louis, Mo.  
Write or Wire

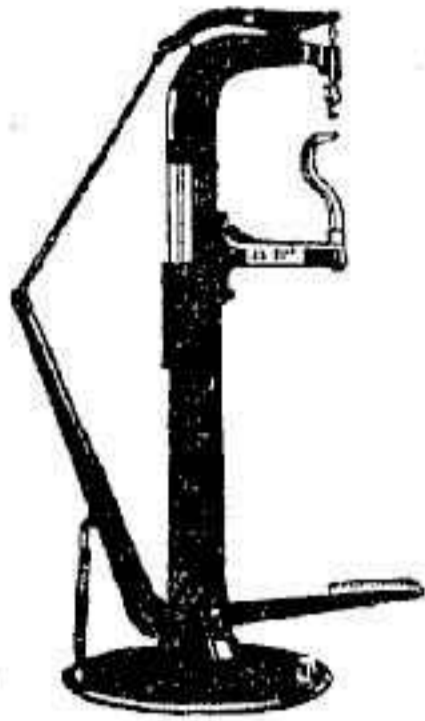
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ATTACHING  
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Write for Complete Service Bulletin TO-DAY!

**HYDE ATHLETIC SHOE COMPANY**  
Manufacturers of those famous BETTY LYLE Roller Shoes  
CAMBRIDGE, MASS.

**Nelson to Coast  
For Championship,  
Meeting of CARSA**

MARTINEZ, Calif., March 9.—Ozzie Nelson, secretary-treasurer of the USARSA, is planning a trip by air to the Coast to attend a March 12 meeting of the California Amateur Roller Skating Association and the March 17 CARSA Championships at Del Monte Rollerdrome, Monterey, reports Paul J. Gilbert, director of publicity, from headquarters here of the Western Division, United Rink Operators' Association.

At the meeting, to be held in Mrs. Hazel G. Barker's Skateland here, Nelson will discuss the matter of the group joining the USARSA and will interview prospective judges for the championships, of which he has been named committee chairman.

Francis Nicholas (URO) will present a special skating program for Nelson the next day at his Senator Rollerdrome, North Sacramento.

Entries for the championships are coming into the office of Blanche Collins, CARSA secretary-treasurer, from all parts of the State, according to Gilbert, and indications are that the heaviest entries will be in the novice dance division.

Rainbow Rollers' Club, Buena Park Rink, is now a USARSA member.

**Ex-G.I.'s Garner  
Annie Oakleys at  
Stoyer Pa. Drome**

LEBANON, Pa., March 9.—On inactive duty from the navy since last December 27, former Lieut. (J. G.) Wayne C. Stoyer has resumed his post of operator-manager of Lebnadrome Roller Rink here, a position filled by Mrs. Stoyer during his absence, and reports tremendous business in recent months.

Dance skating has become a feature at the rink, along with free instruction given Thursday nights and Tuesday "Boom Nights."

As a gesture of appreciation to servicemen, he allows them a month's free skating in the 'drome upon presentation of their discharge papers and reports disbursement of more than 250 tickets to date. In addition to improving their morale, Stoyer regards the move as a good business builder, as it gets former service people into the habit of coming to the rink.

During 18 months as an officer, Stoyer saw service on a Liberty ship in the Atlantic, Mediterranean and Caribbean.

**250G Link in Chain  
By Operating Firm  
Starts in San Fran**

SAN FRANCISCO, March 9.—M. M. Shattuck, formerly of the Arena, St. Louis, has come West to fill the position of operator-manager of Roller Enterprises, Inc., which has under construction here a skating arena to be known as Skateland at the Beach, first link in an announced chain of such rinks to be built on the Coast by the firm.

Cost of the new rink, according to Shattuck, will be \$250,000. It is expected to be one of the finest on the Coast with the latest Hammond organ and facilities for the comfort of skaters and a special acoustically treated floor and refreshment bar. Officials plan heavy emphasis on the promotion of skate dancing and affiliation with the RSROA.

Site of the rink overlooks the Pacific. Five streetcar lines have stops at the proposed rink entrance.

**RSROA Gets 4 Applications**

DETROIT, March 9.—Four applications for membership in the RSROA have been received recently at national headquarters, according to Fred A. Martin, secretary-treasurer. New applicants are: Jack Britton, Warner Park Roller Rink, Chattanooga; William W. Earickson, Rainbow Roller Rink, Mechanicsburg, Pa.; Wilbur McSorley, Skateland, Aurora, Ill., and John, Charles and Peter Santoro, Roll-Land, Inc., Norwood, Mass.

**Larsons Purchase Iowa Spot**

IOWA FALLS, Ia., March 9.—Mr. and Mrs. Magnus Larson, Armstrong, have purchased and taken possession of a roller rink here from Mr. and Mrs. A. C. Bienfang. The latter have operated the rink for the past 14 years. They plan to travel in the future.

**RINK ORGANIST  
WANTED AT ONCE**  
Thorough knowledge of Rink Music essential. Salary \$60.00 for 8 seasons. Wire or phone  
**UTICA ROLLER DROME**  
UTICA, N. Y.

**WANT TO LEASE OR OPERATE**  
Roller Rink with or without equipment, either summer only or year round, or will consider skate room and teaching in large rink. Wife available if needed as cashier and instructor. We are Bronze and Silver Medalists and Registered R.S.R.O.A. professionals. We have good references and capable of taking full charge. Please contact by April 15. Will go anywhere.  
W. HOPPER, P. O. Box 1940, Miami 11, Fla.

**FOR SALE**  
1 40x100 Tent, push pole type, used one season.  
5 Steel Telescope Poles for push pole tent. 4 Steel Poles for ball ring tent, also 12 Cables for same. 2 sets of Side Walls for 40x100 tent.  
J. M. MILES, Box 71, Mexico, Mo.

**"FLEXIBLE ACTION"**  
is obtainable in all  
**"CHICAGO" RINK SKATES**  
TRADE MARK REG. U.S. PAT. OFF.  
when properly adjusted  
**KEEP YOUR SHOES  
WHITE**  
With Our New Polish.  
Will Not Rub Off.  
We Know You Will Be Pleased.  
Liberal Jar, With Sponge, 25c.  
Special Price to Rink Men.  
**CHICAGO ROLLER SKATE COMPANY**  
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**ROLLER SKATING RINK FOR SALE**  
Including 8 Bowling Alleys, Restaurant and Living Quarters. Rare opportunity to buy the newest and finest rink in the State of Maryland. Fully equipped, including Hammond organ; building insulated, doing good business. Good reason for selling. Don't apply unless you have cash. We own 40-acre park adjoining above which can also be bought. Contact  
**Geo. W. Shriner, Big Pipe Creek Park, Taneytown, Md.**

**SKATING RECORDS**  
With  
STANDARD DANCE TEMPOS  
Write for Complete List.  
**SKATING RHYTHMS RECORDING CO.**  
P. O. Box 1838, Santa Ana, Calif.

**Petro Plans Arena in Philly,  
For Rollers, Fights, Hockey**

PHILADELPHIA, March 9.—Announcement has been made by Leonard Petro of plans for construction of an arena at Broad and Lehigh, on the site of the old Phillies ball park, which will include a roller rink.

Petro, also a hockey promoter in Montreal, claims to have the money to begin construction immediately. He is also working to secure a franchise from the National Hockey League for a local team and expects to promote fights and bring in ice shows.

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**RICHARDSON BALLBEARING SKATE CO.**  
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3312-3318 Ravenswood Ave. Chicago, Ill.  
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**GIRL LIFTER**  
Wanted for Standard Skating Act.  
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Write or Wire  
**E. W. MACK**  
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**No. 321 DUSTLESS FLOOR DRESSING**  
Cleanses the air, providing a snug grip with less cone wear and lower maintenance cost. \$4.00 per gal., \$3.75 per gal. in 5 gal. containers. Terms: 25% with order, balance C. O. D.  
**GAGAN BROTHERS**  
444 Second St. Everett, Mass.

**WANTED TO BUY**  
Good Portable Roller Rink equipped, not less than 40x100. Must be A-1 condition; no junk. Will pay cash. Address:  
**R. E. McKAY**  
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**WANTED TO BUY**  
Portable Skating Rink with or without tent. Floor not less than 40x100 and in good condition. Write, wire or phone full particulars to  
**CLOYE BRYANT**  
1813 Alabama St. VALLEJO, CALIF.  
Telephone 2-1531

**WANTED AT ONCE  
CHICAGO RINK CLAMP-ON SKATES**  
State condition, sizes and price in first letter.  
Write or Wire  
**P. O. BOX 341**  
ST. LOUIS, MO.

**WANT ROLLER RINK**  
Will pay cash for Portable Roller Rink, complete with tent, floor, music and skates. Prefer 50x100 or 120 or larger. Write or wire full particulars to  
**H. A. BLUENIKE**  
801 5th St. Phone 1744-W Bristol, Tenn.

**FOR SALE**  
2 Skating Rinks, 10,000 sq. ft. maple sectional floor, floor, 400 pairs Chicago skates, grinder, over \$1000.00 worth skate parts, 30 inch crystal ball, 6 spot lights, 8 speaker P.A. system. Must vacate army hangar, present location. Will sacrifice complete unit for \$2750.00, both for \$5500.00.  
**BOX 105, Warner Robins, Georgia.**

**FOR SALE**  
Chicago Skates and Sound System complete. Will buy Portable Floors, any size.  
**GREEN**  
618 Locust St. EVANSVILLE, IND.



# IAFE SEEKS REPEAL OF TAX

## Exhibits Strong At Dade County Shrine Annual

MIAMI, March 9.—Dade County Fair opens tonight and will run until March 17. Fair is sponsored by Mahi Shrine Temple for the Shriners' Crippled Children Hospital Fund, and is located on the Armory fairgrounds at Northwest Seventh Avenue and 23th Street.

Endy Bros.' Shows are on the midway. Exhibits of machine products, handicraft work and agricultural produce is plentiful. Miami and State Horse Show will be staged in conjunction with the fair from Thursday thru Saturday.

Army and navy forces are among the exhibitors, as is work of students of technical high school.

A flower show and other exhibits are housed in permanent buildings, while army and navy exhibits, horse show and livestock stalls are under canvas.

## Ask Cash Advance For Memphis Bldg.

MEMPHIS, March 9.—John Vesey, city park commission chairman, says he will ask his board to request the city commission to make available funds for the replacement of the Women's Building at Mid-South Fair here. Building was destroyed by fire several years ago during the army occupation.

Vesey said he would ask the city to advance the money and that the city treasury would be reimbursed when the army, which continues to occupy the grounds, settles with the city.

Cost would be about \$90,000 it was estimated. Building will be needed if fair is resumed in 1947. He said it would be ideal for use by the Little Theater and for lectures.

## Lindsay To Head Escanaba Annual

ESCANABA, Mich., March 9.—Harold P. Lindsay has been named manager of Upper Peninsula State Fair here, succeeding H. J. Rushton, who resigned recently.

An intensive campaign is planned to spur interest and encourage the largest possible number of exhibits and a record attendance for the fair to be held in August. Annual returns after a five-year suspension caused by the war.

Board members who met here recently to plan the revival are: N. J. Nicks, Munising, chairman; Harry Brackett, Escanaba; Pat J. Kelly, Watersmeet; William Kell, Wilson, and John MacInnis, Saute Ste. Marie.

## Arkansas Boasts Own State Livestock Route

FORT SMITH, Ark., March 9.—For the first time in its history, Arkansas will have a livestock show circuit all its own. There will be four district shows in addition to the State event.

Program line up: Arkansas-Oklahoma Rodeo, June 1-5, Fort Smith; Arkansas-Oklahoma Livestock Show, September 16-21, Fort Smith; Blytheville District Show, September 23-29; Hope District, September 30-October 5; Pine Bluff District, October 7-14, and State show at Little Rock, October 14-20.

## Pomona Still Up in Air as Army Figures

### Afflerbaugh Sees Changes

POMONA, Calif., March 9.—Los Angeles County Fair here may not resume this year, C. B. (Jack) Afflerbaugh, president-manager, revealed when he told the association recently that the grounds will not be returned for another two or three months. A survey of damages by U. S. engineers is about one-third completed, he disclosed.

"Careful consideration should be given before a final decision is made on having a fair this year," Afflerbaugh declared, adding that "there are too many obstacles at the present time to comment on this."

### Changes Necessary?

Afflerbaugh also suggested that past peacetime operational methods may not suffice. Increased costs in labor and material seem likely to continue for some time, perhaps indefinitely, and this, he pointed out, gives rise to the question as to whether or not former sources of revenue can meet the increased cost.

Listing six prime sources of revenue, gate admissions, grandstand admissions, carnivals, midway, food concessions and industrial space, Afflerbaugh said he doubted that an increase in gate and grandstand admissions would meet with public approval.

"Our revenue sources have remained the same since '31, with the exception of a few food concessions, carnival and midway. With our increased attendance since '31, which was thru the depression, our prices should be increased from 25 to 30 per cent and we would still be in line according to our attendance of the '41 fair," he said.

Plans for the reconstruction of the fire-damaged agricultural building (See Pomona Up in Air on page 71)

## Michigan Nixes '46 Plans Due to Condition of Bldgs.

DETROIT, March 9.—There will be no Michigan State Fair this year, the board of managers this week voting 16 to 1 to give up plans for '46 and concentrate on a comeback in '47.

Decision was influenced by the run-down condition of buildings after four years of army occupation.

Setting aside of the State annual will permit distribution of \$25,000 among the county fairs, appropriated by the Legislature to supplement premiums on exhibits of livestock.

A share of legislative grants for Future Farmers and 4-H Clubs usually allotted to the State fair will also go to the county fairs.

### Settlement Slow

Charles Figy, director of agriculture, has reported the condition of the grounds here has been agreed upon by State and army engineers, but progress in settling the claim has been slow. The army, under its

## At Long Last

SPRINGFIELD, Ill., March 9.—Eight horse barns at Illinois State Fair here were turned back Wednesday (6) by the army. Release of buildings was first since the army moved in early in '42. Thursday morning William V. (Jake) Ward, fair manager, had carpenters and painters working on the barns, repairing and painting them.

## Tulsa Revival Plans Pushed By New Board

### Policy Changes Certain

TULSA, Okla., March 9.—Sparked by new President Herbert D. Gray, Tulsa paving company official and industrialist; a new secretary-treasurer, William K. (no relation) Gray, vet civic leader, rural organizer and former Tulsa county official, and Mrs. Letitia Dabney, now in her 20th year as assistant secretary, plans for the resumption of the war-suspended Tulsa State Fair are being pushed.

An intensive campaign, intended to return the fair to operation September 14-21 for the first time since '41, was mapped at a recent meeting. Widespread plant improvements were outlined, plans for attractions were discussed, premiums for exhibitors were set at \$25,000 and a drive was sketched to further interest in the rural areas.

### Eye Rural Area

A new seven-member board has been named. Besides President Gray other members are: W. S. Flanagan (banker), Collinsville, vice-president; Harrison Morton (refinery superintendent), Tulsa; Garrett Ramsey (farmer and livestock breeder), Bixby; H. A. Jacobs (mayor and business leader), Broken Arrow, and J. J. (See New Board Pushes on page 71)

## Member Poll Backs Drive

35 responses unanimously back move to end 20 per cent levy—execs to meet

CHICAGO, March 9.—A determined effort by International Association of Fairs and Expositions to have the 20 per cent tax lifted from fairs is expected as a result of a poll of members taken by President Clarence H. Harnden, Saginaw, Mich.

Harnden today told *The Billboard* that 35 of the 57 U. S. members polled have responded and each who answered supported an immediate, intensive campaign to have the present tax repealed.

### Free Ones for It

State associations and free gate fairs were included in the poll. Some free gate fairs pointed out that, while the repeal would not affect them at the front gate, they believed that the tax was an unfair burden upon those it did affect.

Not a few of the annuals urged that the repeal should embrace the 20 per cent tax now placed on grandstand admissions. They contend that this tax is burdensome to fairs and cite the fact that fairs are primarily educational institutions.

### Bill in Committee

Harnden himself reiterated a statement he has made several times at State fair conventions that "It would be just as reasonable to tax college tuition fees as it is to place a tax on admissions to non-profit, educational fairs."

The poll conducted by Harnden was begun about the same time that Rep. Alfred K. Elliott (D., Calif.) introduced a bill (HR-5858) which would exempt fairs from the admissions tax. Bill was referred to the House Ways and Means Committee.

### Sponsor To Appear

Elliott, who is secretary-manager of Tulare-Kings County Fair, Tulare, Calif., said, when he introduced the bill, that he would personally appear before the committee when it meets, and urge its adoption.

Just when the committee will meet is the big question. It was impossible to determine that this week, Chairman Robert L. Doughton (D., N. C.), being unavailable. It is not unlikely, Washington insiders believe, that consideration of another tax bill will be postponed until next fall.

IAFE's plans, to bring about the repeal, will be pushed and will be ready at any time that the committee should meet, Harnden said. He will go into a huddle next week at Brockton, Mass., with Frank Kingman, IAFE secretary and Brockton Fair manager. Legislative committee of the IAFE will do actual ball-carrying at the time the bill comes up for hearing.

## 55 High School Bands Vie At St. Petersburg Event

ST. PETERSBURG, Fla., March 9.—At least 55 high school bands will compete in the Festival of States here April 1-6, the Florida Bandmasters' Association has announced.

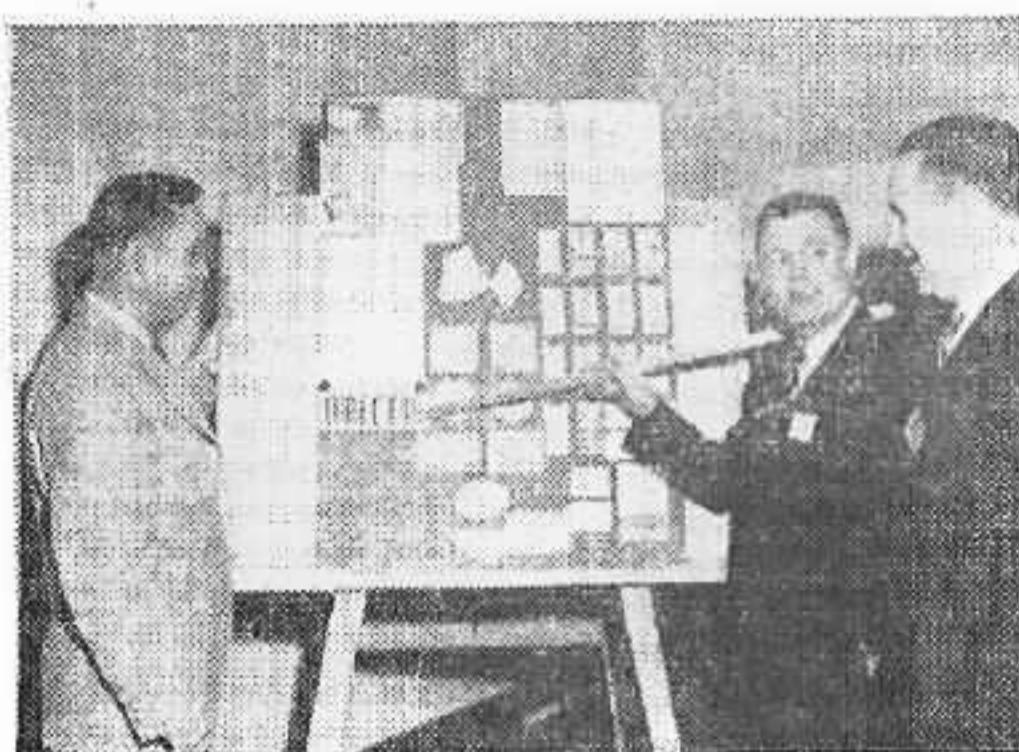
Registration of queen candidates has opened. Local gals and winter visitors will vie for the crown.



# They Studied Three R's at San Luis Obispo College for Executives



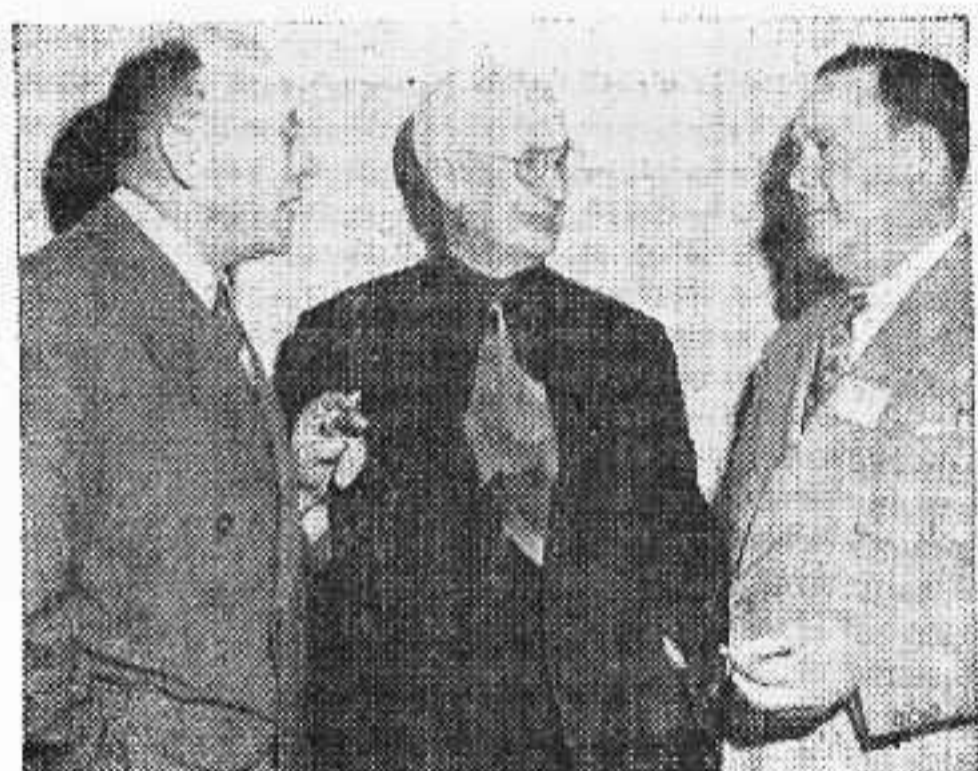
Ed Vollmann and Link Peckinpah



Louis Merrill, Ted Rosequist, F. M. Sandusky



Roy Driscoll and C. B. (Jack) Afflerbaugh



Jesse Chambers, L. T. Thompson, Ralph Brown



Tom Dodge, D. V. Stewart, Russell Pettit



Ernest and Grace Hulick, Franklin Barnes, Hazel Frasse, Paul Mannen, Henry Churchman, Wm. Edic



C. W. Glover, N. F. McNamara, Ira Beam, L. C. Byrne, C. Westbrook, P. A. Brunk, F. J. Burtshell



Tevis Paine, Prof. Carroll Howell, Ed Paine, Thomas Canfield



Carl Mills, Cecil Mathews, Lou Johnson



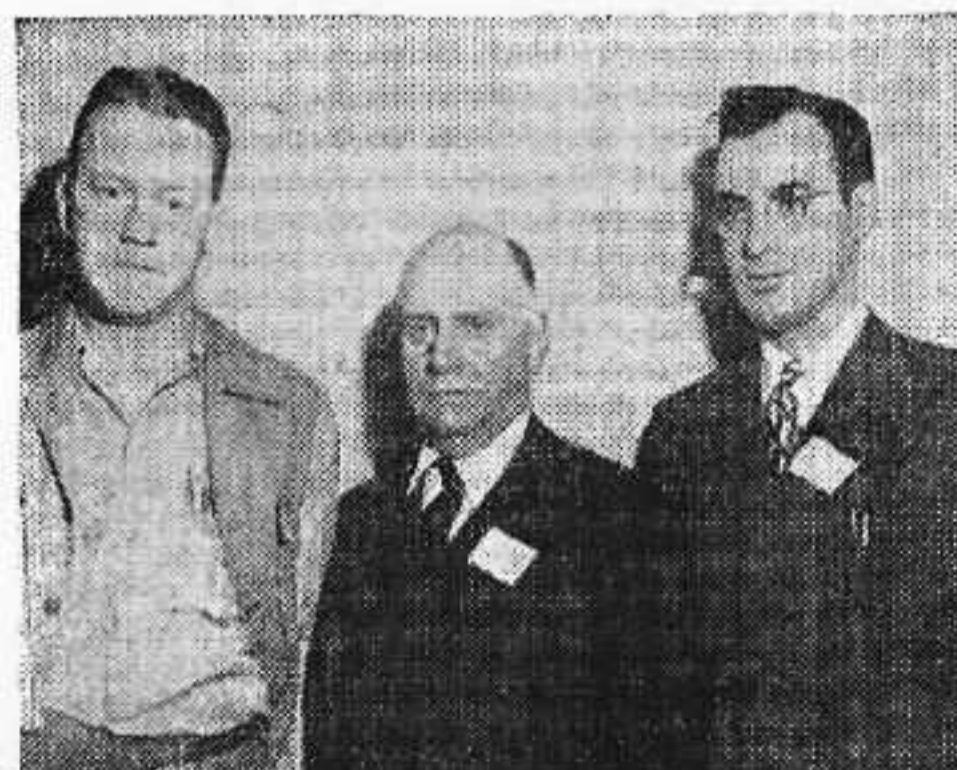
Viola Purcell, Stanley Fiske, Dale Campbell



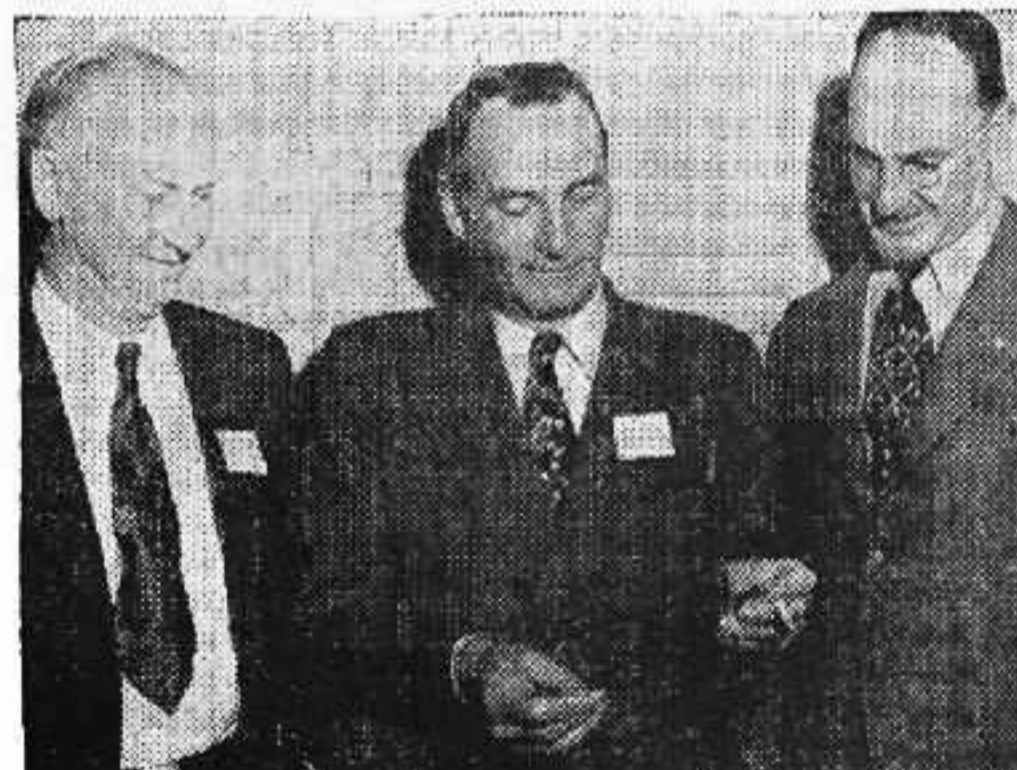
George Dahlgren, R. W. Wilsey, L. H. Shock



E. P. Johnson, W. C. Waxberg, Arthur Ferrari



George F. Blake, S. E. Ayer, N. F. Sundborg



W. W. Packwood, Tony Enos, Abe Jensen



Ernest Schween, George Bayliss, Everett Nevin  
—Photos by Sam Abbott.



**Bethlehem, Conn., Resumes  
On Newly Acquired Tract**

BETHLEHEM, Conn., March 9.—War-suspended Bethlehem Fair will resume with a two-day event, September 14-15, on a recently acquired 52-acre tract purchased for the permanent fair site.  
A horse show, sponsored by the fair, will be held August 25.

**Pomona Up in Air  
As Army Figures**

(Continued from page 69)  
at a cost of \$534,725 were discussed at the association meeting. Of that sum, \$504,725 is for actual construction, the balance for architect's fees. This does not cover the many varied items such as cold storage rooms, specially designed plate glass refrigeration display cases, etc., which added to building costs brings total estimated replacement cost to \$727,578.  
Afflerbaugh pointed out that there were 54 bills introduced in the State Assembly or Senate which would have materially affected either the funds, methods of allocations or operation of fairs. He reported that the Western Fairs' Association Legislative Committee insisted that several bills with war clauses be passed "to save the fairs the funds rightfully due them."

**Law Benefits Fair**

The most important bill of the session was one which permitted the Los Angeles County Fair to use the \$125,000 annual appropriation for premiums and capital outlay, he told the association, pointing out that before its enactment the then existing law did not permit the use of the funds for support and maintenance.  
Afflerbaugh was returned as president-manager in the election. Other officers include W. A. Kennedy, chairman of the board; Arthur M. Dole, vice-president; B. Chaffey Shepherd, secretary-treasurer, and E. C. Middleton, assistant secretary. Directors are Raymond E. Smith, Hugh W. Stiles, Phil J. Curran, Fred C. Froehde, Tom Brownrigg, Merrill E. Fellow and H. L. Stoker. Stoker is the only new director. He takes the post vacated by the death of Fred J. Smith.

**New Board Pushes  
Tulsa Revival Plans**

(Continued from page 69)  
Sheets and R. E. Linigan (dairy and farm owners), Tulsa.

Board reflects move to supplant former so-called "city farmer" make-up and indicates concerted effort to increase patronage and participation from rural areas. Setting of \$25,000 for premiums is seen as likely to stimulate number of exhibitors.

**Ward's Show Signed**

Expanded amusement program is planned. Several contracts have already been closed, the midway going to John R. Ward Shows, and fireworks to Peerless Fireworks Company of this city.

Pending are contracts for grandstand night show and for indoor day and night attractions in the huge \$500,000 pavilion, which during non-fair years had been used for one-night stands, drawing crowds of as high as 9,000 for Harry James.

**Plan Improvements**

Immediate improvements will include renovation of flooring in mammoth steel and concrete grandstand and improvements to the amphitheater, which was used little during the war. Alterations in the latter will include modernization of the 700-foot substory to provide space for commercial and industrial exhibits.

Fairgrounds, which embraces 240 acres, carries a high current and potential value. Situated in heart of a thickly-populated high-class residential area within four miles of downtown district, it assays high in realty value. It holds added potential, as it might even be claimed as a "proven" oil field. Fair officials point out that several drilling demonstrations tests made during the last International Petroleum Exposition, housed on part of the property, indicated oil.

**INDEPENDENT SHOWS**

**WANTED FOR  
Pennsylvania's Largest  
Free Gate Night Fair  
SELINGROVE, PA.**

**WEEK OF JULY 15**

Want Independent Shows with own outfits.  
Write  
**ROLAND E. FISHER,**  
Selingsrove, Pa.

**ACTS  
WANTING ROUTES  
FOR 1946 FAIRS**  
—CONTACT—  
**BOYLE  
WOOLFOLK  
AGENCY**  
203 NO. WABASH AVE. CHICAGO

**FRAZIER FAMILY**  
Versatile Circus Artists.  
5 People—5 Distinct Acts—5.  
1946 Fair Season.  
Booked Exclusively by  
**J. C. MICHAELS ATTRACTIONS**  
213-15 Reliance Bldg. Kansas City, Mo.

**ATTENTION  
FAIR SECRETARIES**  
Kansas, Missouri, Southern Fairs. GRAND STAND UNIT available after Sept. 20th. UNIT carries 10-girl line, orchestra including HARMONIC ORGAN, special scenery, all lighting effects. Can furnish first-class Circus Acts with the above unit. Public address furnished. Will consider circuit of fairs. For terms write  
**WILLIAMS & LEE ATTRACTIONS**  
464 Holly Ave. ST. PAUL 2, MINN.

**ACTS WANTED**  
FOR MY  
**CIRCUS AND FAIR DATES  
FOR 1946**  
CAN ONLY USE FEATURE  
ACTS  
**ERNE YOUNG**  
155 N. CLARK ST.  
CHICAGO, ILL.

**Wanted—A Good Carnival**  
to show for our Annual Fair. Prefer dates week Oct. 20 to 26.  
**Trinity Valley Exposition**  
Wiro M. T. KAY, Committee  
Liberty, Tex.



**NOTICE**

**NOTICE**

**FAIR SECRETARIES AND CELEBRATION COMMITTEES IN FLORIDA, GEORGIA,  
TENNESSEE, KENTUCKY, OHIO AND INDIANA**

**We Are Proud To Present the Most Beautiful Show of Its Size in America.**

**10 RIDES—10 SHOWS—50 CONCESSIONS**

**BOB FISHER'S FEARLESS FLYERS FOR FREE ACT**

**LIGHT TOWERS, NEW CANVAS**

If you need a high class show for your midway we invite your inspection. If you have booked, we ask you to visit and compare. Letters of reference from satisfied committees on request. This show broke all records in gross receipts at Winter Haven Orange Festival, Winter Haven, Florida, February 18 thru 23. Write or wire Thomasville, Georgia, week of March 11, or per route.

*All replies*

**EDDIE YOUNG'S BLUE RIBBON SHOWS**



# Biz Outlook Brightest In Years

## Batt Visions Great Future

Shorter hours, more pay to give patrons time for diversion, he opines

NEW ORLEANS, March 9.—"Outdoor amusement business, particularly parks and beaches, has the brightest future the field has ever experienced."

That is what Harry J. Batt, managing director of Pontchartrain Beach here, says of the future regarding the outdoor amusement business. But there's more.

"With the present inclination on the part of workers to seek shorter hours and better working conditions at an increase in pay, there has been no time in our history where people will have more time to spend at our places of amusement, and we should, therefore, use every effort to cater to these people with this extra time on their hands and money in their pockets," he said.

Batt says his park will open April 21, and as special features he plans an Easter fashion parade. Fireworks also will be used for the opener.

Pontchartrain Beach planned to install several new rides this year, but inability to get the necessary materials stymied Batt. However, he hasn't given up the plans and will install the new rides when materials are available. Roller Coaster has been renovated. This, along with other improvements, will cost about \$20,000, Batt said.

Frank L. Kramer Jr., machine shop foreman, and all other returning war veterans, previously employed at the park, have been added to the staff.

## Chipmans Will Stress Picnics

YAKIMA, Wash., March 9.—Mr. and Mrs. Harry B. Chipman, in their second year as owners of White City Park here plan to stress picnics. Park opens May 4. They recently returned from an extensive buying trip, on which they purchased new equipment for park and cafes.

"We are making tie-ups with the Grange, American Legion, Eagles and other organizations for picnics this year. Last year we didn't have the facilities, being a new park, and lack of lumber and lighting equipment hampered us," Chipman said. "This year we have our own power lines thru the park and directly into the ride zone."

Chipman has four major rides, five kiddie rides, 15 concession buildings, new outdoor theater and dance pavilion with a snack bar, new shooting gallery, new Penny Arcade and new Rollerdrome, which cost an estimated \$25,000. Improvements include new drinking fountains thru-out, large fireplace, numerous rock ovens, new picnic tables and two new picnic areas, plus additional parking grounds, he said. There is a new entrance, fences and exit gates.

Band concerts, free acts and out- (See Chipman Picnics on page 74)

## CONEY ISLAND, N. Y.

CONEY ISLAND, March 9.—A crowd estimated at 100,000 crowded into this resort Sunday (3) when the temperature soared to 48 degrees. Spots able to open gathered early shekels. Nathan's sidewalk eatery did a land-office business.

Tenants on the site where the Municipal Oceanarium is scheduled to be erected have been given another year's extension with a 30-day option, but, it is understood, all will have to vacate in September.

Poker roll and other group games were in action. Renewals of licenses that will expire March 15 are being held up pending result of three court decisions in cases affecting Faber, Fascination and Five-Star Final. Sam Garber, one of the owners, said he would continue thru injunction proceedings if necessary.

Jimmie Kyrimes has bought a large plot on the Bowery adjoining his Virginia Reel and Looper rides, directly opposite Feltman's annex, where he plans to erect a park just as soon as Tom Baker's lease with the present owners expires in the fall.

Allen Kramer's Comet on Surf Avenue has been evacuated, leaving the premises, owned by Kramer, awaiting a new tenant. His adjoining dark ride has been moved to the Bowery to replace Fun In the Dark, operated by Joe Kaufman and Bert Darby. Kaufman has taken over the Kramer ride in conjunction with the photo gallery he has on Surf. Kaufman's other camera studio on the Bowery will be operated by a vet.

On the Surf Avenue site, where Carl Clarnet's Merry-Go-Round showed briefly last season, there will be 14 Pre-Flight Trainers. Operators will be Sid Daiell, army vet, and Al Rosenzweig. Latter is an officer of the Panoram Company and Eastern distributor for Pre-Flight machines. Sid's brother, Lou, an ex-service-man, and Rosenzweig have taken over the spot on the Bowery occupied last season by Bank Roll, and will install three Pre-Flight Trainers.

Leo Stober is proceeding with

manufacture of his new electric-gear Greyhound racer. Stanley Gersh, partner of Sam Garber and Murray Goldberg, of G. F. G. Skee Games, Inc., are manufacturing Poker Roll, Rotation and Skee-Ball games in a local factory.

Abe Seskin, Phil Pates and Chick Guelfi, of the Resort Amusement Company, are improving their Luna Park exterior for second season occupancy.

World Circus Side Show, of which Mrs. Ida Newman is president, and Julius Schoenberger, manager, has been sold to Dave Rosen, who will operate it along with his Palace of Wonders show directly opposite on Surf Avenue. The deal includes the remainder of the lease, which has 18 years to run. Policy for both spots, said Rosen, remains the same.

Pinto Brothers building a new ride on Surf near Stillwell.

## Rockaway Augments Rides; Renovation Program Hits 150G

ROCKAWAY BEACH, N. Y., March 9.—Improvements totaling \$150,000 will be made at Rockaway Beach, it was revealed this week by Assistant Manager William J. Hicks.

Spot, which is owned by A. Joseph Geist, will add a Looper, Roll-o-Plane, three Kiddie Rides, Streamlined Train-Auto and Fire Engine. New boardwalks on the midway, new arcade machines, photomatics, pre-flight trainers, voice recorders, coin theaters, Skee-Ball alleys and new gates have been arranged for under the improvement plans.

Aerial acts will be used as free acts and circus clowns will be an added feature this year, Hicks says.

PHILADELPHIA, March 9.—A new Looper will be installed at Woodside Park here. Spot will open April 13, N. S. Alexander lessee, says.

## Seaside Spends 75G for New Roller Coaster

VIRGINIA BEACH, Va., March 9.—A new Roller Coaster, to be erected at a cost of \$75,000, will be among new features when Seaside Park opens May 18, according to Jack L. Greenspoon, vice-president.

Plans for the device were drawn by Philadelphia Toboggan Company and Rudolph, Cooke & Van Leeuwen, local architects. Ride is expected to be completed by opening day.

New Coaster is one of the improvements scheduled this year. Greenspoon says there will be a new Laugh-in-the-Dark, combination Fun and Glasshouse, six new concession buildings, enlarged Penny Arcade, Trackless Miniature Streamlined Train, new Roll-o-Plane and new novelty store. These, along with the expenditure on the Coaster, will cost about \$150,000.

John McLees has been named manager in charge of catering and refreshments, Greenspoon said.

## Memphis Fair Spot To Get Going Over

MEMPHIS, March 9.—John Vesey, chairman, Memphis Park Commission, in announcing plans for rebuilding Fairgrounds Amusement Park this summer at a cost of \$225,000, lists these major improvements:

A new administration building and a food terrace.

Enlargement of the amusement park by 360,000 feet.

New water ride similar to the present Dodgem, but with boats instead of cars.

New Caterpillar. Replacement of the old Pippin with a new model.

Architects are Ackley, Bradley & Day, Sewickley, Pa., assisted by Everett Woods, Memphis.

# MINIATURES DIE IN DETROIT

## Plans Abandon As Ops Hit Road

Two Motor City spots consolidated under Horwitz direction—up-State better

DETROIT, March 9.—Miniature parks, which developed during the war around Detroit, are disappearing as a metropolitan area attraction. Plans have been dropped for the projected development of Canfield Park, in the Northeast section, by Ray F. Thomas, former concessioner with the W. G. Wade and other shows. Thomas is now devoting his time to automobile transport operations.

Pleasureland Park, opened last year under auspices of a veterans' organization in Ecorse, Southend suburb, by Severin Hilo, will be operated only a part of next season. (See Miniature Fade on page 74)

## Predicts Business At Russells Point Will Triple 1945

RUSSELLS POINT, O., March 9.—"From all indications, business this year will triple that of last," says French L. Wilgus, owner, and Jack Stone, manager, of Russells Point Boardwalk here. They report cottages and hotel rooms already are being reserved, and business places are renting like hotcakes.

Plans call for Danceland to open Easter Sunday and continue each week-end until the grand opening May 25. They plan new and bigger shows for Old Vienna Gardens and new concessions and games.

Fifteen rooms are being added to the Plaza Hotel, and dining room in Plaza Showboat, connecting with Plaza Hotel, will be open day and night.

It is planned to use name bands in the ballroom on occasions.

## Cincy's Coney Preems May 25

Spends 75G on ballroom front—name bands, fireworks, free acts programed

CINCINNATI, March 9.—An elaborate new front for Moonlight Gardens, ballroom at Coney Island here, will greet park visitors this year. Opening is set for May 25. New front is an eye-opener and Edward L. Schott, president and general manager of the park, says the cost is \$75,000.

In addition to the new ballroom front, Schott says all equipment is being given a thoro going over and everything is being repainted and repaired in preparation for the opening.

Park will again use some name bands, fireworks and free acts, the latter being used toward the end of the season.



# LeSourdsville Lake Ops To Mark 25th Anniversary

MIDDLETOWN, O., March 9.—When LeSourdsville Lake Park opens here May 19 it will be marking its 25th anniversary, and Don Dazey, secretary-treasurer and manager, has big opening-day plans.

Two-year expansion program, now under way, will cost an estimated \$100,000.

"This year we will have a new Flying Scooter, shelter house, dining room and kitchen, popcorn stand, creamy whip and cotton candy stand, new comfort stations built of brick and glazed tile, and a new workshop. Work also will go ahead soon on grading and landscaping," Dazey says.

Next year, he says, plans call for a new ballroom, two or three new rides, a new concession building, two new

eat stands and a new short-order restaurant.

Joe Canter has been named assistant manager, and Clyde Hackney is steward.

Dazey says park already has a number of picnics booked.

## Mullins's Phoenix Spot Bows March 15

PHOENIX, Ariz., March 9.—Riverside Park, new Johnnie Mullins enterprise here, will open for full-scale operation Friday (15). Until now the park, located one mile from downtown Phoenix, has been operating week-ends only. With 5-cent bus tariff, Mullins's spot has taken advantage of opportunities by scheduling Saturday matinees for schools on a 5-cent script ticket deal. Teachers take care of sales. Mullins's promotional department furnishes informational dodgers for parents and assists school authorities in arrangements with bus companies. To date, 17 schools have been booked Saturdays.

As a new twist, Mullins has booked Boy Scout groups for an overnight deal in May. Scouts will receive script tickets in 5-cent denomination and Mullins will furnish camping space, picnic grove and barbecue pits. About 4,000 scouts are expected. Swimming pool will be used by scouts for life-saving demonstrations.

Mullins now has a Tilt, Big Eli 5, Octopus, Mix-Up, Merry-Go-Round and Kiddieland with two rides and pony wheel. He recently made a 7,000-mile trip, visiting Tulsa, Okla.; Lake Charles, La.; Fort Worth, Dallas and Oklahoma City.

## Bill Dodson Gets Okefenokee Post

WAYCROSS, Ga., March 9.—Recently discharged from the army air forces, where he served as a captain, G. E. (Bill) Dodson yesterday assumed his duties as manager of Okefenokee Swamp Park, now under construction on Sowhouse Island, 11 miles south of here.

Dodson was engaged in tourist center promotion before entering the service. He worked as publicity man for Dick Pope at Cypress Gardens and as a staff member at Silver Springs, Cypress Gardens and Dupree Gardens.

## Balmy Weather Sends Mob to Coney, Rocks

NEW YORK, March 9.—An estimated 100,000 crowded boardwalks and fun stretches at Coney Island and the Rockaways when the temperature soared to a balmy 48 Sunday (3), and the few alert concessionaires who managed to get open did plenty of biz.

All of the city zoos got a heavy play, with an estimated 50,000 forming the largest crowd of the year at Bronx Park Zoo.

## Pattison, Betts Added To Redondo Beach Staff

TACOMA, March 9.—W. J. Betts, owner, Redondo Beach Park, said this week that he has added C. W. Pattison as rink manager, and Byron Betts, park manager.

Park, which opens April 1, will have a new playground and an enlarged roller rink. Merry-Go-Round has been remodeled and an addition made to the pier. Gas service has been installed for pleasure boats. Approximate cost of improvements is \$22,000.

### Rocky Glen Rides Installed

MOOSIC, Pa., March 9.—A new Roller Coaster, costing \$100,000, and a new \$20,000 Dodgem have been installed at Rocky Glen Park here and will be ready for opening May 31, Owner Ben Sterling Jr. reported.

### RIDES WANTED

At Point Pleasant Beach, N. J.

Opening for Adult Rides on percentage.

Write

Leonard Rider, Ride Mgr.  
809 Murray St., Elizabeth, N. J.

or

KING AMUSEMENT DEVICE CO.  
711 Main Street, Asbury Park, N. J.

### Twin Lakes Greatest Buy

Circumstances permit us to offer to those with smart money the purchase of this 55-acre tract fronting Northeastern Ohio's choice spring-fed Twin Lakes, near Kent, Ohio, nestled among beautiful homes. This lone parcel on West Twin Lake is unrestricted for business purposes, therefore no competition for foods, cottages, bathing, boating or amusements. Customers fill this restful, attractive place from near-by Cleveland, Akron, Youngstown and other communities. The beach is large, clear, clean and safe. Innumerable trees shade most of the grounds. Property includes food and shelter house, cabins, bathing beach, boats, all needed equipment. Investigate this great income-bearing of the future. Price only \$55,000. Terms can be arranged. For further details write or call on Mr. John C. Smith of our staff.

STANSON GROUP  
412 Second National Bldg. AKRON, OHIO  
Blackstone 3185

### RIDES WANTED TO BUY

Any kind suitable for a city. Not a Merry-Go-Round! Will pay cash.

HARRY ALTMAN

Glen Park Williamsville, N. Y.

### STREAMLINED MINIATURE TRAINS

Stainless steel construction, gas driven, adults or children, 25 pass. model, complete with track, \$2495.00 up. 10-day delivery. Literature and large photos, \$1.00 bill (refunded first order).

### EAST COAST RIDES

14 Swan Street Paterson 3, N. J.

### DEVIL AND GIRL

Illusion in black lite. A new feature, 6' 5" x 30" x 10". Prompt delivery.

### AL NICHOLS STUDIO

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### NEW FROZEN CUSTARD MACHINES GOOD USED RIDES

Or Have You Any To Sell?

BERTHA GREENBURG

Hotel Kimberly, 74th St. & B'way, New York



A battery of "Pilot Trainers" supervised by an attendant is a great crowd stopper...and when they stop, they ride. "Pilot Trainer" is thrilling, fascinating...roomy enough to get into and out... will hold individuals up to 300 pounds.

**\$850.00** 25% DEP. BALANCE C.O.D., F.O.D.N.Y.

ORDER TODAY!—IMMEDIATE DELIVERY

Write for Special Finance Plan And Name of Nearest Distributor



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## A GOLDEN OPPORTUNITY

We don't have the time to run our park this year. All we want you to do is to pay the rent for the season (\$1,000) and give us a percentage of the rides already in the park.

You have stores, parking facilities and other needs all set up. Located off main highway near Baltimore, Maryland (Liberty Park).

Telegraph or Write to

### LIBERTY PARK

210 E. Lexington St.

Phone: Lexington 2775

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## BINGO LOCATION DESIRED

Experienced Operator with high-grade equipment and personnel desires location. Finest references. Will go anywhere! Organizations, Landlords, Promoters—what have you? Write in strict confidence! Satisfactory arrangements can be made!

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## PISMO BEACH AMUSEMENT PARK

PISMO BEACH, CALIFORNIA

Located on new Roosevelt Hwy #101, midway between Los Angeles and San Francisco. Finest natural beach in the United States. Famous for Pismo clams and recreation. George A. Doss and Ross O. Keeler awarded ten-year lease on amusement zone. New dance hall now under construction, to replace one destroyed by fire, will open soon. Large skating rink, spacious ballroom, nite club. WANTED—A few legitimate Concessions: Pop Corn, Candy Floss, Custard, Shooting Galleries, Sno Cone, Derby, Darts, Penny Pitch, etc. RIDES—Non-conflicting Major Rides in first-class condition, make good deal. #16 Eli Wheel, no junk; also Kiddie Rides and Pony Track, Miniature Train. Long leases available. Long season in sunny California. Charlie Miller, Bill Overhensley, George Allen, contact Ross O. Keeler. Write or wire.

## FOR SALE—USED RIDES

Spillman Hey-Day, Waltzer, Parker Merry-Go-Round  
ALSO

TANGLEY CALLOPE—WURLITZER ORGAN

Each ready for immediate delivery at point of storage in Middle West. Available for inspection by appointment. PRICED FOR QUICK SALE—GENERAL TERMS: CASH.

D. WADE, Detroit-Leland Hotel, Detroit 26, Mich. Phone: RAndolph 2300.



## Princess Stock Bows In Missouri April 29

LeCOMPTE, La., March 9.—Princess Stock Company opens in Cole Camp, Mo., April 29. A top is being made by Harry Sommerville, of the Central Canvas Company, Kansas City, Mo. Cast will include Jack Parsons, Ray Mathis, Charles Tarbutton, Ed Ward, Larry Haggard, Jean Layne, Lolabelle Parsons, Wanda Ward, Lucille Ward; Jimmy Hatfield, boss canvasman; Joe Piatt, stage manager. Mathis, Haggard, Tarbutton and Hatfield are returned servicemen.

Wanda Ward, 9, will be featured in soubrette roles and at the piano. This will be the Parsons' fourth season, Haggard's 27th and Jean Layne's second with org.

The Wards have been spending the winter in Louisiana, where Wanda is attending school. Ed and Lucille Ward have been playing schools in surrounding territory with three fairy tale plays.

## Sepia Tents Ready

By E. F. Hannan

ALL SIGNS point to the biggest season's array of colored tented orgs that has been launched in the South and Southwest for years. In the three stem States, Alabama, Mississippi and Georgia, the old-timers and various new-comers are waiting for the bluebird to flap his wings.

This year will have an added attraction in the tent pic show for colored patrons, and along with the seasoned vaude-pic, these new tent tricks will add fair dates to their regular itinerary. Colored orgs will be both numerous and busy about midsummer.

## Slim Vermont in Hospital

O'TEEN, N. C., March 9.—Slim Vermont (E. V. Balger), veteran minstrel, tab and rep performer, is confined at Veterans' Hospital here with a malignant ailment. He is now recuperating after five months in a full-body cast, and doctors say he will be here for some time. Friends are urged to drop him a line.

## WANTED TO BUY OR LEASE AT ONCE

Dramatic Tent about 70x140, also Marquee Seats. Wire

### A. V. CORSAW

Phoenix, Arizona

## HELP WANTED

Boss Canvasman, Electrician for Hillbilly and Stage Show. Open April 15, close November 15. Must be sober.

Concessions open: Prize Candy, Popcorn, Candy Floss, Jewelry.

### GEO. HAMMOND

General Delivery, Fort Worth, Texas

## COLORED MUSICIANS

Openings for all instruments for twenty-piece band. Don't wire, but write, giving references and state fully what you can do. As always you get good treatment and top money here.

### DAVID S. BELL, Owner Fargo Follies

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VALDOSTA, GEORGIA

P.S.: Wash Christian, contact at once and give a private address.

## BARDEX RADIO MINSTRELS WANT

COLORED Musicians, Piano Player, Performers and Comedians who can cut it. Also a good Quartet and Ballad Singer. This is a Free platform Med Show, making 2 and 3 week stands in larger cities. Opening early in May in Pennsylvania. Hundreds of silk and satin costumes, largest and best equipped med show on road. Write, stating salary, experience, etc., to DR. MILTON BARTOK, P. O. Box 2047, Sarasota, Florida, till May 1st; then to Box 491, Columbus, O.

## REP RIPPLES

JIM PARSONS and wife, Jewel Townsend, formerly together on the Bisbee, Roberson, Tilton, Gifford, Kinsey and other reps, are in their sixth month at Station WLW, Cincinnati, where Jim is script writer and Jewell is a feature on two programs under the name of June Miller and Susan Wheeler. Jim's dad, Jack Parsons, has been presenting his Lincoln program in Indianapolis schools all winter, assisted by his wife.

MR. AND MRS. ARTHUR LOFT, known in rep as Daisy Dell Wilcox and H. P. Loft, have been in Hollywood for some years, where Arthur has appeared in a number of pictures. JACK LORD, Detroit, pens that Frank LaMont (W. Lamont Saunders), who was with him at the Gem and Kemper theaters, Little Rock, is at the County Farm, Cape May C. H., N. J. He formerly had the LaMont Merry Makers on road on the tab circuits. In a letter to Lord, LaMont inquired of Joe Marion, Jack Crawford, Bert Humphries, Joe Forte and Bobby Jarvis.

RECENT VISITORS at James E. Carter's Dramatic Show headquarters, Altona, Mich., were Mr. and Mrs. Richard Christenson and daughter, Chippewa Lake, Mich., and Mr. and Mrs. Herbert Golden, who are framing a side show at quarters in Burnips, Mich. RALPH MOODY now a feature on the Bob Burns air show, formerly was with stock and rep, and for two decades operated his own company, the Hazel McOwen Stock Company. When a

## Miniatures Fade In Detroit Area

(Continued from page 72)

Hilo plans to take his equipment on the road and operate as a small carnival.

On the other hand, the two Motor City parks have been consolidated under management of Victor Horwitz. Operation will be enlarged so that the spot may approach the status of a small standard park. However, no plans for any major rides are reported.

Miniature parks are apparently flourishing in the up-State territory. Several have been in operation for a number of years at various lake and resort spots, and will generally continue in operation. Other operators, largely ride men formerly with carnivals, are reported establishing a few new locations for such permanent parks, but the general prospect is for the disappearance of most of the wartime parks.

Principal reason for this is the obvious one that times have changed, and operators who established themselves in all-season location with a few rides and other attractions when travel became too difficult, are going out on the road again.

One spot that is reported abandoned as a park and being turned into a real estate development is Lake Orion Park Island. For many years, until a disastrous fire about seven years ago, this was ranked as the fifth of the Detroit area's major parks. Since then it has been operated by Carl Ruebelman as a park but on a reduced scale. Park dates back about 50 years in origin.

## CHIPMAN PICNICS

(Continued from page 72)

door motion pictures are planned and name bands will be used in the pavilion when it is completed for year-around use. Name bands also will be used occasionally in the outdoor pavilion.

succession of cyclones destroyed his tent outfits, Moody turned to radio, breaking in on a Topeka (Kan.) station and joining the talent staff of WLW, Cincinnati, in 1941. He left Ciney for Hollywood last fall, and is doing his new assignment from there.

CHARLES AND HENRY FAULKNER have a religious pic show around Rancocas, N. J. GOLDEN SHOW will soon open in Central Michigan. BEATTY PLAYERS are operating around Lewiston, Idaho. EVERETT PLAYERS are in Southern New Hampshire playing auspice dates. CHESTER COBB, religious pic operator, is working around McLean, Va. CAROL PLAYERS have been in the Dade City, Fla., area past three weeks. CARLIN'S COLORED MINSTRELS are around Anniston, Ala. HENRY LAVINE is operating around Megantic, Que., with vaude-pic. He will have religious films after March 15 until late spring.

## ANFA Issues Year Book

NEW YORK, March 9.—Allied Non-Theatrical Film Association, Inc., New York, has issued its first (1946) Year Book and Audio-Visual Who's Who, edited by Wilfred L. Knighton, executive secretary ANFA.

## Marks & Fuller

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## Big Roadshow Attractions

16MM Sound Films including latest Features, Westerns and Action Pictures. Make extra money. Special: All Colored Cast Films. Real money makers. Write for full details.

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## SOS PORTABLE SOUND!

Now and Used 16mm. & 35mm. Portables, Also Everything in Theatre Equipment. Send for our Winter Bargain Catalog. S. O. S. CINEMA SUPPLY CORP., 448 W. 42 St., N. Y. C.

16 MM. RELIGIOUS SUBJECTS 35 MM.

Westerns, Actions, Selected Shorts. Wanted: 16MM. Sound Projectors.

OTTO MARBACH, 630 Ninth Ave., N. Y. City

## WANTED

People all lines. Radio-dance policy now, Tent later. Steady work year round.

CHICK BOYES PLAYERS

216 West 26th, Kearney, Nebr.



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GENUINE OGD  
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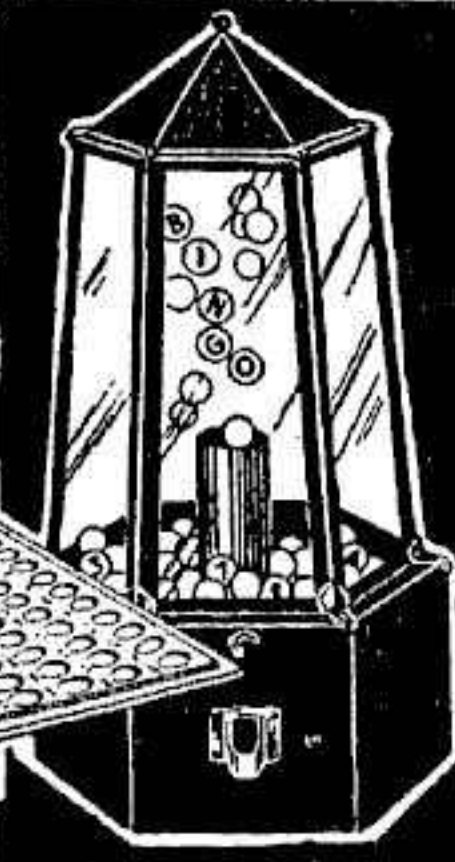
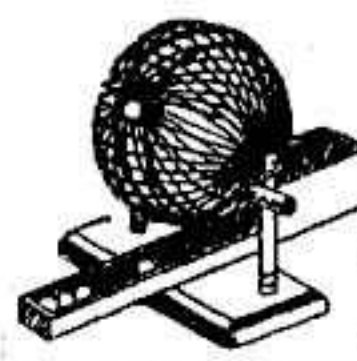
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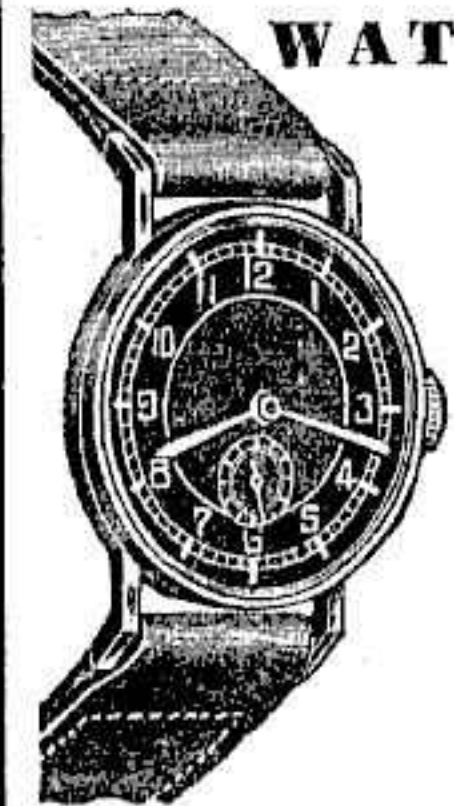
Number	Article	Per Gr.
N2127	Paper Flag on Stick	.65
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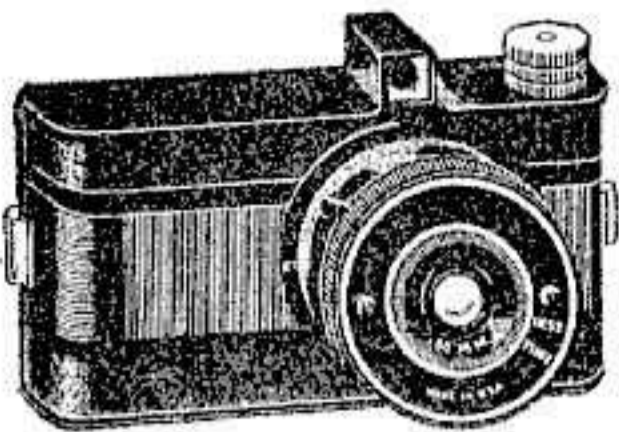
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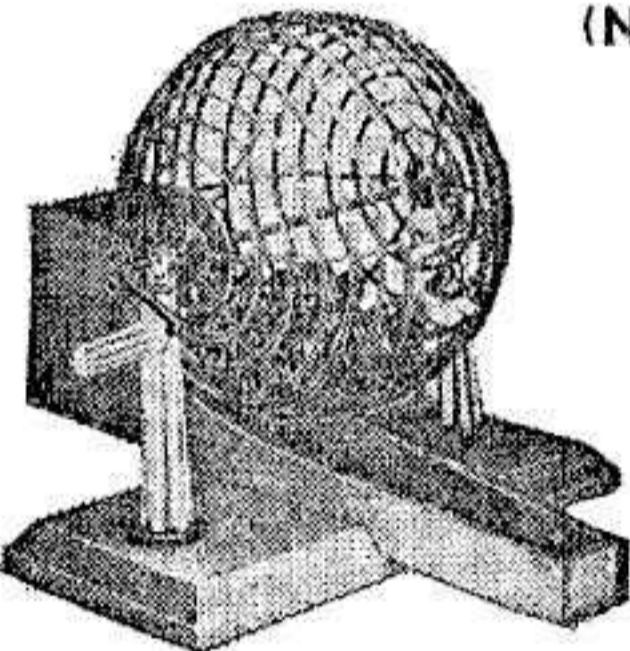


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 265S163B. . . . . Per Dozen \$17.85  
 Dessert Forks. . . . . Per Dozen \$1.75  
 263S154B. . . . . Per Dozen \$19.40  
**Fluorescent Desk Lamp—Metal with brown crackle finish. Porcelain reflector. Uses 15-watt tube.**  
 57E30—Priced without tube. . . . . Each \$7.95  
**All-Leather Billfold—Semi-stitchless. Bill divider. 2 pockets. 8-window passcase. Black or brown. Each \$1.25.**  
 412L165B. . . . . Per Dozen \$7.80  
**Plastic Weather House—Forecast weather changes. 6 1/4 x 4 1/2 x 3 1/2". A best seller.**  
 621N157B. . . . . Per Dozen \$10.80  
**3-Piece Kitchen Set—Wood handles. 8" and 5" serrated blades and 3" straight edge blade.**  
 322S254B—Per set \$1.25. Per Doz. Sets. . . . . \$10.80  
**Razor Blades—Mercedes Double-Edge. 20/5's (100 Blades) in Display Carton.**  
 322K63. . . . . Per Carton \$ .68  
**Bangle Bracelet—Sterling silver. Twist design.**  
 228J603—Each 90¢. Per Dozen \$5.95  
**Special Diamond Set Wedding and Engagement Ring Set—Handsome 10K yellow gold mountings. Solitaire has genuine diamond. Wedding ring has three smaller diamonds. Presentation box. 111D251B Per Set \$4.50**  
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 616H106B. . . . . Per Dozen \$3.15  
**Novelty Plastic Pencil—Automatic. Shaped like a baseball bat.**  
 215J147. . . . . Per Dozen \$1.95  
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 241K17B—Doz. \$1.45. Per Gross \$15.00  
**Genuine Leather Zipper Compact—Round style. Assorted colors. Mirror, sifter and puff.**  
 228J576B. . . . . Each \$2.00  
**Sterling Silver Baby Cup—Satin finish inside. Ht. 2 1/2"; diam. 2 1/2".**  
 322S276B—Each \$3.95. Per Dozen \$45.00  
 25% Deposit Required on C. O. D. Orders. Wholesale Only. Catalog Sent on Request.

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 WHOLESALE DISTRIBUTORS SINCE 1911  
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**FOR IMMEDIATE DELIVERY—25 HEALTHY**  
 Rhesus, \$25.00 each; 1 Med. Annubis Baboon, \$125.00; Sooty Mangabays, \$40.00 each; Mona Monkeys, \$45.00 each; Green Monkeys, \$35.00 each. Have Zebras, Elands, Gnus and other stock arriving late March. Buck, 420 Garden Ave., Camden, N. J. ma23

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 Ringtail Cats, Skunks, Civets. Can supply complete line of Animals for wild life shows on order. Charone Animal Ranch, Burlington, Wis.

**MEXICAN DONKEYS (BURROS), VERY TAME.**  
 Special for children to ride on, \$35.00 each, \$70.00 pair. General Mercantile Co., Laredo, Tex.

**SNAKES—ALL KINDS; PLENTY BOAS, ALL**  
 sizes; Giant Blue Bull Snakes, Alligators, Armadillos, Mexican Beaded Lizards, Giant Horned Toads, Coatimundis, Opossums, Agoutis, Monkeys, Baboons, Ringtail Cats, Bantams, Raccoons, White Doves, Talking Yellowhead Parrot, Zebra, Finches, Parakeets, Guinea Pigs, Rats, Mice, Hamsters, Squirrels, Rabbits. Wire Otto Martin Locke, New Braunfels, Tex. ap6

**WANTED—TRAINED BAROONS, TAME, THAT**  
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 Every park wants one; 4 shooter, \$50.00; 8 shooter range, \$98.00. Stan Johnson, Salamanca, N. Y. ap6

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 highly desirable line of personalized Novelty Wire Jewelry. Individual names handcrafted on 12 Karat 1/60 gold rolled on Sterling Silver. Immediate delivery. Write for illustrated circular showing variety of smart new designs. Unique Novelty Jewelry Corporation, 98 Park Place, New York 7, N. Y. ma30x

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 distribute amazing cleaner under your name. Details free. Sample 25¢. Linnell Co., Box 17200, Cleveland 5, O.

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 over 40,000 words, 25¢ postpaid; business secrets, formulas, wholesale supply sources galore; no ads, meat only. Henry R. Parent, Coaticook P. Q., Canada.

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 10 K. Solid Gold Emblem mounted on Heavy Sterling Silver Ring, \$33.00 Doz. Sample \$3.00. Every Veteran a prospect.  
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 3 Oz. Bottle With Wands, \$18.00 Per Gross.  
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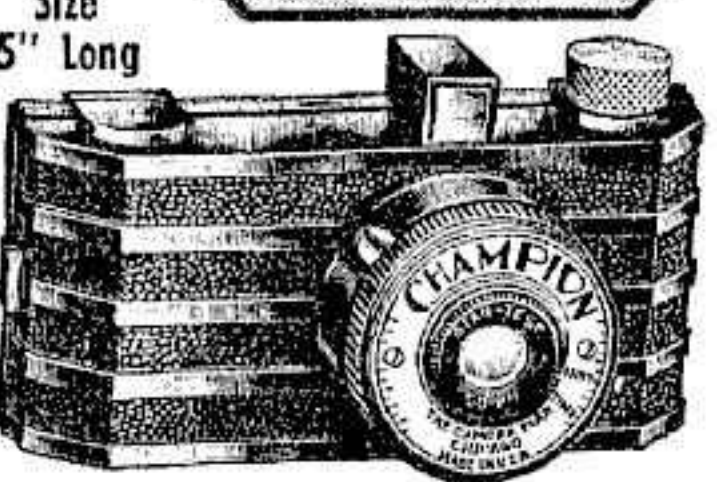
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Souvenir of World War II—

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**ASH TRAY TABLE LIGHTER**

Highly polished, assorted colors—in individual cartons.

Price Per Dozen.....\$ 14.40  
 Price Per 1/2 Gross Lot.....\$ 75.80  
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**DEAL—600-HOLE BOARD**  
 6 Lighters — 26 Pk. Cigarette Payout Label. Price.....\$8.50



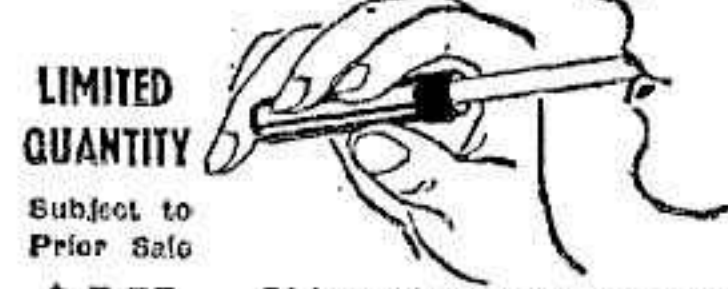
25% deposit. 2% discount if paid in full with order. Regular terms to rated firms. Orders shipped on date received.

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**MAGIC CIGARETTE LIGHTER**



**LIMITED QUANTITY**  
 Subject to Prior Sale  
**\$6.75** Per Doz.  
 Gross Lots  
 Lights without flame, indoors or outdoors. Foolproof, no moving parts, nothing to get out of order. Beautiful, lustrous black and red plastic. Guaranteed unconditionally against mechanical defects. Individually boxed with extra supply of fluid.  
 3 Doz. . . . \$7.50 Doz. 1 Doz. . . . \$8.50 Doz.  
 Samples . . . . . \$1.00  
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 Silver Plated Ident. Doz. \$6.50  
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 Anklets, Gold Filled. Doz. 6.00  
**"HEART OF MY HEART"**  
 (Pat. Applied for)  
 Pendant with S. S.  
 Chain. Doz. . . . . 7.50  
 Send for Free Mexican Jewelry Catalog.  
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**5,001 ITEMS AT FACTORY PRICES**

Your complete needs all at one source—Candy, Gum, Batteries, Gloves, Dry Goods, Pins, Salesboards, Sanitary Goods, Drugs, Toilet Articles, Automobile Supplies, Specialty Merchandise and many other scarce items. Send 3¢ stamp for complete new list. We have the merchandise.  
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Constructed of a new PROCESS, they are HEAVY and DURABLE, with BEAUTIFUL OUTSTANDING FEATURES.

	Per Doz.	Per Doz.
The Madonna	\$30.00	The Horse \$13.50
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Terms—Full amount with order. I will pay the shipping charges. If you will send \$11 I will send you one pair of each, prepaid, and if you are not satisfied return and I will gladly refund your money.

**RUSH YOUR ORDER—PRESENT PRODUCTION LIMITED**  
**J. D. SCHUNCK**  
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**NOW FOR IMMEDIATE SHIPMENT**  
**2 SLICE ELECTRIC TOASTERS**

OPA RETAIL CEILING  
**\$5.88**  
 Each

YOUR COST  
**\$4.24 Each**  
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PACKED 12 TO CASE  
 MINIMUM SHIPMENT  
 2 CASES

NO C. O. D.'s. ALL ORDERS  
 MUST BE ACCOMPANIED BY CHECK



HEAVY GAUGE STAINLESS STEEL  
 500 WATTS, A. C., D. C.  
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"TRICKS, JOKES, NOVELTIES"  
 Tit-Tat-Too, an exciting game whole family can enjoy. Individually packed. Size 8x14. Special \$7.50 per 100 games. No less sold. Souvenir Luggage Labels from every where. Hard to get kind. Package of five assorted. Retail 25¢ pack. Wholesale, \$12.50 hundred packs. Doz. packs, \$1.50. Exploding Book Matches, Gr. .... \$4.50  
 3 Gross Lots, Gr. .... 4.00  
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 Hot Picks, 24 Packs. to Card. .... .90  
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 Carnival O'Fun, 80 Dime Items, Card. 2.75  
 Cigarette Leads, Gr. .... 5.00  
 2 Gross Lot Orders, Gr. .... 4.50  
 5 Gross Lot Orders, Gr. .... 4.00  
 3 Card Mont, 25¢ Retailer, Doz. .... 3.00  
 Luff Package, Over 25 Items, Tricks, Jokes, Puzzles, Gags, \$1 Retailer, Doz. .... 6.00  
 Doll, Knockout \$1.98 Retailer, Was \$14 Doz. Special Ass't., Doz. .... 3.00  
 25¢ with Order, Bal. C.O.D. (No Sample) Or One of Each. All Goods Brand New.

## Lewis Novelty Co.

**1010**  
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#30—Inflate 42"

All Red—300 to Carton

## 16¢ ea.

No Less Than 300 Sold  
All Heavy Rubber

GUARANTEED FIRSTS

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2 Dram Individually Boxed.  
Retail 75¢.

INDIAN ROMANCE for Blonde.

NEW YEAR for Brunette.

#25 for Dark.

Broker & Demons, Pr. \$17.25 Gross.  
 F. O. B. Chicago. 25% Dep., Bal. C. O. D.  
 (Intro. Offer—4 Each Oder—for \$2.00)

## HOLLYWOOD MASK

243 E. Illinois St. CHICAGO, ILL.



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**SPORS**  
 WHOLESALE CATALOG  
 HUNDREDS OF HARD TO GET ITEMS  
 3000 MONEY MAKERS  
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**WHOLESALE CATALOG**  
 Shows about 2500 items. Many new articles illustrated, as they come in on supplementary pages. Dealers, salesmen & agents, write for a catalog and see the big variety you can buy for today's opportunities. All at wholesale prices.  
**SPORS CO.**  
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## COIN-OPERATED MACHINES, SECOND-HAND

NOTICE—Only advertisements of used machines accepted for publication in this column.

A-1 CIGARETTE AND CANDY VENDING MACHINES. All makes, models, lowest prices. What have you to sell? Mack Postal, 8750 N. Ashland, Chicago. my11

A-1 AMERICA'S POSTAGE STAMP MACHINES for sale. Buying all kinds. Folders, immediate delivery. Write U.S.P., 100 Grand St., Waterbury 5, Conn. ma30

AA MACHINES: — BRAND NEW POSTAGE STAMP MACHINES, 1¢ LobBoy and Ticket Weighing Scales, 1¢ Nut-Candy Vendors. Free list. Adair Company, 6926 Roosevelt, Oak Park, Ill. ma30

BLONDIE, BIG SHOW, RITZ, \$25.00 EACH; Crossline, Wildfire, \$50.00 each. Ed Signor, 1135 Hudson St., S.W., Grand Rapids 9, Mich.

CASH FOR YOUR USED PEANUT MACHINES—Describe fully. Prefer Northwestern 33's; can use parts. Will also buy routes on location. Bernard K. Bitterman, 4425 Paseo, Kansas City 4, Mo.

DIME CHERRY BELL, \$150.00; NICKEL Brown Fronts, \$125.00; Paces Races, Brown, \$75.00. Yankee Mint Co., 391 Crescent St., Brockton 34, Mass.

FIRST STRIKER, SCIENTIFIC BASEBALL, \$86.00 each; Batting Practice, Smiling Sam, \$95.00 each; 6 Meters, \$150.00; 2 Love Nests, \$100.00; 2 Cockeyed Circus, \$100.00; 2 Knotty Peaks, \$100.00; 1 Kissometer, \$100.00; Baffleball, Hoops, \$30.00 each; Pikes Peak, Kicker & Catcher, \$20.00 each. 1/2 deposit. Email Schnepel, Fair Grounds, Birmingham, Ala.

FOR SALE—MODEL E CLAW MACHINES FOR carnivals and parks, Chicken-Sams, Parachutes, Radio Rifles, Keeney Anti Aircraft Guns, Keeney Bowlttes, fourteen feet, factory rebuilt. Meyer Wolf, 589 Boardwalk, Atlantic City, N. J.

FOR SALE—SUN RAY, \$125; BOSCO, \$70; Torpedo Patrol, \$75; Sea Hawk, \$60; 610, \$200; 24M, \$275; V.M., \$375; 8800s, \$600; 750M, \$650. Want Seeburg Remote equipment. O'Brien, Newport, R. I.

FOR SALE—1 WATLING GUESSER SCALE, like new, \$100.00; 2 Watling Ton Thumb Fortune Telling Scales, \$89.50 each; 1 Columbia Dial Scale, \$35.00. King-Pin Equipment Company, 826 Mills St., Kalamazoo, Mich.

FOR SALE—15 TARGET ROLL JR. SKEE Ball Alloys, 9' long, or will trade for Ten Strikes. Reliable Skee Ball Co., 2512 Irving Park Road, Chicago, Ill.

FOR SALE—11 DUPLEX LOG CABIN PEANUT Vendors. These machines are like new, \$10.00 each. Aloysius Leonard, 2005 College Ave., Terre Haute, Ind.

FOR SALE—2 WURLITZER 61, \$149.00 EACH. Very clean and A-1 working condition. Stand, \$15.00. Frank Guerrini, Burnham, Pa.

NEW PREFLIGHT TRAINER, ON LOCATION, doing good. Building too narrow, 750 complete. Will trade for Panorams or Wurlitzer. One Photomatic BD22 for sale or trade. Columbia Amusement Arcade, 1333 Main, Columbia, S. C.

PANORAM, A-1 SHAPE, \$325; 1 MILLS Throne, \$295; 1 Kicker & Catcher with stand, \$17.50; Batting Practice, \$60; Anti Aircraft, black, repainted, \$29.50. Wanted: Pins, will pay more than anybody else. Send your list now. Ace Amusement Sales, 27 Strand St., Wilmington, Del.

PINBALLS — DIXIE, SCORE LINE, METRO, Big Chief, \$40 each. Sports, Lucky, Blondie, Mr. Chips, \$25.00 each. Good. F. Shafer, Washington, Ind.

SHIPMAN ENAMELED ALL METAL DUPLEX Stamp Vendors, like new. Laurelton 8-0709. Call evenings. Box 758, care Billboard, 1564 Broadway, New York City.

WANT — 1,000 5-BALL FREE PLAY PIN Games. Also a quantity of Free Play Consoles. Cash waiting. Send us your complete list and prices. Monarch Coin Machine Company, 1545 N. Fairfield Ave., Armitage 1434, Chicago 22, Ill. x

WANTED TO BUY RECTIFIERS, TRANSFORMERS and other parts for Skee Ball Alloys. Also Bally Scoring Units. Reliable Skee Ball Company, 2512 Irving Pk., Chicago, Ill. ma16



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Metal Hand Juice Extractor—While They Last  
 Packed 12 to shipping carton at.....\$12.00 per dozen  
 No. 547—17 1/2 inch round aluminum tray  
 packed 12 to carton ..... 16.80 per dozen  
 No. 673 wood kitchen stools, painted red top. 18.00 per dozen  
 No. 2830 metal smoking stands, packed 6  
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ALL ORDERS FILLED IN ROTATION

**WISCONSIN DELUXE CO.** 1902 N. Third St. Milwaukee 12, Wisconsin

WANTED—5 SCIENTIFIC BASEBALL AND 5 Western Baseballs, all in first class shape. Write stating price, quantity, and condition. Melody Music Company, 113 N. E. 9th St., Miami 36, Fla. ma23

WHITING SCULPTOSCOPES, 1/2 SLOT, LOT OF four for \$49. 1/2 with order, balance C. O. D. The Durango Dells, Durango, Ia.

WILL PAY \$160 FOR SEEBURG REX OR Royals, also need Wallomatic and Receivers Model USR-1. Casey Jones & Co., 332 So. Jennings, Fort Worth 4, Tex.

1 PLAY POOL, \$110.00; 1 CADILLAC, \$32.50; 1 Bally Torpedo, \$125.00; 1 Rapid Fire, \$110.00; 1 Gripophone, \$35.00; 3 Streamlined Card Vender with bases, \$110.00; 2 Anti Aircraft and 1 for parts for \$80.00. No crating, come and get them. Wm. Schnepel, Red Bud, Ill.

2 BATTER-UP MACHINES, DOUBLE SET-UP for 2 players. Cost \$5,000, sell for \$3,500. Like new. Used 6 months. Wm. Johannsen, 1226 Oak St., Santa Monica, Calif.

3 BECKLEY DELUXE DIGGERS, \$100.00 each. Also one Mills Punching Bag, \$50.00. Crating, \$5.00 extra. J. L. Keef, 525 3rd Ave., No., Nashville, Tenn.

100 YU-CHU BALL GUN VENDORS, \$5.00 each; chrome base. C. H. Meyers, 701 N. Augusta Ave., Baltimore 29, Md. ma23

50¢ JENNINGS DIXIE BELL, \$385.00; ORIGINAL Mills 50¢ Blue Front, \$395.00; special lot, 15 Mills Original Hand Load, 2-5 pay, consisting five quarters, three dimes, five nickels. Request list. Phone Main 1323. Coleman Novelty, Rockford, Ill.

## COSTUMES, UNIFORMS, WARDROBES

ALL BRAIDED CELLOPHANE WAISTBAND Hula Skirts with Loin, \$7.50; Rhinestones with Settings, \$2.00 a gross; Punches, \$5.50; Metal Spangles, all sizes and colors; Chorus Costumes, etc. C. Guyette, 316 W. 45th St., New York. Circle 6-4137.

ASSORTED BUNDLES OF COSTUMES, GOWNS, Trimmings, etc., \$5.00. Chorus Costumes, \$1.50 each; Evening Gowns, \$5.00. Other costumes and accessories. C. Conley, 308 W. 47th St., New York.

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GREEN VELVET DRAPES (5 1/2 x 11), TWO FOR \$25.00. Tuxedo Suits, Orchestra Coats, Men's Street Suits, Curtains, Costumes, Minirela. Wallace, 2416 N. Halsted, Chicago.

MAN'S OVERCOAT, \$10, CUSTOM MADE. Rich black prewar English woolen. For full dress. Size 38-40. Like new. Worth double. Phone GR. 7-5854, New York City.

MEN'S SUITS, \$7.00 UP; DRESSES, 25¢; Coats, \$1.50 up. Uniforms, Halls. Write for circular. J. Brenker, 1568 Fulton St., Brooklyn, N. Y. x

RHINESTONES IN GARMENTS, DROPS, BANDINGS or loose, any condition. Mail items, samples quoting best prices. Prompt action. Square deal assured. Brown, 36 Bank St., New York 14. ap6

SINCE 1869—COSTUME BARGAINS. Chorus, dollar up; Principals, three up. No catalogue. State wants. Guttenberg 9 W. 18th, New York 11. my18

## FOR SALE SECOND-HAND GOODS

ALL KINDS POPCORN MACHINES, CARAMEL-corn Equipment, Peanut Roasters, Doughnut Machines, Coleman Handy Gas Plants, Burners, Tanks. Northside Sales Co., Indianola, Iowa. ma30

ALL AVAILABLE MAKES POPPERS — FIFTY All Electric or Gas Heated Machines, cheap. Burch, Advance, Cretors, Dunbar, Kingery, Peerless Roaster. Candy Corn Equipment, 120 S. Halsted, Chicago. my4

GIANT TWELVE QUART HEAVY ALUMINUM Geared Popping Kettles, \$18.50; new Coleman Handy Gas Plants, Burners, Tanks, Popcorn, Cones. Northside Sales Co., Indianola, Iowa. (Established 1926.) ma23

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### Now Available!

Sterling Silver Cable.....10c Ff.

Sterling Silver, Gold Filled Cable .....18c Ff.

.040 Sterling Silver Curb Heavy Charm Bracelet Chain.....50c Ff.

Additional types and sizes available shortly. Write for information.

## CATCHES

Sterling Silver .....\$3.50 Gr.

Sterling Silver, Gold Plated.4.50 Gr.

Sterling Silver, Gold Filled. 6.50 Gr.

Wire and Pearl Plates now available!

1/3 deposit, balance C. O. D., F. O. B. New York

## WIRE TRADER

114 East 32 St., New York 16, N. Y.

Telephone Lexington 2-5788

## ACE-TEX BALLOONS

Immunity To You IMMEDIATE DELIVERY

Sizes	Per Gross
#5	\$ 2.40
#6	3.40
#7	4.15
#8	5.25
#9	6.80
#11	7.80
#14	11.40

Target Balloons. Per 100 ... 18.00

NO ORDERS FILLED LESS THAN \$25.

50% Deposit With All Orders, Bal. C.O.D.

## HOLLYWOOD NOVELTY CO.

P. O. Box 1294 Hollywood 28, Calif.

## REPEATING CAPS AND PISTOLS



Send for Description and Wholesale Prices. Also Fireworks for Store Resale and Display Fireworks for Parks, Clubs, etc.

## BERTRAM NOVELTY CO.

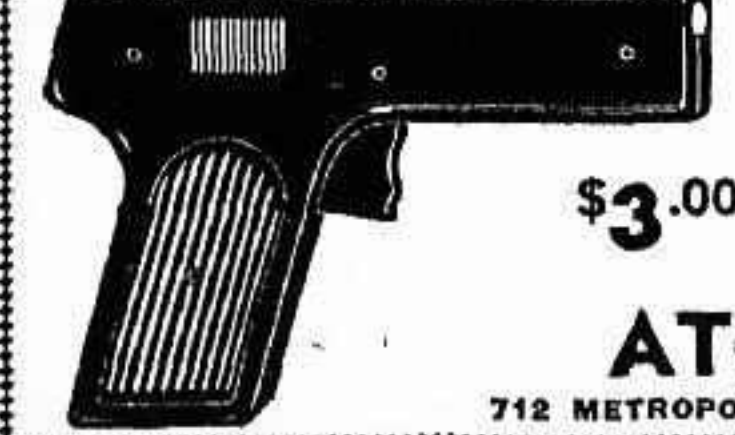
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## LEADING SELLERS IN FUR COATS

LOW JACKETS PRICES CHOKERS • SCARFS  
 ALL GENUINE FURS  
 Our new 1946 Victory Line is our greatest variety of best sellers for you! Latest styles. All sizes. Write for FREE NEW COMPLETE CATALOG! Satisfaction guaranteed or money refunded. Prompt delivery.  
**H.M.J. FUR CO.**  
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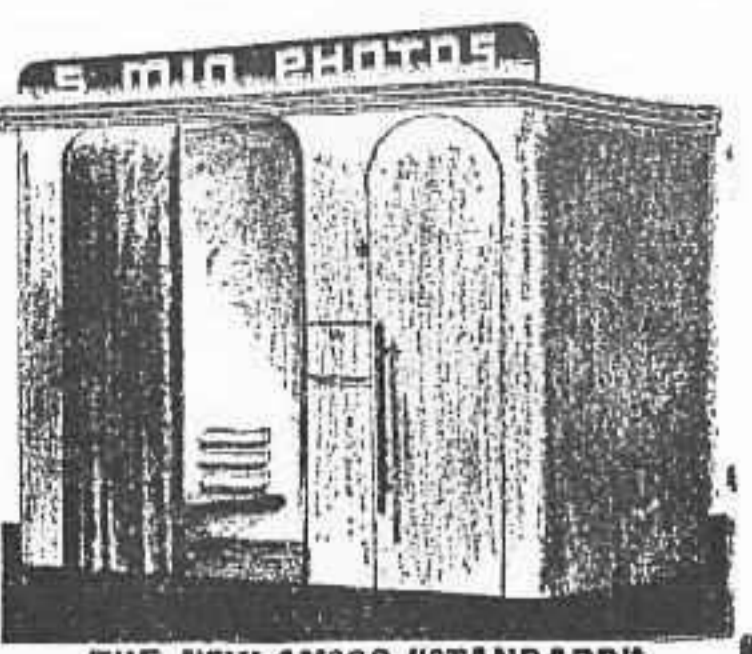
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- PICTURE FRAMES, ATTRACTIVE TRIPLE** strength mirror glass with clipped edges, easel backs. Package 12 dozen for size 2 1/2 x 3 1/2 photos, \$13.80; 8 dozen for 3x5 photos, \$14.80; 4 dozen for 5x7 photos, \$13.40; 3 dozen for 8x10 photos, \$16.20. International Sales Co., 414 East Baltimore St., Baltimore, Md. ap6
- TWELVE NEW, TWO AND THREE WAY PHOTO** Machines nearing completion. You people who really need better equipment, don't wait until the month's quota is sold out and then expect to secure this equipment for the spring rush. Enlargers, backgrounds, supplies, and latest catalogue. Royal Art Studios, 1043 1/2 Third Ave., Huntington, W. Va. ma23
- "VENUS" STREAMLINERS—FAST DELIVERY.** Booth complete or Cameras only. Single, double, triple. Full length or bust, all sizes. Knockdown or one-piece. Also used equipment. Low prices. Federal Identification Co., Dept. M4, 1012 N. W. 17th, Oklahoma City. ap27
- WANTED—WILL PAY HIGHEST PRICE FOR** Photoflash Bulbs any size. Wire amount and price. Playland Photo Shop, 210 South Chadbourne St., San Angelo, Tex.
- WRITE FOR NEW CATALOGUE AND PRICE** list for modern single, double and triple D. P. Cameras. Blitright Camera Mfg. Co., factory, Greensboro, N. C., sales office, Atlanta, Ga. ap20
- YOU ARE URGED TO ATTEND THE DIRECT** Positive Photographers' Convention at the Congress Hotel, Chicago, April 8, 9, 10 whether a NDPPA member or not, to inspect the newest equipment and materials and attend the demonstrations and lectures. Non-member registration fee only \$5.00. Members free. ma30
- 200 LEADING DEFENSE PLANTS TOOK OVER** 10,000,000 pictures with Merman D.P. Camera. 2x3 complete with booth, \$350. 3x4 complete with booth, \$400. Double, \$550. All booths portable. Can be assembled in 15 minutes without tools. 1/2 deposit with order. Samuel A. Merman, Gilderleeve, Conn.

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**PROFITS UP TO \$1,500 PER WEEK.**  
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The Originators of the Triple Camera

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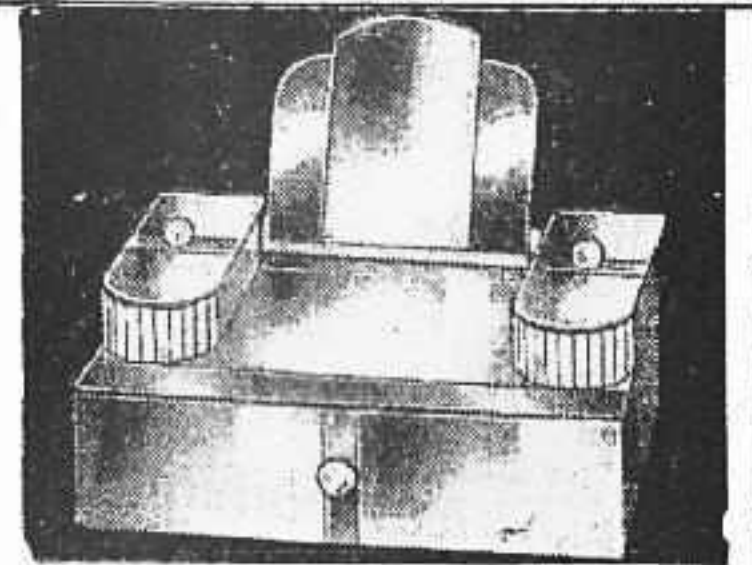
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 Beautiful blue-white mirror vanity with 2 floxo compartments, 2-tone swivel mirror.  
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WANTED TO BUY—AN AUTOMATIC PROCESS for reproducing photos on rings. Write soon. Its worth while for person with suitable process. Seymour Kravitz, 207 18th Ave., Newark, N. J. ma16

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WANTED—KIDDIE RIDES, ANY KIND, FAC- tory or home built. Must be complete. Will re- pair. Give description, price first letter. J. E. Patterson, 348 Wabash Ave., Decatur 7, Ill.

WANTED—SCALE SUITABLE FOR GUESS- Your-Weight. What have you? Dial platform preferred. Morris, 2957 W. 33d St., Coney Island, New York.

WANTED—MUSICAL INSTRUMENT, MAN- dola or Mandolin. Write make, condition, price and model number. M. Hutchings, Silver, Va. x

32 VOLT PHONOGRAPHS—NO CONVERTER jobs. Must be in, good condition. Dickinson Music Shop, Dickinson, N. D.

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AN ALL COLLEGE GIRL DANCE BAND—Ready to go. Available June to September. Pro- fer permanent location. Room, board and salary. All are experienced dance band musicians. Union band. Write. Barbara Robinson, Box 93, Dorm. No. 2, Texas Tech, Lubbock, Tex.

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WANTED—SCALE SUITABLE FOR GUESS- Your-Weight. What have you? Dial platform preferred. Morris, 2957 W. 33d St., Coney Island, New York.

WANTED—MUSICAL INSTRUMENT, MAN- dola or Mandolin. Write make, condition, price and model number. M. Hutchings, Silver, Va. x

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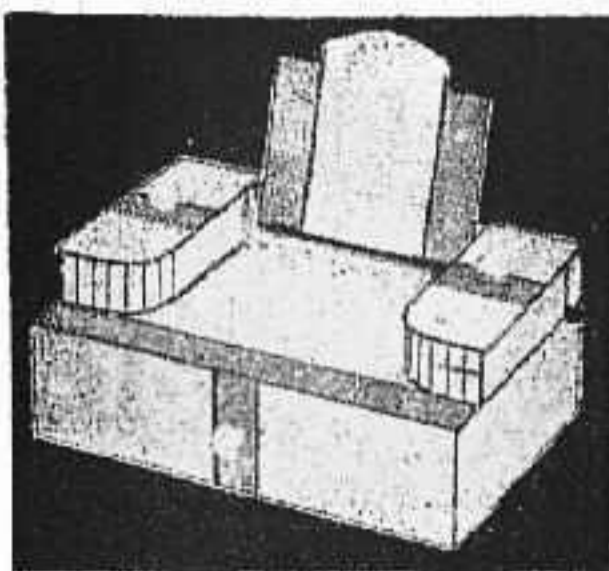
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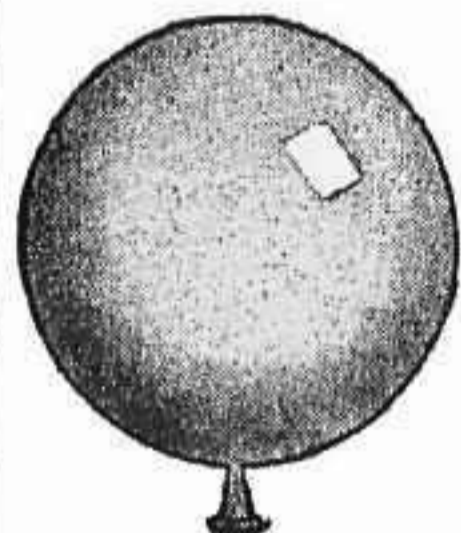
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Letters and packages addressed to persons in care of The Billboard will be advertised in this list one time only. If you are having mail addressed to you in our care, look for your name EACH WEEK.

Mail is listed according to the office of The Billboard where it is held, Cincinnati, New York, Chicago and St. Louis. To be listed in following week's issue mail must reach New York, Chicago or St. Louis office by Wednesday morning, or Cincinnati office by Thursday morning.

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25-27 Opera Place, Cincinnati 1, O.

Parcel Post

Bender, R. E., 25c (License Plates) 8c
Batt, Cpl. Wm. 30c
Elson, H. J. 10c

- Ackley, Wm.
Adams, Robt.
Allinger, Gabe G.
Alexander, Rivers
Alexander, Robt.
Allen, Barney
Allen, Dan V.
Alzora, Karl
Ancher, Jole
Anderson, Harold
Ann, Bruce A.
Appelbaum, Sam
Arbuckle, Rex
Archer, L. D.
Arhardt, Terrance
Ashby, Carl
Ashley, Wm. S.
Atkinson, Ralph
Austin, Archey
Bacon, Jos.
Bandy, Marine
Barker, Monica
Bays, Dick
Beal, Mrs. Marion
Bearfield, Edgar & Helen
Beaver, Clarence
Bedlin, Dorothy G.
Bennett, Pop
Bernstein, Barbara
Bernstein, Low
Betz, John
Bircher, Claude
Bishop, Chas. H.
Blake, Etta Louise
Blake, Junior
Bluelstein, Morris
Bolam, Elizabeth
Bolt, Lloyd J.
Bonham, Claude
Bordunard, Raymond
Borup, Matthew E.
Bosch, John
Bouras, Jimmie
Bowers, Chas.
Boyce, Chick
Bradfield, Clifton
Bridle, Robt.
Brizgin, Gerald
Brown, A. J.
Brown, Harold
Brown, Rinao Isaac
Bruce, Arthur
Buchanan, K. W.
Buck, Dottie
Bulby, Paul
Burke, Patricia
Burson, Arthur
Butterbaugh, Elmer
Busbaum, Edw. R.
Caleman, Wilbur
Cameron, Skeets
Caminarata, Fred
Campbell, Chas. T.
Canfield, Velda F.
Carroll, Jimmy
Carroll, M. N.
Carroll, Wm.
Carson, Helen
Carter, Allen
Carter, Robt. L.
Carver, Fremant
Case, James B.
Caserta, Virgennina
Casey, Wm.
Cashman, Dan L.
Casher, Arthur
Caudill, Lester
Chandler, Ray
Chapman, Lawrence
Chapplear, Thos.
Childers, E. S.
Christman, James
Chunns, Anthony
Church, Luther
Ciesla, James
Clarkson, Robt. N.
Clausen, Edw.
Cobb, Gentry
Gobler, W. P.
Columbo, Scott
Colvin, Isaac
Connelly, Fred
Connelly, Lawrence
Cooke, Bill Meserve
Cooper, Mrs.
Copper, Doty
Couture, L. J.
Cowan, W. D.
Cox, Bill
Cox, Walter B.
Cox, Willard L.
Crabtree, Cecil
Cradlock, Thos. A.
Crawford, Dick
Creamer, Harold
Crosby, Wm. C. &
Cross, Chas. Edw.
Crowell, Henry
Cullen, Virginia
Cunningham, B. C.
Outler, Richard
Dale, Mickey
Davis, Betty Jane
Davis, Chas. Bimbo
Davis, Don K.
Davis, Jay
Davis, J. G.
Davis, Joe
Dawson, Mary
DeLemena, Lorena
DeWayne, Richard
Decker, Therman
Deen, Delores
Del-lee, Prince
Demetro, Groffo
DiCorte, Cpl. David V.
Draw, Irene
Dunlap, Dr. Ted
Dunn, James
Dunn, Junius Earl
Dwyer, Dink
East, Geo.
Edwards, Jack
Edwards, Louis
Eklund, Eric
Ellis, James R.
Engerer, Capt.
Eskins, Rodney G.
Ellis, Harlow C.
Ellis, Mary A.
Emish, Walter H.
Ems, H. C.
Everitt, Amy
Eyated, Benjamin
Eyated, Tracy
Femster, Wm. E.
Feil, Walter
Felts Jr., Arnold
Ferguson, Geo.
Ferro, Ruby
Fetta, L. Tex
Field, Pvt. Edw.
Fiore, Anthony
Fizzell, Frank
Forsythe, Fred M.
Franks, Edw.
Fried, H. T.
Frisbie, A. L.
Frisbie, Fay
Frisbie, Frances
Frisbie, Fred L.
Frisbie, Mrs. Jeanne
Friscoe's Seats
Fugate, Warren
Galek, Gloria
Galves, Al
Gallagher, Clarence
Gallagher, C. R.
Gallagher, Doc
Gallagher, Emmitt
Gallagher, John Q.
Gavord, E. F.
Geddes, Mrs. Geo.
Gerber, Sgt. Herb
Gilmer, Carl
Gillis, Sam
Gilmore, Ed (Gita)
Girrair, Ted
Glodon, Marion
Gordon, Sam
Gordon, John W.
Gotschall, Hallie
Green, Ralph E.
Griswald, Garrett
Gritzke, Meta
Grosse, Pat
Hastuts, Gerald
Haines, R. J.
Ham, G. R.
Haudel, Rose Mae
Haney, Edw.
Hanna, Chas. E.
Harlow, Hubert L.
Harridon, Edna
Harris, James Otis
Herrmann, A. J.
Hartley, Jos.
Hartz, Ben A.
Hartzel, John
Harven, James
Hasty, Harold
Hawks, Patty
Heck, Luther C.
Heiman, Pearl Val
Heiman, Jimmy
Hendrickson, John
Henry, Art
Hensley, Wm. T.
Hester, Mrs. Irene
Hibbert & Byrd
Hickey, Maurice
Higgins, Pat
Hite, Marlin
Hoff, Mrs. Joe
Holms, Peggy
Holt, Raymond
Hopper, W. A.
Horn, Jos. R.
Horn, James H.
Horne, Jos.
Hos, Pat
Hoskins, Herbert
Howard, Johnny
Howard, W. H.
Hoy, M. W.
Hubbard, Paul
Hubble, Sylvester
Hunter, Leroy F.
Hyland, R. C.
Irwin, Donald
Irwin, Ralph
Isted, Tracy Alfred
Ivery, Leroy
Jackson, Robt.
Jacobson, Ira & Stella
Johnson, Ari
Johnson, Clayton
Johnson, John W.
Johnson, Robt.
Johnson, Mrs.
Johnson, Walter
Jones, E. A.
Jones, Frank
Jones, Mrs. James
Jones, Kenneth
Jones, Wm.
Jordan, Mrs.
Joslin, Claude
Judy, Mrs. R. L.
Justin, Donald A.
Kable, Harry
Kane, Maxwell
Kanerra, August J.
Karston, Joe
Kaysar, Rena Kay
Kelley, Ray
Kelly, Eddie
Kelly, J. C.
Kimmel, Don
Kimmer, Mrs. M. L.
King, Benjamin
King, Clifton
King, Dusty
King, Edward
King, J. C.
Kitchens, Tate
Kluenstiver, Alton
Kluenstiver, Alton
Kneisley, Hugh
Kneisley, Paul
Knight, Ivy T.
Knisell, Paul
Kolberg, Wilbur
Kortez, Pete
Krieser, Ralph
Krieger, Richard
LaBlonde, B. G.
Laluc, Gloria
Lacy, Eugene
Lafferty, Del
Lafferty, George
LePoutre, W. G.
Ledger, Frank E.
Lee, Princess Chang
Lehman, Chas.
Lemons, Garlin P.
Leyba, Carlo
Lewis, Edgar L.
Lewis, James A.
Lewis, Patricia
Lewis, Rose
Llewellyn, John G.
Lockett, Frances
Loomis, Verno
Loranger, Leo E.
Lovless, Lillian
Luncheon, Jimmy
Lundquist, Jean
Lusson, Leo J.
Lyons, Bernard E.
McClung, C. C.
McClure, R. H.
McDermott, Tom & Carlo
McDonald, C. L.
McFarland, Robert E.
McGinnis, Mac
McGinnis, Walter
McIntire, Riley A.
McIntosh, Masha
McKinney, Mrs. R.
McManus, James
McNally, A. P.
McNult, Bill
McPeck, J. C.
Mackey, Mrs. D.
Macolly, P. N.
Maddox, Haze
Malanga, George
Manson, Roy C.
Marcus, Frances
Marcus, Rowena
Marot, Bennie
Marks, Miller
Marmon, Lou
Marr, Walter
Martin, Earl
Maxwell, Happy
McMahon, Co.
Mendes, Grover
Meyers, Cpl. Louis
Miller, Flossie
Miller, Thomas
Miller, Wilson
Mitchell, Bill
Mitchell, George
Mitchell, Green
Mitchell, Mike
Mitchell, Nicholas
Mitchell, Ituby
Mitchell, Tannis
Monti, Carlos
Moore, Ervin
Moore, J. T.
Moore, John
Morales, Pedro
Muller, Ralph
Mullett, Lawrence
Mullins, Lawrence
Munrenin, Wilbur
Munson, John
Murphy, Joseph
Myers, Clifford
Myers, Mrs. Dorsey
Nalbandian, Mrs. N. O.
Nelson, Otis
Newman, Denny
Nicholson, K. C.
Nivens, Grady C.
Norris, T. S.
O'Brien, Mickey
O'Hara, Fred
O'Neill, Mrs. Jessie
O'Steen, James Lee
O'Toole, Patrick J.
Osborne, Pvt. Paul
Overstreet, Mrs. Robert L.
Paddock, Mrs. Harold
Page, Chas.
Parks, Carl
Parks, George
Patterson, Wm.
Pugh, Harry
Payette, Raymond
Pease, Mrs. Vaughn
Peeck, John W.
Peeck, Joe
Pendleton, Floyd
Peninger, Willie
Permenter, Joe
Perry, Tom
Pettus, Jack
Peyton, E. B.
Phillips, Frank and Edna
Poland, Murray H.
Pork, Bessie
Porter, Glen Shorty
Prevoat, Dave
Prevoat, D. J.
Princo, Catherine E.
Pritchard, Alfred
Purtee, Sally
Raine, William
Rainey, Lewis
Rainden, Jack
Ramer, Dorothy C.
Ray, Charles
Reado, L. B.
Red, Rumbin
Reed, J. A.
Renard, Grace M.
Revela, Arbie
Reverdy, Rosita
Rhoades, Thomas
Rie, Bill
Richards, Mrs. L.
Richardson, Melvin
Riddle, Clarence
Riddle, Eugene
Rillo, Lee Arthur
Robbins, Charles
Robinson, William
Roe, R. W.
Rollins, Mrs. R. H.
Rosania, Barbara
Rosen, Mike
Ross, John
Ross, Tony
Roth, Edward
Rozier, Harley P.
Rudy, George M.
Russell, W. O.
Saiace, Floyd C.
Salzer, Raymond
Saulsberg, Saul
Saulsberry, Robert
Savage, Eugene
Schance, Ceria
Scharmacher, A. R.
Scharman, Howard
Schubert, John
Seruggs, Mrs. H. M.
Seruggs, Troy
Seulby, James
Seulby, John
Seulby, Roy
Sells, Capt. Billy
Shaver, Walter H.
Shaw, George
Shawyer, L. M.
Sheesley, John M.
Shell, Owayne
Shelvy, Mr.
Shultz, Jack
Silvers, James
Simmons, Jack
Simpson, Robt.
Sisk, Buck
Sisk, Pat
Sisco, Henry
Small, J. W.
Smith, Helen I.
Smith, Sid
Smoot, Margaret A.
Snyder, John
Snyder, William
Spencer, Esther
Spoon, Lloyd
Stahlman, Charles
Stank, Janica
Stanko, Mack
Stanley, Charles
Stauder, C. L.
Stephan, Margaret & Henry
Stevens, George
Stewart, H. G.
Stewart, Mrs. Billie
Stewart, Willie Mae
Stien, Leo
Stone, Roy
Strang, Dr. Irving
Strange, C. B.
Street, Ed & Alice
Sturgeon, Leslie E.
Sundstrom, John E.
Sutton, Betty
Swan, Carl P.
Swanger, Clarence
Swartzander, Leonard
Swift, Tom
Swisher, John
Synnington, Paul
Taska, Joe
Tallman, Jean
Taylor, James
Taylor, Ray Eugene
Taylor, W. E.
Teahan, John
Thomas, Calber
Thomas, L. I.
Thomas, Lee
Thomas, Nelson L.
Thompson, Glen
Thompson, Louis
Thomson, I. M.
Thorne, G. R.
Thorne, H. L.
Thorne, J.
Thorne, Willard
Thurston, Charles
Thurman, Daniel
Tilley, Hershel
Tobay, William
Todd, Wm. L.
Tull, C. W.
Turner, Raymond
Underwood, James
Unger, Ellen Ida
Valley, Betty Joe
Valley, Edward
Vangness, E. O.
Vanzandy, Kenneth
Vaughn, Pearl Kate
Vealey, Al
Vento, Ken
Villamarie, Joseph
Vogt, Elowene N.
Voyles, Dessie L.
Wagner, Jack
Wagner, Jerry
Wakeland, Russell
Wakler, Marjorie
Wall, G. A.
Wall, Gerald
Wallace, Charlie B.
Walters, Geo.
Walters, Walter
Ward, G. W.
Watts, Cotton
Weaver, Howard
Webb, Amos
Weivoda, Pvt. Albert A.
Westlake, W. H.
Weygant, Roy
Wheeler, Hosc
White, Mary
White, S. D.
White, Samuel
White, Frank A.
Wilken, P.
Williams, Carol
Williams, Charles
Williams, Harrie D.
Williams, Mack
Williams, Sparky
Williams, Woodrow
Wills, Bing
Wills, Claude
Wilson, C. C.
Wilson, E. Eugene
Wilson, G.
Wilson, Harry
Wilson, Heener Bob
Winglow, Diane
Withers, Ileno
Woods, Bryan
Wright, A. W.
Wright, Phil
Wuser, W.
Wyatt, James
Zavatta, John
Zschille, Fred
Zuckerwar, Donald

MAIL ON HAND AT NEW YORK OFFICE

1564 Broadway, New York 19, N. Y.

- Abbot, Russ & Sue
Baker, Louis
Barnes, Harold
Burgdon, James
Calpeno, Nicholas
Carr, L. Young
Charles, Michael
Crawford, Margaret
Dalley, Walter E.
Davison, James A.
Dec, Paul
DeLaney, John J.
DeLaney, William
DeVon, Charles
DiMaggio, John
Erdell, Russell
Fox, John A.
Franks, Jessie
Garver, William M.
Grant, Bert
Haftel, T. J.
Hayward, Aurora
Healy, Frank
Hebron, James
Hebron, Lillian
Hermas & Marlene
Hornor, S. C.
Jagers, Fred
Jones, John
Kelsey, Wm. G.
Lawrence, R. R.
Lopez, Bernard
Marshall, Dan
Marshall, Jeanette
McKay, Wm. A.
Paroff, Harry
Pushnick, Frieda
Richards, Nellie
(See Letter List, page 84)



## Now Available! OAK-HYTEX BALLOONS

Present production limited to a few popular sellers. See your jobber.



**The OAK RUBBER Co.**  
RAVENNA, OHIO

## KIPP BROTHERS

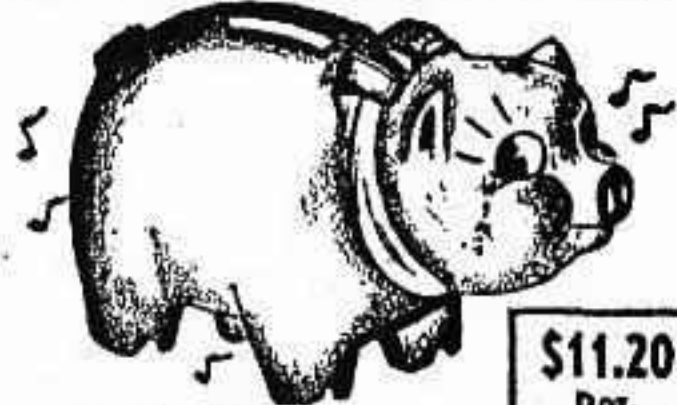
Distributors for Oak-Hytex Balloons,  
117-119 S. Meridian St., Indianapolis, Ind.

## ATTENTION WAGON JOBBERS

Write for Our New Jobbers' Price List  
We can save you money on carded merchandise and other fast-selling specialties.

**B & B NOVELTY CO.**  
P. O. BOX 329  
SMITHFIELD, N. C.

## SQUEALIE PLASTIC PIGGY BANK WITH SOUND



\$11.20 Doz.

3 Doz. \$32.00.  
6"x5" with automatic lock. SQUEALS WHEN COIN IS INSERTED. Attractively Boxed.

25% with order, bal. C. O. D.

**DICHTER & NATHAN**  
431 S. DEARBORN CHICAGO 5, ILL.

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Numbers you have been waiting for. Sterling Signet Rings, Sterling Identification Bracelets, Sterling Whitestone Rings. Send \$15.00 complete samples or \$25.00 complete line of engraving jewelry. JACK ROSEMAN CO., 307 Fifth Ave., N. Y. 16, N. Y.

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Complete with Leather Cases, For Men and Women.  
SPORTSMAN—Gold Plated or White Metal, 4 base lens, with or without sweat bar. Retail \$ 4.95  
OFFICERS—Gold Filled, 4 base lens, with or without sweat bars. Retail 10.95  
RIMLESS—For men and women, gold filled, 4 base lens. Retail 10.95  
MAJESTIC SOLAREX Sun Glasses on cards. Retail 29c and Up  
Many Other Styles. Write for Samples. All Sample Orders 1/2 Down, Bal. C. O. D., Plus Postage.  
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129 Newark Avenue Jersey City 2, N. J.

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Can use a few good Paper Men in Kentucky only. Best proposition. Write  
**KENTUCKY FARMERS' HOME JOURNAL**  
Louisville 2, Kentucky

## MEDICINE MEN

Write today for new wholesale catalog on Tonics, Oil, Balm, Soap, Tablets, Herbs, etc. Low prices—Rapid service. (Products Liability Insurance Carried.)  
**GENERAL PRODUCTS LABORATORIES**  
Manufacturing Pharmacists  
137 E. Spring St. (Dept. B) Columbus, Ohio  
There is No Substitute for Quality.

## Pipes For Pitchmen

By Bill Baker

Communications to 25 Opera Place, Cincinnati, 1

PAT MALONE . . . and Jack (Bottles) Stover are still going strong in the Shenandoah Valley of Virginia.

THE BLUEBIRDS . . . are getting ready to give the "All-Clear" weather song.

OPERATING AROUND . . . the capital of Virginia to excellent takes are Bill Webster and Fred Shiflett.

THEY TELL US . . . that Col. C. A. Maitland is getting ready to float a trick this summer under the title of Jolly Time Shows, and reports indicate that William McDorman will join it.

GEORGE (SHORTY) MILLS . . . following a successful run in California with balloons is currently pitching his old-time three-in-one gadget. He reports garnering good business with the item at the recent Brownsville (Tex.) Charro Days Celebration.

AMONG THE BOYS . . . who worked the Charro Days Celebration at Brownsville, Tex., getting a goodly share of the geedus were Jack Hoff, novelties, and Jack Brothers, victory costumes. The boys would like to read pipes from Steamboat Bill and Jake Finklestein.

REMINISCING . . . with Tommie Madden, former med worker, currently residing in Olean, N. Y. "Remember the old days of the big, free med show? I joined the Healey & Bigelow unit out of New (See Pipes on page 84)

## PLASTER PRODUCTS

New! Flashy! Unique!  
KEWPIE DOLLS—DOGS—STATUETTES  
We Take SPECIAL ORDERS—  
IMMEDIATELY DELIVERY  
**DETROIT ART INDUSTRIES, INC.**  
5195 LORRAINE DETROIT 8, MICH.

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VISIT OUR SHOWROOMS

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Dept. B  
1116 S. Halsted St. CHICAGO, ILL.  
In business 34 years in Chicago



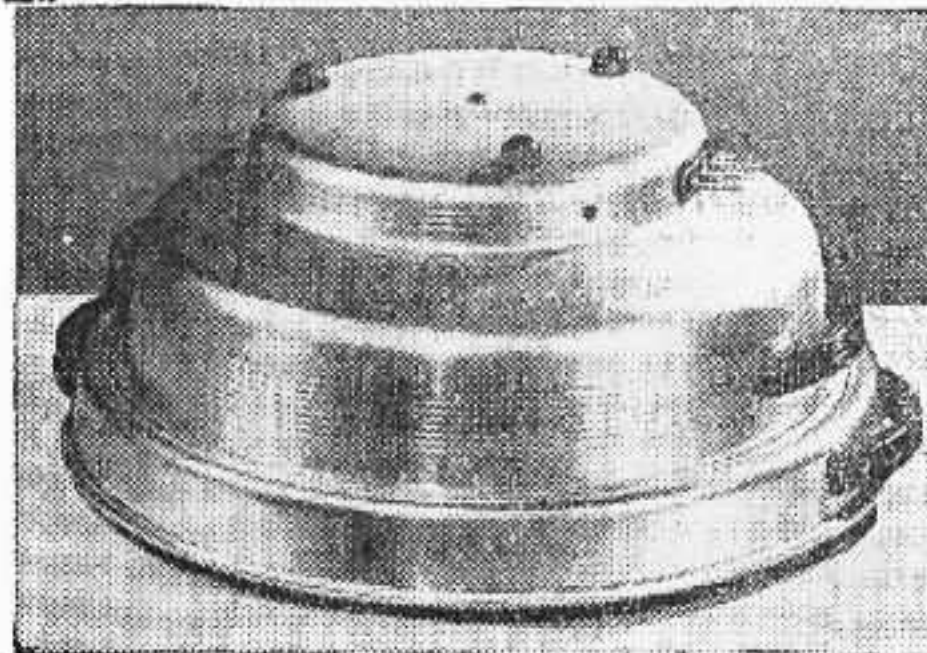
## Genuine Zircon Rings

The diamond-dazzling gem from Slam. Write for catalogue.  
**National Jewelry Co.**  
Dept. S-W  
Wheeling, W. Va.

## Gold-Filled White Stone Flash Stickpins \$4.00 Doz.

Ass'd Gents' Stickpin, Doz. \$4.00  
Old Fashioned Wide Gold Shell WEDDING RINGS, Each 1.50  
Ladies' and Gents' Ass'd. RINGS—Sterling and G. F., Doz. 5.00  
**B. LOWE, Holland Bldg., St. Louis 1, Mo.**

## Combination Broiler- Toaster-Hot Plate and Serving Tray



AT LAST!

. . . a Practical Broiler  
IMMEDIATE DELIVERY

Here is a Broiler with a lustrous satin finish that serves a three-fold purpose. Made of heavy gauge aluminum. Is durable and easy to clean. This is the greatest combination appliance value ever offered!

OPA Wholesale Ceiling Price  
**\$12.60**  
F. O. B. Chicago  
ORDER TODAY!

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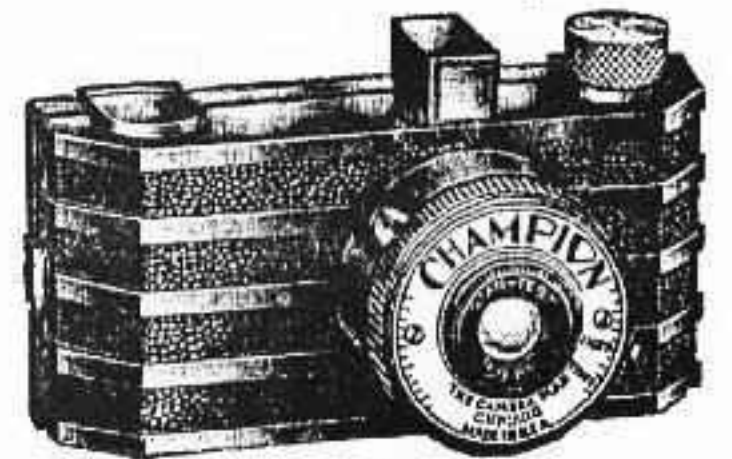
1352 W. Randolph St.

Chicago 7, Illinois

## COLOR CANDID CAMERA

TERRIFIC MONEY MAKER  
NOT A TOY BUT A  
A REAL CAMERA

With a Lifetime Guarantee  
CHECK THESE FEATURES



- Takes full NATURAL COLOR pictures indoors or outdoors.
- Takes 16 black-and-whites on ordinary No. 127 8-exposure roll.
- New film track brings entire picture to sharp focus.
- Equipped with GENUINE Simpson lens.
- Fixed focus! Exposure automatically correct at all times.
- Precision built—fool proof.
- Attractively boxed.

Size: 5 Inches Long.

Shipping Charges Paid on Orders of 2 Doz. **\$2.40** EACH

• A Quick Action \$4.00 Retailer. (OPA Approved Price)

Open Account to Well Rated Firms or 25% With Order, Balance C. O. D.

IMMEDIATE SHIPMENT—ORDER TODAY!

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2067 BROADWAY  
NEW YORK 23, N. Y.



## MARBLE TABLE LIGHTER

GENUINE IMPORTED MARBLE, OF ASSORTED COLORS,  
WITH A CHROME PLATED LIGHTER

CONE-SHAPED 2 1/2" high, Retails \$4.50 Dealers' \$2.70  
1 7/8" bottom on 1" top. For \$4.50 Each Price  
Over-all height, including lighter, 4".

Very practical for use in HOMES—OFFICES & STORES  
Jobbers' Price **\$24.00** Per Doz.  
Sample, Cash \$3.00 Prepaid

## FOR OPERATORS

8 MOUNTED IN A BEAUTIFUL DISPLAY BOX, WITH 1,000 HOLE BOARD. TAKES IN \$50.00.  
**\$13.50 per Doz. In lots of 12 Doz or more, \$13.00 per Doz**

25% Must Accompany Each Order

## MID-WEST NOVELTY CO.

Carnival and Premium Merchandise  
6409 NORTH BELL AVE. CHICAGO 45, ILL.

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Do Not Confuse These Watches With Cheaper Watches Advertised Elsewhere—There is No Comparison!

Immediate Delivery!

IDEAL PREMIUM OR GIFT ITEM!

- ★ BRAND NEW—MILITARY STYLE
- ★ SWISS ROSKOPF
- ★ RADIUM DIAL AND HANDS
- ★ RED SWEEP SECOND HANDS
- ★ FINE CHROME CASES WITH LEATHER STRAP
- ★ FANCY ARTISTIC DIALS
- ★ BELOW RETAIL CEILING

ONLY \$7.70 EACH, INCL. FED. TAX  
TERMS: 1/2 Deposit, Balance C.O.D., F.O.B. Montgomery, Ala.

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We have a full line of  
SLUM—BINGO—CIRCUS and PREMIUM ITEMS  
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1132 S. WABASH AVE. • CHICAGO



**JOKES and TRICKS  
★ AT WHOLESALE ★**

	Dozen	Gross
Squirt Cigarette, Amer. Made	\$1.80	\$18.00
Sooner Dog, Metal	.35	3.60
Sooner Dog, Plaster	.50	5.40
Sooner Dog Pills, 36 on Card	.50	5.40
Squirtling Coin, 50¢ Size	3.00	33.00
Phony Theater Tickets, New Number		2.50
Dog-Dan-It, Large Pill, Boxed	1.00	10.80
Panflies, Double Heads or Tail	4.80	50.00
Shooting Book Matches, Best	.50	4.40
Shooting Cigarette Loads	.50	4.40
Shooting Kitchen Matches	.50	5.40
Torch Light Book Matches	.50	5.40
Snake Book Matches	.50	4.40
Hot Gum Chicles, Envelopes	.50	4.80
Hot Gum, 5-Slice Package	.60	6.40
Sneezing Powder, Extra Strong	.50	4.75
Itching Powder, Lousy Joke	.50	4.75
Hot Seats, The Best	.60	5.40
Hot Giggly, for Smoke Chislers	.40	3.75
Auto Bombs, Screams, Shoot	1.50	16.40
Alarm Clock Candy Joke	.50	4.80
Daddy Bankroll (8 tags Money)	.50	5.40
Blood Soap Joke	.50	4.80
Hot Toothpicks	.50	4.80
U-Can't-Take-It-With-You, Doggon	.75	8.25
Buzzer Racket Letters	.75	8.40
Bewildering Pigs, New Puzzle	1.20	13.40
Wonder Mouse, 24 On Card	.75	7.50
Magic Transfer Liquid, 24 On Card	.80	8.40
Comic Cigarette Labels, \$1.25 Per Hundred		
Double Jumbo \$1 Bills, 2.00 Per Hundred		
Cigarette Rollers, 7.50 Per Hundred		
<b>JUMBO RAINBOW BUBBLES—</b>		
6 Oz. Can, Double Size Loop, 50c		
Seller, \$1.80 Per Doz. Per Gr. \$19.40		
Send Deposit — Balance C. O. D.		

**HARRY SCHWAMM**  
287 E. 9th St., Dept. 4, New York 3, N. Y.

**PIPES**

(Continued from page 83)

Haven, Conn. They had a number of outfits on the road, each had a separate manager, and most of them featured an Indian band. I was placed with Big-Foot Wallace, a speedy operator, who knew how and when to get the change. My old friend, Jim Trudon, was a first-of-May-er but turned out to be a great worker. I concluded my stint with med operas with the Phenomenal Krause's crack unit. I'd like to read some more pipes from old-timers."

"PITCH GAME HERE . . . is very quiet," tells Harry Greenberg from New York. "Most of the boys are working out of town. Recently, I was strolling down Broadway and met Sol Addis, one of the old stars of pitchdom. To my query, 'Is the health pitch dead in New York?' Sol answered, 'This world has been sold and will be sold over and over again. Selling cannot die, and every large

city in the world has some type of pitchman. On a Sunday in Petticoat Lane, London, one will find hundreds of pitchmen selling hundreds of different items, including clothes, shoes, dry goods and jewelry. One fellow even pitches bananas from a high table. No one in the world is too good to be a salesman. The salesman of that glorious tomorrow will need real vision, resourcefulness and courage. The business needs young blood and the will to succeed. Perhaps we oldsters are to blame. We did the best we knew how. Youngsters of the new generation are going to help make up what we missed."

**COMBINATION . . .**  
of brains and intestinal fortitude is a hard one to beat where pitchmen are concerned.

**POPEIL BROTHERS . . .**  
former operators of chain store gadget demonstrations, have put their experience to good use and are now established in Chicago manufacturing (See Pipes on page 86)

**LETTER LIST**

(Continued from page 82)

Robertson, Ruth  
Roger, Gene  
Spindley, Franca  
Stoll, Carl

Vallon, Marco  
Wilkins, Charley  
Worman, N. C.

**MAIL ON HAND AT  
ST. LOUIS OFFICE**

390 Arcade Bldg.,  
St. Louis 1, Mo.

**Parcel Post**

Adams, Beulah, 30c  
Cutler, Rose, 6c  
License Plates  
Smith, Wm. D., \$2.94

Aldrich, Dee  
Arnell, Danny  
Becher, Jean  
Becher, Monroe  
Blasco, Manuel  
Brumley, Oreo R.  
& Jeanette A.  
Brumley, Ray  
Carpenter, C. A.

Carpenter, Frank Jr.  
Chaney, Chas.  
Data, Dan M.  
Dopson, Charles M.  
& Lysbeth T.  
Ellwin, Gayl  
Gorun, Patrick J.  
Embree, George H.  
Jr.

Hastings, Carleton L.

Howland, Oscar V.  
Hutton, Betty  
Knapp, G. W.  
Laskley, Lillian  
Logan, James

McPheron, Mabel & Ralph

Morgan, Mae  
Parks, Lester  
Prevost, David J.  
Ranines, B. V.  
Rankin, Russell  
Rose, Ike (Rose Midgett)

Scott, Elaine  
Sevell, Betty  
Shores, Edgar R.  
Skene, L. G.  
Snapp, Dolly  
Stout, Mrs. Norma Jean  
Thornton Boys  
Wagner, Bob  
Zawatzke, Mrs. Margaret

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CHICAGO OFFICE**

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

Akimoto, Yuiro  
Bowen, Roy W.  
Frobes, Harry  
Greer, Harry  
Harrington, Frank  
Hughes, Bud  
Lucas, Harold  
Mackey, Nera

Nottlich, Hyman  
Peters, Roy  
Potter, Henry P.  
Powern, Patricia  
Babe  
Shubert, Lillian  
Tommy, Texas  
Wilson, Doc E.

**MORE PROFITS FOR THE DEALER  
MORE FUN FOR THE CUSTOMER!**

**15 BARRELS OF FUN**

—On Display Card

Retail Value . . . . . \$3.75

- 50 Big Fun Makers in Each Barrel!
- 10 Bango Trick Matches
- 8 Cigaret Stinkers
- 8 Cigaret Loads
- 6 Hot Tooth Picks
- 20 Bitter-Cig

Flashy Colored Display Makes Fast Sales wherever shown

If your Novelty Jobber cannot supply you, write me for name of nearest distributor

**JOBBERS!**

Write for prices on this and other fast year round sellers, such as Smokers Fun Shop, Jolly Jokers, Trick Matches, Cigaret Loads, Etc.

**LYLE DOUGLAS**

Mr. Joke Novelties

238 WEST DAVIS STREET DALLAS 8, TEXAS

**YOUR BEST SOURCE OF SUPPLY**

FOR THE LARGEST AND MOST COMPLETE LINE

WRITE FOR ILLUSTRATED CIRCULAR AND PRICES

**LEVIN BROTHERS**

Established 1886  
TERRE HAUTE, INDIANA

**JEWELRY AT THE WORLD'S LOWEST PRICES  
REBUILT WATCHES—LIMITED SUPPLY**

ELGIN & WALTHAM—MEN'S ONLY  
08 & 3/0 7-JEWEL WRIST . . . . . \$12.50  
8/0 7-JEWEL WRIST . . . . . 14.00  
10 Kl. R.G.P. Case, Steel Back.  
MEN'S STRETCH BANDS, GOLD FILLED TOP, WHITE BACK, SPECIAL . . . . . \$5.75 EA.  
All Orders Subject to Two Weeks' Delivery—1 Dozen Watches Limit in Any Order.  
SEND 25% DEPOSIT, BALANCE C. O. D.  
"WE ONLY SEND OUT GOOD TIME-KEEPERS."  
**FREDERICK'S JEWELERS**  
1001 CHESTNUT STREET, ROOM 304 PHILADELPHIA 7, PA.

**CARNIVAL-CIRCUS-BINGO SPECIALS**

Large and Small Plaster, Glassware, Canes, Slum, Fur Animals, Lamps, Ash Stands, Lois, Tails. Send for complete price list.

**STANLEY NOVELTY COMPANY**

14 E. BROAD STREET RICHMOND, VIRGINIA

**SENSATIONAL  
SALESBOARD DEAL**

#18

\$10.50

- 12 TRAVELING MANICURE KITS
- GENUINE LEATHER CASE
- 3 JEWEL TONE WINDPROOF LIGHTERS
- 1 600 HOLE BOARD
- 1 ATTRACTIVE DISPLAY CARD

NOVEL FAST SELLER  
35 WINNERS

SAMPLE DEAL - \$13.50

Immediate Delivery • Quantity Available  
Deposit Required With All Orders

**ARISTA ASSOCIATES**

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**Why Pay More?**

**Block Aluminum  
LIGHTERS!**

Immediate Delivery!

- ★ Precision Made
- ★ Solid Block Aluminum
- ★ High Tone Polish

**ONLY \$11.50 PER DOZEN**

Dozen Lots Only

1/3 Deposit With Order,  
Balance C. O. D.

**AMERICAN MERCHANDISING CO.**

Dept. BL-3  
703 Vandiver Bldg., Montgomery 4, Ala.

**Attention! Dealers—  
IMMEDIATE DELIVERIES**

	Gross
Original Auto Joker Bombs	\$15.00
Exploding Book Matches	3.40
Exploding Stick Matches, Bulk	4.90
Exploding Stick Matches, Carded	5.25
Superior Grade Flat Pks.	5.40
Atomic Twirling Toys	10.80

Complete Line of Jokes, Tricks and Novelties.

Dealers! Write for Special Prices

**Interstate Sales Co.**

MEMS. and DISTRIBUTORS  
P. O. Box 190-Fort Worth, Texas

**MEN'S HEAVY  
STERLING CHAIN**

BRACELETS, \$2.00 Each!  
ALSO OTHER ENGRAVING ITEMS.

**MILWAUKEE NOVELTY COMPANY**  
224 METROPOLITAN BLOCK  
MILWAUKEE 3, WISC.

**BALLOONS**

JERSEY LUXORS inflate to 12 inches. Specially made for outdoor sales to resist heat and win. "They're tough." Less breakage. More profits. Sample 9c Stamps.

"The Rubber Man"

**WILLIAM ELYERS**

194 Plane St. Newark 1, N. J.

**HIGH GRADE  
YELLOW GOLD-PLATED STAINLESS  
STEEL EXPANSION WATCH BANDS**

1/2 DOZ. FOR **\$9.00**

Send \$2.00 for sample band. Retail for \$4.50.  
B. LOWE, Holland Bldg., St. Louis 1, Mo.



**FOLDING  
CHAIRS?**

All You Want!

Prompt Delivery!

Low Prices!

Write or Wire—

**J. P. REDINGTON & CO.**

Dept. 28, Scranton 2, Pa.

**CONFECTION ITEMS**

NOW AVAILABLE FOR  
SALESBOARD OPERATORS

SENSATIONAL VALUES  
IMMEDIATE DELIVERY

Write

**STARR CONFECTIONS**

2240 N. RACINE CHICAGO 14, ILL.

**MANUFACTURER'S LOSS YOUR GAIN  
EASTER BUNNIES**

High Price Pile Plush—Beautiful Colors  
ORIGINAL PRICE OUR PRICE  
\$48.00 Doz. \$24.00 Doz.  
36.00 Doz. 18.00 Doz.  
24.00 Doz. 12.00 Doz.

Sample Lot, 1 Doz. Asst. . . . . \$18.00 Doz.  
You can't buy these Bunnies anywhere at our price.

MDSE. DISTRIBUTING CO.  
19 E. 16th St. New York, N. Y.

**PUSH CARD**

**MANUFACTURERS**

SPECIAL ORDER WORK

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**COMIC CARDS**

Over 35 Cards and Folders, all in 4 to 6 colors. Cost as low as \$20.00 a thousand with envelopes. All are fast 10¢ sellers. Send 25¢ for sample cards and folder.

**M & M CARD CO.**

1033-1035 Mission St., San Francisco 3, Calif.

**ATTENTION  
JOBBER WHOLESALERS**

Our new 1946 whistling and flying tape bird, yellow body, one that really whistles. Send for samples and price. **SHERMAN NOVELTY CO.**, 279 East 3rd Street, New York 9, N. Y.



**NOW AVAILABLE TO DEALERS AGENTS CONCESSIONAIRES FLUORESCENT FIXTURES**

**NEW LOW 1946 WHOLESALE PRICE**  
Equipped for 2 20W. Bulbs  
\$4.25 each Less Bulbs  
\$4.00 Each in Lots of 6 or More.  
List Price—\$12.50 Each With Bulbs

**EASY INSTALLATION**  
JUST PLUG INTO SOCKET USED IN

- Stores
- Bathrooms
- Kitchens
- Factories
- Garages
- Concessions
- Board Premiums

**ALSO AVAILABLE**  
Industrial Commercial Desk Lamps  
Channel Strips  
Chrome Brackets  
Bed Lamps

Write, Wire, Phone for Sample Order. Ask for Catalogue on Complete Line. 25% Deposit With Order, Balance C. O. D., F. O. B. Phila.

**ABRAMS FLUORESCENT LIGHTING**  
Dept. B, 113 N. 7th St. Phila. 6, Pa.  
Walnut 6787

**ROLL FILM**

No limit at present

Size	Price	Made to exacting U. S. Government standards, this fine tested war surplus film has just been released. Pachromatic high speed. 8 exposures. Orders filled by return mail. Kindly order a minimum of 4 rolls. Include 18¢ to cover postage and handling. No C.O.D.'s please. Refund on request. We suggest you send us your order today.
127 -	27c	Established dealers allowed OPA discount on orders of \$50. or more net. Send full remittance or 1/3 deposit for C.O.D., FOB, N. Y. Satisfaction guaranteed. Individually boxed. Yes, we have No. 127.
120 -	33c	
620 -	33c	
116 -	38c	
616 -	38c	

**HOWARD WEST**  
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**METAL DISCS**



FOR GROETCHEN TYPERS  
Guaranteed  
**\$6.00 PER 1000**

**JOHN M. MORGAN**  
MARTIN, TENN.

**FAST SELLERS ATTRACTIVE LUMINOUS OBJECTS**

Per Doz.  
45B Assorted Animals, Small \$3.60  
45A Assorted Animals 4.00  
145 King Size Scottie, 5"x3 3/4" 5.00  
146 Rin-Tin-Tin on base, 6"x4" 5.00  
42 Dancing Girl 3.60  
Luminous Paint, 1 Doz. 1 Oz. Bottles—\$3.00.

25% with order, balance C. O. D.

**Nite Glow Products Co.**

106 W. 46 St. New York 19, N. Y.

**SEA FOAM**

BEAUTIFUL LASTING BUBBLES

Price \$1.80 per doz. for small lots; \$1.60 per doz. lots of 2 gross or more. Transportation prepaid or allowed up to \$2. per cwt.

4-Oz. Bottles NET including loops. Does Not Stain. Terms—Cash with order.  
**H. B. KETCHUM, INC.**  
P. O. Box 973 Charlotte, N. C.

**BUBBLES**

**MPLS. SELLOUT**

(Continued from page 65)  
dled by Harold Foster, press, and Dwight Thompson, radio. Leo Hamilton was announcer and equestrian director and Frank Cervonne led the 20-piece band.

Show breezed thru daily routines without a serious accident.

Clown alley included Tad Tosky, Joe Coyle, Roy Barrett, Whitey Harris, Smiley Daily, Van Wells, Hop Green, Joe Ambrose, Linsey Wilson, Frank (Bozo) Perry, Russell Jerrie, Albert White, Mel Remeck, Lawrence Cross and Bill Alcott.

The program, as caught Friday (8): 1, Tournament; 2, Donahue and LaSalle, all clowns on track, Russell Jerrie; 3, Terrell Jacobs and His Lions and Tigers; 4, Dolores's Dogs, Joe's Pets; 5, Ethel Darcy, high pole; 6, Sunny Miller, Tommy and Kay, Gallagher Sisters, Hartley Duo, Rollo Bollo, Conner's Rolling Globe; 7, Micky King; 8, clown prize fight; 9, wire display with Conner Duo, Walter Herod and Bob Atterbury; 10, menage, featuring Jack Joyce; 11, Red Cross announcement and collection, featuring Charles O. Johnson; 12, Harold Voise, comedy aerial bars; 13, clowns walkaround; 14, Monte De Ocas, trampoline; 15, Hanneford Family; 16, the Anteleks, high perch; 17, clowns, a Night in Arabia, featuring Tad Tosky; 18, Jack Joyce's Liberty horses; 19, Gallagher Family, acrobats; 20, Blondin-Rellim, high wire; 21, Ernie Wiswell, comedy Ford; 22, Harold Voise, flying act; 23, clown walkaround; 24, Clyde Beatty's Elephants, worked by Bert Pettit; 25, Don and Helen, comedy elephant, and 26, Aida, "the Girl on the Moon."

**POLACK UP 35%**

(Continued from page 65)  
of them double-deckers, causing 2,000 to be turned away from the second matinee.

Harold Lloyd, film star and a member of the Imperial divan, was a guest Wednesday (6) and made a brief talk.

Two new acts were added, and Polack also used Power's elephants along with his two new little bulls to enhance the program. One of the new acts was the Borzas, son and daughter of Charley Borza of Adriana and Charly, trampoline. Youngsters, appearing for the first time, wowed 'em with their acrobatics. Fred Fisher's Wonder Girls added their tumbling.

Flack is unusually strong. Al Sweeney is handling press, while Mike Goodman has scored with radios and has a flock of special window displays in prominent locations.

Monday the Showmen's League of America members and families will be Polack's guests.

Roy Jones, general agent, was given a hand for his effective overnight move from the Great Lakes Naval Training Station to Chicago, and had everything set for the matinee.

**R-B '46 FORMAT**

(Continued from page 65)  
New York March 27. The traditional Madison Square Garden stand will open April 4 and will be followed by a three-week engagement in Boston. Show plans to open under canvas in Philadelphia early in June.

Kelley left early this week for his home in Delaware, O., and will continue on to the big city around March 15 to establish press headquarters.

Proving again that showfolk have the biggest hearts in the world, R-B officials and personnel took time out again this week to help a worthy Sarasota project. This time they donated their services to the annual ball staged by St. Martha's Catholic Parish to raise funds for a parochial school.

Ringling and Valdo arranged the program and performers donating in-

cluded LaLage; William Heyer and his horse, Starless Night; Truzzi, juggler; Irah Watkins's chimp; Sylvia and her poodles; Helena Meyer, Spanish dance number which will be a part of Con Colleano's act this year; the Ringling Aerial Ballet Girls; Karels's unsupported ladder act, all girls, and Merle Evans and several members of his band.

**DETROIT A DILLY**

(Continued from page 65)  
which had not been used for four years.

One casualty was reported when circus visitor, Carson Kyle, disregarded warnings and went too close to Clyde Beatty's tigers in their cages, and was clawed, suffering severe leg injuries.

Florence Tennyson handled the vocal alone after the first two days of the show, her singing partner, Salvatore Cucciara, having dropped dead from a heart attack at the close of the performance Tuesday (26).

Jeannie Sleeter is out of the show for several weeks with a mashed toe, sustained when an elephant stepped on her in the Concello bull act. Betty Escalante is still on the hospital list, recovering from a foot injury received during the Cleveland engagement.

Josephine Berosini, of the high wire act, cracked a small bone in her left foot the second day here, but she didn't miss a performance and did her full routine.

**UNDER THE MARQUEE**

(Continued from page 67)  
tive, Sy Butler, were luncheon guests of Bob and Opal Stevens, of Bailey Bros.' Circus, following a visit to the Bailey fairgrounds quarters, writes Walter D. Nealand, Bailey press man. That night a large delegation of Bailey folks attended the Burnette show.

**BEFORE LEAVING to join Al Wagner's Cavalcade of Amusements, Cliff and Betty Bammel, formerly of Ringling Bros., and more recently with Beckmann & Gerety and Royal American shows, were honored at a rabbit dinner tendered them by Mr. and Mrs. Frank Dannelly in Compton, Calif. Dannelly, former Russell Bros.' press agent, is a free lance writer and in a few weeks will complete his third novel. His first book completed over a year ago, Three Rings High, is a circus story.**

**DID YOU EVER notice that big tops look much longer when empty than they do when filled with seats, arenas, ring curbs and props?**

**AL SHRINER, last season with Duke Drukenbrod on Clyde Beatty Circus, will be with Paul Miller on the Big One. Al has been wintering in New York. . . . DOROTHY SCHULTZ will join the new Loyal Riding Act with the Ringling Show. Her father, Billy, who operates a circus training school in Manitowoc, Wis., was a former clown and acrobat with the same show. . . . ALBERT WHITE and Rube Simonds, vet clowns, have signed with Bailey Bros.' Circus.**

**LARRY SUNBROCK'S hands at Daytona Beach, Fla., according to Monty Knight, took a day off for a softball game, the impresario astounding everyone by hitting a home run. Line-ups were: Rineharts—Sunbrock, pitcher; Larry Garber, catcher; bases and field, Ed Reise, Margie Merrit, Roy Correll, Jackie and Ollie Rinehart, Dot Keenan, Bob Anderson and Jimmy Murphy. The Thomases—Joe Farrante, catcher; Steve Raines, pitcher; bases and field, Joe Evans, Knight, Tex Etheridge, Gale Thomas, Dorothy Reise, Jimmy Waldrop, Russ Wells and Bill Wakefield. Mascots were Stacie Lee and Eddie Reise, with Tom (Blind) Auman umpiring.**

**CHOCOLATES ELECTRIC TOASTERS**

Deal #195  
**\$29.50**

14—1 lb. boxes fresh quality chocolates.

3—Fine electric toasters  
(Guaranteed Retail Value, \$5.88 ea.)

1—2000-hole special board

Takes in at 5c sales. . . . \$100.00

Pays out . . . . . 7.50

Profit \$ 92.50

Or Choice 1500-Hole Board, 10c Sales

44 Winners —

Complete \$29.50

Net 10 days to well-rated accounts; otherwise 10% with order. Bal. C.O.D.

**Superior Merchandise Co.**  
10516 Superior Ave., Cleveland 6, Ohio

**GIANT BALLOONS**

#30 INFLATE TO 42 IN. 18c EACH

300 to a Carton

1/3 Deposit on All Orders,

Balance C. O. D., F. O. B. N. Y.

**IMMEDIATE SHIPMENT**

**M. LEFTY EICHHOLZ**

(OF WORLD OF MIRTH SHOWS)

1327 Croes Av., Bronx 60, N. Y.

**BARGAINS BARGAINS MILITARY JEWELRY**

Sterling Gold-Plated, etc., Locketts, Pins, Bracelets, Necklaces and sample Jewelry. Sample lot, original value \$50.00, selling out \$15.00 for the lot. Engraving Mdse. included.

MDSE. DISTRIBUTING CO.  
19 E. 16th St. New York, N. Y.

**CHOCOLATES**

Operators' Ass't's — Immediate Deliveries  
#17 24 1 Lb. Boxes Mixed Chocolates . . \$17.98  
#19 15 1 Lb. Choc. & 4 Plush Rabbits . . 18.95  
#52 Cameras, Candid Type (Takes 16 Pic.) \$2.39  
#10 Cedar Chest (Mirror in Lid) & 1 Lb. . . 2.82  
20-Inch Rabbits, Highest Quality Plush . . \$1.85  
#85 Mirror Portable Bar, 19 Piece . . . 3.35  
Musical Chests—Bears—Dolls—Etc.

**DELUXE SALES CO.**  
BLUE EARTH, MINN.

**STERLING SILVER LADIES' WHITESTONE RING BEAUTIFUL SET IN BLACK ONYX**

\$4.00 per dozen or \$45.00 per gross. Send 25% with order, balance C. O. D., or send \$1.00 for samples. \*Simulated.  
**STERLING JEWELERS CARROLL, OHIO**

**CHOCOLATES**

OUR NEW CIRCULAR IS READY. ATTRACTIVE ELECTRIC CLOCK AND CHOCOLATE DEAL. IMMEDIATE DELIVERY. WRITE FOR CIRCULAR.

**Sparton Novelty Co.**  
3557 No. Halsted St. Chicago 13, Ill.



**EVERY COPY... AS GOOD AS A PERSONAL CALL -**  
**and the SPRING SPECIAL Really Gets Around!**



Dated March 30, 1946.  
 On sale March 26 at all newsstands, or by subscription, 1 year \$7.50.

It's coming — soon — the annual SPRING SPECIAL issue of The Billboard — packed full with tips on fast-selling merchandise. Manufacturers, wholesalers and jobbers — get established in this cash-with-order market now! Mail your advertising copy today.

**ALL MERCHANDISE ADVERTISING COPY MUST BE IN CINCINNATI BY MONDAY, MARCH 18**

**The Billboard Publishing Company**  
 25 OPERA PLACE CINCINNATI 1, OHIO

## PIPES

(Continued from page 84)

a quality line of gadgets. Top-notch workers, such as Eddie Brennan, Charles Ross, Barney Weiner, Charlie Ray, Jimmie Ryan, R. G. Bernard, Fred Kelso and Earl Davis, report success with the item.

## "WISCONSIN . . .

sales are much better than those in Mississippi," scribbles Bob Posey from Darien, Wis., where he has been battling the snow and cold.

## MONEY SPOTS . . .

always a top geedus-gathering site for pitch lads and lassies, the annual Retail Grocers' Pure Food and Health Exposition will be resumed again this fall at the Cincinnati Zoo. It will be the first show since 1942, and officials of Retail Grocers and Meat Dealers' Association, sponsors, are already mapping plans for the affair. Spot has always been a winner for members of the tripe and keister brigade, and this year's show promises to be no exception. Tony Scheffer is in charge of promotions.

## PRELL OPENS APRIL 10

(Continued from page 51)

Wheel and Ridee-O seats and constructing new electric signs for the Whip and Chairplane.

James Thompson has been contracted to handle the Side Show, Bob White, the Girl Revue and Posing Show, Ted Borros the Motordrome, and Able Woolf the Monkey Show.

Already in winter quarters are Joe Parsons, Mr. and Mrs. Clyde Mulligan, Mr. and Mrs. Fred Wilber, Bill Hass, George Clark, Sam Caruso, Hank St. Clair and Scotty Burns.

## MIDWAY CONFAB

(Continued from page 55)

Mabel and Maurice Lloyd, concessionaires with Wallace Bros.' Shows of Canada, has joined the staff of the Fine Arts Theater here.

CHARLES H. STAPLETON, of Advance Service Company, returned recently from Florida and has again fallen victim to asthma. . . . DR. ROBERT ROSEN, physician for the Michigan Showmen's Association, and Mrs. Rosen were reported injured in an auto accident near Columbus, Miss., requiring hospitalization.

MARIE BAILEY, secretary, Regular Associated Troupers, Los Angeles, was called suddenly to Providence Hospital, Mobile, Ala., where her brother, C. H. Krug, underwent two more operations. His condition was serious, but he is now improving. Mr. and Mrs. John Mack, who were wintering near-by, visited him recently. . . . DISCHARGED from the army November 28, 1945, Clarence S. (Frenchy) Gumainer is now employed as an ambulance driver at Cushing General Hospital, but is itching to get back on the road again. However, his equipment is leased out until March 1, 1947, so until then, he writes, he'll content himself with visiting the lots.

WHEN MEAL TICKETS return to midways we won't have to worry over the rising costs of living—on a dollar meal ducat per day.

EDDIE GORDON has signed as business manager of K. F. (Brownie) Smith's Greater Shows, where he will also have his duckpond, popcorn, candy apples, snowballs and pan stands. Peck Wilson is again mailman and The Billboard sales agent, and Gordon recently inked Ivone, Imp of the Clouds, as the free attraction. Shows are slated to open in North Carolina, April 1. . . . ALBERT ACKERMAN, off the road since 1942, excepting stands he played at fairs last fall for Jule Miller,

will return to the field this season, and has framed his comedy act to play the Police Circus in St. Louis. His troupe will again play fair dates for Miss Miller, he reports.

DOC ANDREWS, vet side show performer, visited the Cincinnati office of The Billboard Monday (4) after being discharged from Veterans' Hospital, Dayton, O., where he underwent a hernia operation. He plans to remain in the Queen City for about a week to pick up some magic equipment before heading for Florida to join Mark Williams's Side Show, with which he has been associated the last three years. This season marks his 39th on the road, Andrews says. . . . MADAME LAVERNE reports from Seattle that she and G. G. Reynolds visited many friends on their trip to the Washington city from Florida. They are currently visiting with Reynolds's folks. . . . FORREST C. SWISHER has again signed with Parada Shows, where he will have 12 concessions, including stock stores and ball games. His gift shop, jewelry store and photo studio in Caney, Kan., will be managed by Mrs. Alice Foster while he is on the road.

## Jewelers &amp; Engravers

Our beautiful Heart Pendants on 18" Sterling Silver Chains are getting top money wherever shown. We manufacture fifty different combinations. Send for Sample Dozen, assorted, at regular quantity price—\$12 per dozen.

**LYNE JEWELRY CO.**  
 146 East 59th St. New York 22, N. Y.

## RING BARGAINS

Ladies' Sterling Silver Whitestone Rings. Doz. . . . \$5.25  
 Children's S.S. Colored Stone Rings. Doz. 3.75  
 Flashy Dinner Rings. Doz. . . . 3.75  
 Wedding Bands. Doz. . . . 3.75

Send \$5 or \$10 for Samples. No Catalog.

**BEE RING CO.**  
 62 Trenton Street LAWRENCE, MASS.

## COSTUME JEWELRY

## ODD-LOT

**BARGAIN ASSORTMENTS**  
 Double your investment with these \$25, \$50, \$100 to \$500 assortments (for resale). Fast sellers at popular prices. 25% deposit—balance C. O. D. Credit to rated firms.

**COSTUME JEWELRY SUPPLY HOUSE, Dept. B**  
 264 Fifth Avenue NEW YORK CITY

## PEANUT SPECIAL!

36 7-Oz. Cans Lummis Vacuum Packed Krispy Salted Peanuts. One Thousand Hole 2¢ Board brings you \$20.00. Costs you \$8.50 per deal. Your profit \$11.50. Minimum shipment 2 deals. Cash or C. O. D. on 25% deposit.

**FALLS CITY MERCANTILE CO.**  
 P. O. Box 305 New Albany, Indiana

## WILL PAY CASH

For any late model Candy  
 Floss Machine.

## BOX D-121

The Billboard, Cincinnati 1, O.

## WANTED

A-1 Billposter with or without transportation. Prefer one with truck or car. Must be sober and reliable. Open March 20th. Write

**L. C. McHENRY, Mgr.**  
**Crescent Amusement Co.**  
 Box 373, Gastonia, N. C.

## CAN PLACE

Two Slum Skillo Agents. Need Clothes Pin Agent, P. C. Dealers, Working Men and Outside Help. No lishes or junkies tolerated.

**CURLEY GRAHAM**  
**HARRISON GREATER SHOWS**  
 Laurinburg, N. C.

Just "set" a STAR Whistling Bomb on the car of a friend and stand by for REAL excitement when he steps on the starter!



A REAL BARGAIN  
 Star Whistling Bombs retail for as much as 25c apiece, yet you can buy them for only

**\$850** A GROSS  
 EXP. COLLECT

CHECK OR M. O. MUST ACCOMPANY ORDER.

**STAR FIREWORKS CO.**  
 P. O. Box 354 DANVILLE, ILLINOIS

## POCKET KNIVES

All Clean, First Quality Stock

1-Bladed Wire-Jack, combines bottle opener. Sample order, 3 knives . . . \$2.50  
 1-Bladed "Pull-Ball," automatic (pull the ball and the blade snaps open), petite, swanky, colorful finish. Sample order, 3 knives . . . 5.25  
 1-Bladed robust, man-style Nickel Plated Bolster. Sample order, 3 knives . . . 3.50  
 2-Bladed Plastic Handle in ess't colors, sturdy. Sample order, 3 knives . . . 3.40  
 4-Bladed Scout-Camp, brass lined, all metal (stainless steel), some stag handle, shackled. Sample order, 3 knives . . . 7.00  
 Combination sample order, 15 Knives (3 of each item) . . . 18.00

1/3 Deposit With Orders, Balance C. O. D.

**S. RABINOWITZ CO.**

108 NEPTUNE AVENUE

BROOKLYN 24, N. Y.

NOW AVAILABLE  
 RED LATEX MOLDING COMPOUND

MAKE YOUR OWN MOLDS FOR PLASTER OBJECTS

Write for Information and Prices.

**OHIO SUPPLY CO.**

474 LILLEY AVENUE

COLUMBUS 5, OHIO

## GIRL SHOW

Have complete show. Will turn over to capable manager who has girls for same. No drunks. Must have high-class show and will take orders.

## HILLBILLY SHOW

Complete show, new top and front. Manager with people who can produce. This show going into hillbilly country. Manager must have people and take care and run show on percentage basis.

## RIDE HELP

Ridee-O Foreman and Second Man also Wheel Foreman and Second Man and Second Men for other Rides. No lishes or chasers. Top salary and bonus. Must drive semis.

All replies

**E. L. YOUNG, MGR. BLUE RIBBON SHOWS**

THOMASVILLE, GEORGIA

## WONDER CITY SHOWS

"NOT THE BIGGEST AND BEST, BUT AS GOOD AS THE REST"

WANT Shows, Rides and Concessions not conflicting with what we have. Can place Chef and Pastry Cook, Waiters for best framed Cookhouse on any Gilly Show. Place Second Men on Rides, must drive Semis. Place Count Store, Skillo Agents for office Concessions.

All Address: JOE KARR, Mgr.; EARL HOPPY CHAPMAN, Business Mgr., WONDER CITY SHOWS, Columbia, La., this week; Bastrop, La., to follow.

P.S.: Larky Lane, wire me.

G. C. MITCHELL, Gen. Agent

FRED C. BOSWELL, Bus. Mgr.

## A. M. P. SHOWS

(JUGGY)

Have new outfit for Jig Show. WANT Ride Help in all departments. Can place few more Concessions not conflicting. All replies to

**A. M. PODSOBINSKI, GEN. MGR. A. M. P. SHOWS**

Douglas, Ga., this week; Waynesboro, Ga., next.

P.S.: Blondie, get in touch with Ginger.



# POPCORN

"Rush Hour" Mammoth Yellow Popcorn is dependable. It can be relied upon during rush periods. Packed in 100 pound moisture-proof bags. \$9.25 per 100 pounds in 1 to 5 bag lots.

# PEANUTS

Roasted Jumbos in the shell @ \$21.00 per 100 pounds. Packed in 90-pound bags. Fancy Raw (not Jumbo) in the shell @ \$18.00 per 100 pounds. Packed in 100-pound bags. Our Booklet Price List covers our full line of popcorn supplies. Sent upon request.

## Prunty Seed & Grain Co.

—POPCORN PROCESSORS—

620 NORTH 2ND ST. ST. LOUIS 2, MO.

"In our 72ND year"

# Sunbrock's Thriller For Ga., Carolinas

JACKSONVILLE, Fla., March 9.—Larry Sunbrock's Wild West Rodeo and Thrill Circus winds up its Florida trek with a two-a-day stand here today and tomorrow, after which the org shifts its activities to Georgia and the Carolinas for the next three months.

Show played last week-end (1-3) in Daytona Beach, the three-day gross hitting \$9,200, tax included, according to Sunbrock. Other Florida spots played to date have been Key West, Fort Myers, Fort Lauderdale, West Palm Beach, Orlando, Lakeland and Tampa.

Jack Andrews is handling the advance. Remainder of the shows' personnel includes Ed and Dorothy Rais, Jack and Ollie Reinhart, Gale and Jerry Lee, Stan and Johnny Garbar, Tex Marshall, Joe Evans (arena director), Steve Raines, Roy Correll, Margie Merritt, Dorothy and Hank Keenan, Happy and Anne Anderson, Billy Wells, Jimmy Waldorf, Jimmy Murphy, Lou Lindsey, Bob Bennett, Sid Earp, Monty Knight, and Daredevil Decker. Arthur Konyat, with his high school horses, is slated to join next week.

Beginning April 1, the show will play two spots a week, Tuesday and Wednesday and Friday thru Sunday. Unit carries over a 100 head of stock and makes the hops on 12 trucks.

101 Ranch Wild West: Long Beach, Calif., 16. Polack Bros.: (Medinah Shrine Temple) Chicago, Ill., 11-17; (Fairgrounds Coliseum) Dayton, O., 21-30. Sparks: Arcadia, Fla., 22.

## Misc. Routes

Send to 25 Opera Place, Cincinnati 1, O.

Barrett, Roy (Indoor Circus) Moline, Ill., 13-16; Galesburg 17-19. Basile, Joe, Band: Oklahoma City, Okla., 11-16; Wichita, Kan., 18-23. Birch: McComb, Miss., 13; Brookhaven 14; Yazoo City 18; Indianola 19; (Ross Aud.) Greenville 20; Clarksdale 21; Greenwood 22. Campbell, Loring: McCammon, Idaho, 13; Pocatello 14; Rexburg 15; St. Anthony 18; Pocatello 19; Idaho Falls 20; Aberdeen 21; Oakley 22. Couden, Doug & Lola: School assemblies, Selma, Ala. Darrell, Great (Victory) Tampa, Fla., 13-19; (Palace) Bradenton 20. Kelless, Happy (Gene Autry Rodeo) Fort Worth, Tex., 11-17. La-Mar: Shiloh, O., 15; Bryan 16; Jackson 20; Cardington 22. Lippincott (Villa) Villa Rica, Ga., 13; (Troy) Monroe 14; (Wilkes) Washington 15; (Strand) Winder 16; (Strand) Milledgeville 18; (Gray) Gray 19. Long, Leon: Greenville, Miss., 13-14; Hot Springs, Ark., 15-16. Miller's, Irvin C., Brown-Skin Models (Carver) Montgomery, Ala., 13-14; (Rox) Selma 15-16; (Ritz) Meridian, Miss., 17. Scheetz, Raymond: Killeen, Tex., 18; Gatesville 19; Martin 20.

# GOOD, YES WANT

On wire, Ex. Lead Gallery, Age-Scales, Cane Rack, Hoop-La, Bowling Alley, Dart Game, Blower, Animal Show. No gift or gate.

## LEGION-BEACH PARK BILOXI, MISS.

## VIRGINIA MIDWAY SHOWS

Will book or buy for cash Rides, Shows, Concessions of all kinds. What have you? Open soon; route Virginia, Kentucky and West Virginia. Address: JOSEPH LEE or EVERETT P. BRYANT Galax, Va.

# WANT AT ONCE

Experienced Couple for Direct Positive Photo Booth now operating; fifty-fifty basis. Good business. Have the ex. Wire

## CHARLES

Legion Beach Park BILOXI, MISS.

## SCIENCE Has Perfected Locks Against All Entrances.

H A S T H E

# BUCK

AMERICA'S OWN MAGICIAN

A N S W E R

The Man Who Walks Thru a KEYHOLE

Personal Rep. 3907 Harding Rd. BRYANT BURNETT Nashville 5, Tenn.

## BID WANTED FOR CARNIVAL CONCESSION

Feb. 8 to Feb. 16, 1947

## SOUTH TEXAS' LARGEST and MOST COLORFUL FIESTA

We will consider bids from all first-class Carnivals and award contract on April 1, 1946.

JOHN H. HUNTER  
Concession Chairman  
Box 1591, Brownsville, Texas

## J. R. LEERIGHT SHOWS

Opening Wewoka, Okla., March 23rd. Last Call: Those contracted answer or come on. WANT any worth-while money-getting Shows, Mechanical Fairs, Mechanical City, Fun House, R. L. (Red Bishop) wants Girl Show Workers. WANT Rides not conflicting with what we have. Fred Shufelt, Ride Superintendent. WANT High Striker, American Palmistry, Jewelry, Novelties, Lead Gallery, Cane Rack, Snow Cone, Custard, Bowling Alley, String, or what have you? Address: J. R. LEERIGHT, Mgr., Wewoka, Okla.

## Magnolia Exposition Shows WANT

Legitimate Concessions of all kinds, \$10.00. Also Agents for Skillo and Roll Down. Will book Mitt Camp; must have one-week privilege in advance, otherwise don't answer. Need Chair-plane and Kiddie Ride Foreman. Will book Pop Corn and Candy Apples. C. W. HENDRIX, Manager March 11th to 16th, Butler, Ala.

## RAZZLE DAZZLE VILLAGE WANTS OUTDOOR SHOWS

Hibbing, Minn., richest village, largest iron ore pit, wants Railroad Show during June 30-July 6 Golden-Silver Anniversary. Contact JAMES GODFREY Disabled American Veterans, Chapter #3

# WANTED

Shows, Rides, Concessions for Home-Coming Week. Week of June 24.

## HUBBARD OWL'S CLUB

Michael Del Bene, Chairman Hubbard, Ohio Route #1

# FOR SALE

No. 5 EH Ferris Wheel, eighty foot Khaki Top with forty foot middle, seventy foot White Top with a thirty and a twenty foot middle.

## THOS. EWALT

Bell Bros. Circus Geneva, Mo.

# 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.)

Alamo Expo.: Austin, Tex., 16-23. A. M. P.: Douglas, Ga. Arcade: Iraan, Tex. B. & H.: Meggett, S. O. Bill's Rides: Luverne, Ala., 16-23. Blue Ribbon: Thomasville, Ga. Brewer United: Kirbyville, Tex.; Jasper 18-23. Byers Bros.: Seguin, Tex.; Brady 19-23. Crafts: Tucson, Ariz. Craig, Harry: Big Spring, Tex.; Odessa 18-23. Dickson United: Marietta, Okla., 16-23. Dixieland: Westwego, La. Endy Bros.: (Fair) Miami, Fla. Enterprise Am.: Maringouin, La. Exposition at Home: Charleston, S. C., 11-23. Fay's Silver Derby: Cairo, Ga. Florida Am. Co.: Plant City, Fla., 14-23. Folks Celebration: Douglas, Ariz. Franklin, Don: Wharton, Tex. Gay-Way: Americus, Ga. Gentsch, J. A.: Port Gibson, Miss. Greater United: Corpus Christi, Tex. Groves Greater: Lake Charles, La. Hames, Bill: (Stock Show) Fort Worth, Tex. Hannum, Morris: Lumberton, N. C. Harrison Greater: Laurinburg, N. C. Keystone Expo.: Fairfax, S. C.; Walterboro 18-23. Kirkwood, Joseph J.: High Point, N. C., 18-23. Lankford's Overland: Pitts, Ga., 11-14. Lone Star: Greensburg, La. McIntyre Am. Co.: York, S. O. Magic Empire: Baton Rouge, La., 16-24. Magnolia Expo.: Butler, Ala. Majestic Greater: Swainsboro, Ga.; Augusta 18-23. Mid-Western Expo.: Leesville, La. Mighty Page: Pensacola, Fla. Omar's Greater Am.: Brinkley, Ark. Pine State: Carthage, Miss. Rainbo: Dallas, Ga.; Calhoun 18-23. Royal American: Tampa, Fla. Rosen, H. B., Am.: Crestview, Fla. Schafer's Just for Fun: Dallas, Tex., 16-23. Shipley's Am.: Sicily Island, La. Sparks Bros.: Hattiesburg, Miss.; Meridian 18-23. Sparks, J. F.: Birmingham, Ala., 16-23. Steblar Greater: Blackville, S. C. Tidwell, T. J.: Sweetwater, Tex., 16-23. United Expo.: Orange, Tex., 14-23. Victory Expo.: Rio Grande City, Tex. Victory Shows of America: Des Arc, Ark. Wallace Bros.: Jackson, Miss., 18-23. West Coast Victory: Stockton, Calif., 20-23. Wolfe Am. Co.: Royston, Ga., 16-23. Wonder City: Columbia, La.; Bastrop 18-23. Wonder Shows: Baton Rouge, La., 18-31. Zucchini, Marion: Clearwater, Fla.; Perry 18-23.

# Circus Routes

Send to 25 Opera Place, Cincinnati 1, O.

Beatty, Clyde: El Paso, Tex., 22. Bradley & Benson: Perry, Fla., 12; Monticello 13; Quincy 14; Marianna 15; Chipley 16; De Funiak Springs 18; Crestview 19; Milton 20; Pensacola 21-22; Panama City 23. Clyde Bros.: Independence, Kan., 13-14; Dorado 15-16; Hutchinson 20-24. Davenport, Orrin: St. Paul, Minn., 11-16. Hamid-Morton: Wichita, Kan., 11-17.

# WANT FOR SAVANNAH, GA., COLORED ELKS' FAIR

WEEK OF MARCH 25

RIGHT DOWNTOWN IN THE HEART OF THE CITY

The First Show in the City Limits in the Past Eleven Years  
WANT Major Rides not conflicting. Shows of all kinds, including Wild Life and Minstrel. Concessions of all kinds. Everything open except Bingo. Space open in Exhibit Tops. Can place Live Pony Track and Sound Truck.

All Free Acts already booked. Start the season right with greatest spot on the entire East Coast. Fred Zhescila, write. Wire—write

## BARNEY TASSELL UNIT SHOW

EN ROUTE, OR STANLEY ROBERTS

AT SAVANNAH HOTEL, SAVANNAH, GA.

# JOHNNY J. DENTON SHOWS

Opening March 30, Jasper, Ala.

## LAST CALL LAST CALL

Want Foremen, Second Men and Ride Help for the following Rides: Wheels, Little Beauty Merry-Co-Round, 7-Tub Tilt-a-Whirl, Roll-o-Plane, brand-new Octopus, Kiddie Ride and Chair-o-Plane.

## CONCESSIONS

All legitimate Concessions open. Will sell X on Snow Cone, Scales, Novelties and Lead Gallery. No Mitt Camps wanted. Johnny Green wants Agents for the following office-owned joints: Roll-down, Razzle Dazzle, Bucket Store, Skillo and String Game. Jimmie Clark, Paul Lefford, Pete Truit, Joe Gainer, Frank Crawford and Willard Archer, get in touch with Johnny Green. John Lewellyn wants Agents for Stock Stores. Eddie Wheeler wants Agents for Ball Games, Slum Spindle and Swinger. Herb Prater wants fast-stepping Waiters for Cookhouse. Must be sober.

## SHOWS

Want organized Jig Show. Salary and percentage. New top and banners. Also have 2 new Tops, 20x40, if you have something to put in them. Good opening for Fat Show, Monkey Show, Hillbilly and Snake Show.

EVERYONE CONTRACTED BE HERE BY MARCH 28

All Ride Men who have worked for John Lane please contact.

Have for Sale—Two 25 KVA Transformers in A-#1 shape for \$250.00.

DON'T WRITE, BUT WIRE

JOHNNY J. DENTON—JOHNNY J. DENTON SHOWS JASPER, ALABAMA

# MAD CODY FLEMING SHOWS WANT

Will book neat, clean Cookhouse, few more Grind Concessions.

Help—Good Wood Worker, Foreman for 1946 Caterpillar.

Watch for Our Ad of April 6

Address BOX 4, HICKOX, GA.

# WANT SHOWS

Will furnish complete outfits and transportation for Girl Revue, Side Show, Mechanical, Reptile, Wild Life. What have you? Want Truck Mechanic, Foreman for Whip, Spiffire, Chair-o-Plane, Ferris Wheel, Kiddie Rides, Semi Drivers and Ride Help. Top wages and long season. Want Concessions—Custard, Guess Your Age and Weight, Potato Chips, Candy Floss, Novelties. Want Free Act. Also Man to take charge of Disgras. Want to buy Pop Corn outfit. Winter quarters open. All Address:

## HARRY HELLER

BOX 6, CAMPGAW, NEW JERSEY

PHONE: WYCKOFF 752-W



## Dave (Pop) Stone, Vet Park Man, Dies

MIAMI BEACH, Fla., March 9.—Dave (Pop) Stone, owner-manager, Paragon Park, Boston, Mass., died here Saturday (2) of pneumonia following a long illness. He was in his 70's.

Stone came to this country from Russia and began his park career over 40 years ago as an independent concessionaire at Nantasket Beach. He later worked for George A. Dodge, who founded Paragon, and was associated with him in the management of the park before acquiring ownership.

His wife and their son, Lawrence, have been actively engaged in the management of the park. Another son, Joseph, was associated with his father prior to being stricken with illness which has kept him bed-ridden.

Stone was a member of American Recreational Equipment Association and of the New England section, National Association of Amusement Parks, Pools and Beaches.

## Dressing Room Gossip

### Polack Bros.

This is the writer's first attempt at this column since 1938 while with the Hagenbeck-Wallace Circus.

Chicago is a big town and there have been many visitors. To name a few, Earl and Hattie Shipley, Leonard Pearson, Romaro and Irma Zavatta, Del Rio Midgets, Mr. and Mrs. Bobbie McKeon, Birdie Hodgini, Walter Driver, Pat Purcell; Richard, Irma and Hedy Sidney; Nat Green, Ethel Robinson, Sam Levy, Ernie Young, Mr. and Mrs. Charles Zemater and family, Mr. and Mrs. Happy Maxwell and son, Burt Wilson and Fred Kressmann.

Polack org travels by rail, but there are a few who still demand the comforts of a house trailer. While Emilio Gonzales and wife, of the Yacopi Troupe, were working, the oil stove in their trailer exploded. The fire department rescued four valuable dogs. The writer's trailer

was cracked up a bit when he started up a 25-foot embankment with his army command car and 27-foot trailer. icy roads were the cause. I was en route to Chicago from Great Lakes, where the show played three days.

Have you heard that jingle-jangle tune Mickey McDonald plays while calling his wife, Agnes, from the pay station back stage? Plenty of flash bulbs went into action when Harold Lloyd of movie fame visited Wednesday (6). Red Carter, the singing clown, received his first degree in Masonry March 6.

Jimmy O'Donnell sprained his wrist when he fell while doing his comedy acrobatic act. Chickie O'Donnell celebrated her birthday anniversary March 4. Nita and Peppi Borza recently joined with their act and are one of the hits of the show. Five Wonder Girls, a new act, do a great job. Hubert Castle has his family with him during the Chicago engagement. Incidentally, Castle's new trick, a somersault from the horizontal bar to the wire, is tops. Dennie Stevens received new wardrobe and, no doubt, will be showing up the rest of the clowns.

Al Sweeney and Mike Goodman, of the press department, put the writer on the Quiz-Down Show over WLS and it was a big mistake because I was stopped cold by the youthful mental wizard, Harvey Fischman. Hope Ray Wilbert does a better job when he meets Joel Kupperman, famed regular of the Quiz Kids. Madam Marie and Mickey McDonald were winners of the radios.—CHES-TER (BOBO) BARNETT.

### PCSA

(Continued from page 62)

fund. He said that \$2,500 in Victory Bonds would be given away at the end of the drive. Milton Cohen and John Castle readied the barrel for the stubs.

March 18 has been designated as Conklin Brothers Night, with a special program in honor of the Canadian showmen. Frank Regan is in charge.

Backman reported for the Sick and Relief Committee.

Fred Crosby, with the E. K. Fernandez Shows in Honolulu, took a bow. He is in the country making arrangements for the shows which will soon go on tour for the first time since Pearl Harbor. This is Crosby's first visit to the Mainland since 1941.

### MSA

(Continued from page 62)

N. Y. Al Shapiro arrived from Philadelphia.

Attendance is becoming slim, as many of the boys are leaving for the North. Joe Baker and Jerry Gerard left for Philadelphia; Frankie Hamilton for Detroit, and Milt Morris is leaving to join the Johnny J. Jones Exposition at Augusta, Ga. Sgt. Erwin Saulsberg, 42 months overseas and wearer of the Cluster and Purple Heart, visited the clubrooms. He was invited to the rostrum.

Saul Saulsberg, active around the clubrooms, is leaving to join the Bright Lights Exposition Shows. Irving (Swizel) Mosias is also leaving to join the Kirkwood Shows. Bill Starr is on the sick list in Jackson Memorial Hospital here. Club has bought \$10,000 worth of government bonds.

### Hedrick's Gay-Way Signs

Reed as Business Manager

WINSTON-SALEM, N. C., March 9.—Stanley Reed will be business manager of Hedrick's Gay-Way Shows, Fred Hedrick, owner, has announced. Reed has had experience in the circus as well as carnival field.

Show will consist of 5 rides, 4 shows and about 30 concessions, according to Hedrick. It will carry one free act. Rides and shows have been overhauled and repainted and a front gate has been built.

## Michigan Showmen's Association

3153 Cass Avenue, Detroit

DETROIT, March 9.—Meeting of Monday (4) was presided over by President Stahl, assisted by Past Presidents Lippe and Dickstein, Treasurer Rosenthal and Secretary Robbins.

Harry Westbrook, Chicago, recently discharged from the service, visited. Also present at the meeting, after a few months' absence, were Hymie Stone, Nate Golden and Louis Maltin.

Publicity committee has published a new monthly bulletin, the 1946 by-laws have been completed, and members are requested to write the secretary if they desire a new copy.

Plans have been completed for the St. Patrick's Day party. The spring carnival and festival for the building fund is being organized, and Chairman Roscoe Wade promises word on the date and location within the next two weeks.

New sound equipment has been installed in the ballroom and the building trustees are planning many improvements. Nine members are still in the armed forces, and the service committee is still carrying on and will continue until the last one has been discharged.

## Hot Springs Showmen's Club

300 Malvern Avenue  
Hot Springs, Ark.

HOT SPRINGS, March 9.—More than 100 members and their friends attended the regular meeting Saturday (2). President Jack Wolever presided. Harry Hennies made a short talk. Halbert (Al) Harris, club's oldest member, now nearing the 75 mark, was present. He has been working a pony ride in the park here and will be with it this summer.

New members elected were Mr. and Mrs. Harry Hennies, Eddie Davis, Mr. and Mrs. Whitey Nolte, Mr. and Mrs. Jack Ogle. Visitors were Mr. and Mrs. J. N. Pyle, Mr. and Mrs. Ray Bivins, James F. Carley and H. E. Cramer.

Refreshments were served by Mmes. Harry Zimdars, Roy Blake, Jessie Howe, Louie Cutler, Lee Moss, Roy Goldstone and Verda Lee Warren.

## Regular Associated Troupers

730 S. Grand Ave., Los Angeles

LOS ANGELES, March 9.—President Lucille Dolman presided at the regular meeting February 28. Other officers attending were Claude Barie, third vice-president; Lillabelle Williams, fourth vice-president; Harry Levine, treasurer, and Vivian Gorman, who was pinch-hitting as secretary for Marie Bailey, called to Alabama by illness of her mother.

Starting April 1, meetings will be held every two weeks. Membership applications of Mrs. Sammy Appell and Fred Crosby, of Honolulu, were accepted. Total membership now is 444. It was voted to close the membership when the 500 mark is reached.

## RIDES WANTED

Open April 1st

Will book Super Roll-o-Plane, Octopus, Dual Loop-o-Plane with own transportation. Will book Pony Track, Miniature Train or Kid Rides, Ride Help. Second Men that can drive. Rides now in operation, come on.

L. C. McHenry, Mgr.  
Crescent Amusement Co.  
Box 373, Gastonia, N. C.

## WANTED

Will sell exclusive Scales and Age. Have complete outfit, will turn over to capable agent 50-50 after stock and privileges, or will book your outfit flat or P.C. Agents for Slum Concessions, Popcorn, Custard. Address:

K. L. (DICK) TAYLOR  
Crescent Amusement Co.  
Box 373, Gastonia, N. C. copyright

## JOHNNY J. DENTON SHOWS

Opening March 30, Jasper, Ala.

LAST CALL

LAST CALL

WANT RIDE HELP FOR THE FOLLOWING RIDES:

Foremen, Second Men and Ride Help for Wheel, Little Beauty Merry-Go-Round, 7-Tub Tilt-a-Whirl, Roll-o-Plane, brand-new Octopus, Kiddie Ride and Chair-o-Plane.

CONCESSIONS: All legitimate Concessions open. Will sell X on Snow Cone, Scales, Novelties, Lead Gallery. No Mitt Camps wanted. Johnny Green wants Agents for the following office-owned joints: Rolldown, Razzle Dazzle, Bucket Store, Skillo, String Game, Jimmie Clark, Paul Lefford, Pete Truit, Joe Gainer, Frank Crawford and Willard Archer, get in touch with Johnnie Green. John Lewellyn wants Agents for Stock Stores. Eddie Wheeler wants Agents for Ball Games, Slum Spindle and Swinger. Herb Prater wants fast stepping Waiters for Cookhouse. Must be sober.

SHOWS: Want organized Jig Show. Salary and percentage. New Top and Banner; also have 2 new Tops, 20x40, if you have something to put in them. Good opening for Fat Show, Monkey Show, Hillbilly and Snake Show.

EVERYONE CONTRACTED BE HERE BY THE 28TH OF MARCH  
All Ride Men who have worked for John Lane please contact. Have for Sale—2 25 KVA Transformers, in A-#1 shape, \$250.00.

DON'T WRITE, BUT WIRE

J. J. Denton, care Johnny J. Denton Shows, Jasper, Ala.

## JONES GREATER SHOWS

WANT

Shows with or without own outfits. Want Working Acts and Talker for Side Show. Concessions—A few choice Concessions open. No Mitt Camps. Special proposition for Penny Arcade. Fred Bell, Chris Robinson, Dick Adams, write. Can place high sensational Free Act. Will book or buy Kiddie Auto Ride if in A-1 condition. Help—Second Agent who can and will put out paper. Can place sober, reliable Ride Help on all Rides. Address JONES GREATER SHOWS, 727 6th Avenue, Huntington, W. Va.

## J. J. PAGE SHOWS

WILL CARRY ON UNDER THE SAME EXECUTIVE STAFF AS PLANNED, AND ALL CONTRACTS WILL BE FULFILLED. ALL PEOPLE NOW CONTRACTED WITH THIS SHOW REPORT AS PREVIOUSLY NOTIFIED. SHOW OPENS SATURDAY, APRIL 27, AT JOHNSON CITY, TENN.

WANTED—Legitimate Concessions of all kinds except Corn Game, Cook House and Diggers. Excellent opening for Photo Gallery.

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# Coin Patent Total Tops 1,100

## Price Ceiling On Cabinets, Disks Lifted

### Control on Shells Off

WASHINGTON, March 9.—Office of Price Administration announced the removal of price ceilings from cabinets manufactured for coin-operated machines and the suspension of price controls on phonograph records, firearms and ammunition.

In announcing the action, however, OPA cautioned that "controls on suspended items will be re-established if there are unwarranted price increases."

News of the lifting of price ceilings on coin machine cabinets came as a simple announcement from OPA, but the suspension orders covering records, firearms and ammunition were set forth in a series of amendments to Supplementary Order 126. Under this order, issued last August, the agency lifted price controls on coin machines of all types, including venders, amusement games, scales and phonographs. The amendments were numbered 17, 18 and 19, and they are effective at once.

Electric light bulbs and record albums also were included in the orders suspending price controls.

At the same time, the agency removed price ceilings from all musical instruments, including pianos and organs, but it added that "radios and phonographs are not classified as musical instruments and they remain under ceilings." The reference there was to home phonographs, it was said.

### Same Conditions

The original order lifting price controls on coin machines, of which the new orders were made a part, exempted all purchases, sales and deliveries of the articles covered from price regulation. It was assumed that the same conditions would apply to the new items taken from under control, but no information on that point was available immediately.

Supplementary Order 126 also required that dealers and manufacturers of articles removed from price ceilings should continue to keep records of transactions occurring under control.

"Exemption or suspension from price control shall not affect the responsibility of a person to prepare and preserve records which, prior to exemption and suspension, were required to be kept under the provisions of the applicable price regulations," the order declared.

"Records of individual transactions after exemption or during a period of suspension need not be retained," it continued.

"However, persons manufacturing articles which, except for exemption or suspension, are covered by Maximum Price Regulation No. 188 are required to continue to file copies of catalogs, price lists, notifications to the trade and changes thereof in accordance with the provisions of Section 1499.169d of that regulation."

### Makers' Prices

MPR-188, when originally issued, listed dispensers, vending machines and coin-operated amusement ma-

**MORE** and more, the trade becomes aware that national events and trends have a decided bearing upon the future of the coin machine industry. For many years the trade liked to feel that it was somewhat free from many of the general movements and happenings that disturb other lines of business.

Then as the industry grew it became quite conscious of taxation, a subject that had bothered other and older industries for many years.

Now the trade will learn as the years go by that economic and political changes the world over may often have a direct bearing on what coin machines take in all over the country, or in one particular part of the country. The meaning is that the industry will have to raise its sights and keep posted on business trends much bigger than the trade itself.

During the war we all became well aware of how things much bigger than the industry affected the earnings of machines everywhere, made new locations for machines and in general boosted the welfare of the operating business. Post-war trends and movements are likely to have less proportions or less driving effect than war conditions, but operators must prepare to feel the ups and downs in general business which in turn quickly show up in the cash boxes of machines.

The trade must prepare to lessen the shock of some unfavorable trends that will quickly cut the average earnings. At a time when all the industry is much interested in the output of new machines, there are many things that delay the new products. Just another sign that the coin machine industry is no longer isolated from the broad stream of business.

Recently some manufacturers were newly disturbed about the

outlook for less and less lumber. Various influences account for lack of lumber to make cabinets, but one factor much in the news is the need for new housing, especially to make homes for veterans.

Here the needs of several industries come into conflict with a crying need of the times—homes for the millions of men coming back from the armed services. It is such crucial situations as this that will continue to remind the coin machine trade it is only a small part of a very big economic world.

While some of the momentous problems of the times will handicap the trade in one way or another, there are at the same time a number of trends in progress which will open ever-increasing opportunities for the use of coin machines. One of the most interesting things about the present time of recovery from war is the fact that almost every new development announced has some sort of bearing on the coin machine trade.

In view of all the new opportunities now appearing, it holds true that as long as the world keeps going forward the coin machine trade can keep expanding. Coin machines are decidedly a product of expanding civilization and the increasing momentum of business. For that reason the wheels of progress make a very pleasant sound for members of the trade.

National news, world news, hence becomes of more importance to operators than before the war. Inflation and the threat of depression are of much concern even to the smallest operator. The operator may not be able to do much about a lot of things happening in the world today, but he will have to be interested because he is likely to find the effects in the ups and downs of his income.

facturers are reported making a bid for the European export business.

**ICE CREAM**—A Texas manufacturer has announced plans to build an ice cream vending machine. No details are given. This is one more evidence of the increasing trade and public interest in specialty vending machines, such as sandwich venders and the like. Next big announcement expected is the coffee vending machine.

**LAUNDRIES**—First of the Midwestern Launderettes, which started in New York during the war, opened in Chicago this past week. Launderettes, with coin-operated equipment, may prove good locations eventually for soft-drink vending machines and possible for juke boxes.

**SUGAR**—Despite the fact that there will probably be increased quotas of sugar for candy bar makers and bottlers, outlook for the sugar stockpile itself continues gloomy. Bottleneck in candy and soft drink production is not so much the low quota, but the fact that manufacturers have a hard time securing

## Editorial New Viewpoints

By Walter W. Hurd

## Rich Backlog Ripe for Use

Trend to cabinet design with vending inventions ahead in number, scope

WASHINGTON, March 9.—Coin machine industry has a rich backlog of more than 1,100 patented inventions, many of which have never been developed to actual commercial use, latest reports of the U. S. Patent Office disclosed.

These range from pencil and pretzel venders to coin-operated billiard tables, coin controls for bowling alleys, a multitude of automatic phonograph devices, amusement games and service machines. Attachments and improvements for coin phonographs, of course, have been most thoroly developed and most of them have already been assigned to some major manufacturers before the patent application is even filed.

Chief interest of the industry's inventive talent, however, has been focused upon vending and service machines, and the variety of these seems infinite. A quick review of the U. S. Patent Office files for the past 15 years gives the impression that ingenious inventors of the trade have attempted to adapt virtually every common product and service to coin merchandising.

### Amusement Fewest

Smallest group of coin device patents are those for amusement games. Reason for this is obvious: Obtaining a patent frequently requires years, as claims are checked and counter-checked. The success of the amusement game turns upon its novelty and immediate appeal. Makers of these games seem to rely mainly upon copyright and trade-mark protection, design patents and the speed with which they are able to get their game on the market.

Noticeable trend of the industry in the war years is toward the patenting of cabinet designs even for vending machines. This apparently was the result of a desire by manufacturers to protect their reservoir of wartime ideas when the making of coin machines was at a virtual standstill.

In 1945 a total of 71 coin-operated machines and mechanisms were patented, the annual list of inventions issued by the Patent Office disclosed. (See Coin Patent Total on page 92)

## News Digest

**MUSIC**—Announcement came this week that the Santa Fe Railroad is installing wired music systems on its trains effective this month. Tunes will be piped to compartments, bedrooms and roomettes as well. Rumors persist that one large juke box firm will make a bid for railroad business, and promoters of the British coin-operated dining car are trying to interest this country's railroads in the idea.

**PATENTS**—Inventions and designs for coin-operated equipment are on the upswing a check of U. S. Patent Office reveals. Biggest proportion of the patents are vending machines and coin mechanisms which represent about 50 per cent of the patents issued.

**GAMES**—British manufacturers have readied a variety of amusement devices which were displayed in London recently. Full details of the games are published in the amusement machines section. British manu-

## Coin Machine Inventions

Type	1944	1945
Package Venders ...	14	7
Parking Meters.....	2	1
Bottle Venders .....	8	10
Newspaper Venders..	—	2
Other Venders and Service Machines .	2	4
Coin Selectors,		
Testers, Etc. ....	8	11
Phonograph Devices.	8	8
Amusement Games..	4	2
Coin Typewriter		
Controls .....	2	1
Cup Drink Venders ..	5	11
Locks, Scales, Etc. .	—	8
Designs .....	3	6
Totals .....	56	71



## New York:

BARNETT R. BERKENS, executive secretary, Arcade Owners' Association, became a proud father last Saturday night . . . it was a boy. After deep thought Barney decided to call his son Lawrence Joel. Anyway, that is how we got the story. Mother and son are reported to be doing "excellent." . . . ALSO on the list of new fathers is Moe Bitter, service manager for West Side Distributing Company. His son, Paul, was born February 14 at Parkchester Hospital. Baby weighed 8 lbs. 8 oz. His wife, Faye, and son are also doing very well.

BIP GLASSGOLD, vice-president and general manager, Arthur H. DuGrenier, Inc., after a short stop-over in New York flew to Cleveland where he plans to spend several days before returning to Haverhill, Mass. He will make an additional stop-over in Detroit.

SAM STERN, Scott-Crosse, returned from Chicago, spent a few hours in his office, and was off again to Garwood, N. J., to visit Jake Breidt at the U-Need-A Vendors plant. . . . JULIUS A. LEVY, Arthur H. DuGrenier's New York representative, is on a short trip to Schenectady, N. Y.

SAM KRESSBURG, fully rested after his Florida vacation, is in Chicago on business for the Challenge Industries. . . . HERMAN BERTS and Harry Risen and his wife can now be added to the list of those returning from the Sunny State.

J. F. BARD, record distributor in Chicago and Los Angeles, was in town the early part of the week. He was trying then to get a ticket for the West Coast. . . . AL BLENDOW, International Mutoscope and AOAA president, has been busy of late preparing information on the seasonal arcade tax situation. AOAA has sent a copy of a brief on the subject to every member of the House Ways and Means Committee.

DAVE MARGOLIN'S Aireon showing last Sunday was attended by over 1,200 operators and operators-to-be. Six cases of spirits and 60 cases of beer didn't last long with the crowd. At a press showing last Wednesday for the new juke box, Dave played host to record artists and newspapermen.

BEN FIREMAN, Automatic Sales Company, Philly, was in town last week to make plans for the grand opening of his new distributor business on North Broad Street, Monday. Ben operates a large juke route of his own besides his new biz. His old place will continue to serve as headquarters for his operator route.

JACK MITNICK and Bernie Wolfman have joined Runyon Sales Company. . . . Jack will be general sales director, and Bernie, general manager. Both are coinmen of long standing. . . . JOHN A. FITZGIBBON is being kept busy after his recent

## COINMEN YOU KNOW

Chicago trip making up for lost time. . . . HERMAN PERIN is reported to be still in the market for more coin machine routes.

PERRY WACHTEL and Ben Smith are going around in circles looking for more space. They are at the point now where they will accept almost anything that is vacant. Ben has been running back and forth to Philly of late and reports that North Broad Street is really becoming the coin machine row of Philadelphia—similar to 10th Avenue here in New York.

BOB VAN SANTEN, Commercial Record Corporation of America, reports coinmen are showing interest in his new concern. . . . H. F. DENNISON, Personal Music Corporation president, has returned from his Chicago business trip and is now weighed down with orders. . . . MARTIN LIEF is looking around for a spot where he can open an amusement arcade. Marty claims he has his eye on a spot around Times Square. . . . MARTIN ROBINS and Sol Gerstl, both Bangor, Me., operators, have been in and out of coin machine row during the past week.

NAT COHN, Modern Music, is kept busy with his Vogue Records. He almost has a regular line installed between his office and Detroit, Vogue home, according to friends. . . . BILL (CHICK) RYAN has set himself up in the coin radio business in Brooklyn. . . . he is buying regular sets and adding coin slots.

IRV MORRIS and JOE ASHE, Active Amusement, Newark, left the end of the week for Chicago for a week's talk with their manufacturers. . . . LEONARD ROSENTHAL is back in the bulk vending machine business. He claims that he has placed orders for over 100 machines and has a "large number" now on location of used ones. . . . PEPSI-COLA is trying out commercials on records next week in Newark, N. J. They will try 120 test locations for 30 days. . . . MURRAY SCHWARTZ, Jack Kelly and Alex Stutt are kept busy since Alex purchased Arista Associates. . . . LOUIS RABKINS has been in and out of town during the past week. . . . BILL REISS, just out of the army, is heading back to the West Coast to get a job with a coin machine distributor around Los Angeles.

AL COHN, PHIL SIMON, MILTON SNYDER, FRANK DEMURO, JOE JANOSKO, JOE FRIEDMAN, L. W. SMITH, along with H. ALTMAN, MARTIN SONIN, HARRY ASNES and LEO ROGERS were among the 1,200 music operators that attended the Aireon showing last week at DAVE MARGOLIN'S Manhattan Phono Company. . . . RALPH ELEFANTE, AL BLOOM, SOL OSTROW and SAM GASSNER were also there along with most of the

music distributors along coin machine row that wanted to take a look at the machines. Other new music machines will be shown within a few weeks at other spots in coin machine row. Some have already held their first showings.

HARRY KELNER reports that operators in and around New York are trying all types of locations for their older juke boxes that otherwise would have to be junked. Latest use of a juke is reported to be an ice cream shop in Brooklyn. Barbershops, beauty shops, tobacco shops, hot dog stands and many other types that in the past would never have a juke now are reported to have music machines. Reports also show that some of these have proven top spots and operators plan to install newer machines in them as soon as they receive their new boxes.

MILTON MYERS and Charles (Chuck) McLean, both operators in Western New Jersey, are due in town this week to look the ground over for probable expansion in their area. . . . ALSO due in this week will be Robert L. RACKER, New England coin machine operator, to place orders for a few machines with several 10th Avenue distributors.

BARNEY BERKENS has returned from Philadelphia, where he spent a great deal of time with Bill Rodstein. Bill just returned from the West Coast where he attended some coinmen doings. . . . DAVE ENGEL, Hercules Sales, has left on a 10-day business trip thru the North.

## Chicago:

EDDIE GINSBURG, Atlas Novelty executive, welcomed with open arms his brother, Morrie, back from the Sunny South where he spent a well-earned vacation. Expected back soon in the Atlas fold is Capt. Phil Moss, of the army air corps. His return will make 15 ex-servicemen on the pay roll. Illinois coinmen seen at Atlas headquarters during the past week were: Doc Howington, Freeport; L. Murphy and Jake Baker, operators in Danville and Westville, respectively; A. C. Childers, Fort Madison; W. R. Wrigney, Peoria, and Don Sheahan, Marengo. Among others visiting Atlas and paying a call at Distributing Corporation of Illinois offices to see the new Aireon phonograph were: Earl Bedwell, popular Iowa coinman; Mr. and Mrs. Ed Peters, Peoria, and Mr. and Mrs. Dick Roach, Freeport.

THOMAS VIVIANO, owner of Forest Music Company, Forest Park, Ill., was seen about town during the week in the company of his brother-in-law, Al Raymond, who is also interested in the music business. Thomas is the son of that well-known juke operator, John Viviano, who retired after 20 years of operation. . . . ALBERT SHARE, representing the New York offices of National Records, hit town for a few days to complete arrangements for management of the firm's Chicago office, Midwest Music Company, 1002 South Michigan Avenue.

TED MACEY, genial service manager of Distributing Corporation of Illinois and who is working under Max Berenson and Lou Koren, is to train all operators and servicemen on the operation of Aireon phonographs purchased from his company. Service school will be conducted at night so as not to interfere with the regular work of the men. . . . LOU SOKLOVE, sales manager of Pioneer Coin Machine Company, is on his way again, this time thru New England on a flying trip to appoint more distributors for the firm's counter game, Smiley. . . . VIC COMFORTE, sales representative of the Distributing Corporation of Illinois, was discharged recently after three years in the army air corps. His employers and his charming wife, Marty, are

glad to have him back. The Wilcox sisters, Isabelle and Jean, were on hand for the recent showing and enhanced the surroundings no little.

RAY CUNLIFFE, Brown Music Company, recently confabbed with the following local phonograph operators on the merits of jukes introduced thus far by manufacturers: Charles Hoffman, independent operator; Nate Turner, Triangle Music; Julius Mohill and son, Howard, Star Music Company, and Clyde Rand. What they said, tho, couldn't be heard above a whisper. . . . VINCE MURPHY and Clayton Nemeroff, sales reps from Monarch Coin, and Jack Nelson were seen mixing with tradesmen at DCI headquarters.

HARRY BROWN, American Amusement, is one fellow in the trade who believes health comes before wealth. Not a day passes that Brown doesn't have his three or four apples to keep the doctor away. Brown was visited this week by his sister, Anna, from Philadelphia, where she is in the shoe business. She was pleasantly surprised at the extensiveness of her brother's operations, she said. . . . ART PALERMO, game engineer at Pioneer, carries the work-load of planning for quantity production of Smiley, according to Brown, firm head, to keep up with Lou Soklove's sales results. Shirley Koziarz is the name of the charming secretary at Pioneer and the gal who smilingly answers phone calls, making two telephone charmers in the trade by the name of Shirley, the other being Shirley Corush of Empire Coin. . . . GRANT SHAY, advertising director of Mills' Novelty, is readying an important announcement for the trade soon. . . . EVELYN JACOBSON, editor of The Mills Warrior, is in full charge of the publication now and earning the plaudits of fellow workers.

BILL MARMER, well-known Midwest coinman of Sicking, Inc., Cincinnati, is in Florida gaining plenty of good will from the local trade for those crates of oranges being sent to distributors and manufacturers. . . . NATE GOTTLIEB, D. Gottlieb & Company, was caught right in the middle of a vast remodeling program at the plant while brother Dave wisely took a vacation in Florida. The entire plant is to be air-conditioned and private offices of Dave and Nate are now being torn apart and redecorated. . . . STANLEY LEVINE, right-hand man to Joe Schwartz at National Coin Machine Company, just returned from his virgin trip into the coin machine field looking none the worse for the experience. He is catching on fast. . . . SEEN about North Side manufacturers' headquarters during the week were Carl Tripp, Ideal Novelty, St. Louis, and Joe Frank, well-known coinman from Nashville.

E. C. MILLER, operator of Fox Lake, Ill., only a few miles from the heart of the industry in the Windy City, takes frequent trips in for a look-see. . . . WAYNE ROBINSON, Pekin, Ill., operator does the same.

AL STERN, World Wide Distributors executive, is mighty proud of his three sons, Mark 13; Joel, 11, and Loren, 3. The youngest of the trio, a husky tyke, paid his first visit to his dad's headquarters last week and was held spellbound by Stern's newly-installed mirrored speaker, "Out of This World." The speaker, as it revolves from the ceiling, throws myriad circle reflections on the ceiling and walls as the music plays. . . . IRVING GOLDBERG, representative of World Wide, holds the distinction of being one of the only two men known to fall out of a bomber and live to tell the tale. There is the story of the gunner who fell 17,000 feet into a tree and lived and now the story of Goldberg's fall from a bomber to the ground. According to Stern, the catch to the story is that the bomber was on the ground and Goldberg cracked his ankle in the fall.

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**Detroit:**

JOSEPH BRILLIANT, president of the Michigan Automatic Phonograph Owners' Association, was in Cleveland last week for four days on a business trip. . . . ED ZIELISCH, shop service manager of Gay-Coin Distributors, has finally convinced his daughter Janette, born shortly after he embarked for Iwo Jima, that he's not a stranger in the house.

ARTHUR P. SAUVE, of the A. P. Sauve Company, is remodeling his store quarters, prior to postwar expansion. . . . JOSEPH J. SCHERMACK, of the Schermack Products Company, is bringing out a couple of new post-war products in the coin machine field.

ARTHUR JACQUES, who has developed the Shoematic Shine machine, expects to have a model in test operation within a month. . . . GEORGE SKINAS has established his route in his own name again, at 12700 Woodrow Wilson Avenue, upon the dissolution of the Star Music Company. GEORGE CORBETTS, who was his partner, is also estab-

lishing his route in his own name, right next door at 12702 Woodrow Wilson Avenue.

CONSTANTINE D. STAVROPOULOS, who was to have been a partner in the projected Alpha Music Company, has disposed of his music route entirely. . . . JOHN ZOELNER, William Brennan and Horace Fuller, the remaining partners in the former Star Music, have pooled their business in a new partnership.

BEN LEFKOWITZ, of the Auto City Candy Company, vending operators, reports their companion firm, L & L Concession Company, is being changed from a partnership to a Michigan corporation.

**Miami Beach, Fla.:**

AMONG COINMEN vacationing at Miami Beach are W. C. Deaton, Warren C. Deaton Jr. and W. C. Deaton



Sr., shown in this photo, left to right, enjoying a bit of sunshine. Back home in Galion, O., headquarters for Warren C. Deaton Associates, dis-

tributors of coin machines, the thermometer hovers close to the zero mark. As you can see, that fact isn't worrying these happy folk.

**Vancouver:**

HUGH SMITH, Smith Distributing Company, is on an Eastern swing thru Canada to visit the Wurlitzer assembly plant at Newmarket, Ont. Harold Smith is away also, visiting ops in the four Western provinces.

**Houston:**

C. M. ROBERTSON has purchased a two-story building to house his Automatic Music Company. Costing \$20,000, new quarters are located at 717 Stuart Street, have been streamlined into a model music operating layout. Special features are cabinet repair and refinishing shop and a fully equipped electrical repair department.

JOHN E. WILLIAMS is manager of the new Southern Distributing Company branch here. Firm handles complete line of Jennings machines.

**Los Angeles:**

JACK GUTSHALL gave a welcome to the new Aireon phonographs here with a big party that started at noon and lasted well into the night. On hand were Leon Rene and Herb Jeffries, of Exclusive records, which has a tie-up with the Gutshall Distributing Company; Otis Rene, of Excelsior, who offered several songs to his own piano accompaniment; Bill Wolf, of M. S. Wolf Distributing Company, and Golden Williams, Frank Butterfield, "Buster" Condit and others from Wolf firm. Also attending were Mary Lou White and Billy Happel, of Badger Sales Company.

FRANK NAVARRO also showed the Aireon machine at the same time. Max Thiede, well known in the music machine business, was on hand to

give the sales talk. . . . ABIE L. AGUILAR and Frank M. Franco are planning to enter the music machine operating business. Aguilar has been working with Navarro for 10 years. He said that they will use Aireons exclusively.

FRED GAUNT, of General Music Company, and Mrs. Gaunt plan a week's vacation in the desert at Twentynine Palms, Calif. They will be guests of Walter Gaunt, operator in that section. . . . PRESTON JARRELL, of Coinmatic Distributors, has hired returned service man Paul Lynch as expeditor between the plant and shipping department. Firm's new display room will be readied by April 15. . . . BILL HAPPEL, of Badger Sales, also visited operator Walter Gaunt at Twentynine Palms while on his way for a week-end at San Jacinto. Bill checked in, too, at Palm Springs and Riverside for talks with operators Harold Murphy, Jerry Cooper and Gold Curtis.

CHARLES E. WASHBURN gave a cocktail party at the Ambassador recently in connection with his new duties as regional sales manager for Packard Manufacturing Company. Bill Abel reports that recent drop-ins at Washburn's Coast record company included Mape from San Francisco, and Roy Garrison, Phoenix, Ariz. Roy is Packard distributor for the State of Arizona. Mr. and Mrs. George Young, of Selma, were also here for the Washburn party. Young has signed for a Packard deal to handle several counties, initial order amounting to over \$500,000. . . . BILL WOLF, up in Seattle, is making arrangements to remodel his building there.

M. C. (BILL) WILLIAMS is returning to the field, opening new distributing offices at 2309 West Pico, (See Coinmen You Know, page 119)

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Change Your 12 or 16-Record Wurlitzer TONE ARMS to work on all Wurlitzer Models. Complete Base (New) ..... \$3.50	

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10% DISCOUNT ON ORDERS OF \$35.00 OR OVER!

1LA6 \$2.35	2A5 \$ .90	6H6 \$ .70	12A8 \$1.00	32 \$ .90	2051 \$1.25
1LA4 2.00	2A4G 1.75	6J5 .50	12Q7 .90	37 .80	25L6 1.30
1LB4 2.00	3Q5 1.60	6J7 .90	12A9 1.00	38 .70	25Z5 1.00
OLA .40	5U4 .80	6K5 .90	12AH7 1.10	39/44 .40	25Z6 1.00
OZ4 1.10	5V4 1.10	6K6 .85	12SG7 .75	41 .80	35Z4 .80
1LD5 2.00	5T4 1.00	6K7 .75	12SK7 .85	42 .65	35Z5 .80
1LH4 1.75	5Y3 .55	6K8 .75	12SA7 1.15	43 1.10	35Z3 1.30
1LN5 2.00	5Y4 .75	6L6 1.10	12SQ7 .85	45 .80	35A5 1.30
1A5 1.25	5Z3 .90	6N7 .50	12SR7 .70	46-47 1.00	35L6 1.00
1A7 1.60	5Z4 .80	6O7 .90	12SL7 .90	48 1.65	50L6 1.10
1H4 1.00	5X4 .90	6SQ7 .75	14A7 1.35	53 1.00	50Y6 1.10
1H5 1.30	6B7 1.00	6S7 .75	14C7 1.15	55 .75	45Z5 1.10
1E7 1.75	6B8 1.10	6Sc7 .85	14H7 1.10	56 .55	117L7 1.85
1C5 1.10	6C5 .70	6SK7 .70	14Q7 1.15	57 .90	117P7 1.85
1D8 1.10	6C6 .85	6V6 .50	19 .75	58 .80	117Z6 1.60
1LE3 1.75	6D8 .70	6X5 .85	24 .85	77 .90	70L7, with Adapter, 1.45
1N5 1.30	6F5 .90	6U7 .65	26 .70	78 .90	Comp. 1.45
1T5 1.30	6F6 .90	6SF5 .60	27 .55	79 .80	XXD 1.40
1Q5 1.60	6F8 .60	7 Series 1.25	30 1.00	80 .60	XXL 1.40
2A8 1.60	6G6 .55	12J6 .80	31 .90	83V .60	XXFM 1.40
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The PHONOGRAPH OF TOMORROW



Is shown on Page 115 in this issue

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SUPER BELLS, COMB.  
SUPER BELLS, TWINS,  
5/25 COMB.  
HI HANDS

### CLUB BELLS

JUMBO PARADES,  
F.P.  
SILVER MOONS, F.P.  
THREE BELLS

### ONE BALLS

'41 DERBY  
PIMLICO  
CLUB TROPHY  
LONGACRES  
THOROBREDS

WRITE, WIRE, PHONE TODAY! ADVISE CONDITION, QUANTITY & BEST PRICE!  
WANT ALL TYPES OF ORIGINAL MILLS ESCALATOR SLOTS!

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LONGACRE 3-2479

### BRAND NEW SALESBOARDS

Holes	Play	Description	Wholesale Price
1664	5c	Highway Kings, Double Jackpot, \$25.00 Top, Average Profit \$46.55	..\$3.85
832	5c	Billy the Kid, Single Jackpot, \$15.00 Top, Average Profit \$21.83	.. 3.20
1184	5c	The Winnah, Definite Profit \$31.35	..... 2.49

### OLD STAND-BY MONEymAKERS

Holes	Play	Description	Wholesale Price
1000	25c	Jackpot Charley, Semi, Def. Profit, Takes in \$250.00, Pays Out \$200.00	.....\$1.62
1200	25c	Texas Charley, Def. Profit, Takes in \$300.00, Pays out \$197.00	..... 2.32
600	5c	Diamond Dust, Definite Profit, Takes in \$30.00, Pays out \$19.00	..... .66

SEND FOR OUR COMPLETE SALESBOARD AND NOVELTY CATALOGUE

## A. N. S. SALES, INC.

312 EAST MARKET STREET

ELMIRA, N. Y.

# Coin Patent Total Tops 1,100; Rich Backlog Ripe for Use

(Continued from page 89)

Of these, 41 were for venders, the largest number in this category since the peak year of 1935 when a total of 44 venders were patented.

### All-Time High

Total number of coin machine inventions hit the all-time high in the first war year—1942—when 93 coin devices were put under patent. Of these, 45 were coin mechanisms ranging from chutes and selectors to slug rejectors and coin-controlled relays. Thirty-eight were venders, and the remaining 10 were for devices on coin phonographs.

Thruout the history of the industry, a large part of its mechanical ingenuity naturally has been devoted to improving and refining coin controls. Progress of this branch of the industry has been astonishing since the days when a coin chute was simply a crude device for receiving a nickel and letting it fall on a trip arm that might or might not work. Inventors have been quick to seize any new principle and attempt to apply it to the improvement of the coin mechanism.

Result is that today nearly one-third of all coin inventions are such devices as coin receptacle, trip mechanism, coin-actuated control devices and coin returns. Nearly every principle of physics has been applied in some manner to the coin machine over the years. Newest in this field probably is the electronic slug rejector which makes use of the highly sensitive vacuum tubes developed during the war.

### Alertness Shown

Another demonstration of the industry's alertness to new scientific discoveries was its quick adaptation of electronic heating to sandwich venders. With two vending machines already using high frequency waves to heat hot dogs and other sandwiches in a matter of seconds ready to go into full commercial production, the industry beyond doubt was first to put the device to consumer use, and probably was the first to put it to any practical use. Patent applications for the electronic venders date back to September, 1941, and as recently as three years ago practical use of heating by radio waves was a subject of debate in scientific journals. At that time, well-known electronic engineers were saying that it would be a number of years before the principle could be put to practical use.

In mid-1945 the Official Gazette of the Patent Office began listing patents available for licensing in an effort to obtain wider use of existing patents, especially those owned by inventors lacking sufficient financial backing to give them the distribution they might deserve. This move brought to light immediately 11 patents for coin devices which might be usable by the industry. These included a coin-operated sun lamp, a new coin movie machine and several venders.

Assignment of patents mostly have been made to well-established manufacturers of coin-operated equipment, but in the past two years the firms to which new coin devices have been assigned have brought to attention a number of companies not hitherto known as manufacturers of coin machines.

### List Manufacturers

Among these are the International Cellucotton Products Co., Chicago; Wayne Pump Co., Fort Wayne, Ind.; Retomat Corp., New York; Western Union Telegraph Co., New York; F. W. Sickles Co., Chicopee, Mass.; Horn & Hardart Baking Co., Philadelphia, owners of New York's automat restaurants; Philco Radio & Television Corp., Philadelphia; Pulver Co., Inc.,

Rochester, N. Y.; American Telephone & Telegraph Co., a subsidiary of International Telephone and Telegraph Co., and S. & S. Products Co., Lima, O.; International Detrola Corp., Elkhart, Ind., and Carton Coolers, Inc., Lincoln, Neb.

Two new types of coin machines which have come in for considerable attention of inventors in recent years are coin control devices for typewriters and venders of newspapers and magazines. Official lists reveal that at least four patents on coin-operated typewriters and five for newspaper venders have been issued in recent years.

Vending machine inventors, however, have given most of their effort to further development of such standard machines as soft drink and candy dispensers.

Most novel invention of 1945 probably was a cigarette lighting and vending machine patented by Albert A. Checchoe, Alberta, Can. The device would vend a single lighted cigarette. Patent is No. 2,370,230.

# Florida Coinmen Get Boom Play

JACKSONVILLE, March 9.—Florida coinmen this season are playing to a tourist business booming to the tune of a half-billion dollars.

Estimate was released in a recent review in which the State Chamber of Commerce reported: "Florida is lolling in a half-billion dollar tourist season, the greatest in economic history."

Chamber predicted that with the coming of another winter season, industrial shortages and other effects of the war would have passed, and even greater advances would be made.

This was in line with forecasts by trade sources, indicating that operators need only increased deliveries of new coin-operated equipment of all types to push coin play to higher levels.

# Price Ceiling Lifted On Cabinets, Disks

(Continued from page 89)

chines as coming under provisions of the order. It relates to prices charged by manufacturers. Appendix A, however, which gives the list of products, said specifically that the order does not cover parts for the products and devices mentioned in the order. In other words, parts specifically made for games and venders apparently were not under price control from the beginning.

MPR-165, which covers prices charged for goods, services or amusements sold to the public thru coin-operated machines or repair services on coin machines, is still in effect. It means that an operator cannot increase the price he charges the public for music, for amusement or for merchandise sold thru machines until order is revoked or amended. According to the terms of MPR-165, a distributor or manufacturer cannot increase the price charge for repair services. This does not apply, however, to the price charged for repair parts, but simply to the service of repairing machines.

These are the only two orders remaining in effect which cover coin machines, but many other parts and materials not manufactured specifically for coin machines still are under price control. These include metals, wood and various electrical and radio parts such as vacuum tubes.



# British Putting Hope on Games

## Ibis Rolling on Three New Soft-Drink Venders

DALLAS, March 9.—Ibis Industries, Inc., here, 1420 Wood Street, is keeping its production lines busy turning out three new model soft-drink vending machines, according to F. N. James, president of the firm.

Firm has its headquarters in Dallas, with a factory at Irving, Tex.

Two entirely different, streamlined models are now being manufactured for Grapette and Dr. Pepper bottlers thruout the country, James said. He said that the firm is now engaged in turning out the first of over \$500,000 in orders for soft-drink venders.

Materials on hand at the moment, the executive declared, permit the firm to manufacture 1,000 units, with many more additional units expected later this year.

### Ice Cream Vender

In addition to the soft-drink vending machines and dry electric coolers, the firm will manufacture a paper cup vending machine for soft drinks and an ice-cream vending machine for a complete line of ice cream novelties, according to the announcement.

Paper cup machine, to be named the Vensom, has a capacity of 10 gallons of refrigerated drinks, the company announced. Locations which the firm sees for this machine include office buildings, bus and railroad stations and factories.

The Dr. Pepper Vendmaster holds 11½ cases of Dr. Pepper and operates on what the company calls a "simplified gravity" principle. Single or

## Ben Fireman Opens Distrib Co. in Philly

PHILADELPHIA, March 9.—Monday (11) has been set as the opening date of the Automatic Sales Company's new location at 812 North Broad Street, according to Ben Fireman. Former music machine operator, Fireman has now started as a distributor of coin machines at the new address.

First floor of the new location is taken over by the recently modernized showrooms, offices and shop. Second floor will also be used as another showroom, besides serving as part of the warehouse.

Milton Margolis is manager of the new establishment, and Myrle E. Dahl is service manager. Other members of the staff include Harry Spitzskort, road service; M. Goldberg, salesman; Gertrude Sobel, bookkeeper; Kenneth Fields, deliveries, and Eugene Stave.

Fireman, vice-president of the Music Operators' Association, Philadelphia, besides being as associate member of the Philadelphia Coin Machine Operators' Association, has been an operator of coin machines since 1929. He claims to be one of the first operators to have coin moving picture machines on location.

During the war Fireman was employed by a war plant, one of the reasons for his late start as a distributor. At the present time he operates a route of over 200 jukeboxes, besides his new business.

The company will handle all types and kinds of coin-operated machines.

dual selection is offered on this machine which is manufactured exclusively for Dr. Pepper bottlers.

### Officers List

Grapette machine capacity was not released. Machine is finished in Grapette purple, and like the Pepper machine, is being manufactured for franchised Grapette bottlers.

Officers of this comparatively new company are F. N. James, president; D. F. Jacobsen, vice-president; A. T. Jones, vice-president and contract administrator, and B. C. Smithey, secretary-treasurer.

## Coca-Cola Reports \$23,000,000 Profit After Tax Payment

WILMINGTON, Del., March 9.—Coca-Cola Company today announced net earnings of \$23,324,729 in 1945 after reserves for taxes, Class "A" dividends and all charges, compared with \$23,221,445 in 1944.

The 1945 profit of \$5.67 per share on 4,113,165 shares of common stock outstanding thru the year compares with \$5.72 per share on the average of 4,056,832 shares outstanding during 1944.

Net earnings for the fourth quarter of 1945, after reserves for taxes, Class "A" dividends and all charges, were \$5,464,840, compared with \$5,146,688 in the corresponding quarter of 1944.

### Fills Vacancy

Bernard F. Gimbel, president of Gimbel Bros., New York, was elected a member of the board of directors to fill the vacancy caused by the death of Chapman J. Root.

Board declared a dividend of 75 cents a share on common stock, payable April 1 to holders of record at the close of business March 14.

## Cordless Iron May Open New Field to Coin Trade

DETROIT, March 9.—Possibility of establishing a new type of electric iron in the coin-controlled field is seen in development of the Eureka Cordless Iron. Product is being put on the market by the Eureka Division, Eureka Williams Corporation, Detroit, known for many years as producers of the Eureka vacuum cleaner.

New iron represents probably the most important development in its field since the invention of the original electric iron.

### Cord Eliminated

New iron draws instant heat from a brief electric contact with a thermostat-controlled electric safety base. There is a micro-heat regulator installed in the base which governs the temperature for ironing various types of fabrics. One of the advantages of the iron is the thermostat control, designed to eliminate fire hazard.

Iron appears adaptable for coin control thru installation of a switch of the type familiar in the coin-controlled field of home service de-

## Fewer Slugs Drop In Coin Boxes of Chi Pay Phones

CHICAGO, March 9.—Fewer slugs are being dropped into telephone coin boxes in the Chicago area, officials of the Illinois Bell Telephone Company reported.

They said the number dropped into the coin chutes of the city's 20,000 pay phones daily has declined to "a mere 1,000." That would be roughly \$50 a day, as most of the slugs are nickel size, it was said. No figures were available on earlier takes of slugs, but officials said the present number represents a considerable drop.

They attributed the decrease mainly to a federal law passed in November, 1943, forbidding the manufacture of slugs.

As soon as materials are available the company plans to begin installation of magnetic slug detectors which will reject phony coins without producing a dial tone.

## Pitney-Bowes Runs Into Delivery Snag

STAMFORD, Conn., March 9.—Pitney-Bowes Postage Meter Company, maker of coin-operated mailing machines, had an operating loss in the three months ended December 31, according to W. H. Wheeler Jr., president.

Wheeler attributed the loss chiefly to the inability to make deliveries as a result of material shortages and reconversion problems. Tax credits under the "carry-back" provisions of the federal tax laws, however, kept net profits at about the same level as in the previous six months, he said.

## Lean Toward Arcade Types

### Target gun, fortuneteller among pieces on display at London coin machine show

LONDON, March 9.—New British amusement machines, on which coinmen here are basing their immediate post-war hopes, present a variety of intricate mechanisms and bizarre ideas.

Showcased at the recent Amusement Trades and Devices Exhibition in London, the first post-war models have impressed English coin machine men particularly for their improvement in finish, increased use of color and streamlined contours.

They lean strongly to arcade types, with various target gun applications also predominant.

Best round-up appraisal of these machines appears in detailed reviews appearing in *The World's Fair*, journal of the British amusement industry.

### Arcade Models

Typical of arcade models is the "Sweepstake," manufactured by Stevenson and Lovett, Ltd. A console machine, it features a "tombola" drum which lights up with the insertion of a penny. Facing the drum is the figure of a nurse to be operated from side to side by an automobile-type steering wheel. Point of the game is to manipulate the nurse so that she opens trap doors around the drums, each of which light up the picture of a horse. If all horses are lighted, the penny is returned.

According to the reports, the manufacturer of this device has orders booked solid thru August production schedules.

Among target guns being produced is Strand Automatic's "Wonder Gun," described as follows:

"It is an adaptation for showmen's purposes of the synthetic training weapon devised early in the war and used extensively by, among others, the R. A. F. 'Tis a machine gun with the old, familiar Vickers pressure-trigger action. Operation is by coin (at operator's choice) and a remote moving target is used. This may be placed up to 30 feet away from the gun. Scores are shown on a light-up flash running along the top of the target. Gun operates on a universal motor with any current."

### Fortuneteller

A novel fortunetelling machine, characterized by one exhibit visitor as "a real burster," is "White Magic," (See *British Putting on page 95*)

## Chi Co. Opens In Des Moines

CHICAGO, March 9.—Irving Ovitz and Oscar Schultz, owners of the Automatic Coin Machines & Supply Company, announced this week that in line with company expansion plans, they have opened an office, known as Iowa State Sales, in Des Moines.

New office is under the sales management of Joseph Simon, who is well known to operators thruout Iowa. He is now touring the State in order to acquaint coinmen with the firm lines and policies.



# Trade Directory

CHICAGO, March 9.—The following tabulation of trade reports and information received during the month of February, 1946, is made for the convenience of the industry:

## New Machines

**BANG TAILS** (1946 model console), H. C. Evans Co., 1522 West Adams Street, Chicago.

**SURF QUEENS** (novelty or replay pinball), Bally Manufacturing Co., 2640 Belmont Avenue, Chicago 18.

**Manufacturer Movie Machines:** Aircraft Engineering Corp., 22 Raydol Avenue, Secaucus, N. J.; national distribution to Capitol Projector Corp., 814 Tenth Avenue, New York.

**LITE-LEAGUE** (baseball game), Amusement Corp., 4556 North Kenmore Avenue, Chicago 40.

## Distributor Appointments

Automatic Instrument Co., 679 North Wells Street, Chicago, announces appointment of the following additional distributors:

**Pioneer Distributing Co.**, Raleigh, N. C.; **Southwest Amusement Co.**, 2916 Main Street, Dallas; branch offices in Houston, San Antonio, Fort Worth and Mineral Wells, Tex., and **Coin Machine Service**, 931 Poydras Street, New Orleans (Louisiana territory).

**Pioneer Coin Machine Co.**, 2364 North Laramie Avenue, Chicago 39, manufacturer of games, announced

## MARKEPP VALUES

### SLOT MACHINES & CONSOLES

5¢ Cherry Bell, Original Cabinet	
Refinished	\$138.50
5¢ Blue Front, Original	110.00
'32 Track Time	85.00
West Pookets, Green	39.50
Bally Big Top, P.O.	82.50
Jumbo Parade, P.O.	135.00

### ARCADE EQUIPMENT

Chl Coin Hockey	\$195.00
Bowling League	125.00
Keensy Air Raider	139.50
Bally Rapid Fire	145.00
Tall Gunner	95.00
Wuckley Electric Hoist	59.50
Scientific Bowling Practice	105.00
Exhibition Bowling Alley	59.50
Liberator	175.00
Pikes Peak	22.50
Bowling Bomb	125.00
Multicope Traveling Crane	89.50
Genco Bank Roll, 10 Ft., D&Z	215.00

### FIVE BALL PIN GAMES

Eagle	Air Circus \$135.00
Squadron \$145.00	Victory ... 95.00
Play Ball .. 52.50	Gobs ... 105.00
Barrage ... 45.00	Major, '41 .. 62.50
Legionnaire. 79.50	School Day. 69.50
Paratrooper 105.00	Tall Gunner. 69.50
Venus ... 89.50	New Champ 69.50
Glamour ... 45.00	Show Boat. 72.50
Zig Zag .. 79.50	

### NEW GAMES

WHAT HAVE YOU TO TRADE?	
Marvel Hollywood Conv.	\$249.50
Munves Super Skee Roll	349.50
Amusement Lite League	425.00
Genco Total Roll	525.00
Chicago Coin Goals	525.00
Gettlib Stage Door Canton	249.50
Bally Undersea Raider	399.50

### MUSIC

Rock-Ola Commando	\$825.00
Mills Empress	385.00
Wurlitzer 412	142.50
Rock-Ola 12	125.00
W52Z	39.50
Rock-Ola Bar Boxes, #1528,	
5¢-10¢-25¢	42.50
Kleef-Tone Speaker, New	29.50
All Machines Carry Markepp Guarantee.	

**THE MARKEPP CO.**  
(Established 1928)  
4310 Carnegie Ave.,  
Cleveland 3, Ohio  
Telephone: Henderson 1043

## FOR SALE

**Duck Pin Alley**—2 48-foot Evans Automatic Duck Pin Alley, complete with balls and stands, in perfect condition, now in operation. Reason for selling, going out of business. Priced low for quick sale.

Write or Phone 2268  
**TIGER GRILL**, Ironton, Ohio

the appointment of the following additional distributing firms recently:

**Cliff Wilson Distributing Co.**, Tulsa, Okla.; **Leon Taksen Co.**, Philadelphia; **California Amusement Co.**, Los Angeles; **Pan American Amusement Co.**, Miami; **Mike Munves & Co.**, New York; **A. C. Rudd Co.**, Spokane, and **Mullinix Amusement Co.**, Savannah, Ga.

## Change of Name

**Coinarts, Inc.** (formerly Pre-Flight Sales Co.), 231 West Wisconsin Avenue, Milwaukee 3.

**M. S. Wolf Distributing Co.** (old name: California Amusement Co.), 1348 Venice Boulevard, Los Angeles.

## New Firms

**Lynne Vending Machine Co.**, 4710 Locust Street, Philadelphia.

**Quaker Music Co.**, 1 New Hampshire Avenue, Erlton, N. J.

**Frankel Distributing Co.**, Rock Island, Ill. (jukes, amusement machines).

**G. I. Phonograph Co.**, 15493 Kentucky Avenue, Detroit.

**Challenge Industries, Inc.** (juke and soft drink vender manufacturer), Suite 350, Field Building, Chicago.

**United Sound Systems, Garrick Theater Building, Chicago** (telephone music firm).

**Gallarneau Brothers, Amarillo, Tex.** (operate bulk venders).

**Boom Electric & Amplifier Co.**, 1227 West Washington Street, Chicago (Muzak systems).

**State Music Distributing Co.**, Hartford, Conn.

**American Vending Corp.**, 805 Minnesota Avenue, Kansas City 14, Kan. (manufactures candy, package goods vender.)

**Tradio Co.**, Asbury Park, N. J. (coin-operated radios).

**Mercury Coin Products Co.**, 6651 North Clark St., Chicago (revamps). **Amusement Games, Inc.**, 1335 East 47th Street, Chicago (distributors).

**West Florida Amusement Co.** (successor to Mint Vending Co.), 109 South Baylen Street, Jacksonville, Fla.

**Piedmont Distributing Co.**, 200 East Council Street, Salisbury, N. C. (Aireon distributor—owned by L. F. Cox, of Cox Distributors).

**ABC Music Service Corp.**, 725 North Western Avenue, Chicago.

**Hercules Sales & Distributing Co.**, 415 Frelinghuysen Avenue, Newark, N. J.

**Central Distributors**, 2334 Olive Street, St. Louis 3 (Norwood E. Veatch and Charles Kagels, veterans).

**Amusement Corp.**, 4556 North Kenmore Avenue, Chicago 40 (manufacturer of games).

## Branch Offices

**M. S. Wolf Distributing Co.**, home office, 1348 Venice Boulevard, Los Angeles; branch offices opened at 2313 Third Avenue, Seattle, and 427 Southwest 13th Avenue, Portland, Ore.

**Economy Supply Co.**, home office, 436 West 45th Street, New York; branch office opened at 2017 Maryland Avenue, Baltimore.

## New Addresses

**Automatic Sales Co.**, Ben Fireman, 821 North Broad Street, Philadelphia. **Gay-Coin Distributors**, 300 Northwest 79th Street, Miami.

**Klein Distributing Co.**, 2606 Fond du Lac Avenue, Milwaukee.

**Redd Distributing Co.**, 881 Main Street, Buffalo.

**Florida Automatic Sales Co.**, 60-70 Riverside Avenue, Jacksonville, Fla.

**O'Connor Vending Machine Co.**, 624 Crawford Street, Portsmouth, Va.

**Silent Sales System**, 635-37 D Street, Northwest, Washington.

**Coin Machine Sales Co.**, 255-59 Plymouth Avenue, Minneapolis.

**J. H. Keeney Co.**, 2600 West 50th Street, Chicago.

**Atlantic Distributors**, 458-460 10th Avenue, New York.

## Personnel Notices

**Robert J. Watt** appointed assistant advertising manager for Mills Industries.

**Raymond W. Burman** named president and chairman of the board of Coin Machine Acceptance Corp.

**George M. Dick**, executive vice-president, is in charge of all operations of company at 134 North La Salle Street, Chicago.

**Charles Pheasant** appointed co-ordinator of sales and shipments for Aireon Manufacturing Corp., Kansas City, Kan.

**Walter A. Bowers** appointed treasurer and vice-president of Aireon Manufacturing Corp., Kansas City, Kan.

**D. A. Anderson** appointed chief inspector refrigeration division, Lehigh Foundries, Easton, Pa.

**Grant Shay** appointed advertising manager, Mills Novelty Co., 4100 Fullerton Avenue, Chicago 39.

**Arthur E. Welch** appointed vice-president in charge of sales, Aireon Manufacturing Corp., Kansas City, Kan.

**Lyndon C. Force** appointed assistant sales manager (Chicago office), AMI.

**Allen B. Tabakof** appointed manager Ajax Board Corp., New York.

**Edwin F. Corriston** appointed sales director, Pioneering Distributing Co., New York.

**Sam Dieter** appointed manager Southern Automatic Music Co. office, 1329 South Calhoun Street, Fort Wayne, Ind.

**E. A. Terhune** appointed general manager, General Vending Corp., Chicago.

## Association Notices

**Buffalo Amusement Operators' Association**, 305 Underhill Building, 158 Pearl Street, Buffalo. **Percy K. Gattrell**, president; **Al Bergman**, vice-president, and **Louis Clare**, secretary-treasurer. Directors for 1946: **Earl Snyder**, **Clarence Allen**, **Jack Marine** and **Rudolph Mesiter**.

## P. B., Hi-Note New Philly Coin Firms

**PHILADELPHIA**, March 9.—Two new coin machine firms were organized here last week. Articles of incorporation were filed with the Department of State, Harrisburg, for a certificate of incorporation for the P. B. Company by attorney **Isaac Ash**, 1636 Walnut Street, Philadelphia.

New firm plans to manufacture, buy, sell, lease and deal in coin operating and music machines and equipment and supplies relating to the field.

**Hi-Note Phonograph** also filed articles of incorporation for a certificate. This firm, organized by **David and Max Fisher**, have offices at 420 West Courtland Street, Philadelphia 40.

**Hi-Note outfit** will operate music machines in this territory.

# Amusematic Co. Lays Plans for 2d Coin Game

CHICAGO, March 9.—Amusematic Corporation, one of the newest game manufacturers in the trade, is planning to release its second new game some time this summer, according to **Ted Kruse**, president.

Kruse says that he has found arcade location testing the best proof of any game, and added that his corporation is trying out its own machines in a number of arcades which the corporation also operates.

Said Kruse, in commenting on the various tests to which manufacturers put their equipment: "It has always been amazing to me that after a coin-operated machine is given every conceivable test at the factory, unexpected things will develop when it is operating in an arcade."

### Two Lessons

"We have found two valuable lessons are learned from these location tests: First we learn the story of public acceptance, and secondly we get an accurate picture of proper construction. The public is frequently none too gentle in handling equipment of this kind."

"Parts found—or thought to be found—perfect for the job expected of them show up later to be faulty in some respect. It may be necessary then to redesign or change the heat temperature treatment procedure to finally get the part to stand up under the roughest treatment."

The firm's officers are **Ted Kruse**, president; **W. B. Burdick**, vice-president, and **V. T. Connors**, secretary-treasurer.

## Arcade Owners' Bulletin Urges Easing of Tax Load

NEW YORK, March 9.—Second issue of the *Arcade Owners' Bulletin* is announced by **Barnett R. Berkens**, AOAA executive secretary, as being in the mails.

Spotlight of the issue is the fact that the entire front page is given to the story of "AOAA Asks Arcade Tax Ease."

### LATEST SALES BOARD NOVELTY

Boxes made from Plastic during the war used in Airplanes. A sample assortment will convince you.



Put up in assortments as follows:  
5 Love Boxes with Pecan Log \$26.89  
27 Pecan Logs  
If Board Wanted, Give Size:  
1000 Hole Card ..... \$ .85  
1200 Hole Card ..... 1.44  
1500 Hole Card ..... 1.82

**WHILE THEY LAST**  
Sample Dozen \$11.52  
A Trial Order With Full Information Will Convince You.

Get on our mailing list now. We may have something good to offer later on.  
**THE NEW DEAL MFG. CO.**  
411 North Bishop Dallas 8, Texas



# Steel Prices Up for Coin Device Items

Boosted \$5-\$12 Ton

WASHINGTON, March 9.—Increases in steel prices allowed by the Office of Price Administration will advance the cost of the items most used in the coin machine industry approximately \$5 to \$12 per ton, it was disclosed in a schedule released by OPA.

Price boosts authorized for all types of basic steel products range from \$2 per ton on carbon steel ingots and sheet bars to \$12 per ton on electrical sheets for motor armatures and magnetic fields. A rise of 25 cents per 100 pounds, or roughly \$5 per ton, was allowed on items widely used by manufacturers of coin machines, such as cold rolled strips and tin plate of electrolytic and can-making quality.

### Small Motor Effect

Increase allowed on electrical sheets was listed as 60 cents per 100 pounds, which would figure about \$12 per ton, but these are not used by the industry in any great quantity except in small motors where the price increase will be felt no doubt in motor costs. On electrical sheets of all other qualities, the price rise was limited to 37.5 cents per 100 pounds.

For carbon steel and alloy tubing an increase of 6.6 per cent was allowed on hot finished products and 9.9 per cent on cold finished products. On plates and structural shapes a boost of 25 cents per hundred was authorized, while an increase of 22.5 cents was allowed on cold rolled sheets and hot rolled iron and steel sheets.

Meanwhile the War Assets Corporation reported that its large stock of primary aluminum, left over from aircraft construction, has been moving out to manufacturers at a rapid rate since the curtailment of steel production. It was reported that many manufacturers were shifting to aluminum where possible, but substitutions of aluminum are expected to continue only a fraction of metal products output.

### Size Obstacle

Small over-all size of the aluminum industry is the chief obstacle. Altho U. S. aluminum production increased 600 per cent during the war, the industry total volume equals only 2 per cent of the total volume of steel. A further deterrent to a widespread shift to aluminum is the price factor, altho it was pointed out that at present prices aluminum castings are nearly as cheap as iron castings.

It also is reported that, in an effort to reduce costs, manufacturers of electrical and electronic equipment are turning to zinc base die castings, which are said to have a very close tolerance.

# Country's Retail Sales Continue Up

NEW YORK, March 9.—Volume of retail sales thruout the country is still running strong at an estimated 11 to 15 per cent above last year, according to Dun & Bradstreet's report for last week.

Food volume continued to run high, it was said, but other consumer buying was spotty for the week.

## Winchell & Games

NEW YORK, March 9.—Walter Winchell, in his column in *New York* last Monday (4), stated, "Pinball machines will be a thing of the present any day."

This may or may not be news to operators along the Eastern Coast.

## British Putting Hope on Games

(Continued from page 93) made for 2-penny play. Operation is explained with the following comment:

"Customer enters the impressive-looking booth-type cabinet (all metal, by the way) and inserts first penny. Flash lights up asking date of birth, nature of wish and so on, until the end is reached when, with delivery of tickets, the customer is thanked. The mechanism contains everything and yet is far from complicated. Ticket load is a thousand to each roll."

No machines comparable to the U. S. trainers were in evidence, but the British Amusement Equipment Company, Ltd., introduced "Mota-Test," an automobile game with a skill element. Consisting of a miniature auto moving on an endless road track, the machine is fitted with hand brake and accelerator pedal to be used in approaching traffic lights spotted at intervals. Traffic errors, up to a maximum of six, are shown by a light-up indicator.

Among other coin-operated equipment introduced by British manufacturers were included a variety of payout games, a combination lift and chest-expansion testing machine and a console model "Grip-Teze."

Presence at the exhibition of foreign buyers from Belgium, The Netherlands, Czechoslovakia, Austria, France, South Africa and Scandinavian countries indicate the importance of the export market in plans of Britain's coin machine industry.

This follows from post-war government foreign trade regulations which oblige British manufacturers to sell 80 per cent of their products abroad—a policy dictated by economic stringencies stemming from the war.

Local coin machine operators whose equipment suffered severe damage from bombing and is largely obsolete at any rate, will thus have to be satisfied with a small volume of new machines to re-stock locations.

## Appoint Distribs

CHICAGO, March 9.—Harry Brown, executive manager of American Amusement, announced this week the completion of distributor appointments.

Lou Soklove, sales manager, returned from an extensive trip thru the South and appointed the following distributors: Wally Moore, Hub Enterprises, Baltimore; Harry Moseley, Richmond, Va.; Joseph Calcutt, Fayetteville, N. C.; Ed Heath, Heath Distributing, Macon, Ga.; Sam Taran; Miami, and Jack Schelcraft, Mobile, Ala.

## Abram Samuels Rejoins Dad's Firm in Allentown

ALLENTOWN, Pa., March 9.—M/Sgt. Abram Samuels, just out of the army after serving over four years, including a long period overseas, has returned here to rejoin his father in the operation of the Automatic Devices Company.

# OPERATORS, ATTENTION!

Available Immediately

# SUPREME SKEEROLL

The New Improved 10 Foot Supreme Skee-Ball Alley



Check the Following New Features:

- New all metal cheat proof ball release
- Larger ball
- Beautiful 10 foot natural wood cabinet
- A co-operation thruout, no rectifiers
- Metal lined ball runway, accessible for servicing
- Cash box separate from mechanism

SIZE: 10 FT. x 26"

**\$309.50**

F. O. B., BROOKLYN, N. Y.

ALL COMMITMENTS MADE THRU

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NATIONAL DISTRIBUTORS FOR



"A POST-WAR PRODUCT"

## IN TEXAS IT'S PAN AMERICAN

BALLY

VICTORY DERBY, 1-Ball Payout  
VICTORY SPECIAL, 1-Ball Free Play  
SURF QUEENS, 5-Ball Free Play  
UNDERSEA RAIDER, New Type Gun  
COMING SOON—BALLY'S PHONOGRAPH

USED MACHINES—RECONDITIONED 1-BALL FREE PLAY

LONGACRES .....\$410.00  
PIMLICO ..... 325.00  
VICTORIOUS 1943 ..... 74.50

WANTED—ALL TYPES OF PHONOGRAPHS. "ESMARA-LDA" FORTUNE TELLING MACHINES.

ARCADE

BALLY RAPID FIRE, A-1 .....\$174.50  
SCIENTIFIC BIRTHDAY CLOCK ..... 100.00  
WESTERN STRENGTH TEST ..... 32.00  
RADIO RIFLE WITH FILM (Needs Minor Repair) 20.00

EXCLUSIVE BALLY and CHICAGO COIN DISTRIBUTORS

FOR THE ENTIRE STATE OF TEXAS

PAN AMERICAN SALES COMPANY

824 SAN PEDRO AVENUE • SAN ANTONIO, TEXAS

CHICAGO COIN'S GOALEE FOR PROMPT DELIVERY

JACK NELSON'S DOUBLE POINT PHONO-NEEDLE





**DR. JO-JO ADAMS** (Melody Lane)  
*Jo-Jo Blues*—B; V. (12) *Don't Give It Away*—B; V. *Corinne*—B; V. (13)

Adams, a swing blueshouter currently bringing payees into a South-side Negro nitery, does three of his own original blues, with the "Corinne" side, the only standard in the lot, being the best of the four. "Jo-Jo Blues," a two-sider, is pretty routine lyrics and melody while "Don't Give It Away" packs better lyrics and tempo.

"Corinne" has the individuality to attract listeners in any race location.

**PHIL BRITO** (Musicraft)

*I'm in Love With Two Sweethearts*—W. & FT; V.  
*Blue*—FT.

Fairly dripping with romantic appeal, Phil Brito's piping is right pert for these two pretties. Wraps up the sentimentality of *I'm in Love With Two Sweethearts*, first as a slow waltz and on the second stanza as a slow ballad. And with equal effec-

tiveness on both beats. The Kenny freres' *Blue* gets excellent exposition on the mated side, with Brito adding the voices of The Stardusters, once Charlie Spivak's vocal corps, to bring out all of the melodic charm packed in this blues ballad. On both counts, Walter Gross's plush musical setting is striking.

There's plenty of voice on both sides, with both tunes counting, to catch coinage.

**FREDDY MARTIN** (Victor)

*One-zy, Two-zy*—FT; VC.  
*Sleepy Baby*—FT; VC.

Looks like baby talk is going to take up where the double-talk of *Chickery Chick* left off. For in *One-zy, Two-zy*, Dave Franklin and Irving Taylor's twist on a nursery jingle, Freddy Martin packs a world

## Record Reviews

(Continued from page 33)

of contagion in his cutting. Tees off with fiddle pizzicatos that add bounce qualities to the band's bright beat, with the Martin Men bringing out all the zaniness in the lyrics. To mate, Martin introduces Howard Spina's *Sleepy Baby*, a good-night ballad with romantic richness, brought out musically by the maestro's tenor saxing and lyrically by Artie Wayne and the Martin Men.

Clear the decks for a coin flow with *One-zy, Two-zy*.

**DINAH SHORE** (Columbia)

*Coax Me a Little Bit*—FT; V.  
*Where Did You Learn To Love?*—FT; V.

With Sonny Burke's band blending a contagious rumba beat to the lively rhythms, Dinah Shore turns in a dandy session of vocal teasing for *Coax Me a Little Bit*. And in a way that is entirely winning. And for *Where Did You Learn to Love?*, sings it plaintively and plenty pleasing for this ballad rich in melodic appeal. Capturing the mood of both contrasting chants, Miss Dinah does herself proud with this diskings.

Should have to do little coaxing to catch coins with *Coax Me a Little Bit*.

**THE THREE SUNS** (Majestic)

*I'm in Love With Two Sweethearts*—FT; VC.  
*Do You Love Me?*—FT; VC.

It's thoroly tuneful and toe-tapping when the accordion, organ and guitar of The Three Suns get together. The threesome take it in a bright rhythmic tempo for the sentimental song, *I'm in Love With Two Sweethearts*. And make the beats even brighter for *Do You Love Me?*, Harry Ruby's rhythm ballad that serves as a screen title tune. Falling just as easy on the ears is Artie Dunn's sugar-coated chanting for both songs.

For their fans they'll patronize the phono circuits to spin *I'm in Love With Two Sweethearts*.

**THE FIVE RED CAPS** (Davis)

*Seems Like Old Times*—FT; V.  
*I'm Glad I Waited For You*—FT; V.

Taking their tunes for the first time off the Honor Roll of Hits top, there should be a deepening wave of enthusiasm for the vocal blend of The Five Red Caps. Making good use of the song styling first fashioned by the Ink Spots, they bring attraction to both *Seems Like Old Times* and *I'm Glad I Waited For You*, attractive ballads in their own rights. Set both songs at a moderately-paced tempo to brighten the spinning.

Popularity of the songs will call coin attention to both of these sides, particularly at the race locations.

**KATE SMITH** (Columbia)

*Seems Like Old Times*—FT; V.  
*If I Had a Wishing Ring*—FT; V.

Striking a responsive note in the simplicity of her song setting and song selling, Kate Smith captures the ear handily with both of these slow ballads. It's sweet nostalgia as she needles her way with *Seems Like Old Times*, and sells it just as effectively for *If I Had a Wishing Ring*. Jack Miller's music support keeps the songbird in the fore at all times as well as helping to establish the restful mood that makes for relaxed listening as Miss Kate gives vocal vent to these tuneful song stories.

*Seems Like Old Times* seems like the winner to woo the nickels.

**ANDREWS SISTERS WITH VIC SCHOEN ORK** (Decca 18780)

*Patience and Fortitude*—FT; V.  
*Red River Valley*—FT; V.

As is so often the case, the "B" side carries off the cookies here. Lou Knox's framing of *Red River Valley* is tailor-made for the Andrews Girls' nostalgic harmonizing in front of a well-banked chorus and ork. There isn't a hint of hillbilly in the side, but just watch it go out in the cow country. Watch it go everywhere. *Patience and Fortitude* comes in for typical Andrews revival-meetin' treatment and, while no Yes, Indeed, it is bound to cut its share of ice.

*Red River Valley* is a cinch for the jukes. *Patience* makes the platter just that much more formidable. The kids will go for its solid beat.

**PERRY COMO WITH RUSS CASE ORK** (RCA-Victor 20-1814)

*All Through the Day*—FT; V.  
*Prisoner of Love*—FT; V.

With Perry riding the crest, his entry in the *All Through the Day* sweepstakes is bound to be in the money, combining with the wave of sentiment over its late composer, Jerome Kern (collabed with Oscar Hammerstein II on the score *Centennial Summer*, from which *Day* comes), plus the certain hefty exploitation of the *Centennial Summer* pic, and the downright merit of the song. As should be well known by now, this is a ballad in the genuine Kern tradition. Como handles it in the Como tradition. It should sell. Reverse, the evergreen *Prisoner of Love*, is a completely logical vehicle for the singer, and he gives it everything he's got. If Perry's competition on the *Day* side gives him any trouble, the *Prisoner* heart-renderer will push the disk across the counter, regardless.

Where Como is sure-fire on the boxes, *Day* will be really welcome, and *Prisoner* will be a must. Where he is only so-so, *Prisoner* figures to push him over the top for keeps.

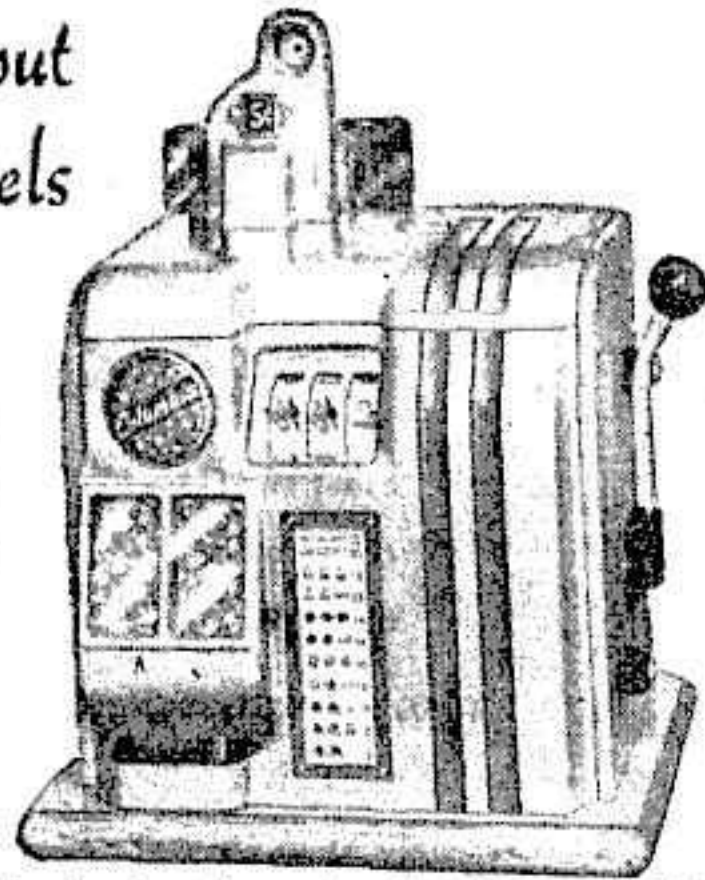
# COLUMBIA BELLS

Brand New Throughout  
 Improved 1946 Models

IMMEDIATE DELIVERY

Fresh off the production lines—featuring an array of new mechanical improvements—comes the famous

COLUMBIA  
 TWIN JACKPOT BELL!



These new, improved 1946 models in dazzling, durable Hammerloid finish are changeable right on location to 1-5-10-25c play; hence, you get the service of four machines for the price of one—plus double slug protection!

COLUMBIA makes more money  
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FACTORY PRICE  
 \$135.00 F. O. B. BOSTON \$132.50 F. O. B. CHICAGO

Special deal to authorized jobbers

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Exclusive Distributors for New England

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The  
 PHONOGRAPH  
 OF TOMORROW



Is shown on Page 115

in this issue

ROCK-OLA

Manufacturing Corporation

## BEST-SELLING POPULAR RETAIL RECORDS

(Continued from page 30)

Weeks to date	Last Week	This Week	POSITION	RECORD	ARTIST	Label
1	—	7	7	OH! WHAT IT SEEMED TO BE	Dick Haymes-Helen Forrest	Decca 23481
				Give Me a Little Kiss, Will You, Huh?		Decca 23481
9	—	8	8	SYMPHONY	Bing Crosby	Decca 18735
				Beautiful Love		
17	8	9	9	I CAN'T BEGIN TO TELL YOU (F)	Bing Crosby-Carmen Cavallaro	Decca 23457
				I Can't Believe That You're in Love With Me		Decca 23457
1	—	10	10	DOCTOR, LAWYER, INDIAN CHIEF	Les Brown	Columbia 36945
				Day by Day		

## PLAY STATUS OF FILMS WITH LEADING SONGS

(Continued from page 28)

<b>IT MIGHT AS WELL BE SPRING</b> (Williamson), sung by Dick Haymes in 20th Century-Fox's "State Fair." National release date—October, 1945.	by Alexis Smith. National release date—December 29, 1945.
<b>PM GLAD I WAITED FOR YOU</b> (Shapiro-Bernstein), sung by Alfred Drake in Columbia's "Tars and Spars." National release date—January 10, 1946.	<b>WAIT AND SEE</b> (Feist), sung by Kenny Baker in Metro-Goldwyn-Mayer's "The Harvey Girls." National release date—December, 1945.
<b>PERSONALITY</b> (Burke-Van Heusen), sung by Bing Crosby, Bob Hope and Dorothy Lamour in Paramount's "Road to Utopia." National release date—March 22, 1946.	<b>WELCOME TO MY DREAMS</b> (Burke-Van Heusen), sung by Bing Crosby in Paramount's "Road to Utopia." National release date—March 22, 1946.
<b>SOME SUNDAY MORNING</b> (Harms, Inc.), in Warner Bros.' "San Antonio." Sung	<b>WHO'S SORRY NOW</b> (Mills), sung by Lisette Verca in David L. Loew's production, "A Night in Casablanca." National release date not set.



# Plastics Research Will Aid Coin Machine Makers In Designing Problems

Technical School Launches Plastics Study, Tests

NEW YORK, March 9.—As pioneer plastics users, coin machine manufacturers are expected to derive substantial benefits from the recently announced program of research to guide manufacturers in more intelligent use of plastics now taking shape at Massachusetts Institute of Technology.

With plans and personnel set, M.I.T. project is more fully explained in a statement by W. Stuart Landes, president of the Plastics Association, sponsoring group:

"The rapid development of plastics and their widespread use," said Landes, "has resulted in many new engineering and manufacturing problems, and it has become increasingly apparent that additional information is necessary so that designing engineers in all product fields may proportion their structures and parts with a greater degree of confidence than is generally possible today.

### Close Tie-Up

"With a measurement of some of the 'pure' physical properties by special tests, such as are now possible with metals," he said, "it will be easier to make a close tie-up between properties of the material and use of the product."

With ever-increasing use of colorful and versatile plastic materials to dress up juke boxes, vending machines and many types of games, manufacturers of coin-operated equipment have frequently been given as an industry illustration of expansion possibilities by plastics promoters.

On the other hand, coinmen, who quickly saw the advantages plastics held for their products, can well utilize the services offered thru the M.I.T. program in ironing out designing problems which constantly are arising.

### Juke Use

Only recently one juke part manufacturer reported a new application for plastics in the production of small

## Car Crash Exposes Bell Game Tappers With Tank of Coin

OPELOUSAS, La., March 9.—Five persons were slightly injured in an auto crash here early this week, but nearly \$300 in nickels, dimes and quarters remained safe in the tank of the car, the local sheriff reports.

The three men and two women in the party are safe in the Parish jail. They've confessed to a colorful career of looting slot machines in New Orleans, Baton Rouge and points west.

After finding the gas tank almost filled with coins, Sheriff Gilbeau felt that some well-placed queries were in order. A brief round-table discussion with the five disclosed a smooth-working technique described as "spooning."

Posing as a partying crowd, the group would enter crowded entertainment spots, play the machines for a while, then quietly "spoon" them. This involved releasing the jackpot with a small drill and an instrument resembling a tablespoon.

They said they were on their way to Texas at the time of the accident and had just returned South from a trip West which netted them \$1,800.

screws and other machined parts. Here durability and high-precision machining was claimed as an advantage, as well as the more immediate gain of circumventing the steel shortage.

According to official statements, the new research will be confined to plastics now in existence or which will become available commercially. Thus, it is not a search for new materials, but a move to provide ready answers to engineering questions of current users.

Supervising the work at M.I.T. will be Prof. A. G. H. Dietz, of the department of engineering and construction. A steering committee will include Dr. D. S. Frederick, vice-president of Rohm & Maas Company, Philadelphia, representing the Plastics Association. Other committeemen are Harold W. Paine, of E. I. du Pont de Nemours & Company, Inc.; John H. Adams, of Bakelite Corporation; W. C. Goggin, of the Dow Chemical Company; Howard J. Nason, of Montsano Chemical Company; L. W. A. Meyer, of Tennessee Eastman Corporation.

## Reading Trade Up After Strike

READING, Pa., March 9.—Local operators report that resumption of work in the 11 steel and metal products plants recently struck in this area has brought a noticeable gain in business.

But, they report, due to the strike the lack of materials for many diversified plants and the return of servicemen to their old jobs, an increase in unemployment has been noted.

Operators are also watching with interest the campaign by the Chamber of Commerce to establish daylight saving time here. Drive is being fought by theater owners who see curtailment of revenue in the move and have enlisted support of operators.

Mayor Stump takes the stand that it is up to the Legislature to bring about daylight saving time, as he claims it is a State problem and cities cannot take the matter into their own hands.

## Urge Coin-Type Machine for Bus, Trolley Transfer

PHILADELPHIA, March 9.—With more and more Philadelphia civic officials, newspapers and radio stations becoming coin machine minded it remained for *The Philadelphia Record* to come up with a new machine idea that is seriously being considered by engineers of the Philadelphia Transportation Company, operators of the city's subway, trolley and bus system.

The *Record* said: "Standing 49th in line before a subway ticket booth waiting to turn in a slug to get a transfer, this writer developed an idea which the PTC may have for free. Why not install a device which would automatically deliver a transfer to another line when a token is put in the slot?"

## BILL WOLF announces PREMIERE SHOWING

of

THE NEW

# AMI PHONOGRAPH

- LOS ANGELES: MARCH 27 AND 28, 1946
- SAN FRANCISCO: APRIL 3 AND 4, 1946
- SEATTLE: APRIL 10 AND 11, 1946

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## M. S. WOLF DISTRIBUTING CO.

(FORMERLY CALIFORNIA AMUSEMENT CO.)

### MUSIC

1 Wurlitzer 750M	\$675.00	2 Seeburg Selectomatic Wall Boxes, Model T516-1Z, Each	\$ 5.00
1 Seeburg Vogue	435.00	4 Wurlitzer Baromatic Box, Model 360, Each	10.00
2 Rock-Ola Monarch, Each	285.00	6 Wurlitzer 412 Amplifiers, Each	27.50
1 Rock-Ola Cellar Unit, Complete with 3 Boxes	325.00	1 Packard Steel Cabinet	15.00
1 Rock-Ola Imperial, 20 Record	225.00	5 Buckley Steel Cabinet, Each	15.00
2 Mills Zephyr, Each	160.00	2 Buckley Steel Cellar Job Cabinets, Ea.	20.00
2 Mills Dance Master, Each	135.00	New A.B.T. Coin Chutes, F.P.	3.25
22 Wurlitzer #125 Wall Boxes, Each	15.50		

### CONSOLES

7 5¢ Club Bells, F.P., P.O., Each	\$219.50	New Keeney Super Bell Spinner Motors, Each	\$16.50
8 5¢ Bally Big Tops, F.P., Each	109.50	New Keeney Super Bell 5 & 25¢ P.O. Slides, Each	17.50
2 5¢ Paces Reels Jr., Each	90.00	New Keeney Super Bell Coin Heads, 5-25-50¢, Each	3.00
2 5¢ Paces Saratoga, Each	110.00	New Keeney Super Bell Handles, Each	2.50
2 5¢ Watling Big Game, F.P., Each	84.50	New Keeney Super Bell Single & Twin Glasses, Fish Reel, Each	5.00
New Keeney Super Bell Mixer Motors, Each	7.50		
New Keeney Super Bell Sequence Motors, Each	9.50		

### SLOTS

1 5¢ Melon Bell	\$95.00	5 5¢ B. & G. Vest Pockets, Each	\$40.00
8 5¢ Watling Treasury, Each	32.50	4 5¢ Green Vest Pockets, Each	32.50
3 10¢ Watling Treasury, Each	32.50	Mills New Vest Pockets, Each	74.50
20 1¢ Blue Q.T., Each	42.50		

### ARCADE

1 Mills 1-2-3, F.P.	\$95.00	2 Buckley Treasure Island Diggers, Each	\$75.00
1 Paratrooper Gun	75.00	2 Keeney Submarine Guns, Ea.	75.00
4 Exhibit Merchantman Diggers, Each	80.00		

WE CARRY A FULL LINE OF ACME PLASTICS  
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## EAST COAST MUSIC CO.

Write for Our List.  
10TH & WALNUT STS.  
CHESTER, PA.

## JAR TICKETS— ALL ORDERS SHIPPED SAME DAY RECEIVED

Amount	Name	Dz. Lots	3 Dz. Lots
1440	COMBINATION TICKETS	\$1.30 Ea.	\$1.10 Ea.
1500	COMBINATION TICKETS	1.50 Ea.	1.25 Ea.
1836	COMBINATION TICKETS	1.65 Ea.	1.45 Ea.
2052	COMBINATION TICKETS	1.85 Ea.	1.60 Ea.
2280	COMBINATION TICKETS	2.05 Ea.	1.80 Ea.
2520	COMBINATION TICKETS	2.25 Ea.	2.00 Ea.
3036	COMBINATION TICKETS	2.50 Ea.	2.25 Ea.
2170	TAB RWB TICKETS	\$1.40 Ea.	\$1.15 Ea.
2170	5 FOLD RWB BANDED TICKETS	2.00 Ea.	1.75 Ea.
2170	RWB FOLDED & BANDED SINGLES	1.75 Ea.	1.50 Ea.

WRITE FOR PRICE LIST NOW !!

ILLUSTRATES ALL TYPES OF JACK POT CARD FOR ABOVE DEALS

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# BLACK CHERRY CABINET SETS

INCLUDES WOOD CABINET COMPLETELY ASSEMBLED, READY TO USE

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CASTINGS IN BEAUTIFUL HAMMERLOID FINISH WITH BRIGHT CHERRY ORNAMENTS — POLISHED, ETCHED AWARD PLATE—CLUB HANDLE—DRILL PROOF PLATES—CABINET RAILS AND POLISHED MONEY CUP. COMPLETE . . . . .

**\$44.75** PER SET

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BEAUTIFUL GOLD CHROME FINISH. SET INCLUDES CABINET AND ALL PARTS AS LISTED ABOVE. COMPLETE . . . . .

**\$34.75** PER SET

**Why Use Inferior Sets When the Best Costs No More? BAKER QUALITY SAVES MECHANICS' TIME**

When ordering specify NICKEL, DIME or QUARTER play. Also specify 3/5 Mystery, 2/5 or 3/5 One-Cherry payout.

## BAKER NOVELTY COMPANY

1700 W. WASHINGTON BLVD.

CHICAGO 12, ILLINOIS

# Hercules

"A NAME YOU CAN TRUST"

NOW DELIVERING!

Bank Ball, 9 Ft. Skee Alley . . . . .	\$375.00	3 Wurlitzer 61 . . . . .	\$150.00
(12 Ft. & 14 Ft. Sizes, Prices on Request)		3 Wurlitzer 24 . . . . .	325.00
Gottlieb's "Stage Door Canteen" . . . . .	249.50	1 Wurlitzer P12 . . . . .	135.00
Genco's "Total Roll" . . . . .	525.00	3 Seeburg Hi Tone . . . . .	650.00
Chicago Coin "Goalie" . . . . .	525.00	2 Seeburg Regals . . . . .	375.00
Bally "Undersea Raider" . . . . .	399.50	2 Seeburg Gems . . . . .	375.00
Bally "Surf Queens" (5 Ball Game) . . . . .	Write	2 Seeburg Classics . . . . .	475.00
		1 Seeburg Major, R.C. . . . .	500.00
		1 Seeburg Cellar Job for 3-Wire Boxes, Perfect Condition . . . . .	325.00
		3 Rock-Ola Standard . . . . .	400.00
		1 Rock-Ola Imperial . . . . .	250.00
		2 Rock-Ola Master . . . . .	450.00
		1 Rock-Ola Monarch . . . . .	250.00
		3 Rock-Ola 12-Record . . . . .	125.00
		4 Rock-Ola 16-Record . . . . .	175.00
		1 Rock-Ola Command . . . . .	575.00
		1 Rock-Ola DeLuxe, Like New . . . . .	450.00
		2 Pamco 7 Ft. Skee Ball Alleys . . . . .	150.00
		12 Brand New Skillerettes in Original Cases, Electric Model, 1¢ Play . . . . .	39.50

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For Wurlitzer Phonographs, Best Quality SET OF 4 . . . . . \$1.25

3 Wurlitzer 950's, Each . . . . .	\$750.00
1 Wurlitzer 850 . . . . .	800.00
1 Wurlitzer 750E . . . . .	750.00
3 Wurlitzer 24 Victory, Each . . . . .	465.00
2 Wurlitzer 700 . . . . .	675.00
1 Wurlitzer 600 . . . . .	450.00
1 Wurlitzer 500, R.C. . . . .	500.00
2 Wurlitzer 412 . . . . .	165.00

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CABLE ADDRESS—HERDISCO

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ANY MAKE SKEE BALL ALLEYS ANY NUMBER

Advise Condition and Price

BOX D-142, THE BILLBOARD, CINCINNATI 1, OHIO.

## It's National for Business on a National Scale

Used Batting Practice, Good Cond. . . . .	\$119.50	9 Ft. Supreme Skee Roll, First Class Condition . . . . .	\$195.00
Used Roll-Down Pokerino, Like New . . . . .	119.50	Wurlitzer 24 Phono in Good Cond. . . . .	325.00
Used Skee Barrel Roll . . . . .	329.50		

### NATIONAL NOVELTY COMPANY

183 MERRICK ROAD, MERRICK, L. I., N. Y.

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## New Priority

WASHINGTON, March 9.—Office of Price Administration announced that its regulations on services of custom milling and kiln drying of Northeastern softwood has been extended to hardwoods and all species of softwoods except Western softwoods. Action was taken in revised regulation No. 539-A, effective March 11. This action would appear to place hardwoods under priority regulation, but no explanation was immediately forthcoming.

## Free of Vibration Is Claim for New Automatic Washer

PHILADELPHIA, March 9.—Automatic washing machines that have no vibration and can be installed without anchoring to the floor have been announced for erection in one of Philadelphia's newest apartment houses for the use of the tenants. Coin machine operators are watching the advent of the new-type machine, as it opens up a possible avenue of additional revenue for the coinmen. No special base is needed for the new machine because the washer has a self-leveling device that automatically adjusts itself to an uneven floor. Over-all washing time has been reduced from 45 minutes to 25 with this new model.

A fluffing operation which separates the clothes so they can be removed from the washer individually and the use of less hot water are additional features.

## Mercury Coin Set On Game Revamps

CHICAGO, March 9.—Jeff Landers, executive head of Mercury Coin Machine Company, announced completion of the firm's first coin-operated amusement game conversion this week.

Game is named "Shoot the Bartender" and is adaptable to tavern locations, Landers said.

## NEWS DIGEST

(Continued from page 89)

even as much sugar as their government quotas say they are allowed to have.

**LUMBER**—Big news in the trade this week was a government directive which seemingly places all but Western lumbers under priority regulations. Directive is effective March 11 and may have effect on production of cabinets for new jukeboxes, games and other coin machines.

**COINS**—The three U. S. mints, in Philadelphia, San Francisco and Denver, set a record last year in production of coins. Total coin output passed \$2,000,000,000 which is good news to operators everywhere.

**CIGS**—Question mark this week was cigarettes. Production figures show that the major manufacturers have hit new records in production, and yet several sources—including the Department of Agriculture—predict a drop in cigarette consumption. King-size cigarettes took the biggest nosedive in sales during December.

**CEILINGS**—Price ceilings on cabinets made for coin machine factories, records and several other items were

# Electric Vender Output Peak Is Slated by April

NEW YORK, March 9.—"It is expected that peak production will be reached by the end of April," says Hal R. Meeks, sales manager for the Eastern Electric Vending Machine Corporation here. Machine to which Meeks has reference is the new electric cigarette vending machine which the company announced recently.

Vender is a compact unit, measuring 44 inches high. Selection of the cigarettes which the customer desires is accomplished by pushing a button which then electrically vends the cigarettes.

In this electric machine, Meeks said, every movement is started with the same electric impulse and every delivery of a package of cigarettes is identical with all deliveries which the machine will make.

Orders for the machine, the sales manager said, are being filled in rotation.

lifted this week by the Office of Price Administration. For more details see the story on this page.

**CMI**—Coin Machine Industries, Inc., continue their drive for associate members drawn from the ranks of leading distributors and operators throughout the country. Leading members of the trade are urging distributors and operators to enlist under the CMI banner in support of the proposed Public Relations Campaign.

## HARD TO GET PARTS

### ★ MAIN FIBRE GEARS

for

WURLITZER . . . . .	\$4.00
STAR WHEELS . . . . .	.30
SELECTOR PINS, 1 Doz. . . . .	3.00
For SEEBURG & WURLITZER	
NEEDLE SCREWS, 1 Doz. . . . .	\$2.00
VOLUME CONTROL KEYS, 100 . . . . .	5.00
SHOULDER SCREWS FOR CANCEL PAWL ON WURLITZER MAGAZINE SWITCH, 1 Doz. . . . .	1.50
TRIP DOWN WIRE, 1 Doz. . . . .	5.00
BRASS YOKE ROLLER, 1 Doz. . . . .	2.00
MAIN CLOCK GEARS WITH HARDENED DOGS AND SPRINGS FOR MILLS AND JENNINGS SLOTS, Each . . . . .	
	2.00

Plunger Rods or Ball Shooters for All Makes Pin Ball Mach., \$5.00 Per Doz.

Distributors and Jobbers, write for quantity price list.

### James Clement Mfg. & Coin Machine Parts

948 W. Russell St. Phila. 40, Pa.

## LUMILINES

LUMILINES, 12" and 18" long, 24 to ctn., clear, frosted or white—Write. TUBES: 6L6—65¢ ea.; ceiling price \$1.95 ea.; 5U4G—70¢ ea.; 12SK7—65¢; 6C5—60¢; 6F6—65¢; 6HG—60¢; 6J5—50¢; 657—65¢; 6807—75¢; 6L6—65¢; ceiling price \$1.95 ea. Brand new. Factory sealed. All firsts. Genuine Seeburg Cable Wire, heavy duty covered copper reinforced, stranded, 250' rolls, 15¢ per ft. Big Lamps, 7¢ ea. 120 to ctn. Special Hardware Deal for Repair Parts Shop, 1000 Cotter Pins, ass'd; 75¢ per box. 225 Bolts and Nuts, plus extras, 1¢ ea. 200 Stove Bolts, ass'd, 1¢ ea. Neatly packed. Brand new. 1/3 Dep., Bal. C.O.D., F.O.B. N. Y. ARCADE BULB COMPANY 56 W. 25th St. NEW YORK 10, N. Y.

## READY FOR LOCATION

2 Sky Fighters . . . . .	Each \$225.00
2 Bally Rapid Fire . . . . .	89.50
1 Seeburg Parachute . . . . .	89.50
2 Chicken Sam, Jap Conversion . . . . .	95.00
2 Keeney Air Raider . . . . .	135.00
4 Ten Strike, L.D. . . . .	59.50
1 Western Baseball DeLuxe . . . . .	110.00
1 Chicago Roll-a-Score, 9 Ft. . . . .	125.00
1 Genco Skill-Roll, 9 Ft. . . . .	175.00
1 Wurlitzer 14 Ft. Skee Ball . . . . .	195.00

### CRATING, \$5.00 EXTRA

### MARCUS KLEIN

577 10th Avenue NEW YORK, N. Y.



**A-1 BARGAINS**

EVERY MACHINE CLEAN AND IN GOOD CONDITION

FREE PLAYS

ABC Bowler \$52.50	Miami Beach ... \$74.50
American Beauty ... 99.50	Monicker ... 84.50
Cover Girl ... 179.50	Showboat ... 64.50
Flying Tiger 99.50	Silver Skates ... 39.50
Foreign Colors ... 99.50	Sky Rider ... 109.50
Four Roses 69.50	Spot-Cha ... 89.50
Gold Star ... 49.50	Spot Pool ... 74.50
Gun Club ... 74.50	Streamliner ... 179.50
Hi-Stepper ... 39.50	Texas Mustang ... 79.50
Home Run '42 ... 79.50	Zig-Zag ... 69.50
Jungle ... 74.50	School Days 64.50
Legionnaire ... 69.50	

CONSOLES

1 Bally Club Bell, Comb. F.P./P.O. ....	\$239.50
1 Bally Dark Horse, F.P. ....	159.50
1 Evans '41 Pacers, P.O. ....	295.00
2 5c Jennings Good Luck, P.O. ....	39.50
1 25c Jennings Silver Moon, P.O. ....	219.50
1 Jumbo Parade, 5c P.O., Perfect High Head ...	124.50
2 5c Keeney Super Bell, Comb., F.P./P.O. ....	294.50
2 Keeney 4-Way Super Bell, 5-5-5-5c P.O. ....	449.50
3 Mills 3 Bells, 5-10-25c ...	775.00
3 Mills 4 Bells, 4-5c, Ash Trays—Serial Over 1300 ...	949.50

ARCADE AND COUNTER MACHINES

1 ABT Rifle Range, 4 Gun, Complete ...	\$895.00
2 Bally Defenders ...	199.50
1 Bally Bull Gun ...	49.50
2 Bally Rapid Fire ...	124.50
1 Bally Sky Battle ...	104.50
1 Batter-Up Baseball Outfit, complete With Accessories and Neon Sign ...	1,000.00
25 Jennings Hi-Boy Scales, Ea. Lot @ ...	1,250.00
1 Keeney Air Raider ...	139.50
1 Kirk Night Bomber ...	259.50
1 Liberator ...	149.50
7 Mills Panorams, Ser. Over 3000 ...	369.50
1 Mutoscope Ace Bomber ...	244.50
2 Mutoscope Drivemobile ...	274.50
2 Mutoscope Skyfighter ...	224.50
1 Scientific Battling Practice ...	89.50
3 Shoot the Japs ...	79.50
9 Goodwill Fortune Tellers ...	4.50
3 Marvel Clg. Reels, Token P.O., Perfect ...	15.00

SLOTS

3 Mills 5c Blue Front ...	\$124.50
1 Mills 5c Cherry Bell, 3-10 ...	139.50
1 Mills 5c Extraordinary ...	99.50
1 Mills 5c Gold Chrome, Over 470,000 ...	104.50
4 Mills 5c Melon Bells ...	124.50
1 Mills 5c O.T. Giltter Gold ...	97.50
4 Mills 5c V.P. Bell, B&G ...	49.50

1/3 Deposit—Balance C. O. D.

**SILENT SALES**  
635 "D" St., N.W. Washington 4, D. C.

**Newspaper Notes Coin Shiner, Weeps for Shoe-Shining Sams**

MILWAUKEE, March 9.—Under a two-column headline *The Milwaukee Journal* of February 24 carried the following story about the recently announced coin-operated shoe shining machine:

Technological progress is about to catch up with Sam, the shoeshine man.

If plans of Coinarts Industries, 1414 Majestic building, go as proposed, there will be much less of the business of paying anywhere from 20 cents up for a shoeshine.

**Nickel a Shoe**

Instead, a person needing a shine can merely put his foot into a machine and deposit 5 cents. About 30 seconds later he will remove the one shoe, deposit another 5 cents and have the other also polished automatically.

Arthur R. Slade is the creator of the new machine. He has arranged for production for Coinarts, which he operates with A. R. Cline, Toledo attorney, by the Parks Engineering Company, 347 East Ward Street.

Altho the machines will retail at about \$400, demand already is so great that an initial production run of 7,000 to 10,000 machines is planned, Slade said Saturday. One order from a Chicago coin machine operator alone calls for 3,000 machines.

In addition, Slade has letters asking for distribution rights from such cities as Boston; Dayton, O., and New York.

**Many Locations**

As Slade sees it, the machines can be installed in bus and railroad depots, on steamship piers, in parking garages, office buildings, bowling alleys, drugstores, cigar stores, clubs and hotel lobbies.

He knows the unit will work because a handmade model was tested and has now been torn down so that the Parks firm can use it as a model

in getting mass production under way for distribution of units this summer.

The shoeshine unit is housed in a modernistic cabinet five and one-half feet high, requiring a floor space of four square feet. At average face level is a mirror that permits the customer to adjust his tie, collar or hat.

**Regulator Lever**

At arm level there is a lever that can be shifted to move brushes and polishing wax in position for either tan or black shoes. An indicator is then moved to adjust the brushes for any size shoe from 4 to 12.

The brushes start traveling over the entire surface of the shoe, including the heel and toe. Then the wax is automatically applied to the toe section while the brushes cease operation. Then a toe buffer polishes the toe and the shoe shining operation is completed.

Slade is a native Milwaukeean and attended the University of Wisconsin. Later he established himself as a "promotional business man."

**Charitable Group To Ask Legalizing Of Bingo in Ont.**

HAMILTON, Ont., March 9.—Twenty-one member organizations of the United Benevolent Bazaar Council here will propose this week an amendment to the criminal code to permit regular bingo and house games.

Resolutions prepared for submission at the council's mass meeting include petitions to the Hon. Leslie Blackwell, Ontario's attorney general, urging that municipal authorities be allowed to approve conduct of regular games.

**GROETCHEN TYPERS FACTORY REBUILT \$325.00**

ARCADE SPECIALS

Factory Reconditioned Ready To Operate

UNDERSEA RAIDER	\$299.50
SUPER BOMBER	299.50
DRIVEMOBILES	229.50
ACE BOMBER	229.50
SKY FIGHTERS	199.50
DEFENDER	199.50
HOCKEY	199.50
TORPEDO, BALLY	149.50
WATLING SCALE	149.50
BATTING PRACTICE	149.50
LIBERATOR	149.50
PERISCOPE	149.50
ROCKET BUSTER	149.50
TOMMY GUN	149.50
KEENEY SUBMARINE	99.50
LOVE TELLER	99.50
CHICKEN SAMS	99.50
TEST PILOT	99.50
BUCKLEY DELUXE DIGG.	99.50
ELECTRIC CHAIR	99.50
MUTOSCOPE (1) REEL	69.50
VITALIZERS	69.50
QUESTION GIRL	69.50
TEN STRIKE	69.50
ANTI-AIRCRAFT	49.50

All Equipment Sold on Money-Back Guarantee



**ALUMINUM DISCS for GROETCHEN TYPERS**

Guaranteed Perfect \$7.00 per 1000 IMMEDIATE DELIVERY 1/3 Deposit With Order

WANTED PHOTOMATICS IN ANY CONDITION. MUST HAVE ALL PARTS.

**MAX GLASS DISTRIBUTING COMPANY**

914 DIVERSEY - CHICAGO 14, ILL.

**TUBE SALE!**

6SC7 . . . . . 69c  
6V6GT . . . . . 41c

R.C.A. Tubes, brand new, carry a 90-day O.P.A. guarantee. Order at once while they last. Other numbers in stock.

**70L7 SUB**

(For Seeburg Wall-o-Matic and Bar-o-Matic. Sold on money-back guarantee.)

Complete Unit with Adapter . . . . . \$1.30

**12" P. M. SPEAKER**

With 20-Oz. Magnet, Famous Make, \$8.90.

ORDER AT ONCE!

**PAUL'S RADIO ACCESSORIES**

4425 Drexel Blvd. CHICAGO 15, ILL. Phone: Kenwood 0990

**FOR SALE—FOR SALE**

MUTOSCOPE PHOTOMATICS Early and Late Models, All in Good Working Condition. 500 Pieces of Arcade Equipment of All Kinds. **TONY BRILL** 311 N. Reno St. Los Angeles 28, Calif.

**REAL MILLS SLOTS**

Guaranteed—High Serial Numbers

26 5c Brown Fronts, K.A., C.H. ....	\$145.00
16 10c Brown Fronts, K.A., C.H. ....	165.00
8 25c Brown Fronts, K.A., C.H. ....	185.00
14 5c Blue Fronts, K.A., C.H. ....	125.00
12 25c Blue Fronts ...	150.00
3 5c Pace Club Bell (Deluxe) ...	85.00
1 10c Pace Club Bell (Deluxe) ...	110.00
1 5c/10c Pace Club Bell (Twin) ...	195.00
1 5c/25c Pace Club Bell (Twin) ...	225.00
1 50c Pace Club Bell (Deluxe) ...	295.00
1 5c Pace Chrome Rocket ...	95.00
8 5c Pace Deluxe or Rocket ...	95.00
1 5c Jennings Big Chief, 3-5 P.O. ...	90.00
1 5c Watling Rola Tops, 3-5 P.O. ...	65.00
1 10c Watling Rola Top, 3-5 P.O. ...	85.00
1 25c Mills Giltter Gold, 3-5 P.O. ...	150.00
12 Mills Stands with Keys (Crackle) ...	12.50
12 1c Imps (Like New) ...	4.95
18 1c or 5c Liberty Bells, Am. Eagles ...	12.50
2 1c Jennings Rockaway, 5 Jackpots ...	12.50
1 Mills Swing King Phonograph, 12 Rec. ...	125.00

**1 BALL PAYOUT**

8 Bally Derbys	\$ 12.50
7 Bally Belmonts	12.50
32 Bally Preakness	14.50
16 Bally Preakness (Deluxe)	22.50
29 Bally Fairgrounds	22.50
18 Bally Sport Pages	37.50
31 Bally Grand Stands	50.00
17 Bally Grand Nationals	55.00
9 Bally Pace Makers	65.00
12 Bally Thistledowns	55.00
3 Gottlieb Track Records	55.00
5 Mills Rio Consoles (Like New)	25.00
1 Bally Racer	50.00
1 Paces Races (Black), New Motor	59.50
2 Mutoscope Skyfighter	185.00

1000 Bags, Original R.W.B., Machine Folded, Stapled in 5's \$ 1.50  
1200 Late Cash Sales Boards 1.50  
1/3 Deposit With Order, Balance C. O. D.

**UNION SALES CO.**

409 N. Adams St. GREEN BAY, WIS. All Phones: Howard 2995.

**WILL PAY**

8c Each for Used RECORDS. Write for full details.

**Davis Distributing Corp.**  
625 Erie Blvd., E. Syracuse 2, N. Y.

**COIN MACHINE MECHANIC**

Mills factory trained, expert on Panorams. Thoro knowledge of Wurlitzers, Rock-Olas and Pinballs. Seven years' experience. Go anywhere. Write BOX 757  
Billboard, 1564 Broadway, New York 19.

**ATTENTION, OPERATORS**

IN SOUTHERN ILLINOIS AND MISSOURI NOW DELIVERING THE NEW SENSATIONAL Chicago Coin Machine Company's

★★ GOALEE ★★

LEGAL IN ANY TERRITORY AND A PROVEN WINNER. ORDER NOW!

ALSO NOW DELIVERING JENNINGS BRONZE CHIEF, STANDARD CHIEF, DE LUXE CLUB CHIEF AND SUPER DE LUXE CLUB CHIEF

The World's Best and Finest Slot Machines That Money Can Buy

WILL FOLLOW SOON WITH

**THE JENNINGS 2-COIN CHALLENGER**

A real Hit and Sensation — Don't Wait — Place your Orders NOW for early Delivery. This machine is absolutely TOPS. Send for Circulars on the above, and keep in touch with us for the latest and newest releases.

When in our City, pay us a visit. If you cannot visit us—we will have our Representative call on you.

SPECIAL—NEW STEEL HAND TRUCKS, Rubber Wheels, Limited Supply. . . \$9.95 EACH

**BAUM DISTRIBUTING CO.**

2718 GRAVOIS AVE. (Phone Prospect 3900) ST. LOUIS 18, MO.

**WANT TO BUY ANY QUANTITY**

**MILLS SLOTS**

ESCALATOR MODELS

WILL PAY TOP CASH PRICE

**BUCKLEY TRADING POST**

4223 W. LAKE ST., CHICAGO 24, ILL.



## TWO PHOTOMATICS

- A. OUTSIDE LIGHTS
- B. NEWLY REFINISHED
- C. PREHEATERS
- D. 25c OPERATION
- E. EXCELLENT IN PERFORMANCE

**\$595.00 EACH**



## TWO MORE PHOTOMATICS

- A. INSIDE LIGHTS
- B. LATEST MODELS MADE
- C. EXCELLENT APPEARANCE
- D. OPERATING PERFECTLY
- E. 25c OPERATION

**\$795.00 EACH**

WILL GLADLY DEMONSTRATE ALL MACHINES



## ARCO SALES CO.

LOCust 5629  
1514 MARKET STREET  
PHILADELPHIA 2, PA.

## Coinmen Study Newest Plastic Wares in N. Y.

NEW YORK, March 9.—Over 400 exhibitors displayed their wares at the 20th exposition of the chemical industries, held last week at the Grand Central Palace. Highlight of the show and of interest to coin machine manufacturers, distributors and operators were the plastic showings.

Results of the war were reflected in the display, both from the standpoint of changes in materials and war research. The display covered the entire field of chemical products and chemical processes.

Expansion will be the greatest in the plastic industry, according to most leaders present at the showing. Production will probably double in plastics every five years for at least 10 years, according to Dr. Gaston F. DuBois, a director of the Monsanto Chemical Company. Within 10 years, he predicted, the United States will be producing 8,000,000,000 pounds of plastics valued at \$1,600,000,000 annually.

Production of such quantities of plastics, he states, will bring about a huge increase in the manufacture and use of plasticizers, solvents, intermediates and other chemicals. Entry of large oil and rubber concerns into the manufacture of chemicals, he added, is a significant recent development.

Plastics of all types, colors, shapes, thicknesses, strengths and uses were on display. Attendance, officials stated, was much higher than they had expected, showing the interest displayed in chemicals today.

## IMMEDIATE DELIVERIES

Bally Undersea Raider Guns	\$399.50
Chicago Coin Goalee	525.00
New Dark Cherry Bells, 5c-10c-25c; New 1946 Columbia Bell Comb., 1c-5c-10c-25c, J.P. Each	132.50
In Lots of 5, Each	127.50
Mills New Vest Pockets	74.50
Hollywood, 5 Ball, F.P., New Conv.	224.50
Gottlieb Stage Door, New	249.50
Williams Suspense, New	279.50
New Pace Saratoga, Comb. F.P. & P.O., with Rails and Skill Field	239.50
New Big Three	119.50
New Foreign Colors	119.50
Used Record Time	149.50
Used Keeney Contest, 1 or 5 Ball	99.50
Late Columbia, Wide Fruit Reels, J.P. or G.A.	89.50

## LITE LEAGUE

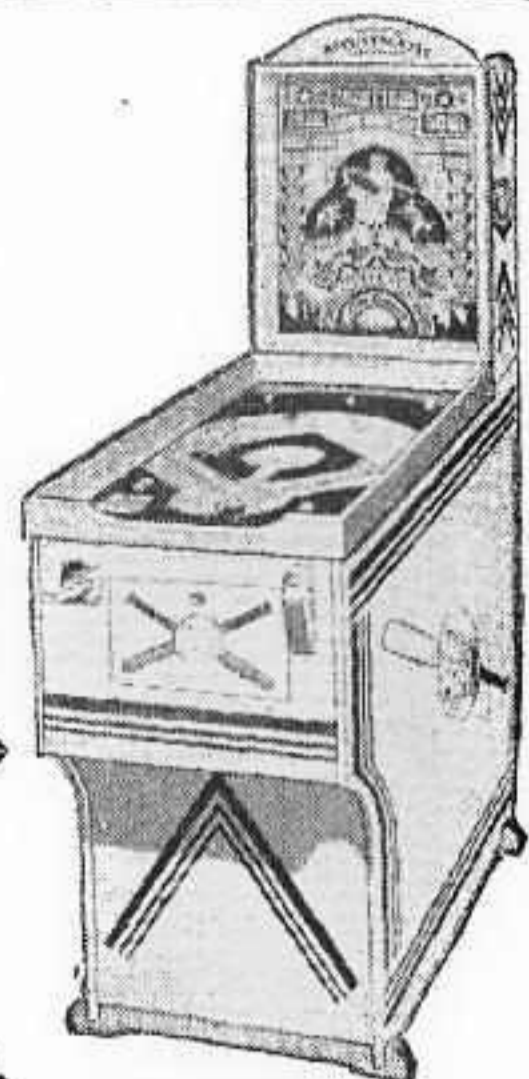
**\$425.00** New—Different Game—No Balls—No Pins.

## SENSATION OF 1946

We Are Pennsylvania and New Jersey DISTRIBUTORS FOR LITE LEAGUE

And Can Make Immediate Delivery TERMS—1/3 With Order, Balance C. O. D.

## K. C. NOVELTY CO.



419 Market St., Phila. 6, Pa. Market 4641

## READY FOR DELIVERY

- BALLY SURF QUEENS
- BALLY VICTORY SPECIAL
- BALLY VICTORY DERBY
- BALLY UNDERSEA RAIDER
- CHICAGO COIN GOALEE

## O'CONNOR VENDING MACHINE CO.

Bally and Chicago Coin Distributors  
624 CRAWFORD ST. PORTSMOUTH, VA. 2320 W. MAIN ST. RICHMOND, VA.

## JAR DEALS AND SALESBOARDS



ALL STYLES WRITE FOR LATEST CATALOGUE AND PRICE LIST

ERATH COMPANY SOUTH BEND 24, INDIANA

## WANT TO BUY

**500**

FREE PLAY PIN BALL GAMES

High Prices Paid Mail Your List Immediately

**W. B. NOVELTY CO., INC.**

1903 Washington Blvd. St. Louis, Mo.

## WANTED WILL PAY

Seeburg 12 Record	\$ 75.00
Wurlitzer 616	165.00
Wurlitzer 616 Lite-Up Top and Bottom	200.00
Wurlitzer Model 24	250.00
Seeburg Casino	265.00
Seeburg Rex or Royal	150.00
Seeburg Gem or Regal	300.00
Rock-Ola Standard	300.00
Rock-Ola DeLuxe	325.00
Mills Throne	225.00
Mills Empress	275.00

WANT Wurlitzer 600 Rotary or Keyboard — Seeburg Crown — Vogue — Classic — Envoy — Major — Cadet

## WE BUY PHONOGRAPH ROUTES

Send List of Equipment—State Prices

WIRE — WRITE — AIR MAIL

## N. Y. DISTRIBUTING CO.

632 TENTH AVENUE NEW YORK 19, N. Y. Circle 6-9570

## WATCH FOR The New SUPREME SKEE ROLL Bigger—Better



## CANADIAN

For Sale—Ray Guns, Bally Rapid Fire, Seeburg Shoot the Chutes, Keeney Air Raider. \$250 each.

## H. LOUIS

4085 Trinity St. VANCOUVER, B. C.

The PHONOGRAPH OF TOMORROW



Is shown on Page 115

in this issue

ROCK-OLA Manufacturing Corporation



# Cig Output Data Poses Big "?"

## Large Stock Of Molasses Into Candies

Offered in Louisiana

WASHINGTON, March 9.—A quota-free stock of 638,000 gallons of molasses, important ingredient of candy bars sold thru vending machines, is now available to manufacturers, according to the Department of Agriculture.

Molasses was offered at a U. S. marshal's sale in Louisiana when quotas and authorizations were not available to absorb quantities on hand.

Department officials said that additional specific authorizations would be issued to persons who wish to buy under war food order No. 51. Various lots are located at Abbeville, Jeanerette, Erath and Breaux Bridge.

### Forecasts Conflict

Meanwhile, there have been conflicting forecasts from sugar supply sources.

Estimates of the Cuban sugar crop were revised upward by 354,000 short tons to a total of 4,848,000 tons by Luis Mendoza, Cuban sugar broker and spokesman for the industry.

On the other hand, a report from B. W. Dyer & Company, sugar economists and brokers, reported that only 35 sugar mills are now intact in Java, compared with the 125 doing business in 1942. It was said that 41 mills formerly processing sugar have been converted into alcohol, butanol and benzol plants, also rice mills, cement factories and aircraft repair shops.

## Pa. Hears the Chant of Tobacco Auctioneers Again

LANCASTER, Pa., March 9.—For the first time in over 100 years, Lancaster County tobacco growers put their crops on the auction block and then stood by to watch price-jockeying buyers snap up their harvest.

More than 1,000 farmers and their families crowded into the four-story building at 220-24 North Water Street, and 200 stood outside to hear the chant of the tobacco auctioneer. It was like Wall Street trading in a bull market by contrast to Lancaster County's accustomed auctions of farm implements and flower decorated bowls and pitchers.

Lancaster County Tobacco Growers' Co-Operative, whose members harvest 33,000 acres or more than 90 per cent of all tobacco grown in the State, decided to try the auction method again after it had spent a century in the files of forgotten things.

Prices were the motivating influence for the change. Heretofore the growers, raising from 1,300 to 1,500 pounds to the acre, sold their leaves to the roaming buyers at the best over-the-rail-fence prices.

Within a few minutes after the sale started at 2:30 p.m., over 80,000 pounds were sold. Four hours later several million pounds were in the hands of manufacturers.

## State Cigarette Taxes

(Tax Rate Is Based on Packages of 20 Cigarettes)

2 Cents	2 Cents	3 Cents	4 Cents
Arizona	New York	Alabama	Florida
Idaho	Ohio	Connecticut	Massachusetts
Illinois	Pennsylvania	Georgia	Mississippi
Iowa	Rhode Island	North Dakota	
Kansas	Utah	South Carolina	5 Cents
Kentucky	Vermont	South Dakota	Arkansas
Maine	Washington	Tennessee	Louisiana
New Hampshire	Wisconsin	Texas	Oklahoma
New Mexico			

## Vaughn Leaves NAMA To Take Over Chi Route

NEW ORLEANS, March 9.—Tom Vaughn, associate director of the National Automatic Merchandising Association, Chicago, has resigned his position with the association to enter the cigarette vending machine business for himself. On March 1 he purchased the New Orleans Cigarette Service Corporation here at 1332 South Carrollton Avenue.

Vaughn's decision to leave the NAMA staff was based on a desire to get actively into the vending machine business as an operator. This desire grew out of his many contacts with operators, manufacturers and suppliers in the industry in all parts of the country which confirmed his belief in the future of automatic merchandising.

Said C. S. Darling, executive director of the association: "No one will miss Tom Vaughn's friendly optimism and his ability to make friends—as well as members—for NAMA more than will I and other members of our staff. He has made a splendid contribution to NAMA's progress and its helpfulness to members, and we are all keenly disappointed to have him go."

## Hayes Reports Bigger Gross, Profits Down

GRAND RAPIDS, Mich., March 9.—Hayes Manufacturing Corporation, of Grand Rapids, contract manufacturer of vending machines, reported that in the 1945 fiscal year its gross income increased for the fourth consecutive year, but net profits dropped sharply from 1944 earnings.

Report by Rensselaer W. Clark, president, indicated that the decline resulted from a substantial increase in taxes.

Gross income for the fiscal year ended September 30, 1945, amounted to \$2,017,504 compared with \$1,802,168 in 1944, but after federal taxes of \$1,420,088 the net dropped to \$436,446 compared with \$735,094 in the preceding year when taxes amounted to \$1,063,147.

The 1945 earnings were equal to 50 cents per share on the 875,000 shares of \$2 par value stock outstanding, compared with 84 cents per share the year before.

Company's net sales were \$15,325,769 against \$17,005,086 in 1944. Total current assets listed as \$5,954,067 against current liabilities of \$3,312,031.

## Outlook for Corn Sugars Gets Darker

Output Near Zero

CHICAGO, March 9.—Clinton Industries, Inc., one of the major producers of corn sirups and sweeteners and parent corporation of the National Candy Company, reported that the continuing shortage of corn is forcing corn refiners to curtail production steadily.

In a letter to customers, the company declared that "during the last several weeks the situation has taken a decided turn for the worse until it has now reached the point where it is impossible for us to purchase any substantial quantity of corn. As a result our deliveries to all customers has dwindled to practically nothing."

With the shortage of sugar, confectioners and bottlers of soft drinks had been using increasing quantities of corn sirup and sugar as sweetener in candies and beverages. But this sweet source has been virtually closed with the drop in corn marketing by farmers and the closing of Corn Products Refining Company plants in North Kansas City, Mo., and elsewhere by strikes. Corn Products is reputed to be the largest refiner of corn.

### Corn Diverted

Clinton Industries blamed its shortage of corn largely upon price ceilings, which it said are making it more profitable for farmers to feed their corn to livestock and poultry.

Normally the corn refiners require only 4 per cent of the total U. S. corn crop to keep operations at capacity, but now they are not getting even that, the letter said.

Only bright spot in the picture is the presence of a large quantity of high-moisture corn in farmers' cribs, the company indicated. Corn with more than 20 per cent moisture will rot. With corn now coming on the (See Corn Sugar Dark on page 104)

## New Kentucky Coin Firm Incorporates

FRANKFORT, Ky., March 9.—Articles of incorporation for Standard Venders of Louisville, Inc., has been filed with the Kentucky Secretary of State. Issuance of capital stock to the par value of \$10,000 was authorized.

Incorporators were listed as Vance Schwartz, Harold and Kathleen Janecky.

## Levies Show Sales Up 8%

Cigarette makers hit peak production in October, but tapered off thru December

CHICAGO, March 9.—Operators of cigarette vending machines who suddenly found themselves in business again when standard brand cigarettes came back in volume early last fall, find the final tax reports from State and federal revenue agencies a good barometer of the ups and downs of their business.

Altho no official breakdown has ever been made to show just how many cigarettes are sold thru vending machines, it is accepted that one of the best methods to determine probable sales patterns is a check of total tax collections.

A report just released by the Federation of Tax Administrators, Chicago, gives the complete, final figures on both State and federal revenue. Figures show that the lowest month so far as cigarette tax collections are concerned was February, 1945. This does not necessarily mean that the cigarette shortage was most severe in that month. As a matter of fact, the shortage was at its worst later on in the spring. The tax collection barometer usually precedes actual retail sales movements.

### 1945 Totals

For the calendar year 1945 State tobacco tax collections amounted to \$164,200,000, or slightly more than 8 per cent above the 1944 collection. As was pointed out before, the lowest month from the collection standpoint was February during which tobacco taxes amounted to only \$9,300,000.

Highest monthly receipts for 1945 were established in October when the total from the States amounted to \$18,600,000. By December, 1945, the tax collection had declined to \$16,600,000—which was still a gain over November, but represented a 10.7 per cent decrease from the October high.

Federal tax collections on tobacco ran approximately the same way. Peak was reached in October, 1945, when they amounted to \$109,700,000. Low for the year was recorded in December, 1945, however, when a mere \$56,200,000 was collected. Federal statistics show the December figure was 48.8 per cent under the October high and 10 per cent below the December, 1944, total.

### 31 State Taxes

The same report shows that 31 States now have taxes on cigarettes. The tax varies from 2 cents to 5 cents per pack. Seventeen States have the 2-cent tax; 8 States have a 3-cent tax; 3 States have a 4-cent tax rate and 3 States have a 5-cent per pack levy.

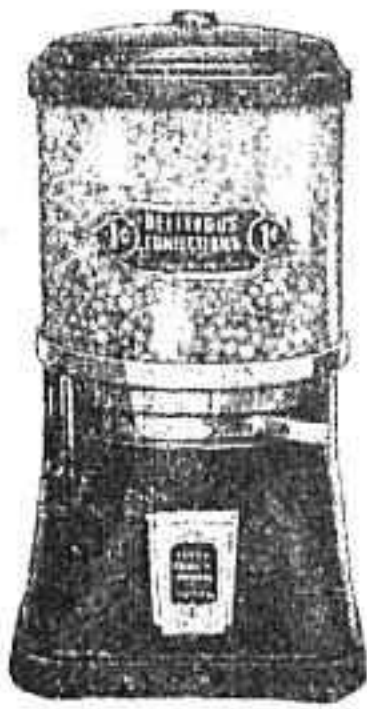
The three States having a cigarette tax of 5 cents per package are Arkansas, Louisiana and Oklahoma.

In these columns last week was a statement from the U. S. Department of Agriculture which predicted that consumption of cigarettes for the year 1946 would be considerably lower than in 1945. Production of tax-paid cigarettes during December, 1945, would seem to bear out that prediction.

U. S. Bureau of Internal Revenue has just published its figures on tax-paid production of cigarettes for the (See Cig Date Big "?" on page 104)



**REGAL**  
KING OF THEM ALL



IT DOESN'T  
TAKE A  
FORTUNE TO  
START MAKING  
A FORTUNE  
AND  
INDEPENDENCE

Special discount to operators  
**REGAL PRODUCTS CO.**  
GAYS MILLS, WISCONSIN

# INVITE TO OPS: JOIN CMI

## Cite Benefits Of Membership

Industry leaders seek support of every op in public relations drive

By James T. Mangan,  
Of Mangan & Eckland, Industrial Designers

Every coin machine operator should belong to the official association of the industry, Coin Machine Industries, Inc. CMI is inviting you to join by paying \$25 for an associate membership. I know this is a good thing and you know this is a good thing, but, as is the case with many good things, all of us are inclined to procrastinate. Don't procrastinate with this membership. Write out a check for \$25; make it payable to Coin Machine Industries, Inc., Room 508, 134 North La Salle Street, Chicago, and send it in today. Make a notation on the check that it is for 12 months' dues in the asso-

## Try for 2c Tax On Cigs in L. A.

LOS ANGELES, March 9.—Proposals for an extra 2-cent tax on cigarettes and a one-half of 1 per cent sales tax are being advanced for city council approval here.

New taxes are designed to produce the \$13,000,000 additional municipal revenue requested by the mayor. If adopted, the cigarette levy would amount to another \$4,000,000 annually from Los Angeles smokers, the sales tax approximately \$8,000,000.

Previous attempts to impose city sales and amusement taxes, as well as other forms of service and excise taxes, have met with failure.

## Distrib Name O. H. Feinberg

DETROIT, March 9.—O. H. Feinberg, who has been specializing in the cigarette vending field for the past 16 years, has joined the U-Need-A-Pak Distributing Corporation which recently opened an office at 1420 Michigan Avenue here. Associated with Feinberg is Ervin Harvith of Detroit.

New company will distribute the U-Need-A-Pak venders in Michigan, Ohio, Virginia and West Virginia. No branch offices are planned at this time. Firm will also handle used machines and servicing.

Feinberg comes to the company from a manufacturing organization, and before that he was representative in this territory for Stewart and McGuire. He is well known in the trade, having covered Southern States from Miami to Los Angeles at various times for the cigarette vending industry and is credited with establishing many of today's largest operators in the business.

## Bradley Appointed Director for NAMA Thru Buffalo Area

BUFFALO, March 9.—Frank J. Bradley has been named a regional director of the National Automatic Merchandising Association and will work on behalf of the association in the State of New York and thru part of Pennsylvania.

Bradley is the head of the Automatic Equipment Company, Buffalo, and operates cigarette and candy vending machines in this area.

will accrue to you as an official member of the association.

Many operators, in sending in their \$25 payment of 12 months' dues, have dedicated their membership to special friends of theirs who are manufacturers or key men in the coin machine factories. In many cases the operators have sent their \$25 to the factory with the instruction that it be relayed by the factory to the CMI offices. Every manufacturer in this business will be thrilled to hear that you, as one of his customers, are joining CMI.

It would be a nice gesture if you would either send your check direct to your personal friend in the factory, with the suggestion that he relay it to CMI offices, or if you sent it directly to Coin Machine Industries, Inc., Room 508, 134 North La Salle Street, and state that you wish to dedicate your membership to some special friend of yours in the industry. Jim Gilmore, secretary of the association, will be sure to phone your friend or write him a nice letter and let him know that you have made this dedication to him.

### In Union Strength

Nearly all the leading manufacturers and distributors have already joined the association and have urged all of their customers to do likewise. Your membership will mean that you are behind the association all the way, will prove that you believe in the coin machine business, that you believe in the axiom, "In union there is strength," and most of all will show the factory from which you purchase your equipment that you are serious in supporting them and their association in the vital industry-building work ahead.

ciation. This will make you an associate member of the official coin machine association, with a voice in the deliberations and the decisions that so affect you and every other operator in the industry.

On receipt of your application and check the association will send you an engraved certificate certifying your membership. This is something that you will be proud to frame and hang on the wall of your office, thereby announcing to the world that you are proud of your connection with the coin machine business and the coin machine business, in your opinion, is the greatest business of all.

### Many Answered

Several hundred operators have answered the recent appeal of industry leaders to take out these memberships, and the association will not be satisfied until every operator in the United States is an official member. All money thus collected will be used for legal, propaganda and public relations work in behalf of each individual member and also in behalf of the entire industry.

As you know, Coin Machine Industries, Inc., is the association that holds the annual coin machine show in the Hotel Sherman, Chicago. This annual show is the highest point in the whole coin machine year for everybody in the business because at the show you are able to see the offerings of every manufacturer and receive an education in new merchandise and in the advanced developments that mean so much to your earning power. As a member of the association you will have certain rights and privileges that non-members, even though they are bona fide operators, will not enjoy.

Naturally, you will be remembered by the association office if there is any possible way to help you with accommodations in Chicago. The official membership list of the association, which co-operates with all of the Chicago hotels used when the annual show is in progress, will be sent to these hotels in advance of the show, with the recommendation that members' reservations be given special attention. As plans now stand, Coin Machine Industries, Inc., has a definite reservation for the coin machine show of 1947, to be held the first week in February in Hotel Sherman, Chicago.

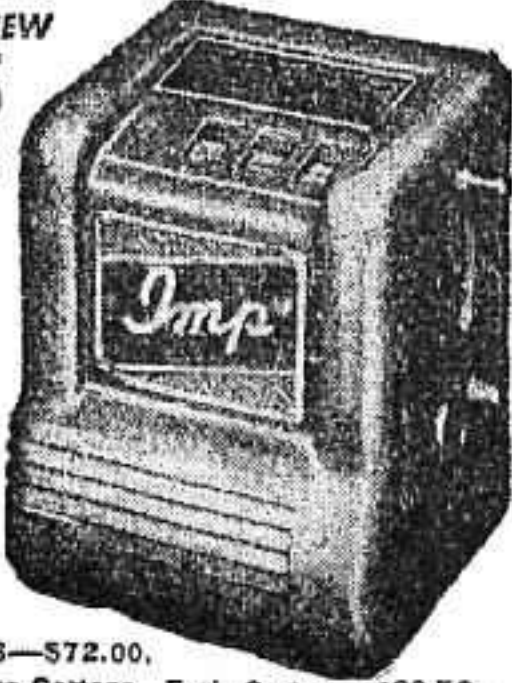
### Be Official Member

Your \$25 check mailed in now will be your prepayment of 12 months' dues and will be assurance that you will be an official member of Coin Machine Industries, Inc., during the term of this next show. The show will undoubtedly be the greatest ever held, and special prestige and honor

**SPECIAL SALE: FINEST CONDITION**  
100 1c-5c Comb. Nut Venders, Ea. \$ 9.95  
100 1c-3-Col. Snack Nut-Cap., 15 Lbs., Ea. 15.00  
50 A.B.T. Gun Stands, Ea. 3.50  
10 1c Tidbit Counter Games, Reconditioned, Ea. 10.00  
Wanted: #930 National Cigarette Machines, Candy Machines, All Type Nut Venders. Cameo Vending, 432 W. 42d, 18, N.Y.

START A PROFITABLE ROUTE WITH THE WORLD'S SMALLEST IMP

BRAND NEW  
**IMPS**  
CIGARETTE OR FRUIT REELS  
1c or 5c  
Sample \$13.50  
Carton of 6—\$72.00.  
5 or More Cartons. Each Carton—\$69.50.



BRAND NEW **MILLS** VEST POCKET  
Blue and Silver . . . \$74.50



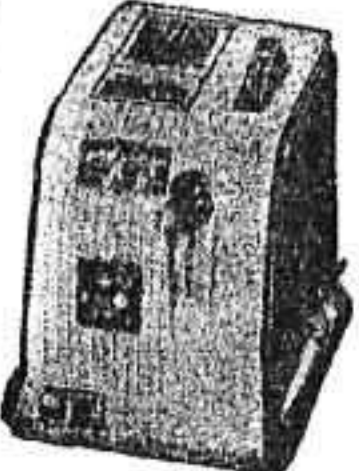
Used Mills Vest Pocket, Blue and Gold, \$54.50  
Rebuilt Like New

**USED COUNTER GAMES**  
Marvels, Cigarette Reels only, 1c or 5c Slots, Ea. \$19.50  
Kicker & Oatcher, Ea. 29.50  
Steepchase New, Ea. 19.50  
Lots of 5, Ea. 17.50  
Yankee, Kliz, Wings, Pok-o-Reels (Divider Models), Ea. 12.50  
Sparks with Gold Award, like new, Ea. 29.50  
A.B.T. Guns, Model F, blue cabinet and challengers, like model, thoroughly reconditioned, like new, Ea. 35.00  
Stands for these Machines, Ea. 4.00  
Victor View-o-Scoops, thoroughly reconditioned, Ea. 25.00

**CONSOLES**  
All in Perfect Condition  
Hi-Hands, Ea. \$169.50  
Paces Reels, with or without ralling 79.50

## AMERICAN EAGLE

Reconditioned LIKE NEW.  
1c or 5c Slots  
Sport Symbols and Fruit Symbols  
\$24.50 Each



## LIBERTY BELL

1c or 5c Sport Symbols, same payoff as Fruit Reels, token or quarter payout. Fill the tube with quarters and it will dispense quarters instead of tokens.  
\$24.50 Ea.  
ALSO BRAND NEW  
LIBERTY BELLS. Each . . . \$39.50  
FRUIT REELS

**MUSIC**  
All in perfect working condition  
Wurlitzer 12 . . . \$149.50  
Rock-Ola 12 . . . 149.50  
Wurlitzer 600R, Victory Model . . . \$500.00  
Wurlitzer 600K, Victory Model . . . 525.00

**CIGARETTE MACHINES**  
Look like new and work to perfection  
U-Need-a-Pak, 9-12 Cols. Ea. . . \$59.50  
DuGrenier 7 Col. Model VD . . . 72.50  
DuGrenier 11 Col. Split Champion. Ea. 95.00  
DuGrenier 7 Col. Model V. Ea. 69.50  
Stewart & McGuire 7 Col. Model 6. Ea. 49.50

**USED MACHINES**  
**NORTHWESTERN DE LUXE,**  
Like New . . . \$16.95  
Duplex, 2 Globe, All-Aluminum Base, Ea. 12.50  
U-Chu Ball Gum Machines, Chrome Base, Ea. 6.50  
Columbus Bi-Mor, 2 Globe, Floor Model Peanut Machine, Ea. 22.50  
Shipman 2 Col. Stamp Machine: New, Ea. 29.50  
Used, Ea. 25.00  
Shipman 3 Col. Stamp Machine, New, Ea. 39.50

**PIN GAMES—USED**

Each	Each
Gun Club . . . \$79.50	Invasion . . . \$99.50
Big Time . . . 40.00	Midway . . . 175.00
Invasion . . . 99.50	5-10-20 . . . 132.50
Click . . . 74.50	Marvel . . . 125.00
Ten Spot . . . 59.50	Streamliner 189.50
Sport Parade 54.50	Bombardier 109.50
Four Roses . . . 62.50	Shangri-La 125.00
Action . . . 125.00	Jeop . . . 119.50
Pin Up Girl 90.00	Spot-a-Pool 74.50
Bola Way . . . 85.00	Venus . . . 92.50

**RAKE COIN MACHINE EXCHANGE**  
609 SPRING GARDEN STREET PHILADELPHIA 23, PA.



### Orange Flavors Plentiful With Record Citrus Crop

WASHINGTON, March 9.—Orange, lemon and other citrus-flavored drinks should be plentiful this year if sugar supplies loosen up, according to the report of the U. S. Department of Agriculture that the world citrus crop is the greatest on record.

World production of oranges, tangerine and mandarin will total nearly 266,000,000 boxes, according to the USDA's Office of Foreign Relations. Total production of citrus fruits will amount to 355,000,000 boxes, including 66,000,000 boxes of grapefruit and 26,000,000 of lemons. That is 17 per cent above the previous record, it was said.

If the U. S. supply of these fruits is as plentiful as these figures indicate, it may well mean that canned and bottled citrus drinks and juices will be a great, new source of supply for venter operators. Orange crop of the United States, Mexico and four other major producing areas is expected to hit 125,000,000 boxes.

This may well mean the full-fledged return of the canned juice venter which was just beginning to reach genuine commercial status at the outbreak of war. Also it would point to increased efforts of citrus fruit growers to push other types of juice dispensers. In this direction was the recent action of the Florida

### Chi's First Launderette Gets Enthusiastic Play

CHICAGO, March 9.—Chicago's first launderette has been in business for a week now, and the two coast guard veterans who own it report a handsome reception by the public.

Louis Stein and Bernard Fishman, the proprietors, have 22 automatic washing machines in their establishment at 912 East 55th Street, operating them on the same plan inaugurated by Telecoin Corporation and Automatic Laundry Distributors in New York City.

Plugged as a "self-service" laundry, firm charges housewives 25 cents to wash 10 pounds of clothes. Soap is free.

Photographs taken by Chicago newspapers on opening day were visible evidence of wide public interest in this new field being pioneered by the coin machine industry. All published photos showed crowds of fascinated women tossing their soiled clothes into the machines and watching the laundering process.

General local reaction was summed

Citrus Fruit Growers' Exchange in throwing its support to development of an improved squeezer type of venter.

The U. S. lemon crop was reported up 45 per cent, but the supply of lemon oil was said to be continuing short. Popularity of cola-flavored drinks and root beer, coupled with the shortage of sugar, however, has greatly diminished the importance of most citrus flavors in soft drinks except those beverages widely used for mixers.

up by one housewife who tried the service: "I think it's swell. What I like most is that I don't have to do the laundry."

The initial Chicago installation jumped the gun on a number of coin-operated launderettes scheduled to open soon here. For many months, as previously reported in *The Billboard*, Telecoin and Automatic Laundry have both been perfecting plans for multiple openings in Chicago as well as other cities.

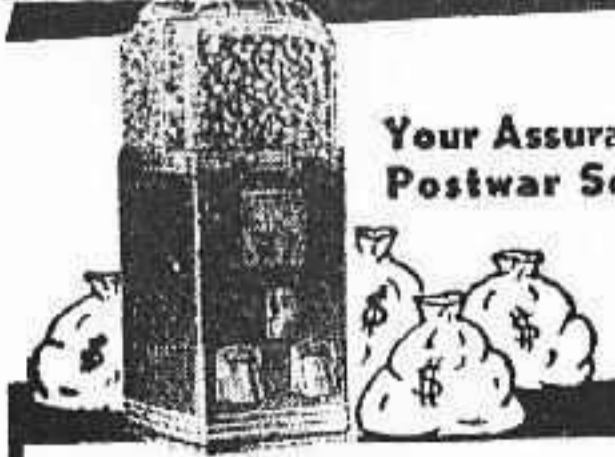
Telecoin uses Bendix automatic machines with coin slots and timing devices, granting operating franchises with preference given to ex-service-men. Automatic Laundry employs the Westinghouse Laundromat which has coin chute and timers built in as an integral part of the machine. It, too, offers franchises. Many of them are going to veteran coin machine operators.

Plans of some locations include an emporium type of laundry location, with soft-drink vending machines, juke boxes and other kinds of coin-operated equipment to enhance their appeal to housewives.

Getting their start in New York two years ago, coin-operated launderettes quickly proved their efficiency during the wartime washing machine shortage. From the beginning outlets in New York have been operating six days a week, from 7 a.m. to 9 p.m.

Now, concurrently with the Chicago development, they are being introduced outside of New York in major cities from Coast to Coast.

## 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  
1 EAST ARMSTRONG STREET, MORRIS, ILLINOIS



VICTOR'S MODEL "V"  
Famous Pre-War  
Vender

Model V capacity: 5 to 6 lbs. of bulk merchandise or 1,000 to 1,200 balls of gum. Vends 1/2", 3/4" and 5/8" ball-gum.

Model V Standard Finish, \$10.50 Ea.

Model V Wall Bracket, 65¢ Ea.

Combination 1¢ and 5¢ Coin Counter, Plus Postage, \$1.25 Ea.

Orders Filled  
In Rotation

1/3 Deposit, Balance C. O. D.  
PIONEER VENDING SERVICE

Exclusive Victor Distributor in N. Y.  
461 Backman St., Brooklyn 12, N. Y.

### CIGARETTE MACHINE

FOR SALE

FROM ONE TO FORTY MILLS MACHINE  
REASONABLE

NATIONAL CIGARETTE SERVICE

164 No. Commercial St. — Steubenville, O.



THE DuGRENIER CHALLENGER  
will be on display at the  
N. A. T. D. Eastern Convention

HOTEL PENNSYLVANIA  
New York City

March 18, 19, 20, 21  
Booth No. 103



ARTHUR H. DuGRENIER, INC. America's Foremost Manufacturer of Automatic Merchandisers  
15 HALE STREET, HAVERHILL, MASSACHUSETTS



### BALL GUM

is still scarce and will be for the coming year; better order Marbles now, the best substitute!

#### CAN STILL SUPPLY

Glass, Agate, Assorted Color Marbles.  
Barrel of 50,000 .....\$54.50  
Keg of 21,000 ..... 23.80

#### NUTS-4-U

#### PEANUTS

90 Pound Carton, Blanched ....\$24.30

#### CHARMS

Fine Selection, 15 Gr. ....\$13.25  
Penny or Nickel Counter, 1c  
or 5c. Ea. .... 1.25  
Parcel Post Paid

Full Cash With Order,  
F. O. B. Factory

**ROY TORR** LANSDOWNE PENNA.

## Scale Trade Good Despite Price Pinch

### Service Costs Trimmed

DETROIT, March 9.—Business remains comparatively good in the penny scale field despite the fact that in a period of inflation this field seems to lose ground, according to Al Trapp, manager of the Peerless Weighing Machine Company for Michigan and Northern Ohio.

Company is one of the old-line operating organizations in the industry and has a record of stable operating going back several decades, upon which background of business experience any comparison today is based.

The value of the penny seems to go down in a period like today's, Trapp pointed out. At the same time it is impossible for the penny machine operator, whether he has scales, peanut or candy venders or any other type, to raise his price as almost all retail businesses can do.

He must continue to give service for the same price of 1 cent, instead of raising to 2 or 5 cents as he might like to do under such conditions.

Accordingly, the weighing machines seem to lose ground by comparison. However, offsetting factors in their favor in the past four years have been the reduction in operating cost, from the standpoint of reduced depreciation especially. Labor costs have, of course, gone up, altho these machines typically require little servicing. However, with new equipment coming into the market again



PREMIERE SHOWING of the Speedy-Weeny hot-dog vender at the Grant store, 22 East 14th Street, New York, shows (left to right) Frank Rudolph, Aireon plant manager; Suzanne Kaufman, first customer, and Frank H. Davis, president, American Inventors, Inc., to whom inventor of the machine assigned.

NOW AVAILABLE GET STARTED

#### ADVANCE #11 Peanut Machines

1 to 9 each ... \$9.63  
10 to 24 each ... 8.75  
25 to 49 each ... 8.13  
50 to 99 each ... 7.75  
100 to 199 each ... 7.50  
200 to 500 each ... 7.25



1/3 Deposit, Balance C. O. D.

**THOMAS NOVELTY CO.** PADUCAH, KY.  
1572 JEFFERSON

IN STOCK—READY FOR DELIVERY

## VICTOR'S FAMOUS MODEL V

THE CHOICE OF THOUSANDS OF SUCCESSFUL OPERATORS

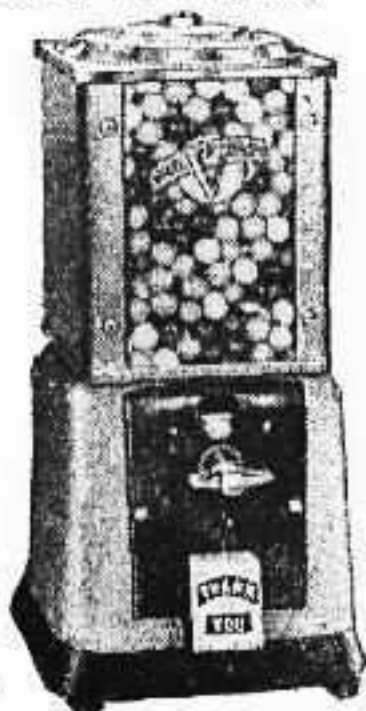


MODEL V GLOBE TYPE

During the long, hard years of emergency Model V earned new laurels for stability and the ease of adjusting for any available confections. Post-war Model V, further improved and 5 lbs. lighter, is universal and vends all kinds of bulk merchandise, including Ball-Gum. NO ADDITIONAL PARTS NECESSARY!  
Model V De Luxe Cabinet Type is built of steel and has transparent plastic front, making it strong and UNBREAKABLE CAPACITY: 25% more merchandise than globe type.  
Model V Globe Type Capacity: 5 to 6 lbs. of bulk merchandise or 1,000 to 1,200 balls of gum. Vends 1/2", 3/4" and 1" ball-gum.

Model V Deluxe Cabinet Type. Ea. ....\$12.50  
Model V Globe Type. Ea. .... 10.50  
Model V Wall Bracket. Ea. .... .65  
Combination 1c & 5c Coin Counter. Ea. .... 1.25

Terms: 1/3 Cash With Order, Bal. C. O. D., or send full amount and save C. O. D. cost. All prices F. O. B. Chicago.



MODEL V. DE LUXE CABINET TYPE

## ASCO VENDING MACHINE EXCHANGE

55-57-59 Branford Street · Newark 5, N. J.  
Bigelow 3-7744-5

WHEN YOU WANT THE BEST IN VENDING MACHINES AND MERCHANDISE

ALL YOU NEED TO KNOW IS **J. SCHOENBACH**

DISTRIBUTOR OF ADVANCE VENDING MACHINES

1643-1645-1647-1647A BEDFORD AVE., BROOKLYN 25, N. Y.



at new and anticipated higher prices, the depreciation costs may be expected to take a sizable jump, resulting in a genuine squeeze for operators in this class.

### CIG DATE BIG "??"

(Continued from page 101)

calendar year 1945. During the year, 267,600,000 regular-size cigarettes and 82,200,000 king-size cigarettes were manufactured.

This production represents an 11.8 per cent increase in regular-size cigarette production over 1944. Production of king-size cigarettes ran 204.5 per cent above 1944 production.

In December, however, a remarkable change took place and the bottom seemingly dropped out of cigarette production.

Regular-size cigarette production was 16,100,000,000—which was a decrease of 9.9 per cent when compared with production during December, 1944. King-size cigarettes took the heaviest drop. A total of 9,811,000 king-size cigarettes were produced in December, 1945, and this represents a decrease of 99.8 per cent under December, 1944, production.

#### Plan Novel Cigs

Cigarette manufacturers are making plans to bring out specially tailored cigarettes to offset the decrease in cigarette consumption which seems certain to come this year. One manufacturer is making plans to tailor a cigarette for women—this is not a new stunt, but is the first such post-war announcement. Shorter cigarettes, which require less time to smoke, will also be made for luncheon smokes and between-acts at the theater.

Operators of cigarette vending machines will naturally find the general trend of smoking habits reflected in their sales during 1946. New model, easy-to-operate cigarette machines will, of course, give the cigarette vending trade a shot in the arm to help offset natural declines in business which follow the over-the-counter trend.

For the information of the trade, a table is published elsewhere in this section showing the States that now have cigarette taxes, and the amounts which each State collects on a package.

### CORN SUGAR DARK

(Continued from page 101)

market averaging 22 to 27 per cent moisture, the refiners look for a large marketing of high-moisture corn as summer approaches. This should give the industry at least temporary relief, the Clinton Company said.

### Northwestern Vendors

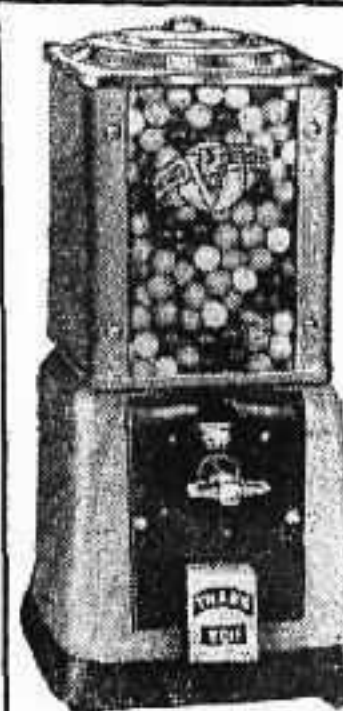


De Luxe Merchandiser . \$19.75  
Model "33" ..... 9.75  
Model "39" ..... 11.35  
Model 40 (4# Globe) . 7.20  
6# Globe, 15c Extra  
33 Ball Gum (3 1/2# Globe) ..... 8.40  
(5# Globe, 15c Extra)  
All Quotations Net, F. O. B. Factory.  
All orders filled in rotation received.  
Send for List of Used Machines, Parts and Supplies.  
Send 1/3 Deposit When Ordering, Balance C. O. D.

### IDEAL NOVELTY CO.

CARL F. TRIPPE

'Authorized Northwestern Distributor'  
2823 Locust St. ST. LOUIS 3, MO.



### BRAND NEW! PROMPT DELIVERY!

Victor Model "V" 1c vendors. Handle ALL KINDS of nuts, candies and ball gum with no extra attachments required.

Model "V" Standard Finish (glass globe) each... \$10.50  
Model "V" DeLuxe Cabinet (as pictured) each... 12.50

Terms: 1/3 Cash With Order; Balance C.O.D.

R. H. ADAIR CO.  
8924-8928 Roosevelt Rd., Oak Park, Ill.

### MARBLES

Beys, we have them. Glass, light, assorted AGATE colors. The PERFECT substitute for Ball Gum.

Barrel 50,000, Ass't'd Colors, 9/8 Size. \$54.50  
Barrel 40,000, Ass't'd Colors, 5/8 Size. 52.50  
Keg of 21,000, Ass't'd Colors, 9/8 Size. 23.80  
Keg of 17,000, Ass't'd Colors, 5/8 Size. 21.05  
2% for Cash in Full or 1/3 Deposit, Bal. C.O.D.

**THOMAS NOVELTY CO.**  
1572 Jefferson St. PADUCAH, KY.



# Troubles of Vender Operators Get Airing by New York Daily

NEW YORK, March 9.—Trials and tribulations of operating penny vending machines do not usually rate sympathetic space in newspapers, but a recent issue of *The New York World-Telegram* carried the following article by Edward J. Mowery, staff writer:

If you burn with the distorted sense of humor, kindly stop battering down subway gum machines? Another thing: If the gadget doesn't work, don't slug the poor guy servicing it!

And you kids who loaf around subway platforms: It isn't polite to jam gum or peanut slots with newspapers! Sure, you hit the jackpot six pennies later! But how about the refined gentleman with the dark brown taste in his mouth? He goes home drooling!

These shenanigans almost have the subway vending machine people nuts. One firm spends \$50,000 yearly to untangle slugs, bobbypins, Canadian pennies, red ration tokens and tiddly-winks from gum machine gears. But meet genial Ben Seltzer, vending boss of the N. Y. Subways Advertising Company, who plays tag with underground marauders from his office at 11 Beach Street.

### Daily Service

"I say the average person using a gum machine is dumb as hell," Seltzer

began. "That 13-year average mentality stuff is the bunk. We service our 6,000 machines every day. We polish them, keep them span clean.

"What happens? Along comes some jerk with a penny in one hand and no mind. He drops the penny and before it can get settled he turns the knob. The penny goes into the gears. Others follow. No merchandise for anyone!"

Seltzer became phlegmatic. He tossed figures around like a ballet master. On the BMT and IRT customers munch 2,500,000 chocolate bits, 14 tons of peanuts and 10,000,000 sticks of gum monthly. Nearly a million timid souls get weighed. The scales stired Seltzer into action.

### Kidnap Scales

"They break the dial glass," he said. "They don't stand still. Why, three sailors actually kidnaped one of our scales one night on the IRT. They loaded it on a Flatbush train at Grandy Army Plaza. Don't ask me how! The conductor had to stop his train at Bergen Street and . . . unload!"

He pressed a button and asked an aid to bring in the slug crop for the last three hours. They nestled by the hundreds in a wooden box. He ran his fingers to the bottom.

"Look! Bobby-pins, buttons, paper disks. Here's a key owned by a dope in Chicago. Then they wonder why gum machines won't work. We get lots of dimes. People think they're the new pennies. Why, at 103d and

110th streets they stole the whole machines off the posts. We found them battered in the track well. And just a few days ago our detectives caught up with a prize moron!

"We'd been robbed all over town. The guy worked at night. We'd look for him at Grand Central. He'd pop up in Flatbush. But we got him at 3 a.m. after months of searching. Our officers were nearly frozen waiting. Then this guy walks up to a machine, jiggles it and starts to dump the pennies in a special belt around his waist. He had \$25 in pennies on him. They weighed 17 pounds! He was an ex-con."

### Toil and Trouble

The boss fondled repair slips from De Kalb, Stillwell, 191st and 181st Street stations just phoned in by servicemen. Many machines were marked "OOO" (out of order). Others were jammed. One "fell" off the post. His machine servicemen, he said, get a lot of abuse from customers.irate subway riders try to dip their hands in the money bag of the fellow filling the machine.

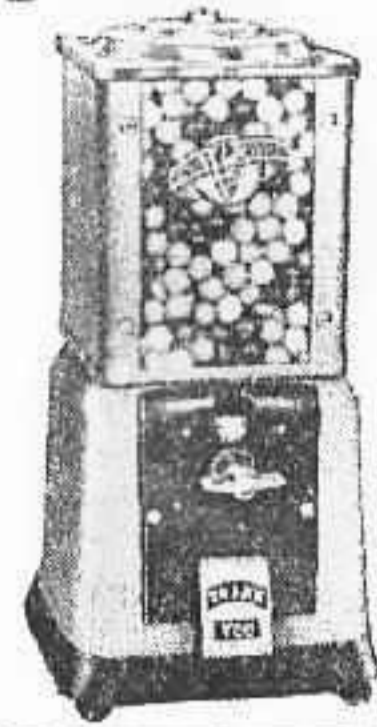
Seltzer denied, however, that one of his men was slugged by a customer and fell into a track well.

"If it happened," he said, "it wasn't reported to us. We're doing our best to serve the 12 per cent of a 1,381,000,000 people who ride IRT and BMT trains yearly. If a fellow writes us that he got neither gum nor penny, we send him enough gum to make up for it. Some girls phone in —on company telephones—and we quickly send them gum or candy."

The kids?

"Aw," Seltzer grinned. "They're not so bad. They jam our machines and they need a good spanking. But gosh, I was a kid once. Please . . . tell them all to lay off will you?"

## MODEL "V" DELUXE



Victor's newest Model "V" Deluxe Cabinet is built of steel with an unbreakable transparent front. Capacity over 7 lbs. of bulk merchandise or 1250 to 1500 balls of gum. Vends 1/2", 3/4", 3/8" ball gum. No additional parts required.

**\$12.50 Each**

### CHARMS

52 Assorted Varieties. \$4.00 Per Thousand.

1¢ and 5¢ Combination Coin Counters. \$1.25 Each.

Advance Stamp Machines. \$10.00 Each.

### STAMP FOLDERS

For Shipman, Schermack, New York, Etc. 10M, \$4.25; 25M, \$10.50

We buy Postage Machines. State type and price. 1/3 Deposit on All Orders, Balance C. O. D.

**PARKWAY MACHINE CO.**

3046-D Tloga Pkwy. Baltimore 15, Md.

## DIGGERS

5 Exhibit

Sunburst Diggers

Modernistic Lite-Up Cabinets, Used Less Than 3 Months.

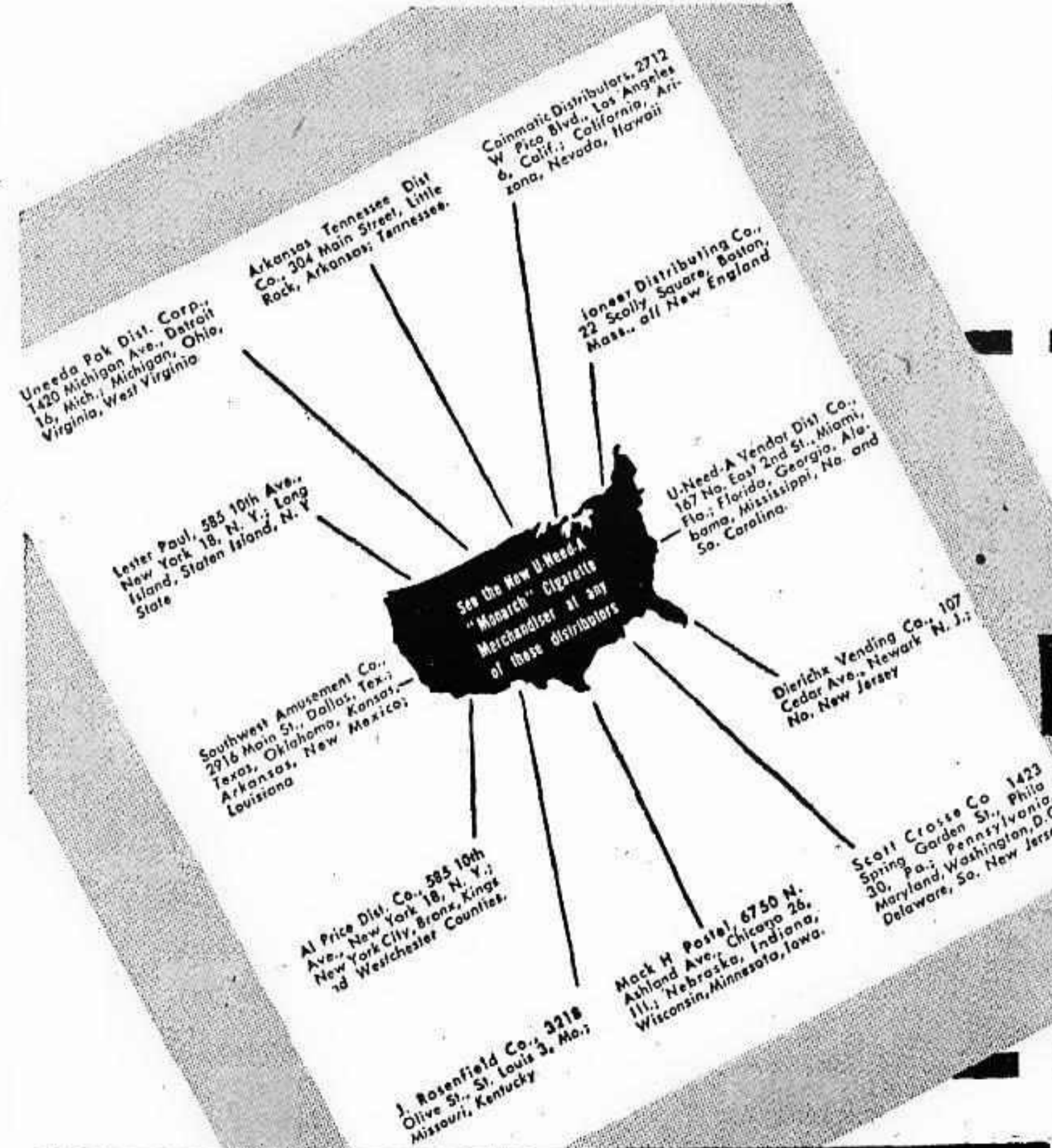
**\$325.00 Each**

**\$1,500.00 for the Lot**

1/3 Deposit With Order.

**Hutchinson Vending Co.**

205 E. 15th St. Hutchinson, Kans.



**HERE'S THE COMPLETE U-NEED-A ORGANIZATION**



J. Broidt



William J. Moore

**U-NEED-A VENDORS, INC.**  
OWNERS OF THE ORIGINAL U-NEED-A-PAK TOOLS, DIES AND PATENTS  
OFFICES: 2715 SUMMIT AVENUE, UNION CITY, N. J. • PLANT: 225 NORTH AVENUE, GARWOOD, N. J.



# Downbeat by Wire on Santa Fe

## Selectors in Sleepers Set

Railway puts initial unit in cross-country diners—built into new equipment

CHICAGO, March 9.—First installation of a wired music system in a train will be placed in service tomorrow aboard a transcontinental train of the Santa Fe line.

This information, disclosed by Fred G. Gurley, president of Atchison, Topeka and Santa Fe Railway, confirms forecasts published months ago by *The Billboard* and re-emphasizes other proposals for use of coin-operated equipment and related wired music systems in developing the railroads' post-war luxury travel plans.

According to Gurley, the Santa Fe layout involves an integrated combination of wire-reproduction music, radio and public-address systems, with individual push-button selectors for all sleeping compartments.

### Use in Diner

Initial unit, however, is being placed on a dining car. Others are to be added during the year as rapidly as equipment becomes available.

Each roomette, compartment and drawing room will be equipped with push-button selector, a loud-speaker and volume control so that occupants may have their choice of two wire-reproduced recording programs—popular and semi-classical—with commercial radio broadcasts and train announcements as alternatives, the Santa Fe president said.

A pilot lamp, lighting automatically when the announcement system is in use, will be installed so that passengers may turn the system on if they so desire.

### Two Manufacturers

Co-operating in the development of the system are three firms well known to the trade. Brush Development Company, Cleveland, provided the specially designed wire reproducers. Farnsworth Television & Radio Corporation, Fort Wayne, Ind., is manufacturing the over-all integrated radio set-up.

Popular and semi-classical recording programs are being specially prepared by the Muzak Corporation, following a study of the demands of this new type of location.

All new dining, sleeping and club-lounge cars put into service in the future on Santa Fe lines will have the music and radio system built in. Rolling stock now in operation will be remodeled to house these facilities, according to Santa Fe officials. Plan is to have car conductor control the recording programs in diners, club and chair cars, with push-button selectors in individual accommodations only.

### Coin Operation?

While the Santa Fe development does not involve coin-operation, other roads are also planning for train music systems, among which are included coin-operated wall boxes and jukes. One major railroad indicates that its electrical department is making a serious study of such possibilities.

An official of the New York Central Railroad, recalling the line's unsatisfactory trial of a Victor phonograph on the diner of its crack New York-to-Chicago train, *The Century*, (See *Santa Fe Wired* on page 110)

## City Fathers Cut Tax on Town's 4 Jukes \$40 Each

REGINA, Sask., March 9.—At Yelowknife, Northwest Territories, town council reduced the license fee for each of the town's four juke boxes from \$50 to \$10.

Jim McDonald, owner of the only four machines in the town, contended before the council that a \$50 fee on a \$400 investment seemed out of proportion.

## Margolin Puts New Jukes on Display in N. Y.

NEW YORK, March 9. — First showing of the Aireon juke box at Dave Margolin's Manhattan Phonodrew over 1,200 operators and would-be operators Sunday (3), according to the latest count.

Arriving by plane the Friday before, the two juke boxes were met at the airport and escorted to their new home on 10th Avenue.

With Ben D. Palastrant, Eastern sales manager, and Bill McNeal, factory service instructor, present for the showing, Margolin's staff, which includes Leo Knebel, Joe Pazier, Bob Stoller and Bill Larson, has little trouble explaining the features of the jukes to operators.

"Spot delivery of new jukes is ex-

## New Rock-Olas Make Bow In Nationwide Showings

CHICAGO, March 9.—New model juke box manufactured by Rock-Ola will be given its premiere showing next week at factory distributors throught the country, according to a statement from company executives.

Additional publicity released describes the phonograph's "line-selector," which executives say is an alignment of program and corresponding selection buttons which makes possible quick, sure choice of play.

Other features which Rock-Ola officials point out in connection with their new model are three-coin entry with a drop-type single unit slug rejector, true-tone high fidelity, rubber cushion mounted amplifier and composite front for easy accessibility to all units.

### Other Features

David C. Rockola, president of the firm, declared that his engineering staff was instructed to spare no expense in designing this new product. He went on to say that, "The result is built into such features as the chromium-plated long-life mechanism, record tray release with pull-out bar for instant record changing, single removable program plate for quick title-strip corrections, construction of complete light-up assembly into front door and the easy disconnect, removal and replacement of every electrical unit. The entire electrical system has been enclosed

## Wolf, Runyon Set Dates To Display Juke

LOS ANGELES, March 9.—Bill Wolf, M. S. Wolf Distributing Company, announces that he will stage three showings of new model AMI juke boxes this month and early in April.

First show will be held here March 27-28. April 3-4, he will stage the showing in San Francisco. April 10-11 will be a double-header with the opening of the Seattle branch office and phonograph display.

All events will feature introductions of radio and music artists, refreshment, entertainment and a continuous buffet.

### Runyon Show

Runyon Sales, Newark, N. J., headed by Barney Sugarman, Mike Munves and Abe Green, plan a showing of the juke for Eastern operators some time this month in New York.

Jim Mangan will be on hand to collaborate with Runyon officials in planning and staging the showing.

AMI machine features 40 selections, using 20 records. Mechanism, according to advance descriptions, plays either side of the 20 records at customer's preference, giving a total tune selection of 40.

pected within a couple of weeks, and full-scale delivery is not too far in the future," according to Knebel.

Refreshments included 12 roast hams. The entire array was disposed of in record time and additional refills were necessary.

## New Location

NEW YORK, March 9.—It is reported that the most recent new juke box location in Boston is in women's rest rooms in large theaters. While a woman smokes she inserts a coin or two.

It is claimed that this type spot has proved itself.

## Marquette Into New Showrooms For Open House

DETROIT, March 9.—A traditional name in a new connection made a formal debut March 2 and 3 with the opening of the Marquette Distributing Company in new offices and salesrooms at 3730 Woodward Avenue. Located in the heart of the city, the new location is typical of the trend in the coin machine industry of selecting continually more impressive salesrooms.

New firm is headed by Victor De Schryver as president, with Alfred De Schryver as sales manager. Joseph Miller is chief of service. All are names long connected with the Marquette Music Company, one of the oldest operating companies in the State and for many years one of the largest in the music field. Firm was established around 1900 by the late John Marquette.

Firm will handle Aireon products in this territory. It held open house to an estimated 300 operators, servicemen and others interested in the music machine industry. Buffet lunch and refreshments were served to all, and the new juke models were displayed.

A number of factory representatives came here for the occasion, including Rudy C. Greenbaum, vice-president; Daniel T. Brennan, district sales manager; Leo J. Dixon, Triangle Distributing Company, Cleveland, and W. F. Roberts, assistant to the vice-president of Aireon.

An interesting incident that typifies the widespread interest a showing of this type brings was the visit to the showrooms of J. Baranowski and Robert Au, of Honolulu. Recently discharged from the armed forces, they stated that they plan to return there to establish a route of music machines.

## Memphis Sees Juke by Canipe

MEMPHIS, March 9.—Main ballroom of Hotel Peabody here was crowded on Wednesday (6) when operators and other interested parties came to attend the premiere Memphis showing of Aireon juke box.

New model was shown by C. A. (Jack) and Guy Canipe, Canipe Distributing Company. It was one of many machines sent to various cities in the United States for showings.

## Knight Signs Disk Contract

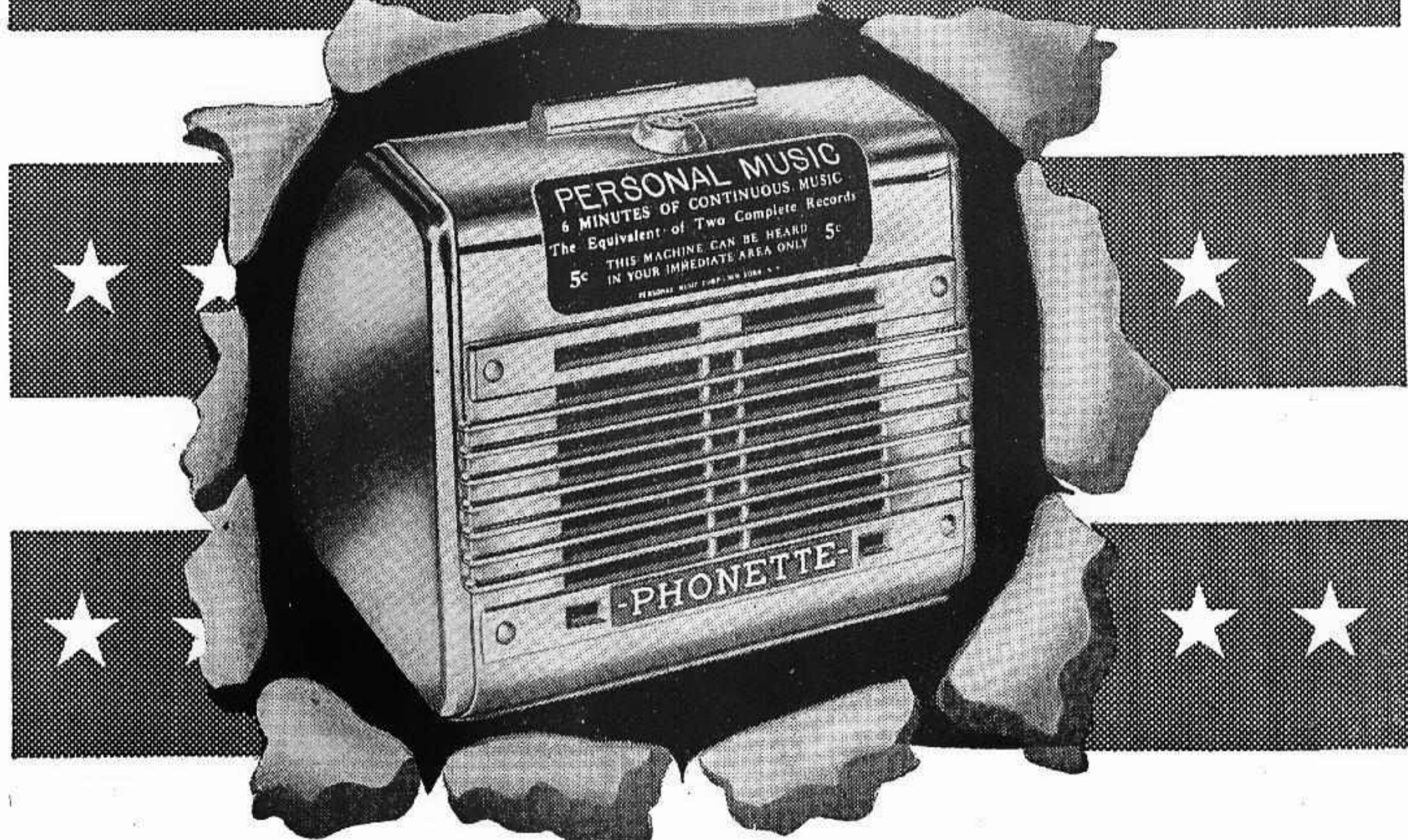
NEW YORK, March 9.—Evelyn Knight signed a two-year contract with Decca this week. Her recent recordings of *Chickery Chick* and *Dance With a Dolly* with the waxery have made her a valuable addition.

\*MEASURED MUSIC\* MEANS MULTIPLE PROFITS



\*MEASURED MUSIC\*MEANS MULTIPLE PROFITS . . . \*MEASURED MUSIC\*MEANS MULTIPLE PROFITS . . .

# SENSATIONAL!



## \*MEASURED MUSIC\*

*The Music System with the tremendous "TAKE" that you have been waiting for.*

Our present routes of 5¢ "PHONETTES" are averaging over \$40.00 PER WEEK PER STOP.

Our present routes of 1¢ "PHONETTES" are averaging over \$20.00 PER WEEK PER STOP.

**COMPARE** these figures with your present route average.

**COMPARE** our low investment per stop with your present set-up.

*—and then Brother!*

phone - - Blgelow 8-2200

**SHIPMENTS ARE BEING MADE DAILY**



THE HOME OF "PHONETTES"

\*Reg. Trade Mark

### PERSONAL MUSIC

C O R P O R A T I O N

P. O. Box 720, U. S. Highway No. 1, Newark, New Jersey

\*MEASURED MUSIC\*MEANS MULTIPLE PROFITS . . . \*MEASURED MUSIC\*MEANS MULTIPLE PROFITS . . .

\*MEASURED MUSIC\*MEANS MULTIPLE PROFITS . . . \*MEASURED MUSIC\*MEANS MULTIPLE PROFITS . . .

\*MEASURED MUSIC\*MEANS MULTIPLE PROFITS . . . \*MEASURED MUSIC\*MEANS MULTIPLE PROFITS . . .



## Wolf Distrib Opens Branch In Seattle

LOS ANGELES, March 9.—M. S. (Bill) Wolf, of M. S. Wolf Distributing Company, with offices in Los Angeles, San Francisco, San Diego and Portland, Ore., announces that formal opening of his new branch office in Seattle will be held next month.

Wolf says that "the grand opening of our Seattle headquarters at 2313 Third Avenue will be held April 10 and 11." He also said that a number of stars will be on hand for the opening which will feature entertainment.

Firm distributes AMI juke boxes and the Seattle branch will be equipped to serve operators in the Northwestern States.

Two-day event, Wolf said, will be keyed up with a buffet luncheon, entertainment and introductions of music, disk and radio artists. Wolf will be present for the two-day celebration. Hours for the days have set for 11 a.m. to 8 p.m.

## Jukes Click With Slick Chickery as Sweater Patterns

CHICAGO, March 9.—Juke boxes and jive disks are hitting it hot and high with the nation's slick chicks.

Proof is exhibited by a national teen-age girls' magazine in announcing the results of a sweater design contest in which juke were declared to be standout themes among contestants.

Teen-agers devotion to juke was evidenced by many designs reproducing disks, music notes and the mighty juke itself. Worked into many of the entries were names of favorite juke tunes and symbolizations of popular crooners.

Not forgotten by the bobby-soxers were cokes, candy bars and hot dogs, for which coin-operated vending machines are a preferred way of buying in favored gathering places of the nation's youngsters.

## Luxury Home Jukes Playing 100 Disks To Sell for \$3,000

KANSAS CITY, Mo., March 9.—Custom-built automatic phonographs for home installation, to retail at \$3,000 and up, are announced as a new line by Aireon Manufacturing Corporation.

Instruments will accommodate 100 records and will include short wave, frequency modulation and amplitude modulation radio reception. Design will allow placing of units in remote installation or in any part of the home.

Plans call for a limited production schedule, at the rate of about 5,000 units per year, to go into effect some time during the summer, according to corporation officials. First deliveries are planned early in September.

Officials said that cabinet designs, now being selected, must be worked into desired production models before manufacture can begin. It was also stated that the company has no plans for production of radio receivers.

## Jack Mitnick, Wolfson Go to Runyon Co.

NEWARK, N. J., March 9.—Jack Mitnick and Bernie Wolfson were announced last week as general sales director and general manager, respectively, of Runyon Sales Company, Newark, A M I distributors.

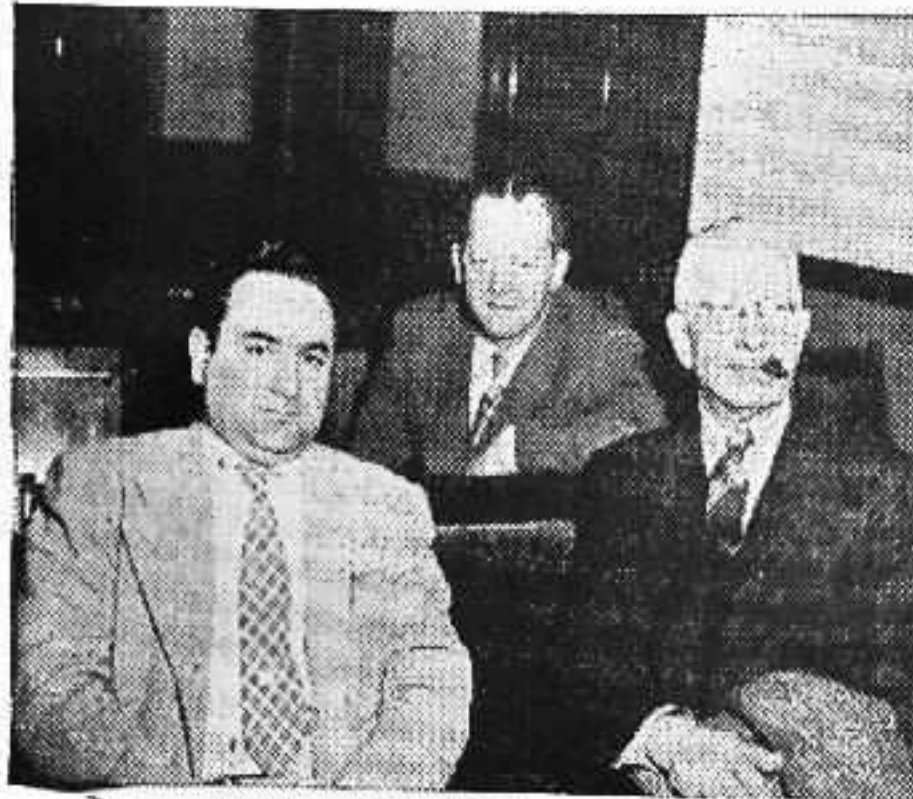
Mitnick has been in the coin machine industry for many years, having been engaged in executive sales capacity with various manufacturers and distributors. Wolfson was formerly with the Westinghouse Electric Company for 23 years as purchasing agent in their sales department and also conducted time and methods studies for the company.

Both men are well known to operators in the East and have already been congratulated by many of them on their appointments as executives of the concern.

## Music Operators' Association of So. California Meeting in L. A.



Dick Gallagher, Aubrey Stemler, Walter Swartz



Sam Ricklin, Nels Nelson, E. L. Hearn



Gabe Orland, Bob Bard, Jay Bullock



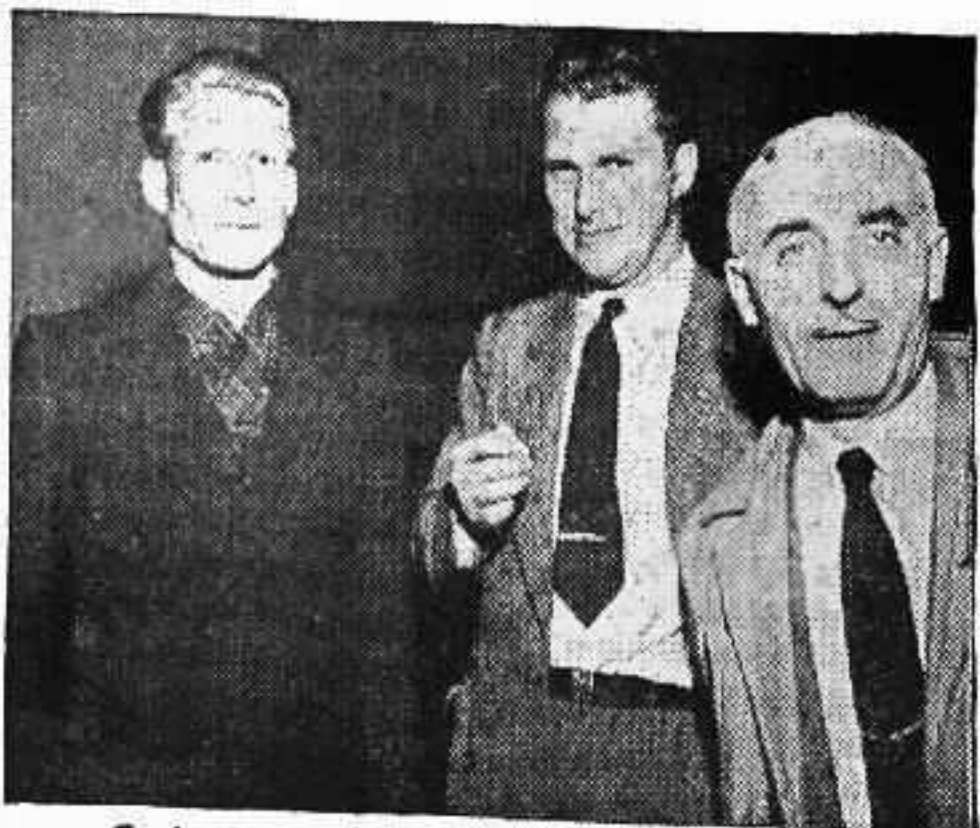
Fred Sattes, Jimmy Marshall, Joe Cusick, Paul Vogel, H. M. DeGovia



E. J. Locke, Larry McNichols



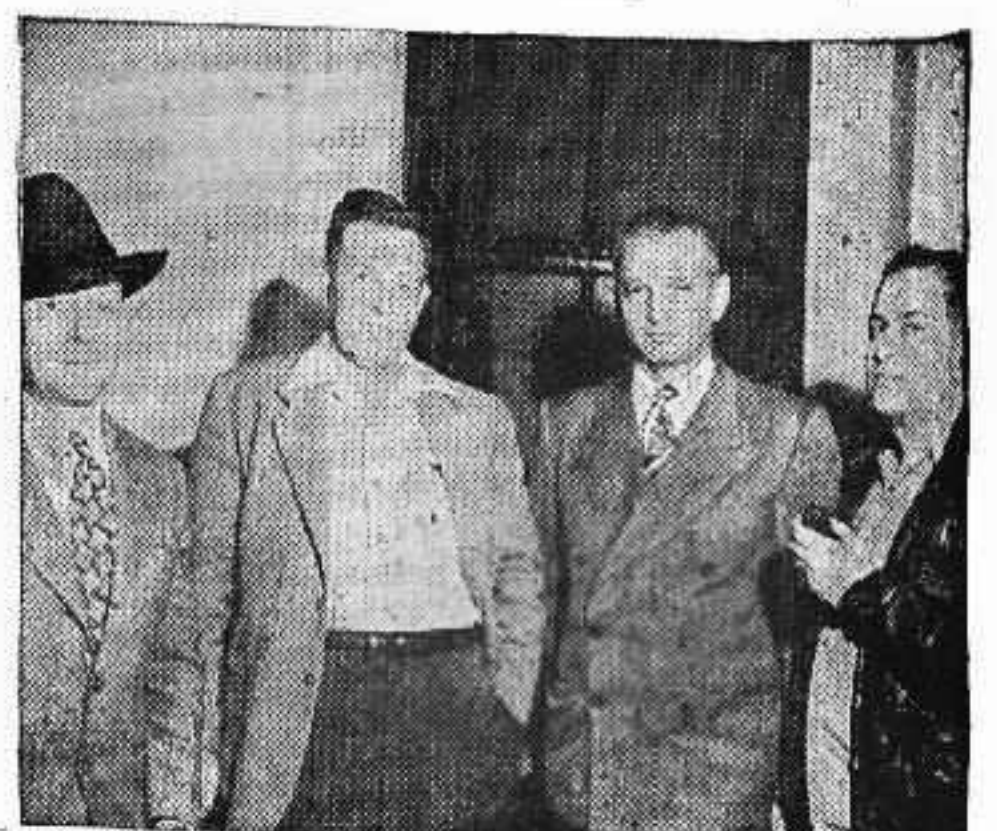
Jack DeGovia, T. H. Lawrence, Naomi Lawrence



G. J. Olesen, Frank Shipper, R. J. Beaupre



Hershell Ozer, Henry Kushner



James F. Murray, H. D. McClure, Gordon Haycock, Carl W. Newcomer

(Photos by Sam Abbott)



# Phone Tubes To Be Critical If Strike Goes On

HARRISON, N. J., March 9.—Vacuum tube supplies for juke boxes may become critically short by next week if the electrical strike continues, it is indicated in reports from electrical industry spokesmen.

Prospects of a tube bottleneck arises because tube producers are being cut off from supplies of essential components, including tungsten filaments, normally furnished by the struck Westinghouse and General Electric corporations.

RCA-Victor, one of the larger tube manufacturers, closed down its metal tube assembly lines here some time ago because of lack of materials. Other tube manufacturers are faced with the same problems.

Traced to similar causes are possible shortages of other juke parts, including speakers and various electrical devices such as variable condensers and resistors.

Shortage of wooden cabinets, which has been apparent during the entire reconversion period, is said to be "terrific" by manufacturers of radio sets.

One bright phase of the over-all shortage problem for juke manufacturers, however, is the fact—generally conceded by electrical industry spokesmen—that smaller manufacturers are in a better competitive position than large manufacturers.



EXECUTIVES at Rock-Ola Manufacturing Corporation (left to right) are: David C. Rockola, president; J. A. Weinand, sales manager, and A. R. Kelso, executive vice-president. Showings of the firm's new juke box model are scheduled for next week.

## WIBG Names V. Monroe Tops

NEW YORK, March 9.—Vaughn Monroe was announced this week as the winner of the WIBG Annual Danceland Band Poll for 1946 with 16,667 votes as against runner-up, Tommy Dorsey's, 10,221. Last year Glenn Miller's band took the honors, but finished fourth this time.

Frank Sinatra won top male singer title and Jo Stafford easily captured the lead in the feminine section. Doug Arthur conducted the radio station contest.

## See Barbershop As Juke Location

NEW YORK, March 9.—A barber on Eighth Avenue near Times Square claims that juke boxes should be in most of New York's barbershops.

"Don't most of them have radios going?" he asks. "I have a phonograph in my shop that I let customers handle and play what records they wish."

He goes on to say that he has heard of one barbershop that has a juke and it proved a success. So he doesn't see why operators haven't approached him on the subject.

## NAPA Meeting Will Hit Jukes

NEW YORK, March 9.—Maurice J. Speiser, a National Association of Performing Artists executive, is arranging a meeting of representatives of all the music interests on April 4 or 5 to get industry-wide support for revision of the Copyright Act of 1909 to establish on a national scale the "interpretive right" of an artist in his recordings.

Revision of the Copyright Act along the lines that Speiser plans would react against the coin machine industry since it would nullify royalty exemption now given juke boxes.

*More Beauty*

When your route has the new Mills Phonograph—a dynamic, dramatic eye-ful of symmetry and light—each location owner will swell with pride... and your cash boxes will swell with more coins and more profits for both of you.

*It's certainly worth waiting for*

MILLS INDUSTRIES, INCORPORATED • 4100 Fullerton Avenue • Chicago 39, Illinois

greater acceptance

**MILLS**  
MUSIC







# Commercial Via Songs Set for Location Tests

NEW YORK, March 9.—Robert Van Santen says his new Commercial Record Company of America will press disks of commercial songs to be played over different hook-ups—with telephone music first on the test list.

Franchises are being arranged with operators for the new disks, he said. Use of commercials on wired and telephone music systems, as well as on juke boxes, has long been a subject for debate in the trade.

Recording to be used by new company will include popular and special tunes, such as *Rum and Coca-Cola*, Van Santen says. Amount of advertising will vary, he says, but "in no case will it dominate the record and it will generally be confined to products sold by the locations. Sufficient new records will be shipped each month to contracted operators to permit scheduled playing."

### Eight Daily

All contracted operators will be required to play the plug tunes eight times a day, according to Van Santen. Total amount of time used by the plugs will be 24 minutes per day of which "about" 10 minutes will be actual advertising, Van Santen says.

"Each of the persons involved, the patron, the location owners and the operator has been considered," Van Santen states. "Patrons receive three minutes of free music, the location owner receives free advertising of his products, and the operator receives about two cents per record for the play."

A soft-drink concern and two cigarette manufacturers are reported considering the idea, and one city has already been selected as a test location for one of these potential advertisers.



RODOLFO CRISCUOLO

# Phono Distrib Enlarges Plant In Puerto Rico

SAN JUAN, Puerto Rico, March 9.—Rodolfo Criscuolo, juke box distributor, is planning on enlarging his present quarters at 81 Salvador Brau Street here to give him approximately 5,000 square feet of floor area for showrooms, offices and other essential departments.

Criscuolo's firm has just been announced as distributor for Wurlitzer juke boxes in Puerto Rico. Announcement was made by David O. Lee, export manager at North Tona-wanda, N. Y.

Said Lee in commenting on Criscuolo: "He has been engaged in sales and sales promotion work in the entertainment and amusement field for more than 15 years, the last 10 of which have been in direct connection with the commercial phonograph business."

The distributor was also enthusiastic about the prospects for the juke box trade in Puerto Rico. He said that his established staff of sales, service and clerical personnel are well trained in all phases of the phonograph business.

# Juke Op Joins Atlantic Firm

NEW YORK, March 9.—Joe Fishman, former executive secretary and organizer of the Amalgamated Operators' Association, has joined Atlantic Distributing Company as manager of the Newark division.

During the war Fishman operated a music route, which he sold prior to accepting his new executive responsibilities at Atlantic. Fishman is well known to metropolitan coin machine operators.

Bert Lane, Harry Rosen and Myer Parkoff are the other executives of the concern which, while it has just opened new showrooms, is planning to build larger ones.

# Packard Picks New Treasurer

INDIANAPOLIS, March 9.—Homer E. Capehart, chairman of the board of directors, Packard Manufacturing Company, announced the appointment of Karl C. Schortemeier as treasurer of the company.

He was formerly controller of the firm. He is a member of the National Association of Cost Accountants and of the Indianapolis Association of Credit Men.



**MUSICAL MOVIES . Bring You the GREATEST COMEDIANS in Show Business**

Here are a few of the great **SOUNDIES** Artists

Willie Howard	Gus Van	Henry Youngman
Al Kelley	Jerry Bergen	Spike Jones
Benny Fields	Stepin Fetchit	Borrah Minevitch
Harry Langdon	Vince Barnett	Alfalfa

All films are approved by City and State Censorship Boards

**SOUNDIES DISTRIBUTING CORP. OF AMERICA, INC.**

209 W. JACKSON BLVD. • CHICAGO 6, ILLINOIS

**DO YOU HAVE GOOD EQUIPMENT THAT IS UNSERVICEABLE BECAUSE OF OLD CABINETS?**

Have them repainted to look as good as new in our new painting and re-finishing department. Marble-glo or brown stippled finish. Only \$20 per phonograph. New plastics or major cabinet repairs extra. Bring them in or ship them to

**SHAFFER MUSIC CO.**

606 S. High Street	Columbus 15, Ohio
5227 McCorkle Avenue	1925 Market Street
Charleston, W. Va.	Wheeling, W. Va.



**PACKARD (PLA-MOR)**

HAS THE PLAY APPEAL

PHONO OPERATORS . . . HERE IS

**THE PERFECT SERVICE**

**STAR READY PRINTED TITLE STRIPS**

FOR FULL DETAILS SEE YOUR BILLBOARD COIN MACHINE DIGEST . . . OR WRITE

STAR TITLE STRIP COMPANY, 708 ARCH STREET, PITTSBURGH 12, PENNA.

**Sell Your Used Phono Records Now!!!**

WE BUY LARGE OR SMALL QUANTITIES

Wanted—Pick-Ups for 616 Wurlitzer.

**MERVIS TRUCKING CO.**

Room 221, Quinby Bldg., 5511 Euclid Ave. CLEVELAND 3, OHIO

**PHONOGRAPH MOTORS REPAIRED**

TWO-DAY SERVICE ON STARTED WINDINGS:

WURLITZER, SEEBURG, ROCK-OLA . . . \$5.00

ALL OTHERS . . . 6.50

Extra Charge for other repairs. Complete Rebuilding. All work done to manufacturer's specifications.

**BRADY DISTRIBUTING CO.**

300 W. THIRD STREET PHONE: 4-3139 CHARLOTTE, N. C.

**MUSIC AND PIN GAME ROUTE FOR SALE**

IN WESTERN NORTH CAROLINA

Well Established Route. Eleven Years in Business.

35 Phonographs — 15 Pin Games — 5 Mills Slots.

All on Locations. Terms Cash.

BOX D-133, The Billboard, Cincinnati 1, O.



**the Bennett TOP-LINER**

Finest of them all!

- ★ Cushioned Shaft
- ★ Balanced Tone-Beauty
- ★ Full Record Protection
- ★ Smooth Playing

PRICE 1-49 . . . . . 44c ea.

50-100 . . . . . 42c ea.

Special Prices on Larger Lots

**Hermitage Music Co.**

423 Broad Street Nashville 3, Tenn.

WURLITZER - SEEBURG - ROCK-OLA

**MOTORS REPAIRED**

10 DAYS SERVICE \$6.00

SHIP TO US EXPRESS PREPAID

**BLISS & SAGE**

ELECTRICAL COMPANY

FOR OVER FIFTY YEARS

804 - 810 MAIN ST., MALDEN, MASS.



In spite of the fact that he hasn't made a picture in over two years, Gene Autry was voted Favorite Western Actor in a month-long poll conducted by Ken Chrisman at the Painted Post in Studio City. Dale Evans was voted favorite Western Actress and Roy Rogers' Trigger turned out Favorite Western Horse.

In the actor division, Autry was trailed by Roy Rogers, Bill Elliott, Tex Ritter, Bill Boyd, Bob Steele, Monte Hale, Sunset Carson, Hank Penny and John Wayne. Miss Evans topped Betty Miles, Claire Trevor, June Storey and Adrian Booth. In the horse division, Trigger led Autry's Champion, Elliott's Thunder, Ritter's White Flash, and the Lone Ranger's Silver.

Painted Post Trophy, a bronze statuette of a rider on a bucking horse, was presented to Autry, Miss Evans and Trigger.

Charles Sage and His Sagebusters are being kept busy in the Atlantic City territory playing for old-time square dances, which are getting a strong revival in this area.

Lew Carter of the WFIL, Philadelphia, Hayloft Hoedown, played a feature role in a Victory Clothing Drive show held at Town Hall, Philadelphia. Admission to the show was five pounds of clothing, and a terrific response resulted. Carter plugged the show on his own program and was responsible for a large measure of the success of the charity drive.

**Thomas Tune**

Dick Thomas' own tune, *Sioux City Sue*, which the popular National Record artist wrote as well as recorded, has achieved the major number of seven records by top performers out on it. Bing Crosby is the latest to wax the folk ditty.

Margot Mayo, a feature writer on *The Philadelphia Inquirer*, wrote a story published in that newspaper's *Everybody's Weekly* section, February 23, titled *Spread of Square Dance*.

**AMERICAN FOLK TUNES**

Cowboy and Hillbilly Tunes and Tunesters

All Communications to 155 N. Clark St., Chicago 1, Ill.

She said: "Memories are portable. You can take them with you. This fact was known when several million United States soldiers took their memories of home all over the world. A lot of these memories were connected with dancing. A typical sort of American dancing that was spread over the world was the square dance.

"In addition to these overseas members of the group, there are some who have been spreading the love of square dancing at home. One boy, still in the service, is teaching the square dance at a hospital near Philadelphia. Another boy, studying with the ASTP in Philadelphia, is calling square dances for a local group here."

**Folk Pictures**

Her article was illustrated with pictures of some of the top-ranking folk dance teams when they competed for national honors in Philadelphia's Convention Hall recently.

*The Song of the Water Wheel*, with words by Clark Van Ness and music by Buddy Starcher, has just come out in sheet music form, and is published by the Dixie Music Company, New York. This same company expects to have two other new songs out in sheet music form soon, *Bless Your Little Heart* and *Rag Doll*. Buddy says they have had to turn folks away on every p.a. this year, so far. He plans on playing several park dates this season.

M. M. Cole Publishing Company, Chicago, reports that with so many new songs, it is impossible to work on all of them at the same time, so the company decided to take several and concentrate on them for a month or so, then take up another set in

like manner. At the present time they are working on the following: *Marcheta* (from MGM film, *They Were Expendable*); *Whatcha Gonna Do?* by Rex Ailen, of WLS National Barn Dance; *You Don't Love Me, But I'll Always Care*, by Lou Wayne; and *I Wish I Had Never Learned to Love You*, by E. B. Christian.

Joe and Shirley Barker, of Station WWVA, Wheeling, have a seven-year-old daughter, Nancy Lee Barker, who is mighty stiff competition for any child actress of stage, screen or radio. Nancy Lee has been singing over the air since she was two years old. Her favorites are the most popular folk songs.

**Song Folio**

The *Folio of Favorite Radio Songs* of Big Slim, the Lone Cowboy, is published by American Music Publishing Company, 1695 Broadway, N. Y. Songs in the book by Slim and Bobby Gregory, and some re-written and arranged by Gregory, include: *After Yesterday*, *Heart Weary and Blue*, *Lone Star Trail* and *Moonlight on the Cabin*. Some of the songs have been featured in Soundie Pictures by Cactus Cowboys and some have been recorded by this same group.

Radio Dot and Smokey appeared as guests on the Grand Ole Opry, Saturday, February 23. . . . Hugh Cross is in Hollywood now. . . . Some songs in which Chaw Mank has collaborated are being used over the air. These songs are: *Why the Sudden Change?*, by George Calder; *Baby Shoes, Once Worn by an Angel*, by Estelle Davis.

Billy Scott, the singer of sweet songs, has a songbook published by

Kelly Music Publications. Its' a fine book and contains the following songs: *The Kid With the Guitar*, by Polly Jenkins; *Those Naggin' Blues*, by George Weir, Art Broughton, Lew Mel and Norman Kelly; *Come Back to My Heart*, by Jake Miller; *I'm Gonna Ride That Train to Heaven*, by Tex Hall, Gordon Sizemore and Perry Douthit.

The WCKY Western Jamboree, a recorded program heard every evening, gives some of the best singers of folk songs from radio and movies. Singers to be heard on this program include Hank Penny, Ernest Tubb, Rabon and Alton Delmore, Texas Jim Robertson, Roy Rogers, Grandpa Jones, Bob Atcher and Bonnie Blue Eyes, Al Dexter, Bailes brothers, Roy Acuff, Montana Slim and Tex Ritter.

The Bailes brothers, Walter and Johnnie, of Station WSM, Nashville, have written approximately 125 songs, most of which have been hits. Some of their best sellers have been *Dust on the Bible*, *There's Tears in My Eyes All the Time*, *I Want to Be Loved, But Only by You and Boys*, *Don't Let Them Take Away Our Bible*. They have recorded ten songs for Columbia and have just received their first release. It is *Searching for a Soldier's Grave* on one side and *As Long As I Live* on the other. The Bailes brothers are heard every Saturday night on the Grand Ole Opry and are also featured daily. This act of folk song singers at present consists of Evy Lou, who plays the bass fiddle, sings solo and also sings in the Gospel trio; Del Heck, who is featured as a fiddle player, but also plays guitar, mandolin and bass; and Ernest Ferguson, who does comedy and plays the mandolin between gags.

**Niles Stars**

John Jacob Niles, prominent American ballad and folk singer, presented a program of songs at the St. Louis Art Museum Monday (5). Niles sang such famous American folk songs as (*American Folk Tunes*, opp. page)

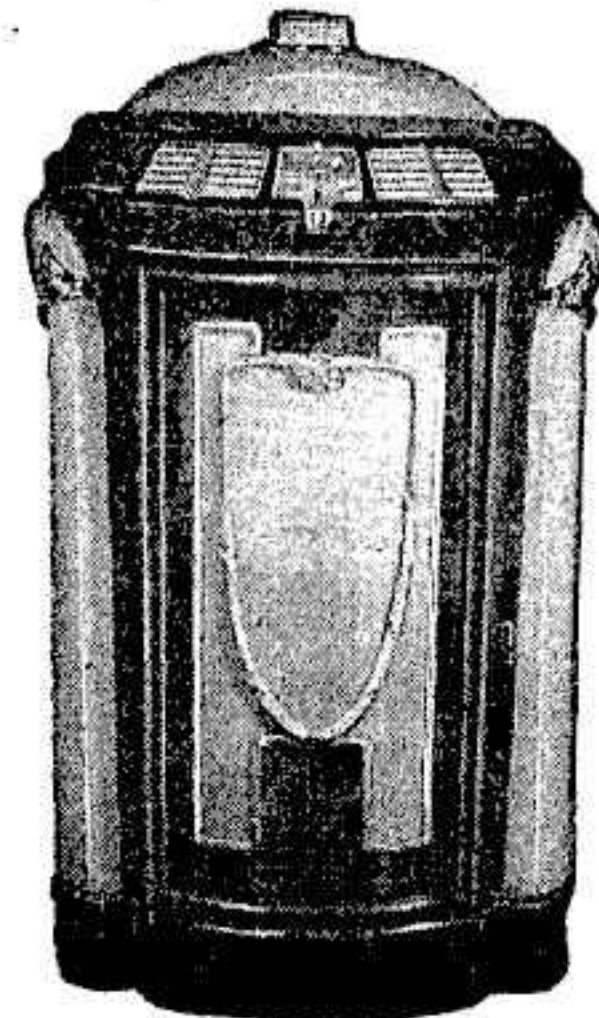
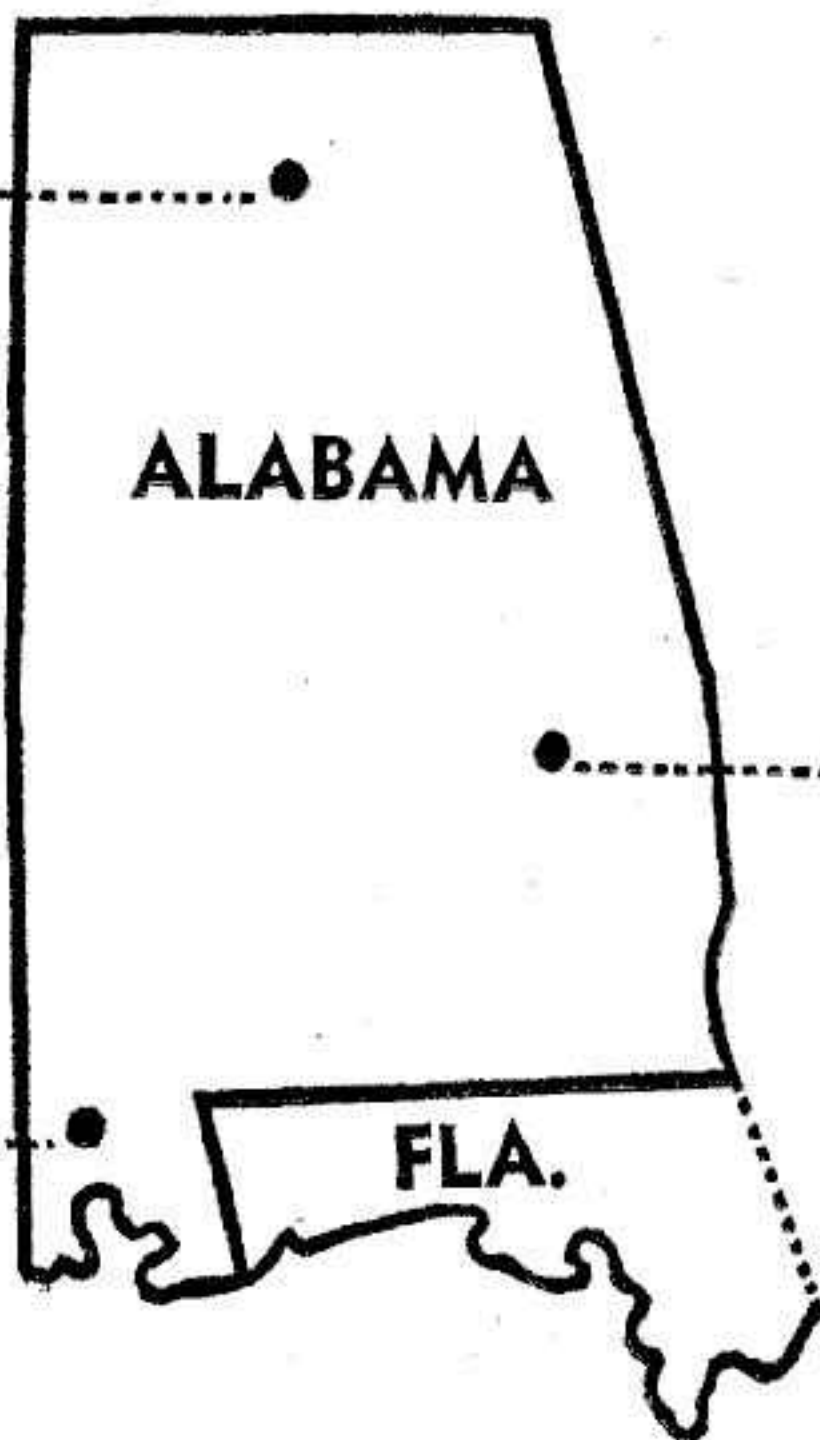
**EXCLUSIVE DISTRIBUTORS**

**J. P. SEEBURG CORPORATION**

FOR

**ALABAMA and NORTHWEST FLORIDA**

**BIRMINGHAM**  
1707 THIRD AVE., NO.



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**FRANCO NOVELTY CO.**

Also distributors for JENNINGS, MILLS and other leading manufacturers

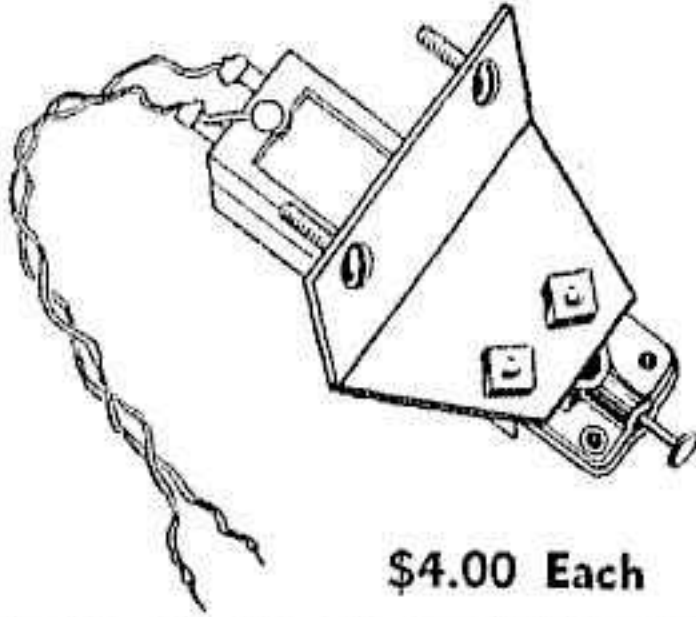


**SAVE YOUR RECORDS**  
CRYSTAL CONVERSION  
KITS FOR YOUR  
MUSIC BOXES

Reduces record wear by 50%, improves tone of machine, saves your needles, reduces service due to bad records. Complete instructions with each crystal.

**KIT #1**

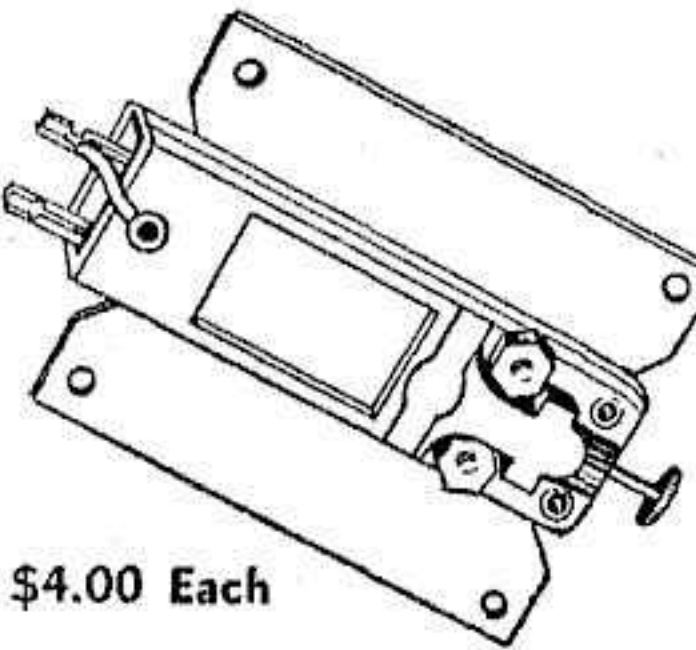
For Seeburg Round Head Tone Arms



\$4.00 Each

**KIT #2**

For Seeburg Flat Head Tone Arms



\$4.00 Each

"B" Style Cartridge for MILLS and ROCK-OLA  
\$3.00 Each

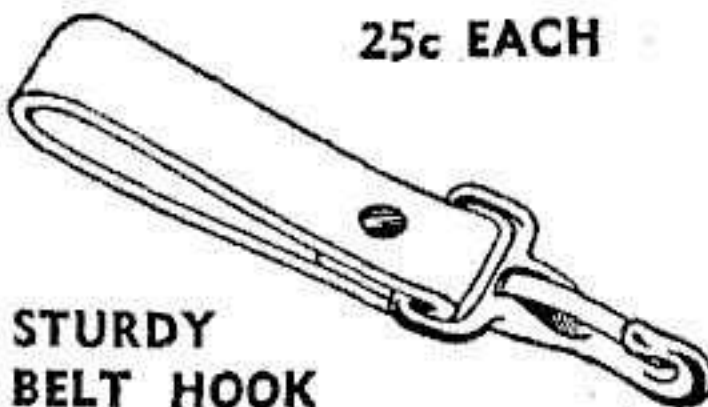
M-22 Style Cartridge for Singing Towers  
\$3.00 Each

ALL ABOVE CRYSTALS ARE MADE BY

**ASTATIC**

Known the World Over for Their Dependability

**KEYS LOST?**  
DON'T LOSE THEM AGAIN  
25c EACH



**STURDY BELT HOOK**

1/3 CASH WITH ORDER, BALANCE C. O. D.

**JEWEL COIN MACHINE PRODUCTS**

227 Chicago Pl., N. W.  
Canton 3, Ohio

**Clay W. Crane, Holloway Take Aireon Posts**

KANSAS CITY, Kan., March 9.—Clay W. Crane has been named to the new post of director of publicity, and Joe W. Holloway has been named advertising manager of Aireon Manufacturing Corporation, according to a statement by Randolph C. Walker, president.

Mrs. Helen Elliott, Walker said, will continue in her position as assistant advertising manager.

Holloway, who has been advertising manager for the radio and phonograph division, has become well known to the trade since joining the company in September, 1945.

**Musically Inclined**

He graduated from the University of Kansas in 1935 with a bachelor's degree in journalism and advertising. During college he played with three dance bands and stayed in the music business for five years following his graduation.

After that, Holloway worked for a year in the advertising department of a Kansas City newspaper, spent a few months as a traveling salesman and worked at North American Aviation during three of the war years. He was associated with a Kansas City advertising agency just prior to joining the company.

Asked about his family, Holloway said: "I have one wife whose age I don't mention; one son named Gerry, who is 10, and one daughter named Marsha Joan, the last named being 2½ years old."

**AMERICAN FOLK TUNES**

(Continued from opposite page) *Barbary Ellen*, while accompanying himself on a dulcimer, an ancient stringed instrument. Niles in the past has been heard by former President Roosevelt at the White House, by sophisticated audiences in Paris, London, and The Hague, by scholars at Harvard, Oxford, and many other universities, and by night club patrons both here and abroad.

*Red Foley, in the East for the first time in many months, has been guest starring on many of the top Western and hillbilly programs, such as Hayloft Hoedown and Grand Ole Opry. Foley shared honors with Smiley Burnette as guest star on Grand Ole Opry Saturday (2).*

**Ives on Air**

Dinah Shore, substituting for Nelson Eddy on the Electric Hour, had Burl Ives, renowned American folk singer as the guest star. Ives is being considered for a five-days-a-week program.

Every once in a while Jerry Behrens of the Renfro Valley Folks likes to sort thru his collection of old and unusual sheet music and come up with a song a little off the beaten track of usual Renfro Valley offerings. *Deep Elm*, which he sang February 28, is one of those songs. Jerry's picture will soon be displayed on sheet music thruout Southern music stores. Title of the tune is *Land, Sky and Water*. Words and music are by another Renfro Valley man, Al Staas, and song is published by Adams, Vee & Abbott. Behrens introduced number on the March 1 program.

Her Florida vacation over, Little Eller, six-foot six-inch comedienne, returned to the Renfro Valley Folks (2).

**Sablon Records Four Sides**

NEW YORK, March 9.—Jean Sablon and Johnny Long teamed together last week to make four Decca sides for a Sablon album which is slated to be released shortly.

**NOTICE**

**NEW ENGLAND OPERATORS**

When Next in Boston Visit Our New Showrooms and Excellent Repair Department

Now Delivering

New Packard PLA-MOR Boxes . . . \$36.95

New 30 Wire Cable . . . . .19 per ft.

WAIT FOR THE NEW

**PACKARD PLA-MOR PHONOGRAPH**

It's a SENSATION!!

Showing Soon

**HAMEL DISTRIBUTING COMPANY**

910 BEACON STREET

BOSTON 15, MASS.

Tel. KENMORE 6810-6811

**WANTED—RECORD SCRAP**

We will pay 7c a pound, F. O. B. Pasadena, Calif., for worn or broken Shellac records

WE DO NOT WANT Laminated, Glass, Aluminum or Synthetic Records

**Shipping Instructions**

Mark Bill of Lading, "Talking Machine Record Scrap"

Ship FREIGHT COLLECT ONLY, via truck or Carloading Co.

This is the least expensive way of shipping. For example, the rate from New York is only \$2.80/cwt.

We will weigh your shipment, deduct shipping cost and mail you a check for the difference.

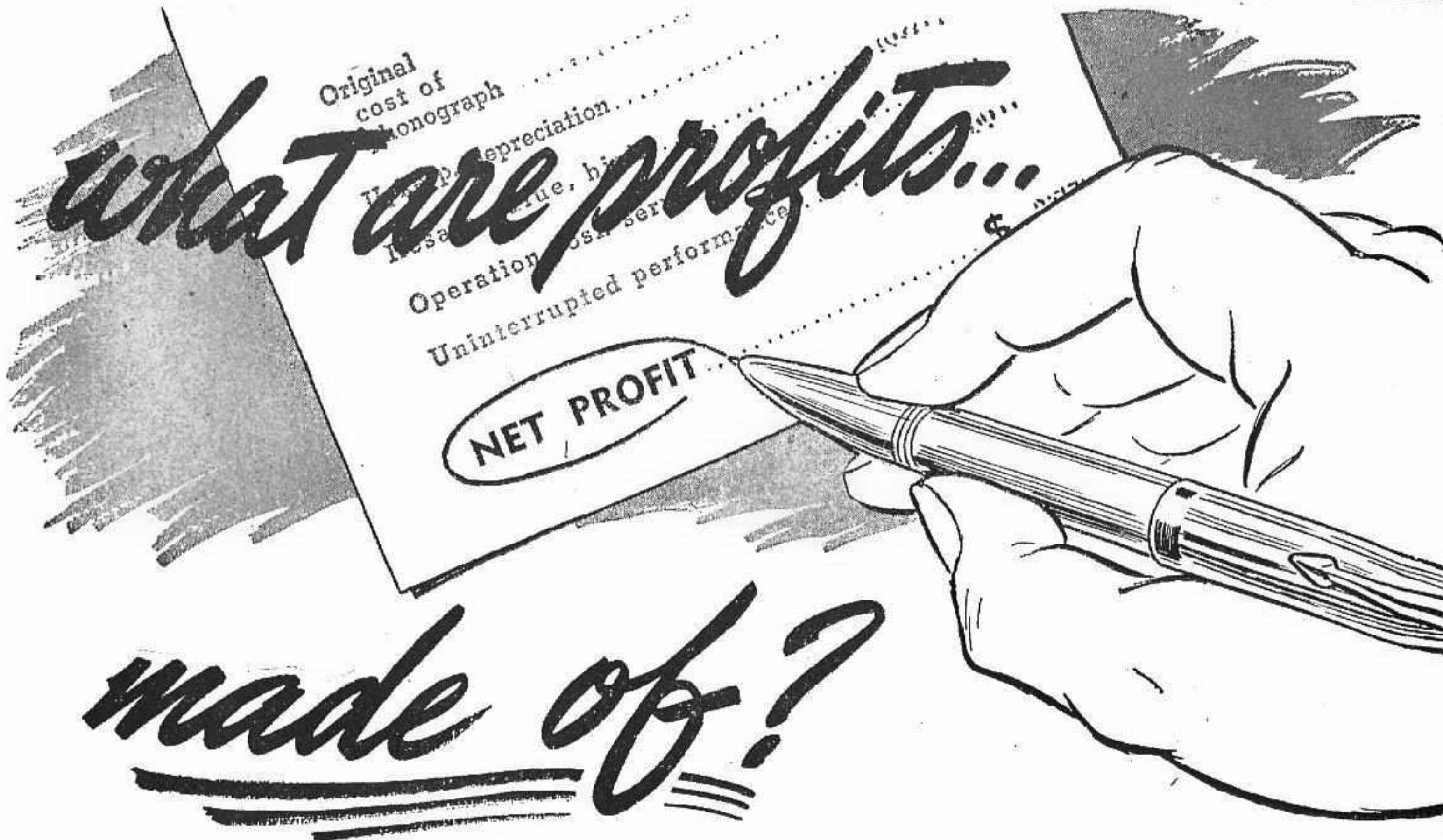
No other arrangements necessary. We will buy—any quantity—until further notice in these pages.

**NELSON MILLING COMPANY**

295 South Fair Oaks

Pasadena 2, Calif.





**PROFITS** are made of many things. Performance of a phonograph is uppermost!

# ROCK-OLA

A smoothly functioning **ROCK-OLA** and satisfactory profits go hand-in-hand. That's why it pays to buy the finest the industry has to offer. In this way you can be sure of full operational efficiency at lowest possible cost to you — **ROCK-OLA'S "PHONOGRAPH OF TOMORROW."**



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the phonograph of tomorrow

ROCK-OLA *Manufacturing Corporation* 800 N. KEDZIE AVE., CHICAGO 51, ILLINOIS





M  
N





★ The phonograph of tomorrow . . .  
latest in design, color, lighting effect,  
animation, eye appeal, quality of tone  
and  
flawless performance

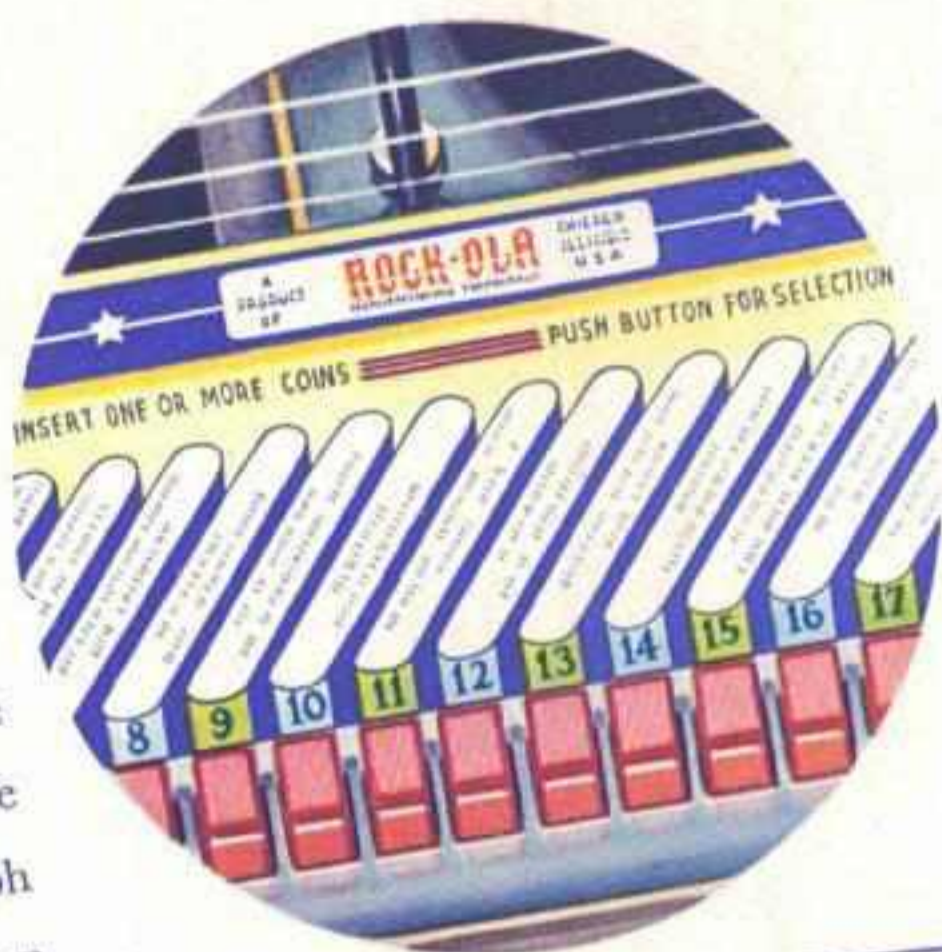
**ROCK-OLA**





**line-o-selector . . . . .**

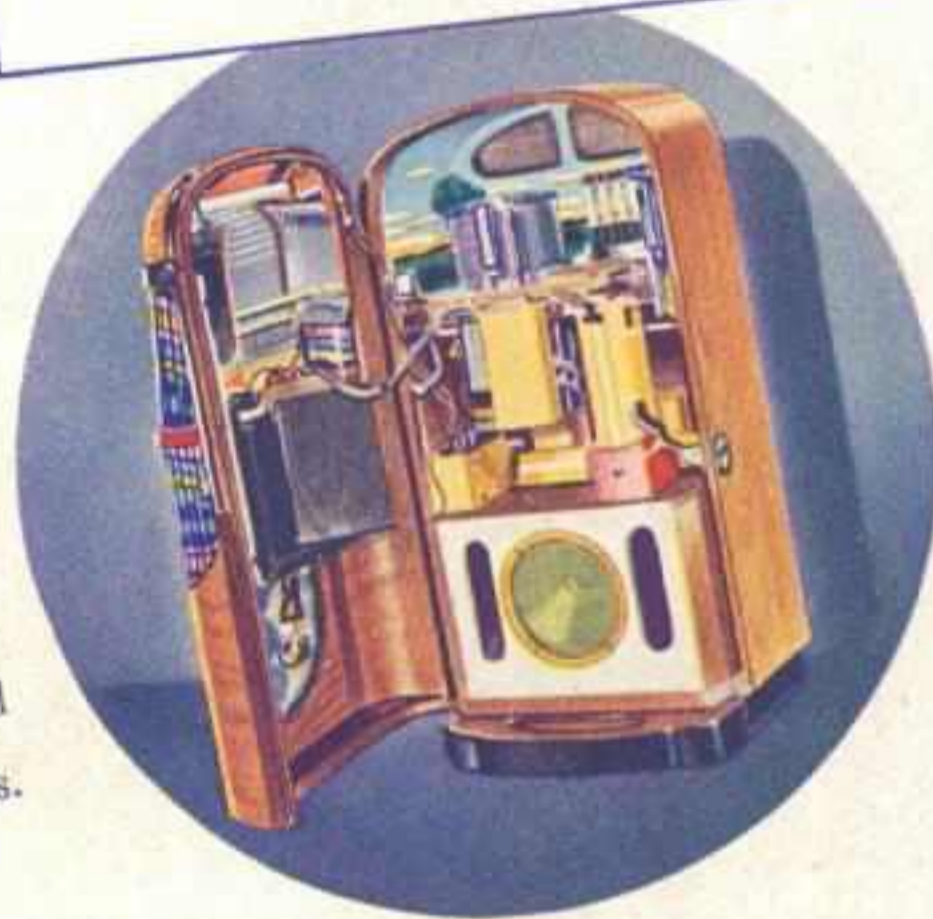
Unique alignment of program and corresponding selection buttons assures quick, positive choice of play. Shortest changing cycle of any coin-operated phonograph ever marketed. Single program plate removable for easy title-strip change



**new features**

**composite front . . . . .**

Complete lightup assembly built into front door. When open offers full accessibility to all units.



**rainbow lightup motif . . . . .**

New development combining—brilliance of color and animation—with Moulded Plastics.



Height 58" • Width 29 3/4" • Depth 26" • Uncrated 342 lbs. • Crated 404 lbs.



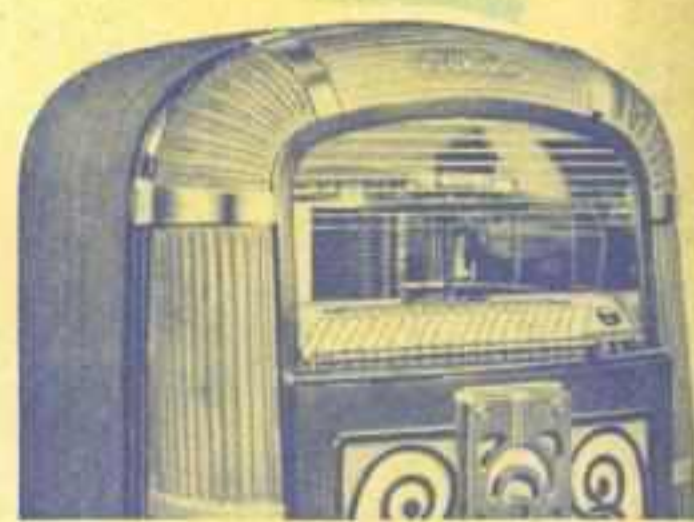
**separate 5c, 10c, 25c coin chutes**

Drop type single unit slug rejector. New and improved service mounting bracket.



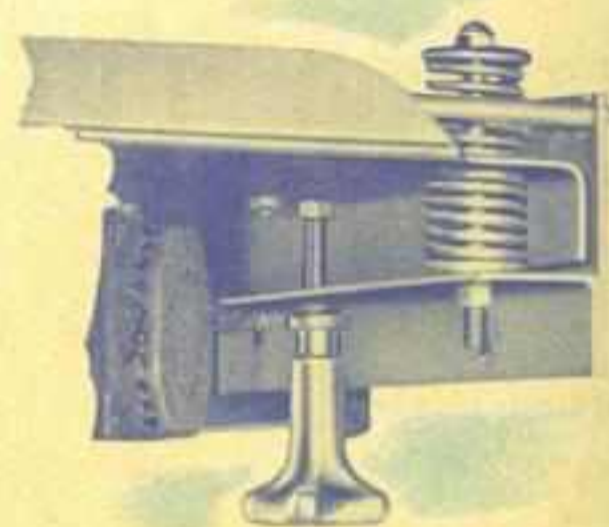
**record tray release**

Simplifies record changing. Pull out release bar for instant record servicing.



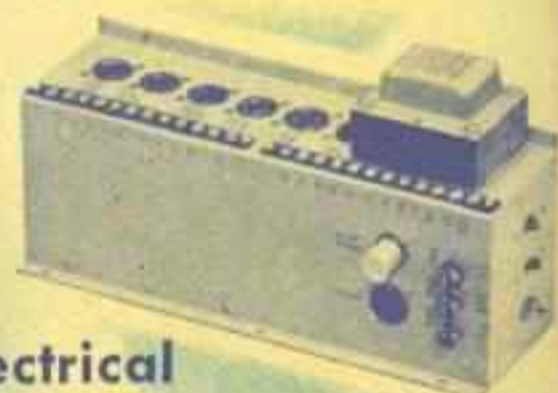
**complete visability**

Chromium plated 20 Record Mechanism—Coin Chutes—Program—Thank You Record and Cancel Button in view.



**mechanism chassis anchor**

Hand knobs anchor the floating chassis during shipments. Permanently attached for convenience.



**electrical distribution panel**

Entire electrical system in one compact unit. Plug in connections. Cabinet lights—control switches—fuses and terminal strip for remote control boxes.



**true-tone amplifier**

Rubber cushion mounting—Plug in filter condensers—Matched tubes—continuous variable tone controls—new and exclusive features insure rich and true full range fidelity.



# COINMEN YOU KNOW

(Continued from page 91)

where he will be direct factory representative for the Williams Manufacturing Company, Chicago. Company is headed by Bill's son. Back in 1934 and '35 Bill and his son were with Automatic Amusements. Mrs. Evelyn Shell will be steno, with offices ready for business around March 15. . . . LEN MICON is following thru with his plans for expansion, having remodeled his quarters on West Washington. He is exclusive distributor for the Evans company in Southern California and Arizona. Has just employed a new sales manager and several salesmen to work the territory, plus a service man for the phono department.

AUBREY STEMLER is finishing up on his organizing work for the Music Operators' Association of Southern California. He reports about 70 per cent of those in the business locally have joined, including all distributors, with predictions that this group should be rolling successfully soon. . . . BILL LEUENHAGEN informs of recent visits by Harold Curtis from Riverside and Larry Barden, local operator back in the business from the service.

H. K. AGNER, of Inglewood, and Jack Bowden, service veteran, are entering the business. . . . BUD MORRISSEY, local operator, is taking a vacation.

### Indianapolis:

LOUIS GREY, manager for Banister & Banister, announces some changes in his post-war expansion plan. John Grey, formerly with the Electronics Laboratories, has been placed in charge of the service and repair department; Philip Reap is in charge of all equipment in stock and on location, and Anna May Banister heads the collection department. Redecorating and remodeling of the establishment is now in process, in-

cluding new heavy floor covering thruout.

RUMOR has it that several operators are adding electrical products as a fill-in during the waiting spell. . . . T. M. HAWK of General Sales Company, Fort Wayne, was a visitor at several distributor agencies during week. . . . E. E. DUNKIN, Dunkin Amusement Company, Anderson, Ind., was visiting distributors during the week.

CHARLES M. WALLIC, L. & W. Vending Company, Peru and Logansport; Arthur Wallace, Amusement Machine & Service Company, Danville, and Floyd Anderson, Automatic Distributing Company, Terre Haute, were here on business. . . . MIAMI Distributing Company exhibited their new machine Monday (4) at their new salesrooms, 542 South Meridian Street.

### Detroit:

JAMES JEFFREY, who recently established Jeff's Music Company, used to be in the vending machine business as manager for Peerless Weighing Machine Company. . . .

JOSEPH BRILLIANT, Brilliant Music Company, is moving all stock and equipment during completion of remodeling of new showrooms.

MAX MARSTON, Marston Distributing Company, completed installation of his new display window. . . .

HARRY WHITE, White Music Company, says the record business is booming.

HENRY C. LEMKE, Lemke Coin Machine Company, spent Monday (4) digging two of his trucks out of the mud in the yard next to his receiving dock, still under construction. . . .

MAX LIPIN and Lou Salesin, Allied Music Sales Company, made a trip to their branch at Cleveland and then visited the Housewares Show at Columbus, O.

THE  
**ROCK-OLA**  
"PHONOGRAPH OF TOMORROW"  
IS NOW ON DISPLAY!  
SEE IT AT OUR SHOWROOMS!

Sam Stern, Frank Hammond,  
Harold Lawrence and Mike  
Carpin will be on hand to  
greet you.

**SCOTT-CROSSE COMPANY**  
EXCLUSIVE ROCK-OLA DISTRIBUTORS IN EAST PA. AND SO. N. J.  
1423 SPRING GARDEN ST.  
PHILADELPHIA 30, PA.

The  
PHONOGRAPH  
OF TOMORROW



H. M. GREEN  
Louisville, Ky.



WARREN C. DEATON JR.  
DIRECT FACTORY DISTRIBUTOR  
STATE OF KENTUCKY



S. H. DIXON  
Middlesboro, Ky.

Discriminating buyers will instantly recognize ROCK-OLA'S "Phonograph of Tomorrow" with its revolutionary engineering as solely a product of progress . . . Conceived to measure up to the rapidly advancing needs of the modern phonograph operator and now being delivered . . . Built to exacting standards that emphasize the inherent rugged qualities which characterize ROCK-OLA phonographs, coupled with incomparable beauty.

**ESTABLISH YOUR DELIVERY PRIORITY NOW . . .**

*Rock-Ola is well worth waiting for!*

**BLUE GRASS SALES**

726 S. Fourth Street

Louisville, Kentucky



**NEW MACHINES**

READY FOR DELIVERY!  
EXHIBIT

Set of 3, Complete with Stand and Sign, \$218.50 Per Set.	
Love Meters	Wheels of Love
Wise Owls	Blind Mice
Foot Vitalizer	\$225.00
Streamline Card Vender with Base and 1000 Cards	72.50
Six Viewing-Show Machines:	
6 Machines with 3 Bases	597.00
6 Machines (No Bases)	537.00
Single Machine	89.50
Six Knotty Peck Machines:	
6 Machines with 3 Bases	597.00
6 Machines (No Bases)	537.00
Single Machine	89.50
4-Way Card Vender (8 Slots)	275.00
Flst Striker	225.00
Blue Bird	295.00
Air Mail Letter	295.00
Wishing Well	295.00
Merry-Go-Round of Love	295.00
Pop-o-Meter	295.00
Magnetic Thermometer	295.00
Love Tester	295.00
Ideal Card Vender	29.50
Kiss-o-Meter	295.00
Soreen Test	335.00
Mystic Eye	335.00
Radiogram	335.00
Maglo Heart	335.00
Super Skee Roll	\$349.50
Circus Romance	195.00
Chicago Coin Game	Write
Bally Undersea Raider	Write
Bola-Score	Write
Thunderbolt	Write

We sell cards at factory prices. 44 different Exhibit postal card series (including 1936 series) on hand. Also on hand are cards for any machine that vends cards including Patm Reader, "Scale," "Grandmother," "Mystic Pen" and "Paper Love Letters," etc.

**JUST RECEIVED**

Complete equipment totaling about 300 Machines from 2 of the most elaborate arcades in the country. Now being factory checked and BEAUTIFULLY REFINISHED. WRITE FOR LIST AND PRICES.

BUY FROM A RELIABLE SOURCE  
—WE'RE IN BUSINESS SINCE 1912

**MIKE MUNYER**  
510-514 W. 34th St.  
N.Y. 1, N.Y. (Bryant 9-6677)

# Maine Coinmen Lay Plans For Busy Year as Resorts Prepare for Heavy Season

Vacationers, Summer Residents Relax With Machines

BAR HARBOR, Me., March 9.—Maine, which in pre-war days held appeal for summer vacationers, is expecting to see a reviving resort trade this summer which will mean abundant play for all types of coin machines.

As was the case with summer colonies in Canadian provinces, Maine spots were hard hit during the war years, but indications are that the drawing power of the Northeast Coast will be greater than ever now that travel restrictions are off.

Despite its reputation as a dallying ground for socialites, Bar Harbor has always been a fertile location for jukes, amusement games and bells.

**Machines Rate High**

But by far in the majority among Bar Harbor devotees are vacationers whose names appear in no Blue Book. This larger group find much of its amusement in playing coin machines.

On the mainland, many other Maine seaside resort centers are known as good locations for coin-operated equipment. Among them are Blue Hill, Lucerne, Ellsworth, Winter Harbor, Belfast, Bucksport, Castine, Rockland, Bath and Boothbay Harbor.

In such towns, jukes are a big drawing card for small establishments. Coke parlors, taverns and

roadside stands with plenty of jive to serve the younger crowd, are social gatherings places for vacationers.

Across the border, coinmen at St. Andrews, Point du Chene and Shediac, N. B., report that elimination of gasoline and tire rationing and improved transportation facilities will zoom coin play to pre-war levels this summer.

Similar reports have been noted by trade sources in Nova Scotia summer places, including Digby, Yarmouth, Chester, Shelburne, Pictou, Dartmouth and North Sydney.

**Tourist Patrons**

In normal times, these towns witness a constant stream of tourists who are rated high as patrons of coin machines. At some resorts, particularly on the beach, machines paying cash are given the green light.

Expecting an increased post-war influx of free-spending vacationers who will be on their first holiday in years, railroads, steamship lines and bus companies have made preparations to haul thousands to these communities. Improvements in scheduled runs and some new luxury equipment are planned as additional enticement. Coin machine play will be limited only by ability to meet travelers' demands and by ops' success in securing new equipment and patching up the old.



**SAM STERN SAYS...**

**ORDER NOW**  
For Early Delivery  
**Evans New "BANG TAILS"**

AND  
**'GALLOPING DOMINOES'**  
CONVERTIBLE FREE PLAY AND CASH PAYOUT

SEE YOUR LOCAL DISTRIBUTOR OR WRITE TO  
**SCOTT-CROSSE COMPANY**  
Excl. Dist. in Pa., So. N. J., Dela., Md.; Wash., D. C.  
1423 Spring Garden St., Phila. 30, Pa.

**IN WISCONSIN**

**Aireon KLEIN DISTRIBUTING CO.**  
2606 W. Fond Du Lac Ave.  
MILWAUKEE 6, WISC.  
KILBOURN 2032-3

## Burman Named To Head CMAC

CHICAGO, March 9.—Raymond W. Burman has been elected president of the Coin Machine Acceptance Corporation, it was announced by the firm's board of directors.

Naming of Burman followed the resignation of Robert M. Waggener. New president will continue to serve as chairman of the board of directors, with George M. Dick, executive vice-president, in direct charge of all company operations.

**ONE BALL FREE PLAY**

PIMLICO	\$325.00
FORTUNE	175.00
SPORT SPECIAL	150.00
BLUE GRASS	175.00
'41 DERBY	275.00

One-Third Deposit, Balance C. O. D.  
Phone During Noon Hour E.S.T.

**AUTOMATIC COIN MACHINE CORP.**  
338 CHESTNUT ST., SPRINGFIELD, MASS.

**ARCADE EQUIPMENT**

Seeburg Ducks	\$ 50.00
Skee Barrel Roll, Used	285.00
Bally King Pins	195.00
Sky Fighter	165.00
Air Raider	135.00
Night Bomber	250.00
Rapid Fire	125.00
Shoot Your Way to Tokyo	99.50
Periscope	99.50

All Machines Ready For Location;  
1/3 Deposit, Balance C. O. D.  
NOW DELIVERING UNDERSEA RAIDER

**S & W COIN MACHINE EXCHANGE**  
2416 Grand River Ave., Detroit 1, Mich.  
Phone: RANDOLPH 0647

**ROUTE FOR SALE**  
**NEW ENGLAND STATES**  
GROSS INCOME  
**\$180,000 Per Year**  
PROPOSITION WILL STAND  
RIGID INVESTIGATION  
**PRICE \$140,000**  
TERMS ARRANGED  
BOX NY-75, The Billboard  
1504 Broadway New York 19, N. Y.

**W. L. AMUSEMENT**  
is proud to announce that they have been appointed EXCLUSIVE DISTRIBUTORS FOR **MILLS NOVELTY CO.** and **MILLS INDUSTRIES** FOR EASTERN MISSOURI AND SOUTHERN ILLINOIS for MILLS PHONOGRAPHS AND ALL COIN OPERATED MACHINES.  
Black Cherry Bells—a real money maker.  
Brand New Vest Pocket Bells \$74.50 Each  
**W. L. AMUSEMENT**  
217 South 7th St. St. Louis 2, Mo.

READY FOR IMMEDIATE DELIVERY  
**Stage Door Canteen, Goatee and "Suspense"**  
TO BE RELEASED SOON  
**SMILEY**  
ORDER TODAY  
**LEON TAKSEN COMPANY**  
2035 Germantown Ave. Phila. 22, Pa.  
Phone: Poplar 3638

**Direct Positive Paper CAMERAS—EQUIPMENT**  
Filling orders coast to coast. No delay. Plenty of Eastman Direct Positive Paper. New Low Prices. 250' rolls 1 1/2"—\$4.20. 2 1/2"—\$5.85. 3"—\$6.53. 3 1/4"—\$6.90 (plus tax). Full stock of other sizes. Also a new line of Cameras, Enlargers, Lenses, Chemicals, Backgrounds, Frames, Mounts, etc. Prompt shipments anywhere. New catalog just published lists everything. Sent Free.  
**Memphis Photo Supply Company**  
P. O. Box 1350 MEMPHIS 1, TENN.

**MEN WANTED**  
Service and Installation.  
Phonographs and Remote Control.  
Write or Wire  
**Consolidated Phonograph Co.**  
276 W. 1st So. Salt Lake City

**RADIO DEALS**  
NO IFS, ANDS OR BUTS  
IMMEDIATE DELIVERY  
For Salesboard Operators.  
Write for Descriptive Literature.  
Also for New Deal Literature.  
**ABCO NOVELTY CO.**  
809 W. Madison Street Chicago 7, Illinois  
Phone: Haymarket 3695

**GUARANTEED**  
THE GREATEST VALUE IN A HAND TRUCK AMERICA HAS TO OFFER.

HUNDRED POUND WEIGHTS BECOME OUNCES OF PUSH WITH FAMOUS HAND TRUCK.

**OUR GUARANTEE**  
IF THIS HAND TRUCK IS NOT ABSOLUTELY CORRECT, PLEASE RETURN IT COLLECT.

44 inches high, all welded steel construction, four cross sections for extra weight, 5 inch solid cushion tread rubber wheels, convenient to take along in the car.

**Only \$9.00 each**

**BAIZER and GRAY**  
1303 S. Broad St., Philadelphia 47, Pa.

**50 SLOTS, ALL NICKEL PLAY, ORIGINAL**

3-5 Pay Blue Fronts	\$150.00
3-5 Pay Silver Chromes	200.00
3-5 Pay Brand-New Pace 1946 Model	300.00
3-5 Pay Extraordinary	125.00
3-5 Pay Roll-a-Top	100.00
2-4 Pay Jennings Victoria	75.00
3-5 Pay War Eagle	150.00
2 American Eagle, 1c Play, Payout, Ea.	\$25.00
1 Marvel, 1c Play, Payout	25.00

**PARTS FOR MILLS SLOTS**

Escalators	\$10.00
Back Door with Lock	3.00
Clock, Complete	5.00
Slide Block Mystery	5.00
Collaps. Stands	5.00
Double Jack Pot, Complete	8.00

**FREE PLAY TABLE**

1 Seven Up, Convert World Series	\$100.00
1 Texas Mustang	125.00
1 Formation	75.00
1 Play Ball, Bally	75.00
1 Skyline	100.00
1 Victory	125.00
1 Boom Town	100.00
1 Captain Kidd	135.00
1 Keeney Submarine	135.00
1 Chicago Coin Hockey	375.00

**Crown Vending Machine**  
835 Ste. Julie St., Trois Rivieres, Que., Can.



WE ARE FACTORY DISTRIBUTORS FOR THE FOLLOWING COMPANIES:

Williams Genco  
Mills Novelty Bally  
Cottlieb Exhibit  
Chicago Coin Packard

New Machines on the Floor:

- SUSPENSE
- GOALEE
- STAGE DOOR CANTEN
- VICTORY DERBY
- UNDERSEA RAIDER
- VEST POCKET BELLS
- BLACK CHERRY BELLS
- PLA-MOR WALLBOXES

- 1 Singing Tower
- 2 Seeburg Rollaways, Wireless
- 2 Seeburg 12 Record
- 1 Wurlitzer 616
- 1 Wurlitzer Victory Mod. (24)
- 1 Wurlitzer 600

Terms: 1/3 Certified Deposit, Bal. C.O.D.

**STERLING NOVELTY CO.**

669-671 S. Broadway, Lexington 20, Ky.

## Exec Reports Marvel Output At Peak Level

CHICAGO, March 9.—Ted Rubinstein, owner of Marvel Manufacturing Company, this week announced that production capacity has reached its limit in his present headquarters.

With employees working two shifts in turning out the firm's game, Hollywood, every available foot of space is taken up with electrical wiring assembly, bench work and game testing.

Rubinstein has an option on another building in the same locality on the Northwest side of the city which will give the firm 17,000 square feet spread over two floors. He plans on an extensive assembly layout in the new plant as well as modern showrooms and offices.

The firm has on its rolls 50 employees, including 10 former service-men.

This is the third game turned out by Marvel, and according to Rubinstein, they will continue to make re-vamp amusement games until new materials warrant going into new equipment production.

## Amusement Concern Formed in Carolina

RALEIGH, N. C., March 9.—The Carolina-Virginia Company, of Roanoke Rapids, N. C., has been chartered with an authorized capital stock of \$100,000 to operate a general amusement enterprise.

Incorporators were listed as I. B. Bunn, B. H. Bunn and J. T. Mincher, all of Roanoke Rapids.

## SALESBOARDS

Notes	Name	Profit	Price
400	5¢ Dollar Board	Def. \$ 7.00	\$ .55
400	1¢ to 5¢ Put & Take	Def. 7.50	.59
600	5¢ Diamond Dust	Def. 11.00	.65
1000	1¢ Gg. Board, 28 Packs		.75
1000	5¢ Nickel Charley		.96
1000	5¢ Double Finn		.98
1000	25¢ J.P. Charley	\$52.04	\$1.22
1000	25¢ J.P. Charley, Tk. Semi	52.04	1.39
1000	10¢ J.P. Ready Money, Seal	50.70	1.69
185	25¢ J.P. Lighting, Jumbo	22.14	1.79
1000	5¢ J.P. Bingo, Jumbo Hole	21.00	1.98
1180	5¢ J.P. Jumbo Tens	31.00	2.49
1184	5¢ J.P. Bingo, Jumbo Hole	31.00	2.59
1200	25¢ J.P. Texas Charley	\$102.28	\$2.29
1000	5¢ J.P. Hot Stuff, Girlie	27.00	2.79
1000	5¢ J.P. Wanna Dough, Circle	27.00	2.79
1800	5¢ J.P. Lulu, X Thick	31.75	2.89
1664	5¢ Victory Bell, X Thick	46.55	3.74
2400	5¢ J.P. Barrel, Tip, Sym.	46.32	3.49
2400	10¢ J.P. Barrel, Tip, Sym.	92.65	3.49
2170	5¢ Tab. R.W.B. Tickets	\$36.00	\$1.19
2170	5¢ Banded RdW.B. Tickets	36.00	1.64
2170	5¢ Five Fold R.W.B. Tkts.	36.00	1.64
2280	5¢ Combination Tickets	36.40	1.98
	120 Tip Books, Single Banded, Doz.		1.89

Write for Catalog and List Top Flight Boards. Definite Profit on Nickel Charley, \$17.00, and Double Fin Definite Profits, \$24.50.

WORLD'S BEST BOARDS, TICKETS, CARDS  
**DELUXE MFG. CO.**  
DeLuxe Building Blue Earth, Minn.

**WANT TO BUY CHICAGO COIN GAMES**  
Any Kind—Don't Have To Work—All Parts Must Be There. Glass Not Necessary.

**F. P. & K. DISTRIBUTING CO.**  
577 Tenth Avenue  
New York 18, N. Y.  
Longacre 3-6235

IN CONNECTICUT . . .

For **Aireon**  
It's **STATE MUSIC DISTRIBUTING CO.**  
1156 Main St. Hartford, Conn.  
Ralph Colucci, President  
J. Cameron Gordon, Gen. Sales Mgr.

**WANTED**

One experienced MECHANIC for Arcade in Glen Echo Park, Washington, D. C., starting April 1st. Highest salary paid to reliable, experienced Man.

**K. C. NOVELTY CO.**  
419 Market St. Philadelphia 6, Pa.  
Market 4641

## VICTORY Conversion VALUES

ARTISTS AND MODELS  
for Star Attraction

GIRLS AHOY for Sea Hawk FOLLIES OF '45 for Hi-Hat

BASEBALL for Seven-Up

\$9.50 Each F. O. B. Chicago.

Convert your old Pins now into a FLASHY—NEW—1945 MODEL. No mechanical changes necessary.

We send you a NEW FLASHY SCORE GLASS, NEW LARGE SIZE BUMPER CAPS, NEW SCORE CARDS, ETC.

RUSH YOUR ORDER TODAY or write for complete list

**VICTORY GAMES**  
2140 Southport Ave. Chicago 14, Ill.  
"America's Pin Game Conversion Headquarters"

**ATTENTION!**  
MUSIC, PINBALL AND SLOT OPERATORS

### "NICKEL NUDGER"

LIGHTNING CHANGE MAKER

This machine will help to make every one of your locations nickel conscious, why not give it a try?

RETAIL PRICE \$15.00.  
OPERATOR'S PRICE, \$9.85.  
All prices F. O. B. Portland, Ore.  
A few distributorships still open.

**BEAVER NOVELTY CO.**  
7400 S. W. Macadam Ave. Portland, Oregon

**FLASH!**  
NOW TAKING ORDERS FOR  
**NEW ABT "CHALLENGERS"**  
DON'T DELAY—FIRST COME, FIRST SERVED  
PROMPT DELIVERY!

WRITE—GET ON OUR MAILING LIST!

PHONOGRAPHS	WALL BOXES
Wurlitzer 600K . . . . . \$475.00	Packard Boxes, Like New . . . . . \$32.50
Wurlitzer 600R . . . . . 425.00	Wurlitzer #331 Bar Box . . . . . 14.00
Wurlitzer Twin Twelve, Buckley . . . . . 195.00	Wurlitzer #125 Box, Guaranteed . . . . . 24.50
Wurlitzer 12 Record . . . . . 140.00	Seeburg Wireless, 20 Sel. . . . . 37.50
Wurlitzer 61 . . . . . 160.00	Seeburg Wireless, 24 Sel. . . . . 27.50
Wurlitzer 24, Lite-Up Grille . . . . . 325.00	Seeburg, 20 Sel., 3 Wire, 5¢ . . . . . 35.00
Seeburg Hi-Tone 8800, ESRC . . . . . 650.00	Buckley Chrome, 32 Sel. . . . . 17.50
Seeburg Hitanc. 8800, ES . . . . . 600.00	Buckley Chrome, 24 Sel. . . . . 10.50
Mills Throne, Like New . . . . . 350.00	
Rock-Ola 12 Record . . . . . 119.50	
Rock-Ola Counter Model, '39 Revamp. . . . . 135.00	

### ACCESSORIES

Wurlitzer 412 Amplifier . . . . . \$25.00	DC Converter . . . . . \$16.00
Wurlitzer 41 Amplifier . . . . . 22.50	5-10-25¢ Slug Proof Coin Mechanism, for Seeburg . . . . . 18.50
Complete Wireless Set up for Wurlitzer . . . . . 37.50	Wurlitzer 950 Slug Proof Coin Mech. . . . . 19.50
GSR1 Selection Receiver . . . . . 22.50	Main Gears . . . . . 4.00
Wurlitzer 145 Stepper . . . . . 45.00	Tone-Arm Screws for Wurlitzer, Doz. . . . . 1.75
Wurlitzer 135 Stepper . . . . . 35.00	Star Wheels . . . . . .35
Wurlitzer #304 Stepper . . . . . 19.50	Title Strips for Wurlitzer, Doz. . . . . 1.00
Wurlitzer 304-305-306 Transmitter . . . . . 19.50	Wurlitzer Trays, New . . . . . .50
Bakelite Crystal Pick Up . . . . . 3.95	Seeburg Trays, New . . . . . .60
Metal Crystal Pick Ups . . . . . 3.45	Program Strips, Per M . . . . . 5.00
Wurlitzer #600 Speaker . . . . . 29.50	Coin Wrappers, Per 10 M . . . . . 6.50
Rock-Ola Speaker . . . . . 22.50	Casters, Per Set . . . . . 1.25
Wurlitzer #412 Speaker . . . . . 17.50	Rubber Casters for Rock-Ola . . . . . 1.00
Seeburg Speaker . . . . . 29.50	Largo Rubber Casters, Set . . . . . 1.65
Organ Speakers, Comp. . . . . 24.50	Volume Control Keys, Each . . . . . .05
12" PM Speaker, New . . . . . 7.95	Zip Cord, Per Foot . . . . . .02 1/2
8" PM Speaker, New . . . . . 4.25	Line Cord, Per Foot . . . . . .05
Rock-Ola Motor, Any Type . . . . . 22.50	Shielded Wire, Per Foot . . . . . .05
Waterproof Covers for Machine . . . . . 9.50	Seeburg Brackets . . . . . 2.50
Mills CH Motor . . . . . 29.50	Buckley Brackets, Curved . . . . . 2.50
Rock-Ola Heat Motor . . . . . 1.95	
Wurlitzer and Seeburg D.C. Motors . . . . . 10.00	

UNIVERSAL AMPLIFIER WITH TUBES . . . . . \$47.50

### TUBES — CONDENSERS — RESISTORS

1LN5 . . . \$1.80	6C6 . . . \$1.10	6SJ7 . . . \$1.10	35Z5G . . \$ .85	77 . . . . \$ .90
2A3 . . . 1.80	6D6 . . . 1.00	6SK7 . . . 1.00	30 . . . . 1.00	79 . . . . 1.40
2A4G . . 1.65	6F6G . . .90	6SL7 . . . 1.60	31 . . . . 1.00	80 . . . . .70
5U4G . . .90	6H6 . . . 1.10	6SN7 . . . 1.00	41 . . . . .85	83 . . . . 1.30
5V4G . . 1.60	6J5 . . . .75	6SQ7 . . . 1.00	42 . . . . .85	70L7GT . 1.95
5Y3G . . .70	6J7 . . . .90	6V6 . . . 1.30	45 . . . . .80	70L7 Adap. & Tube, Comp.,
5Z3 . . . 1.10	6K7GTG 1.00	6X5GT . . 1.00	47 . . . . 1.10	Grnar. or Money
6A6 . . . 1.60	6L6 . . . .99	12SA7 . . 1.00	56 . . . . .80	Beck . . 1.75
6B7 . . . 1.30	6N7 . . . 1.30	12SK7 . . 1.00	75 . . . . .85	
6C5 . . . 1.00	6SC7 . . 1.30	12SQ7 . . 1.00	76 . . . . .90	

8+8 MFD, 525V . . . . . \$1.10	750 OHM, 10W . . . . . 45c
8 MFD, 525V . . . . . .95	1000 OHM, 10W . . . . . 45c
.1 MFD, DC, 400V . . . . . .55	2000 OHM, 10W . . . . . 45c
20 MFD, DC, 450WV . . . . . 1.95	2500 OHM, 10W . . . . . 45c
5000 OHMS, 10W . . . . . 45c	3500 OHM, 10W . . . . . 45c
500 OHM, Variable, 10W . . . . . 45c	

We have parts for all Phonographs—Write your needs!

WE HAVE ALL PARTS FOR WIRELESS BOXES

All mdse. subject to prior sale! 1/3 dep., bal. C.O.D., F.O.B. Warehouse  
All equipment guaranteed in perfect condition. We pride ourselves on our clean reputation!

WRITE—WIRE!

**WEST SIDE DISTRIBUTING COMPANY**  
812 TENTH AVENUE PHONE: CIRCLE 6-7533 NEW YORK 18, N. Y.

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**Seeburg Service**

**Musical Sales Co.**

**EXCLUSIVE SEEBURG DISTRIBUTORS**  
FOR MARYLAND—WASHINGTON, D. C.—VIRGINIA  
140 W. MT. ROYAL AVENUE BALTIMORE 1, MARYLAND  
415 W. BROAD STREET RICHMOND 20, VIRGINIA



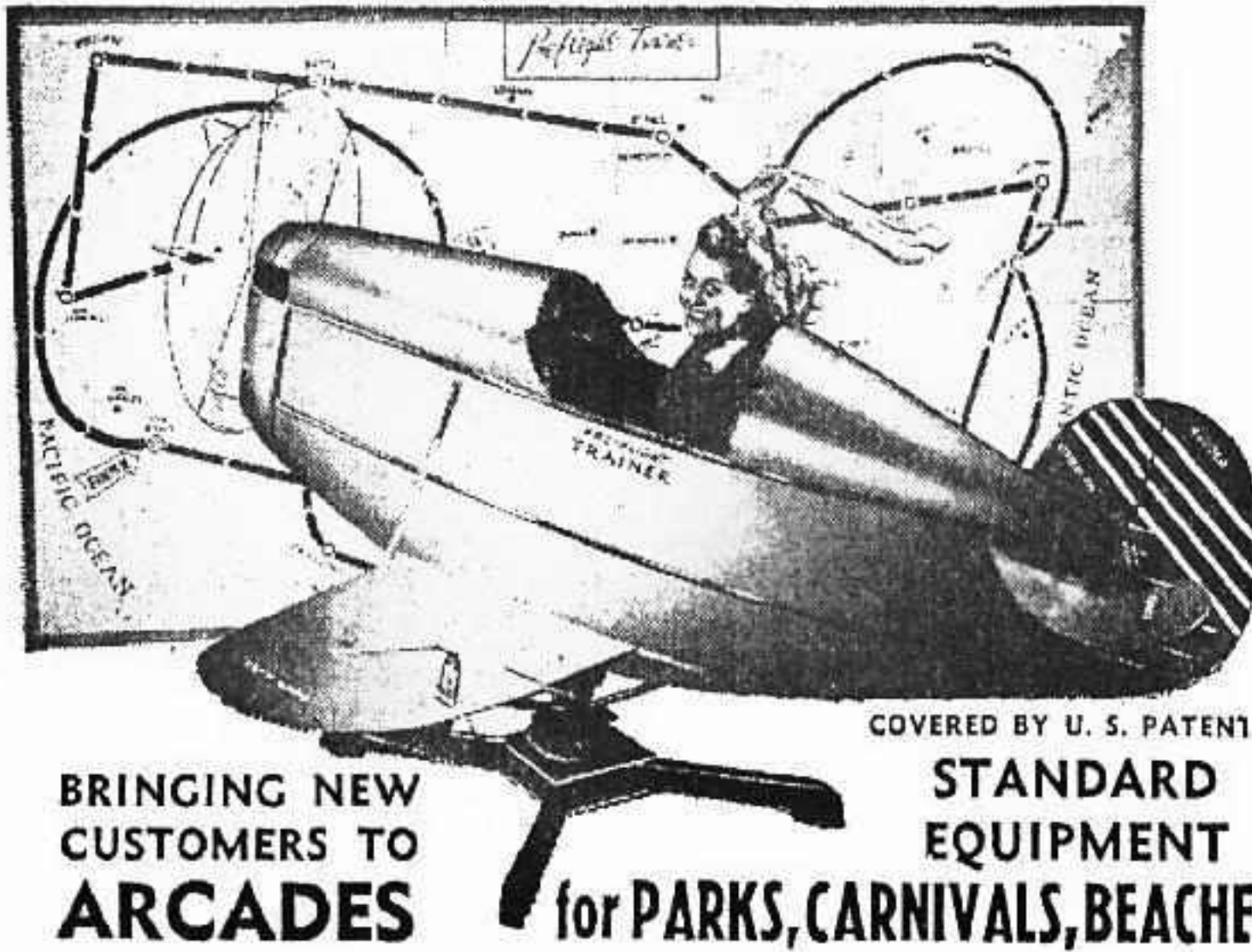
A NEW NAME for an Old Company

# COIN-ARTS

★ INDUSTRIES ★

formerly ★ BATTER-UP and ★ PRE-FLIGHT TRAINER CO.

**TO ALL DISTRIBUTORS AND OPERATORS**  
 The enormous demand for the new and improved 1946 "PRE-FLIGHT TRAINER" has absolutely swamped our facilities. We are starting production of "SHINE-A-MINIT," the sensational new shoe shining and polishing machine, and the response from the field has been tremendous.  
 We cannot give the time and attention necessary to our famous baseball batting game known as BATTER-UP, and for that reason are disposing of our interests in the BATTER-UP. The announcement will be made in the near future.  
 Production and distribution of the "PRE-FLIGHT TRAINER" and the "SHINE-A-MINIT" will continue, but we are combining the three companies under one name. The same courteous service will be rendered by exactly the same personnel, but from now on the PRE-FLIGHT TRAINER CO. and SHINE-A-MINIT CO. will sail ahead under the new name of  
**COIN-ARTS INDUSTRIES**  
 Art Cline Art Slade



*Pre-flight Trainer*  
**\$850.00** F. O. B. CHICAGO  
 (CRATING EXTRA)

▶ WATCH "SHINE-A-MINIT" FOR

The sensational, automatic Robot which applies paste, shines and polishes — either Tan or Black Shoes — IN ONE MINUTE

**Distributorships Going Fast!**  
 WRITE • • WIRE • • PHONE

## COIN-ARTS

★ INDUSTRIES ★

(Formerly ★ BATTER-UP and ★ PRE-FLIGHT TRAINER CO.)

231 W. WISCONSIN AVE. Phone Broadway 4418  
 MILWAUKEE 3, WISCONSIN  
 A Few Choice Distributorships Still Open



We have been building towards the day which has now arrived . . . the establishment of an efficient, experienced, go-getting

## DISTRIBUTOR ORGANIZATION

IN OUR NEW HEADQUARTERS AT 821 NORTH BROAD STREET

With the acquisition of the proper lines — particularly a Modern Music Machine — we will be able to equal the best in

## SALES PERFORMANCE AND CUSTOMER SERVICE

We have the background; the location — one of the key spots in Philadelphia — the organization; sales and service facilities and the financial integrity to do an all-out distributing job for the manufacturer of music and amusement equipment.

## WE ARE READY TO SERVE!

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 Ben Fireman  
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 618 SPRING GARDEN STREET, WALNUT 0847, PHILADELPHIA 23, PA.



*Ready for Delivery*

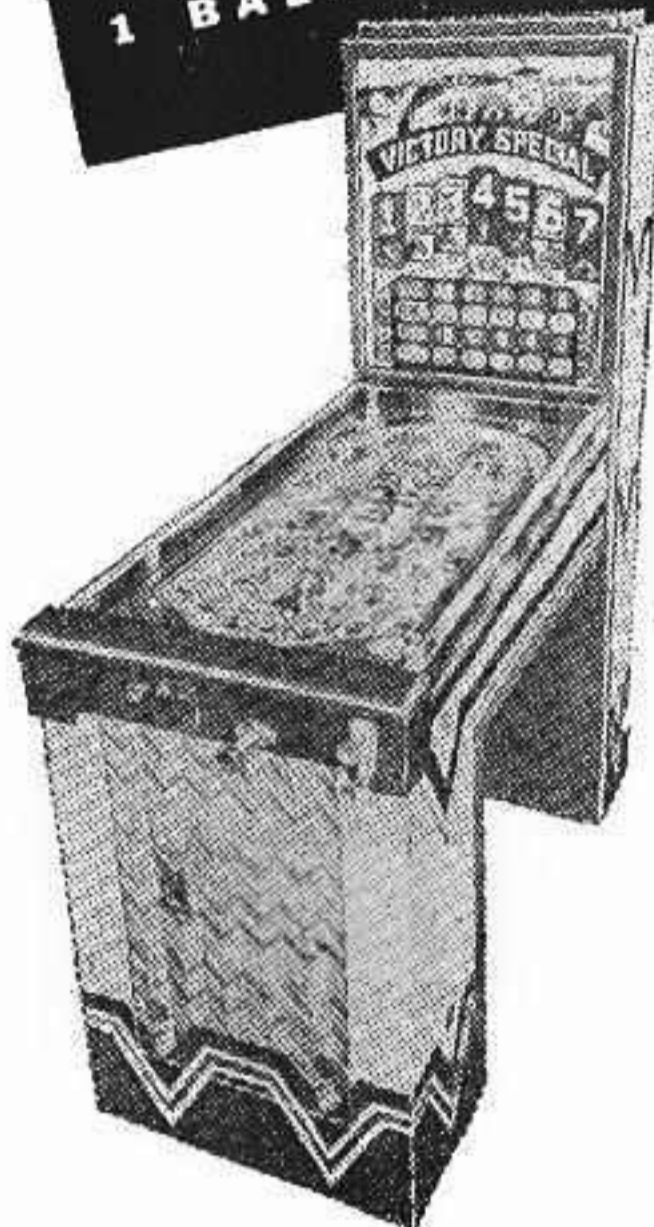
**BALLY'S "VICTORY SPECIAL"**  
1 BALL MULTIPLE F. P.

**BALLY'S Surf Queen**  
SENSATIONAL 5 BALL F. P.

Also Delivering

**BALLY'S "VICTORY DERBY"**  
1 BALL CASH PAYOUT

**BALLY'S "UNDERSEA RAIDER"**  
ONE PIECE ELECTRIC GUN



**WATCH FOR BALLY'S "MULTIPLE MUSIC"**

**TRI-STATE SALES CO., INC. • PIONEER DISTRIBUTING CO., INC.**

585 TENTH AVENUE, NEW YORK 18, N. Y. CHELSEA 2-4648



**AUTOMATIC COIN**



**ANNOUNCING EARLIEST DELIVERY ON THE FOLLOWING NEW RELEASES:**

- MILLS BLACK CHERRY BELL
- MILLS VEST POCKET BELL
- STAGE DOOR CANTEEN
- GENCO TOTAL ROLL
- CHICAGO COIN GOALEE
- AMUSEMATIC LITE-LEAGUE

**ATTENTION, IOWA OPERATORS:**

*Above machines may be ordered from our affiliate offices:*

**IOWA STATE SALES CO.**

567 SEVENTH STREET

DES MOINES, IOWA

JOE SIMON, Mgr.

**GUARANTEED RECONDITIONED EQUIPMENT**

Jenn. 5c Club Chief Console	\$179.50
Jenn. 10c Club Chief Console	189.50
Jenn. Model XXV Cigarolla	129.50
Groetchen Columbia, GA	69.50
Mills Brown Fronts, Silver Chromes, Gold Chromes	Write
Keeney 4-Way Super 5-25c	550.00
Ev. 1939 Gallop. Dominoes	149.50
Ev. Jungle Camp	79.50
Jenn. Fastime, P.O.	79.50
1938 Track Time	119.50

**PARTS FOR MILLS BELLS**

Main Clock Gears, Compl.	\$2.75
Mod. Idler Gears	1.50
Springs: Main, Handle, Long Knee Action, Side Arm, Clock and Main Sildo, Ea.	.25
Cash Boxes	1.25
Locks	2.00
Back Doors	5.00
Cash Box Doors	2.50
Playmaster Phonograph Needles, Ea.	.27c
Star Wheels for Wurlitzer, Ea.	.30c
6S07 Tubes	.65c
ABT F.P. Coin Chutes	\$3.75
Coin Chutes for V.P. Bell	3.50
Collection Books	.07
Fiber Main Gear for Wurl.	3.95

WRITE FOR NEW PRICE BULLETIN—JUST OFF THE PRESS

Be sure to mail orders to our new address



THE NEW

**AMI**

**PHONOGRAPH IS ON THE WAY!**  
WATCH FOR OUR ANNOUNCEMENT!

**David Rosen**

855 NORTH BROAD STREET, PHILADELPHIA 23, PA.  
PHONE: STEVENSON 2258-2259

**Automatic Coin MACHINES & SUPPLY CO.**

4135-43 Armitage Ave. (Phone CAPitol 8244-45) Chicago 39, Ill.





M. S. Gisser

**YOU CAN always buy with confidence from Cleveland Coin! This week we offer—**

**MUSIC**

2 Mills 12 Record	\$125.00
1 Wurlitzer Original 24 Cellar Job, R.C.	295.00
2 A.M.I. Cellar Job, R.C., with Wall Boxes	235.00
3 Mills Panorams	365.00
1 Wurlitzer 950E	725.00
6 Wurlitzer 412's	135.00
2 Rock-Ola 12 Records	135.00
1 Wurlitzer 24 in Charm Cabinet with Wurlitzer Wall Box	450.00
1 Wurlitzer 61	150.00

**WALL BOXES**

Brand New Packard Wall Boxes	\$ 36.95
15 Wurlitzer 125 Wall Boxes	22.50
4 Wurlitzer 125 Wall Boxes, New	30.00
15 Wurlitzer 100 Wall Boxes, New	17.50
22 Seeburg W61Z Wall Boxes	15.00
50 Rock-Ola Bar Boxes, Late	30.00
50 Rock-Ola Wall Boxes	17.50

**ARCADE EQUIPMENT**

3 Brown Anti-Aircraft Guns	\$ 65.00
1 Keep 'Em Punching	110.00
3 Western Baseballs	125.00
2 Batting Practice	125.00
1 Peo's Bank-a-Ball	125.00
5 Bumper Bowlings	75.00
2 Snap the Japs	125.00
1 Bowl-a-Bomb	150.00
3 9 1/2 Ft. Bowling Leagues	150.00
2 Rapid Fire	135.00
1 Shoot Your Way to Tokyo	150.00

**NOW DELIVERING GROETCHEN'S NEW COLUMBIA**  
Interchangeable for Nickel, Dime or Quarter Play, \$132.50 Each—Five or More, \$127.50 Each.

**PAGE'S DELUXE CHERRY BELLS**  
5¢ .. \$260.00 | 10¢ .. \$275.00 | 25¢ .. \$300.00  
50¢ .. \$600.00 | \$1.00 .. \$800.00

**WRITE FOR PRICES IN QUANTITY LOTS!**

**SLOTS**

15 Vest Pockets, Refinished	\$ 49.50
60 Used Columbias, D.J.	85.00
5¢ Mills Blue or Brown Fronts	135.00
10¢ Mills Blue or Brown Fronts	165.00
25¢ Mills Blue or Brown Fronts	195.00

**SLOT STANDS**

15 Slot Stands	\$15.00
20 Deluxe Slot Stands	22.00

**COUNTER GAMES**

15 Marvels & American Eagles	\$ 15.00
------------------------------	----------

**CONSOLES**

2 Maybells, 4 Nickel	\$285.00
3 Paces Races, Brown with Dally Double	195.00
1 Keeney 8 Head Pastime	195.00
2 '38 Track Times	125.00
4 Keeney Kentucky Clubs	125.00
4 Bally Club Bells, Combinations	225.00
1 Evans Galloping Dominoes, Early Mod.	150.00
1 Evans Bang Talls, Early Model	150.00
1 Paces Reels Jr., With Rails	115.00
1 Paces Saratoga Jr., With Rails	110.00
1 Two-Nickel Super Bell	295.00
1 Paces Reels, Free Play, Payout Comb.	150.00
2 Mills 5¢ Square Bells	85.00
3 Jennings Totalizers	105.00
2 Big Tops, P.O.	95.00
1 Paces Saratoga, F.P., P.O., Comb.	150.00

**ORDER NOW — KEENEY'S BONUS SUPER BELL**

Free play and cash payout combination console, Single coin head or two coin head. Each head takes up to five coins; 5 or 10-coin multiple, DIME OR QUARTER combinations!  
Distributors for OHIO and WEST VIRGINIA. Orders taken now for preferred delivery!  
**WRITE, WIRE OR PHONE!**

**NOW DELIVERING**

Chicago Coin's GOALEE	\$525.00
Genco's TOTAL ROLL	525.00
Comar's UNDERSEA RAIDER	399.50
Premier's SKEE BARREL ROLL	425.00
Gottlieb's STAGE DOOR CANTEEN	249.50
Exhibit's BIG HIT	298.50
Exhibit's BIG HIT, Four Nickel Multi	378.50
Marvel's HOLLYWOOD	249.50

**VENDING MACHINES**

Esquire Model V, Cabinet Type Machine	\$12.50
Advance Model D Ball Gum Vender	9.00
Advance Model 11 Merchandise Vender	9.50

**SPECIAL PRICES ON QUANTITY ORDERS.**

**TERMS: 1/2 Deposit With ALL Orders, Balance C. O. D.**

**CLEVELAND COIN MACHINE EXCHANGE**  
2021-25 Prospect Ave., Cleveland 15, Ohio  
Phone: PRospect 6318-7

**NEW**

Evans Ten Strike	\$372.50
Alert	
K. O.	\$300.00
Skychief	

**WRITE FOR OTHER PINS AND STATE YOUR PRICES.**  
All Machines Cleaned and Mechanically O. K.  
1/3 Deposit, Balance C. O. D.

**A. A. RADIO & ELECTRIC CO.**  
720 E. Fifth Ave. FLINT 4, MICH.  
Ph. 51922

Mills 5¢ Blue Front	\$100.00
Keeney Air Raider	100.00
Boom Town	15.00
Ten Spot, Majors, etc., "as is," for parts. Ea.	10.00

**PASTIME AMUSEMENT**  
214 JONES He. 6086 DAYTON 10, OHIO

**NEW COINEX RIFLE RANGE RAY GUN**  
NEW LOW PRICE **\$159.50**  
F. O. B. Chicago

Converted from Seeburg Chicken Sams and Jap. Cabinets are completely refinished and repainted. Entire mechanism rebuilt from top to bottom. Looks like a brand-new machine—operates like a brand-new machine. Has top player-appeal and is a consistent year-round money-maker. Hundreds of units already on location. Ask the operator who "owns" one.

**Coinex Rifle Range Conversion**  
Can be installed on location in twenty minutes. Pays for itself and allows a profit in one week's time. Colorful, with top player appeal, it makes a new piece of equipment out of your old Seeburg Chicken Sams, Convicts or Japs. Complete conversion ready for installation.

**SEEBURG RAY GUN AMPLIFIERS, RIFLES REPAIRED**  
—24 HOUR SERVICE

**SAMPLE \$17.50** • **\$14.75** LOTS OF 3  
SEND FOR DESCRIPTIVE CIRCULAR

**COINEX**  
COIN MACHINE EQUIPMENT CO., INC.  
Telephone GRAceland 0317 • 1348 Newport Ave., Chicago 13, Ill.

**BE FIRST "Smiley" in your territory with**

Ask Your Distributor  
Manufactured by  
**PIONEER COIN MACHINE CO.** 2634 N. Laramie Ave., Chicago 39, Ill.  
All Phones: NATIONAL 2727  
"Pioneer" will Pioneer

**Economy Supplies The Nation!**

PHONO TITLE STRIPS, 55¢ PER 100  
WRITE FOR QUANTITY PRICE

ALL PURPOSE MICRO SWITCHES, 85¢ EA.

Terms: 1/3 Deposit With Order, Balance C. O. D.  
Write for Price List of Parts, Supplies, Tubes, Fuses, Wire, Lamps, Etc.

**ECONOMY SUPPLY COMPANY**  
615 TENTH AVE. • NEW YORK • BRYANT 9-3295

**Get 'Em NOW! IMMEDIATE DELIVERY ON THE SENSATIONAL**

**Bally**  
VICTORY SPECIAL  
VICTORY DERBY  
UNDERSEA RAIDER  
Ken Bogle  
CALVERT SALES CO.  
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Baltimore 1, Md.  
Vernon 3034

**Wanted**

At Once  
Any  
Quantity!

PUNCH TOPS  
FORMATION POWERHOUSE  
BIG LEAGUE  
BIG TOWN  
BLONDIE

**P & S MACHINE CO.**  
3017 N. Sheffield Ave. CHICAGO

**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 \$2 each size.

**Blackstone Coin Packer Co.**  
Madison 1, Wis.

**WANT TO BUY BUCKLEY BOXES**  
(20 or 24 Record)  
(Chrome Model Only)  
GIVE BEST PRICE FOR CASH.  
Write or Wire  
**GENERAL MUSIC CO.**  
2277 W. PICO BLVD.  
LOS ANGELES 6, CALIF.

**BUY THE BEST AND LATEST K-80 ASTROLOGY SCALE**  
Expertly rebuilt **\$169.50**  
Includes 18,000 (6 Sets) ASTROLOGY TICKETS  
1c Coin Chute



**ARIES**  
MARCH 21 to APRIL 19

4. LOVE NATURE No. 1. During this period your love nature adjusts itself and becomes more stable and practical. You should not push yourself socially during the first twenty days of this period. After that you will become more positive. Be more sincere and idealistic. You will be wise to, (continued on next Card No. 5 about MARRIAGE AND BUSINESS PARTNERS). 1

Tickets for **ASTROLOGY SCALE \$5.00** for Set of 3,000  
1/3 Deposit With Order

**The VENDING MACHINE CO.**  
FAYETTEVILLE, NORTH CAROLINA  
U. S. A.

**POKER PLAYERS**

Here's something NEW!  
**Aluminum Poker Chips**

- Has the "ring" of real silver money.
- Interlocking for ease in stacking.
- Electroplated in 4 beautiful colors. Silver, gold, blue and red.

Attractive Box of 100 Chips ..... **\$3.95** Post Paid

Send Check or Money Order Now to  
**R & E SALES**  
4702A Vesper Van Nuys, Calif.

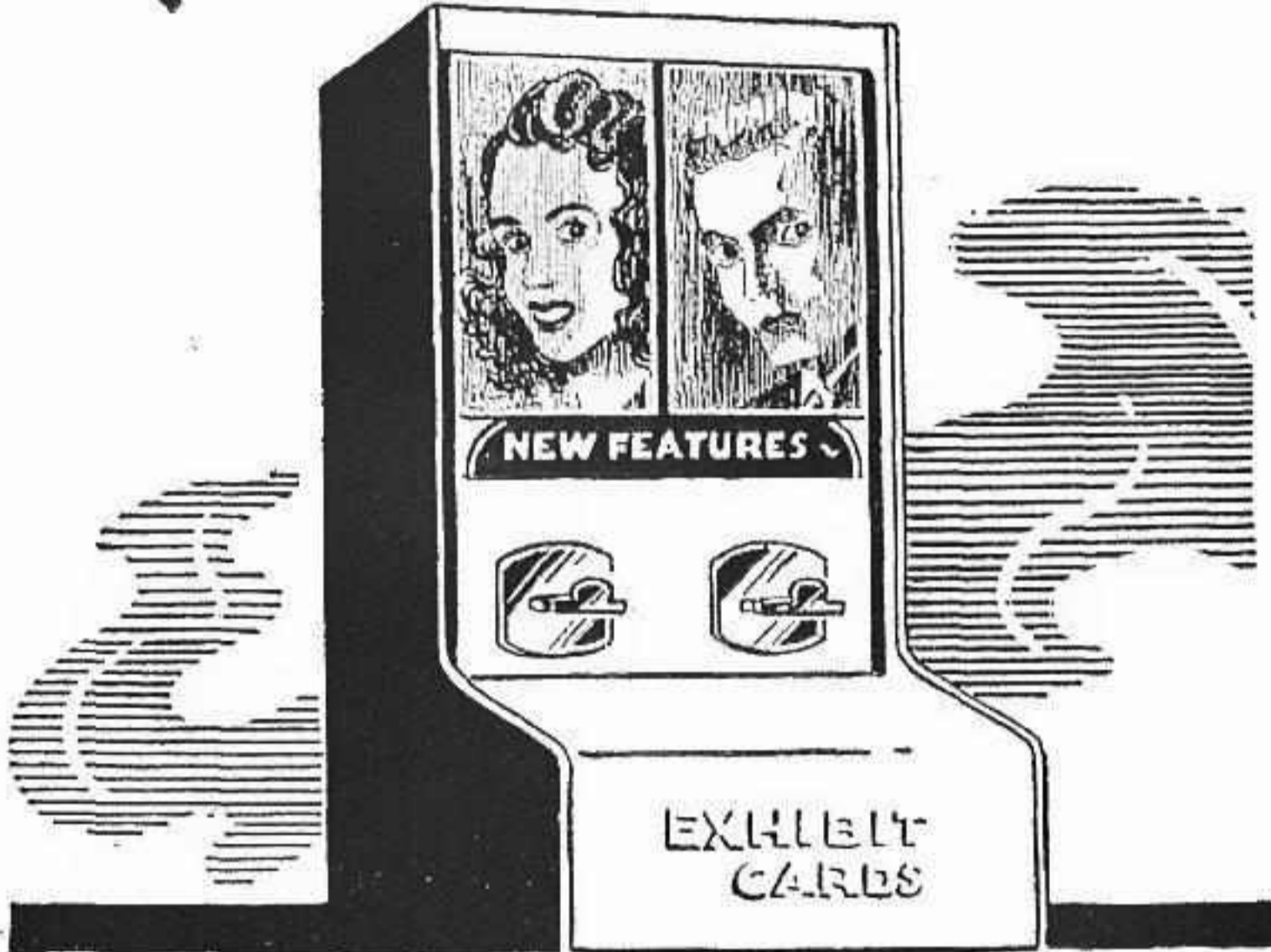
**MECHANIC WANTED**

Must be first class on all kinds of Arcade Machines. Good salary. Location in summer resort.

**BOX D-140**  
The Billboard Cincinnati 4, O.



# Calling All OPERATORS



**PLACE ANYWHERE • LEGAL EVERYWHERE**

Hundreds of spots in your territory to make extra big money. Collect the Pennies with the Nickels with this hustling

## EXHIBIT IDEAL CARD VENDER

Takes little counter space. Vends cards (post card size) of fine reproductions of popular MOVIE, RADIO and Sports Folk wanted by most everybody. Big selection of 44 series to keep each location a live money maker for you.

OPERATORS—WRITE FOR OUR SPECIAL CIRCULAR AND PROPOSITION FOR YOU!

**EXHIBIT SUPPLY CO., 4222 W. Lake St., CHICAGO 24, ILL.**

**LIVE—LIVE—LIVE—LIVE!**

# BUMPER RINGS

**SMALL • MEDIUM • LARGE**

SEND FOR LIST AND PRICES TODAY!

**COIN MACHINE SERVICE CO.**  
PARTS FOR EVERY OPERATOR'S NEED  
2307 N. WESTERN AVE. Phone HUMBOLDT 3476 CHICAGO 47

## SALESBOARDS—All Orders Shipped Same Day Received

Home	Play	Description	Average Profit	Net Price
400	5¢	LUCKY BUCKS, DEFINITE PROFIT	\$ 7.00	\$ .85
520	5¢	EASY ACES, DEF. PROFIT, SLOT SYMBOLS	13.00	1.25
520	25¢	EASY FINS, DEF. PROFIT, SLOT SYMBOLS	55.00	1.25
720	5¢	BABY BELL, SLOT SYMBOLS	17.37	1.75
1000	25¢	ALL OUT CHARLEY, DEFINITE PROFIT	60.00	3.25
1000	\$1.00	JACK POT CHARLEY, THICK & PROTECTED	185.30	2.50
1000	5¢	OUT DOOR SPORTS, THICK, JUMBO HOLES	28.40	3.25
1000	5¢	SPOT OF GOLD, THICK, JUMBO HOLES	28.14	3.25
1000	10¢	BIG DIME DOUGH, THICK, JUMBO HOLES	42.75	3.25
1200	5¢	TEN BIG FINS, THIN, JUMBO HOLES	35.20	2.50
1200	5¢	VICTORY BELL, THICK, JUMBO HOLES	38.57	3.60
1200	50¢	TEXAS CHARLEY, THICK & PROTECTED	152.75	3.00

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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.

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Single or Stapled in 5's  
**TIPS** 120's **BASEBALL** 120's **BINGO** 1050's  
136's 1250's

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Dixie's most progressive distributors are now showing the new games. Georgia operators, we are taking orders and delivering in limited quantities below listed hits. Come and see them today.

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Bally Surf Queen ... 289.50	Chiefs, 5¢ ..... \$249.00
Bally Victory Derby, P.O. .... 574.50	Jennings Bronze
Bally Victory Special, F.P. .... 589.50	Chiefs, 10¢ ..... 259.00
Evans '48 Model	Jennings Bronze
Dominoes, J.P. ... 696.50	Chiefs, 25¢ ..... 269.00
Evans '48 Model	Jennings Super Deluxe
Bangtalls, J.P. ... 696.50	Chiefs, 5¢ ..... 274.00
Exhibit Big Hit, 5	Jennings Super Deluxe
Bali, F.P. .... 298.50	Chiefs, 10¢ ..... 284.00
Gottlieb Stage Door	Jennings Super Deluxe
Canton ... 249.50	Chiefs, 25¢ ..... 294.00
	Munves Super Skee
	Roll ..... 366.00
	Mills New Vest Pockets 79.50

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Models, Like New	89.50	Pace Reels, 25¢, Without Rails, A-1	89.50
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10¢	\$175.00; 25¢	10¢	\$139.50; 25¢
225.00		Jenn. Silver Chief or Silver Club Special, 5¢	139.50
Mills Blue Fronts, Hand Load, Serial No. Over 400,000, 25¢	250.00	10¢	\$159.50; 25¢
Mills Blue Fronts, Comp. Refin., Club Handles, 10¢	150.00	Jenn. Victory Model, 5¢	119.50
Mills Extraordinary, Comp. Refin., Club Handles, 5¢	125.00	Pace All Star Comets, Comp. Refin. in Gold and Silver Chrome, 3/5	89.50
10¢	\$150.00; 25¢	25¢	\$79.50; 10¢
175.00		25¢	\$125.00; 50¢
Mills Orig. Gold or Silver Chromes, Drill-Proof, Club Handles, Knee Action, 3/5 or 2/5, 5¢	215.00	Pace Rocket or Deluxe, SP, 5¢	94.50
10¢	\$225.00; 25¢	10¢	119.50
225.00		Melton Bells, orig., except clean, 5¢	125.00
Mills Copper Chrome, 25¢	225.00	10¢	\$150.00; 25¢
Mills Cherry Bells, comp. refin., club handles, drill proof, 5¢	139.50	Watl. Relatop, 3/5, 10¢	79.50
10¢	\$165.00; 25¢	25¢	94.50
195.00		Groetchen Columbia, late model, chrome or porcelain fin., double JP, conv., 5¢, 10¢, 25¢	79.50
Mills Q.T., 10¢, Rebuilt	69.50	Mills Dice	39.50
Jenn. 4-Star Chief, Compl. Record. and Refin., 5¢	98.50		
10¢	\$125.00; 25¢		
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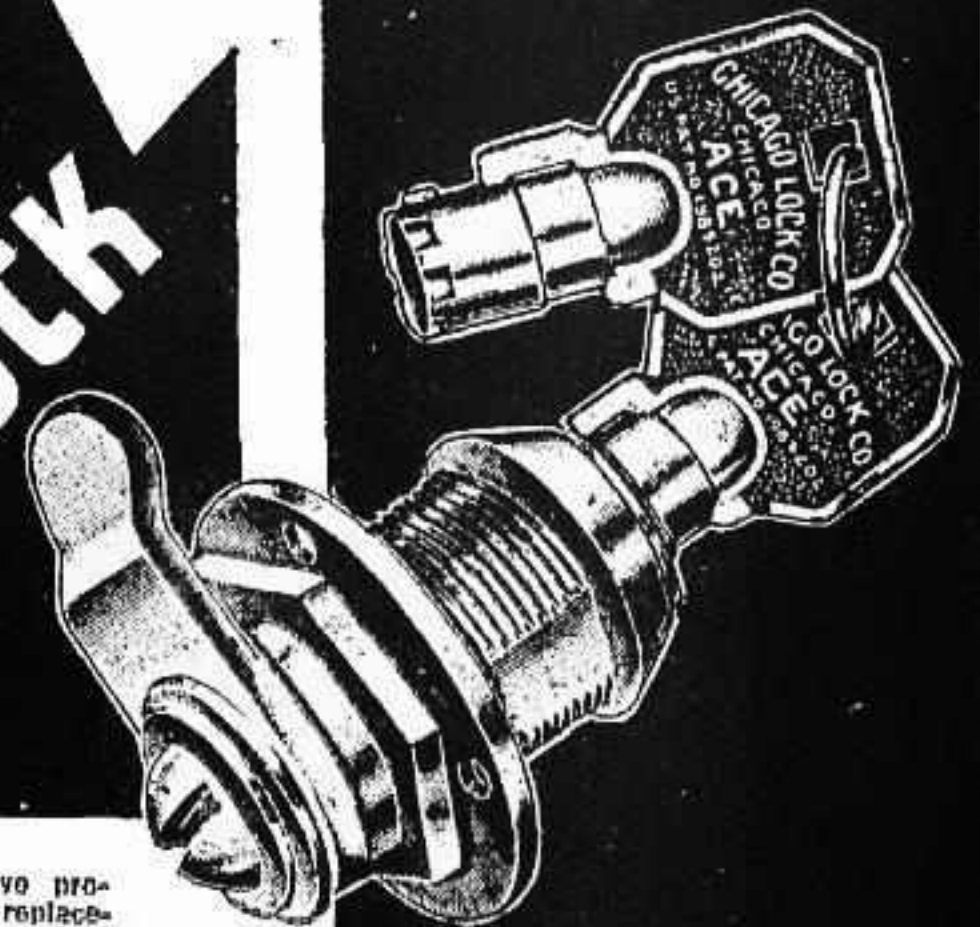
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ACE LOCKS provide Powerful Positive protection, both on new machines and for replacement purposes. Order ACE LOCKS today!

Made entirely of Steel and Brass. No Die Cast Metal used. Center Post Case Hardened to Prevent Drilling. Keyed alike or in various Key Changes.

We are the sole manufacturers of the ACE LOCK, the entire lock being completely constructed in our factory.

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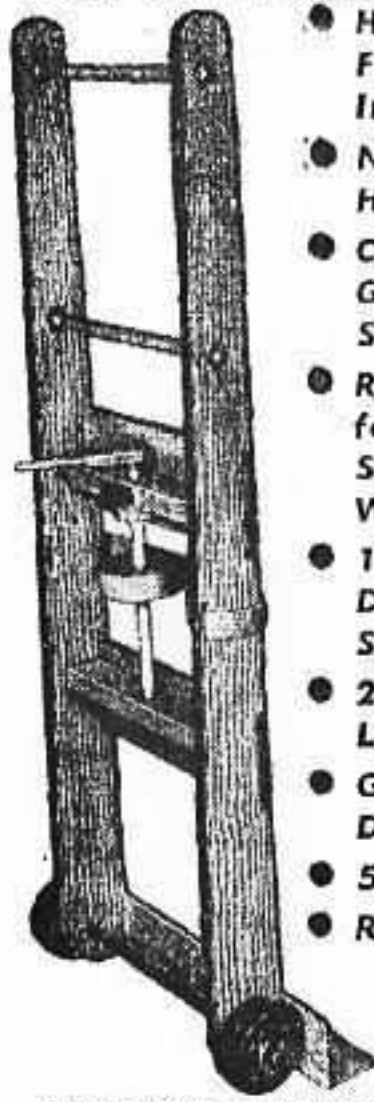
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For Handling  
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- Hardwood Frame, 56 Inches High.
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- 14 Foot Heavy-Duty Webb Strap.
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- Goes Up and Down Steps.
- 5 Inch Wheels.
- Rubber Tires.

**\$32.50** Each.

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GET IT FROM BLOCK—  
THEY HAVE IT IN STOCK!

**NOW DELIVERING NEW EQUIPMENT**

Mills Black Cherry Bells (genuine) Write  
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Chicago Coin's Goalee..... 525.00  
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Williams' Suspense..... 279.50  
(ALL NEW UNITED REVAMPS)

**WANTED** 250 Mills Blue Fronts, \$75.00 ea.  
**WANTED** 100 Lot-A-Funs and Life-A-Cards  
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Big Parade..... 125.00	Jeep..... 125.00	Thumbs Up..... 69.50
Bosco..... 89.50	Knockout..... 125.00	Victory..... 90.00
Big Chief..... 49.50	Monicker..... 89.50	Vonus..... 84.50
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Capt. Kidd..... 79.50	Paradise..... 49.50	Yanks..... 104.50
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2 25¢ Brown Fronts, Used 60 Days \$275.00	1 Lucky Star..... 100.00
2 5¢ 4 Star Chiefs, Perfect..... 100.00	Galloping Domino, 2 Tone..... 200.00
2 10¢ 4 Star Chiefs, Perfect..... 100.00	2 10¢ Blue Fronts, Perfect..... 125.00

Our Used Games Are Worth More. They Are Completely Reconditioned and Ready To Operate. 1/2 Deposit With Order, Balance C. O. D. or Sight Draft.

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WE CAN SUPPLY YOU WITH EVERYTHING AND ANYTHING TO OPERATE YOUR COIN MACHINE BUSINESS

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NEW

Wall Boxes.....\$36.95
30-Wire Cable, Ft......19
Bar Brackets..... 5.00
Speakers from \$19.95 to \$169.50.

**MILLS**  
Blue Fronts — Brown Fronts — Gold Chromes — Silver Chromes — Club Bells — Black Cherries — Cherry Bells — Q.T.'s — Jumbo Parade — Four Bells.

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BALLY VICTORY DERBY  
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**AUXILIARY EQUIPMENT SPECIALS**

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1	320	Wurlitzer Box	20.00
23	100	Wurlitzer Boxes	@ 17.50
3	125	Wurlitzer Boxes	@ 37.50
1	120	Wurlitzer Box	25.00
2		Outdoor Speakers, T.P.S.	@ 25.00
6		Indoor Speakers, T.P.S.	@ 22.50
1		Corner Speaker	19.50
1		Picture Speaker	25.00
5		Seeburg Remote Speakers (Speak Organ)	@ 35.00
1		Seeburg Speaker	25.00
6		Seeburg Wallomatics	@ 35.00
20		Seeburg Selectomatics	@ 10.00
1	111	Wurlitzer Bar Box	15.00
4	331	Wurlitzer Bar Boxes	@ 15.00
1	412	Wurlitzer Front Grill	12.50
1		Rock-Ola Front Grill	12.50
2		Wurlitzer Bar Brackets	@ 3.50
4		Seeburg Bar Brackets	@ 3.50
4	145	Wurlitzer Stepper	@ 40.00
4		Rock-Ola Dial Wall Boxes	@ 17.50
1		Keeney Wall Box	5.00
20		Packard Boxes—30 Cable Wire	@ 25.00
5	125	Wall Box Covers	@ 5.00
1		Keeney Adapter for Mills Phonograph	20.00
5		Seeburg WA-17 Wired Adapters	@ 7.50
1	75	Wurlitzer Electric Selector	25.00
1	305	Wurlitzer Impulse Receiver	25.00
3	600	Miraben Lite Up Sets—Wurlitzer	@ 25.00
1	618	Wurlitzer Miraben Lite Up Set	25.00

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**Machine Rental Plan**  
Don't lose money while waiting for factories to deliver machines when you can buy or rent.

**"BLACK BEAUTY BELLS"**

Also like-new Mills machines equipped with Black Beauty reels in Gold Chrome, Polished Chrome and Black Cherry models.

**EVERY MACHINE GUARANTEED!  
10 DAYS' FREE TRIAL!  
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**LOW WEEKLY RENTAL**  
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Advise your requirements. Also list your old machines for cash and trade-in offer. We pay up to \$150 for Mills escalator models.

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100 W. Chicago Ave. — Chicago 10, Ill.

The  
**PHONOGRAPH**  
OF TOMORROW



Is shown on Page 115  
in this issue

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**OPERATORS** IN NEW YORK AND CONN.  
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**"SUSPENSE"**  
SENSATION OF THE NATION

IS NOW ON DISPLAY AT YOUR FAVORITE DISTRIBUTOR

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If your favorite distributor does not have "Suspense" on display WRITE—WIRE—PHONE and we will see to it that he is supplied.

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1 Argentine..... 70.00	1 Twin Six..... 50.00	1 Metro..... 50.00
1 Sea Hawk..... 65.00	1 Boom Town..... 45.00	1 Seven Up..... 50.00
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2 Gold Star..... 45.00	1 Air Force..... 75.00	1 Four Diamond..... 60.00
1 Belle Hop..... 70.00	1 Texas Mustang..... 75.00	1 Cross Line..... 45.00
1 C.I. Joe..... 60.00	1 Ten Spot..... 55.00	1 Big Chief..... 45.00
1 Slugger..... 60.00	1 Snappy, '41..... 65.00	1 Golden Gate..... 20.00

Price includes careful packing. 1/3 deposit, balance C. O. D.  
Immediate Shipment  
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VICTORY DERBY, AUTOMATIC PAYOUT,  
1-BALL VICTORY SPECIAL, FREE PLAY  
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**USED FREE PLAY**  
10—Longacres.....Ea. \$400.00  
10—'41 Derby.....Ea. 300.00  
5—Pimlico.....Ea. 350.00  
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**PUSH CARDS**

All Sizes, Styles from 10 to 600 Holes.  
Also JP Cards, Fund Raising Cards, Etc.  
FREE Catalog Write  
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CHESTER POLLARD FOOTBALL GAMES,  
\$75.00 Each. Need not be in working condition. MUST HAVE ALL PARTS.  
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Escalator Models, in any condition.  
Cash or Trade In on Precision Rebuilds.

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UNIVERSAL  
AMPLIFIERS**

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COMPLETE WITH TUBES **\$54.50**  
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3. Your Machine keeps working.
4. Built by competent Phonograph sound engineers.
5. We are the originators of the Universal Amplifier Idea.
6. All workmanship guaranteed.
7. Complete with sockets for Speakers and Pick-ups for all Models.
8. Ready to operate.
9. Money back in 10 days if not completely satisfied.

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Ship us a coin operated phonograph amplifier (charges prepaid) regardless of make and we will renovate and alter it for Universal use. Complete renovation with sockets, for speakers and pickups for all of the following models, and includes minor repairs. However, if major parts are missing or defective and have to be replaced, an additional nominal charge will be made.  
ALL WURLITZER MODELS — 412, 24, 616, 500, 600, 700, 750, 780, 800, 850 and 950. ALL SEABURGS—EXCEPT HI-TONES. ALL ROCK-OLAS.  
**COST \$36.50 F. O. B. N. Y.**

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We will be happy to repair your amplifier when your local man cannot do that for you. Ship amplifiers charges prepaid.

TERMS: Immediate shipment F.O.B. New York. 1/3 Deposit, Balance C. O. D. Shipments made by Railway Express unless otherwise instructed by you.

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John A. Fitzgibbons, Pres.

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**IN STOCK—ORDER NOW**

Action . . . \$ 99.50	Marines (New) . . . \$109.50
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Belle Hop . . . 69.50	Mills 1-2-3, '40 . . . . . 59.50
Boom Town . . . 39.50	Mills Owl . . . . . 49.50
Clover . . . . . 49.50	School Days . . . . . 49.50
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Defense (Baker) . . 32.50	Shangri-La (Rev.) . . . 69.50
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Four Roses . . . 49.50	Star Attraction . . 59.50
Home Run '40 . . . . . 29.50	Trallway . . . . . 59.50
Jeep . . . . . 99.50	'41 Derby (One Ball) . . 274.50
Jungle . . . . . 79.50	Pimlico (One Ball) . . 289.50

1/3 Deposit — Balance C. O. D.

**GENERAL AMUSEMENT CO.**  
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The New  
SUPREME SKEE ROLL  
Bigger—Better**



**RIVIERA**

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| ZOMBIE      | STARS      |
| SUN BEAM    | LEADER     |
| DOUBLE PLAY | DUPLEX     |
| WEST WIND   | SKY BLAZER |
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**\$60**

F. O. B. FACTORY WILL BE PAID FOR ANY OF ABOVE LISTED GAMES

SEND IN YOUR GAMES FOR CONVERSION

**UNITED MANUFACTURING CO.**  
6125 N. WESTERN AVE., CHICAGO 45, ILL.

The PHONOGRAPH OF TOMORROW



Is shown on Page 115  
in this issue

ROCK-OLA Manufacturing Corporation

**INTERNATIONAL SCOOPS!**

Maybell Console . . . . . \$395.00	Chicken Sam . . . . . \$ 99.50
Packard Remoted Twin 12's. Ea. . . 210.00	Hi-Dial Ten Pins, Late Model . . . . 69.50
Wurlitzer 616 Light Up . . . . . 225.00	Exhibit Card Machine . . . . . 27.50
1504 Rock-Ola Bar Boxes. Ea. . . . 24.50	Mutoscope Metal Reel Machine . . . 27.50
Goalee, New . . . . . 525.00	2c World's Fair Card Vendors . . . . 24.50
Total Rolls, New . . . . . 525.00	Keeney Air Raider . . . . . 139.50
Stage Door Canteen, New . . . . . 249.50	Keeney Anti-Aircraft with Screen . . 69.50
Bally Club Bells . . . . . 210.00	Paces Reel, Comb. F.P. & P.O. . . . 164.50

**PIN GAMES**

Spot Pools . . . . . \$79.50	Wildfire . . . . . \$54.50	Home Run . . . . . \$74.50
Texas Mustang . . . . . 79.50	Venus . . . . . 89.50	Do-Re-Mi . . . . . 89.50
Bombardier . . . . . 99.50	Stratolliner . . . . . 54.50	Knockout . . . . . 129.50

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**We Are Now Delivering  
GOTTLIEB'S STAGE DOOR CANTEEN  
PACKARD PLA-MOR WALL BOXES & SPEAKERS**

**EXHIBIT'S BIG HIT**

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Baker's Pacers, D.D., 25c . . . . \$375.00	Keeney Submarine Gun . . . . . \$125.00
Bally Alley . . . . . 45.00	Seaburg Shoot the Chutes . . . . . 90.00
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Keeney Air Raider . . . . . 125.00	

**WANT TO BUY: 500 FIVE-BALL FREE PLAY GAMES**



**OLIVE NOVELTY CO.**

2625 LUCAS AVE., ST. LOUIS 3, MO.  
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1-BALL AND ARCADE  
MACHINES NOW**

FOR IMMEDIATE DELIVERY

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Victory Derby, 1-Ball Automatic, Victory Special, 1-Ball Free Play, Undersea Raider, New Type Gun.

Watch for Bally's New Phonograph. Will Be Shown Here Soon.

**CHICAGO COIN GOALEE**

A Great Money Maker. Immediate Delivery.

**USED MACHINES**

Thoroughly Checked, Ready for Location, 1-BALL FREE PLAY  
Longacre . . \$465.00 | Pimlico . . \$360.00  
Victorious, 1943 . . \$79.50

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Paces Races, Brown . . . . . \$175.00  
Paces Races, Black . . . . . 115.00  
Evans Galloping Dominoes, Black . . 110.00  
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Bally Rapid Fire . . . . . \$175.00  
Jap, Hitler Gun, Thompson Conv. . . 130.00  
Jap Guns, Chi. Nov. Conv. . . . . 125.00  
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All Types of Arcade Pieces Too Numerous to Mention. Write or Wire Us Your Needs and We Will Supply You.

Send One-Third Certified With All Orders, Balance C. O. D.

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**REPLACEMENT PLASTICS**

for all makes and models of  
**AUTOMATIC PHONOGRAPHS**  
(the oldest and newest)

**NOW AVAILABLE  
RIGHT PRICES**

SEND FOR COMPLETE PRICE LIST

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**WILL PAY—  
\$50.00 PER CASE FOR  
AMMUNITION, SHORTS OR LONGS**  
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WE ARE DETERMINED TO MAKE THE BEST AND SELL FOR THE LEAST

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 TRANSFORMER  
 TIMER  
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 SOCKETS  
 BULBS  
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7" Long  
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**SUPERVISED BY AN ACCREDITED ELECTRICAL ENGINEER**

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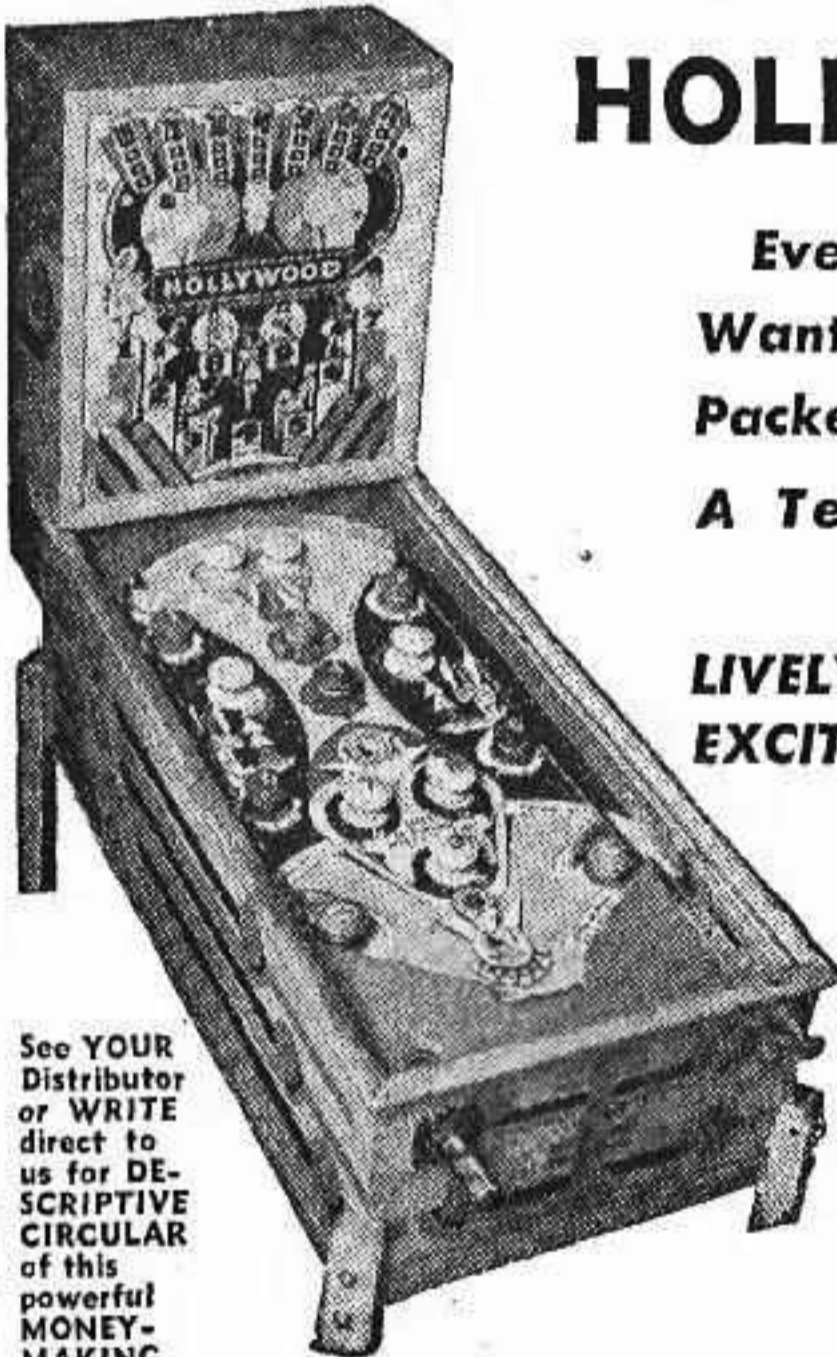
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 A Tested Money-  
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See YOUR Distributor or WRITE direct to us for DESCRIPTIVE CIRCULAR of this powerful MONEY-MAKING game.

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JOCKEY CLUB .....\$325	TURF KING .....\$335	FAIRMONT .....\$425
KENTUCKY ..... 295	LONGSHOT ..... 265	SPORT KING ..... 235

### ONE BALL MULTIPLE FREE PLAY GAMES

Longacre	Thoroughbred	Sport Special
Pimlico	Record Time	Dark Horse
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Will Accept Best Offer On Games Listed

### WANTED TO BUY HIGHEST CASH PRICES PAID

Sky Chief	Jeep	Streamliner
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Liberty	2nd Front	Wagon Wheels
Shangri-La	Stars	Four Aces
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Sky Chief	Sun Beam	Victory
Big Parade	West Wind	Hi Dive
Knockout	Zombie	Stratoliner
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Air cooled transformer. Adjustable Replacable Tip. Gets close to work.

SAVES TIME — SAVES MONEY — EASY TO USE

**\$14.95**

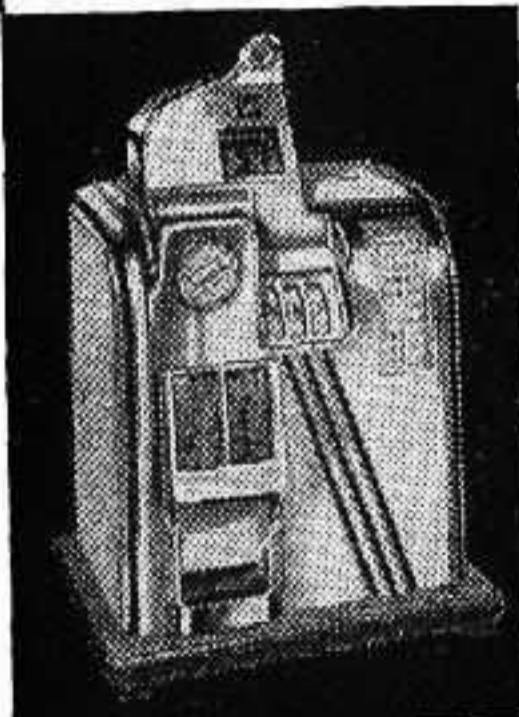
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1/3 deposit with order, balance C. O. D.

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Fresh off the production lines . . . immediate delivery. Lightning fast money maker. Gorgeous chromium cabinet. Fully automatic payout. Twin Jackpots. Heavy duty lifetime construction. Standard equipment includes four coin chutes, permitting you to run 25c, 10c, 5c or 1c play. Extra large cashbox holds \$700.00 in quarters. Takes space 15x14 in. Ht. 22 in. Shpg. wt. 55 lbs. Send \$50.00 deposit, balance C. O. D. Express, F. O. B. Chicago.

Single price ..... **\$187.50**  
 (Lots of 5. Each \$175.00) (Lots of 10. Each \$165.00)

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GET YOURS NOW!!!

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**VICTORY DERBY**  
 1 Ball Cash Payout

**VICTORY SPECIAL**  
 1 Ball Multiple F. P.

**SURF QUEEN**  
 5 Ball F. P.

NOW DELIVERING For **BALLY MFG. CO.**


**UNDERSEA RAIDER**  
 One Piece Electric Gun

WATCH FOR MULTIPLE MUSIC


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IN GEORGIA AND ALABAMA

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**The Operator's Best Guarantee for Top Earnings**

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708 SPRING STREET, N. W. ATLANTA, GA.

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NEW JENNINGS SLOTS—ALL MODELS—WRITE FOR PRICE LIST

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BALLY VICTORY DERBY, 1 BALL PAYOUT	574.50
STAGE DOOR CANTEEN	249.50
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EVANS TEN STRIKE	372.50
MILLS NEW BLUE & GOLD VEST POCKET	74.50
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**RECONDITIONED PIN GAMES**

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Yanks	95.00	Spot a Card	72.50	Horoscope	64.50
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Monicker	79.50	Slugger	72.50	Seven Up	59.50
Venus	79.50	Argentine	72.50	Ten Spot	59.50
Gun Club	74.50	Star Attraction	69.50	Zig-Zag	59.50
Hi-Hat	74.50	Texas Mustang	69.50	Wildfire	49.50
				Big Chief	49.50

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**STAGE DOOR CANTEEN**

Exclusive Distributors for NORTHERN ILLINOIS, NORTHERN INDIANA, EASTERN IOWA AND MICHIGAN.

A Proven Money Getter by Actual Test!


**CONSOLES—ONE BALLS—ARCADE EQUIPMENT—SLOTS**

CONSOLES		ARCADE	
Bally Club Bells, Comb., Late	\$239.00	Keeney Anti-Aircraft, Exc. Cond.	\$ 35.00
5c Super Bell, Comb., F.P. & P.O.	249.50	Tommy Guns	95.00
Jumbo Parade, P.O.	89.50	Keeney Submarine	125.00
Hi Hand	179.50	Slap the Jap	125.00
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ONE BALL		Batting Practice	110.00
Turf King, P.O.	\$325.00	Texas League	39.50
Jockey Club, P.O.	325.00	Shoot to Tokyo	125.00
Pimlico, F.P.	325.00	Chicago Coin Hooky	210.00
'41 Derby, F.P.	325.00	SLOTS	
Dark Horse	165.00	2 Walt. Rotatops, 5c. Ea.	\$ 85.00
Sport Special, F.P.	155.00	Mills O.T.'s Glitter Gold, Rebuilt, 5c	89.50
Record Time, F.P.	155.00	Mills 5c Vest Pocket, Refinished	45.00
Club Trophy, F.P.	275.00	Jenn. Sky Chief, 5c, Chrome Front	139.00
Blue Grass	195.00	Mills Blue Front, 5c	125.00
Long Shot	250.00	Mills Blue Front, 10c	150.00
Sport King	225.00	Mills Brown Front, 5c	150.00
Kentucky	275.00	Mills Brown Front, 10c	175.00
Mills Owl	79.50		

**NATIONAL COIN MACHINE EXCHANGE**

1411-13 DIVERSEY BLVD. (Phone: Buckingham 6466) CHICAGO

The PHONOGRAPH OF TOMORROW



Is shown on Page 115 in this issue

**ROCK-OLA** Manufacturing Corporation

**BLACKHAWK'S PERPETUAL PENNY CIGARETTE MACHINE**

RED, WHITE AND BLUE JAR MACHINE

Immediate Delivery—No Federal Tax

**SUPER COLOR BALL CABINET \$24.95**

F.O.B. ST. LOUIS

There is nothing to get out of order, nothing to adjust, no replacement expense, yet in spite of the extreme simplicity of construction, this cabinet is completely automatic and will give positive unflinching action. Ruggedly constructed, practically indestructible, guaranteed to give positive results and your first cost is your only cost.

**WE HAVE THESE MACHINES IN STOCK READY TO SHIP**

The fastest little money-maker on the market today

Exclusive Missouri Distributors  
Write, Wire or Phone Today.

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(Phone: Jefferson 1644)



**CASH TRIPPE** Price Plus Guaranteed Satisfaction

**WANTED TO BUY FOR CASH**

LAST CHANCE TO GET HIGH PRICES FOR THESE GAMES

CLOVER	\$20.00	LEADER	\$60.00	STARS	\$60.00
DIXIE	20.00	LEGIONNAIRE	35.00	STAR ATTRACTION	35.00
DO RE MI	60.00	POLO	15.00	STRATOLINER	35.00
DOUBLE PLAY	60.00	SKY BLAZER	60.00	SUN BEAM	60.00
DUPEK	60.00	SKY RAY	25.00	TWIN SIX	20.00
FOUR DIAMONDS	25.00	SNAPPY	35.00	VELVET	30.00
JOLLY	15.00	SPORTS PARADE	40.00	WEST WIND	60.00
KNOCKOUT	75.00	SPORTY	15.00	WILD FIRE	30.00
				ZOMBIE	60.00

WE WILL BUY ALL MAKES OF PHONOGRAPHS

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WURLITZER SKEE BALLS & BANK ROLLS 10-12-14 FT. ALLEYS	1 UNDERSEA RAIDER (Used)	\$325.00
	1 KIN PINS	200.00
	3 SHOOT THE CHUTES, Ea.	75.00

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LIKE THE ORIGINAL CARPETS FOR ANY MAKE OF SKEE BALL ALLEY—GREEN FINISH. SAMPLE SENT ON REQUEST.

PARTS FOR SKEE BALLS & GENCO BANK ROLLS

**NEW NETTING**

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**REBUILT! REFINISHED!  
COIN TESTED! QUICK DELIVERY!**

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5c Club Consoles	\$300
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10c Club Consoles	325
10c Club Consoles, Hand Load	350
25c Club Consoles	350
25c Club Consoles, Hand Load	375
50c Club Consoles	900
50c Club Consoles, Hand Load	950
5c Silver Chromes	200
5c Silver Chrome, Hand Load	225
10c Silver Chrome	225
10c Silver Chrome, Hand Load	250
25c Silver Chrome	250
25c Silver Chrome, Hand Load	275
5c Bonus Bells	225
10c Bonus Bell	250
25c Bonus Bell	275
25c Golf Ball Venders	375
5c Jennings Silver Chief	150
10c Jennings Silver Chief	175
25c Jennings Silver Chief	200
50c Jennings Chief	450
5c Watling Rol-a-Tops	100

10c Watling Rol-a-Tops	\$125
25c Watling Rol-a-Tops	150
1c Blue Q.T.'s	50
5c Blue Q.T.'s	75
10c Blue Q.T.'s	100
25c Blue Q.T.'s	125
1c Glitter Gold Q.T.'s	75
5c Glitter Gold Q.T.'s	100
10c Glitter Gold Q.T.'s	125
25c Glitter Gold Q.T.'s	150
Mills Box Stands (Specify Color)	20
Chicago Metal Double Revolveround	250

**CONSOLES**

Four Bells, 5-5-5-25	\$600
Four Bells, 5-5-5-5	400
Galloping Domino	225
Bang Tails	225
Baker Racer, 25c	450
Baker Racer, 5c	250
Jumbos (Cash Pay), 25c	200
Jumbos (Cash Pay), 5c	125

**WE HAVE ALL MILLS PARTS**

—WATCH FOR—

**"DUFFY'S"**

**A NEW 5-BALL REVAMP**  
GLOBE DISTRIBUTING CO.  
Exclusive National Distributor

ROTARY MERCHANDISERS.....\$250.00

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IMMEDIATE DELIVERY

New Bally Machines Sold Only in Northern Illinois, Indiana and Wisconsin.

**VICTORY DERBY**      **SURF QUEENS**      **VICTORY SPECIAL**  
**USED PAYOUTS**      **USED FREE PLAY**

Turf Kings	\$375	Longacres	\$425
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PERFECT FIT NEW ALUMINUM CASTINGS ORIGINAL CHROME, GOLD CHROME, COPPER CHROME, BROWN FRONT, ALSO COMPLETE NEW LIGHT CABINET ASSEMBLIES WITH NEW CASTINGS, CLUB HANDLE, REWARD PLATES, PAYOUT CUPS, D. P. PLATES.

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5c — 10c — 25c

GENUINE CHROME  
COPPER CHROME  
GOLD CHROME  
BROWN FRONTS—BLUE FRONTS

Sold on Our  
**30 DAYS' MONEY-BACK GUARANTEE**

**WATLING 5c ROLATOPS**  
Rebuilt and Refinished  
Look and Operate Like New, \$95.00

**BUCKLEY DAILY DOUBLE TRACK ODDS**  
REBUILT—LOOK AND OPERATE LIKE NEW

**PACES SR. REELS (Brand New)**  
\$196.50

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Excellent Condition

Write for Complete List of Replacement Parts

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NON-INFLAMMABLE  
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SHRINK-PROOF  
RIGID MATERIAL  
EXPERTLY MOLDED

PERFECT FIT  
GUARANTEED  
FREE REPLACEMENT IF BROKEN WITHIN 3 YEARS

**WURLITZER MODELS**

24 Top Corners	Each \$ 1.20
24 Lower Sides	4.00
61-71-41-600-500 Top Corners	4.00
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700 Back Sides	8.50
800 Top Center, Right or Left Red	8.00
800 Back Sides, Green	9.50
800 Lower Sides	13.50
750 Top Corners	8.75
750 Lower Sides	8.75
750 Top Center	4.25
750 Middle Sides	2.00
850 Top Corners	9.50
850 Lower Sides	8.75
850 Top Center	11.00
850 Lower Sides	10.50

**MILLS**

Available in Red, Yellow or Green	
Throne—Empress	Each
Top Corners	\$14.00
Throne—Empress	
Lower Sides	14.00

SPECIFY LEFT OR RIGHT WHEN ORDERING!

**SHEET PLASTIC**

20"x50"—Non-Brittle Pliable.  
60 Gauge Red, Yellow or Green (Thickness of a New Half Dollar). Per Sheet \$14.50  
IF YOU DON'T SEE WHAT YOU WANT, ASK FOR IT! WE MAY HAVE IT IN STOCK!

TERMS: 1/3 Deposit With Order, Balance C.O.D., F.O.B. New York. Remit Full Payment and Save C.O.D. Charges. Checks Acceptable!  
ORDER FROM YOUR NEAREST DISTRIBUTOR!

New! Unbreakable! Guaranteed! Clear, transparent plastic windows for Model 850 Program Holder. \$5.00 Per Set.

**ROCK-OLA MODELS**

Standard, Master, DeLuxe or Super	Each
Top Corners	\$12.75
Lower Sides	12.75
Top Door Plastics	6.75
The Above Available in Solid Red, Yellow, Green.	
<b>COMMANDO</b>	Each
Top Corners	\$ 8.00
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Long Sides	12.75
Combination Yellow & Red Color Scheme	

**SEEBURG MODELS**

"Hi Tone"—Model 9800, 8800, 8200, Lower Sides	Each \$14.50
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**"SUSPENSE"**

- "SCHEMATIC" PANEL
- VISUAL BALL LIFT

ORDER FROM YOUR JOBBER OR A WILLIAMS REGIONAL DISTRIBUTOR

**Williams**  
MANUFACTURING COMPANY

161 W. HURON ST.  
CHICAGO 10, ILLINOIS



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WILL KEEP YOU IN SUSPENSE—IN WASHINGTON, OREGON AND NORTHERN CALIFORNIA. WRITE FOR PRICES AND DELIVERY.

Goalco .....	\$525.00	Amusement Lite	Evans Bangtails, Payout, 5c,
Bank Ball, 9-ft. Alley	375.00	League .....	7 Coin—\$596.50.
Pilot Trainer .....	850.00	Mills New Vest Pockets	74.50

### NEW REVAMPS FOR IMMEDIATE DELIVERY, \$249.50 EACH

Arizona	Hollywood	Santa Fe	Trade Winds
Brazil	Idaho	Stage Door Canteen	Wagon Wheels
Grand Canyon	Oklahoma	Streamliner	Big Top

SOUTH SEAS AND RIVIERA.....\$279.50 EACH

All equipment listed sold under our MONEY BACK GUARANTEE. Every game thoroughly reconditioned before shipment. If any machine does not meet with your complete satisfaction return it for full credit.

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A.B.C. Bowler .....	\$ 60.00	Gun Club .....	\$ 75.00	Sara Suzy .....	\$ 45.00
Air Circus .....	135.00	Hi-Diva .....	95.00	School Days .....	65.00
Air Force .....	85.00	Hi-Hat .....	80.00	Sea Hawk .....	65.00
Arizona (Rev.) .....	205.00	Horscope .....	75.00	Seven Up .....	70.00
Argentine .....	75.00	Jungle .....	80.00	Shangri La .....	150.00
Belle Hop .....	75.00	Keep 'Em Flying .....	145.00	Sky Chief .....	165.00
Big Chief .....	65.00	Liberty .....	165.00	Sluggo .....	70.00
Bola Way .....	85.00	Lite-A-Card .....	50.00	Snappy '41 .....	70.00
Bosco .....	85.00	Lone Star .....	50.00	South Paw .....	80.00
Capt. Kidd .....	80.00	Majors '41 .....	70.00	Spot-A-Card .....	85.00
Cross Line .....	85.00	Metro .....	60.00	Spot Pool .....	75.00
Defense (Genco) .....	95.00	Miami Beach .....	80.00	Star Attraction .....	70.00
Five & Ten & Twenty	135.00	Monicker .....	105.00	Texas Mustang .....	85.00
Flicker .....	65.00	Mystic .....	45.00	Topic .....	90.00
Four Aces .....	135.00	New Champ .....	70.00	Trailways .....	70.00
Four Diamonds .....	70.00	Owl .....	70.00	Victory .....	95.00
Four Roses .....	65.00	Paradise .....	55.00	Yankee Doodle .....	185.00
Glamour .....	55.00	Play Ball .....	65.00	Zig Zag .....	80.00
Grand Canyon (Rev.)	205.00				

#### ONE BALLS

Blue Grass .....	\$195.00	Kentucky .....	\$195.00	Rockingham .....	\$225.00
Club Trophy .....	295.00	Long Acro .....	395.00	Sport Special .....	165.00
Dark Horse .....	185.00	Long Shot .....	165.00	Sport King .....	165.00
'41 Derby .....	305.00	Owl .....	70.00	Thorbred .....	395.00
Fairmount .....	375.00	Pimlico .....	335.00	Turf King .....	325.00
Jockey Club .....	325.00	Record Time .....	165.00		

#### ARCADE EQUIPMENT

Bally Defender .....	\$175.00	Genco Bank Roll .....	\$220.00	Scientific Batting Pr.	\$110.00
Bally King Pin .....	210.00	Keeney Air Raider .....	155.00	Seeburg Chicken Sam	110.00
Bally Rapid Fire .....	145.00	Keeney Sub Gun .....	185.00	Seeburg Shoot-the-Chute	100.00
Bally Sky Battle .....	165.00	Mutoscope Ace Bomber	245.00	Western Baseball '39	95.00
Chicoin Hockey .....	215.00	Mutoscope Dr. Mobile	275.00	Western Baseball '40	115.00
Evans' Super Bomber	245.00	Mutoscope Photomatic	600.00	Wurlitzer Skee-ball	295.00
Evans' Play Ball .....	155.00	Mutoscope Sky Fighter	235.00		

#### CONSOLES

High Hand .....	\$195.00	Paces' Saratoga With Ralls	\$110.00	Paces' Reels, Jr. P.O.	\$ 75.00
Jumbo Parade, P.O.	125.00	Paces' Saratoga, No Ralls	75.00	Paces' Reels, Sr. P.O.	95.00
Mills 4 Bells, 4 5c (Late Head)	525.00			Paces' Twin, 5-10..	245.00
				Silver Moon, F.P.	120.00

WRITE FOR COMPLETE LIST

Terms: 1/3 Deposit, Balance C. O. D.

## BELL PRODUCTS CO.

HARRY SALAT  
2000 N. Oakley  
Chicago, Ill.  
(Hum. 3027)

AL SEBRING  
1085 Monadnock Bldg.  
San Francisco, Calif.  
(Douglas 4475)

### NOW DELIVERING

#### BRAND NEW RELEASES FROM THE FACTORIES

EVANS BANGTAILS, 5c COMB. F.P. & P.O., 7-COIN .....	\$674.50
EVANS BANGTAILS, 25c COMB. F.P. & P.O., 7-COIN .....	764.50
JENNINGS BRONZE CHIEF, 5c, \$249.00; 10c, \$259.00; 25c .....	269.00
JENNINGS SUPER DeLUXE CHIEF, 5c, \$274.00; 10c, \$284.00; 25c .....	294.00
NEW IMPROVED GROETCHEN COLUMBIA TWIN J.P., Can Be Adjusted to 1c-5c-10c-25c Play .....	132.50
MILLS NEW 5c VEST POCKETS .....	74.50
EVANS TEN STRIKE .....	372.50
PACES DeLUXE CHERRY BELLS, 50c and \$1.00 Play .....	WRITE

GOALEE .....	\$525.00	VICTORY DERBY	\$574.50	LITE LEAGUE ..	\$425.00
UNDERSEA RAIDER .....	399.50	TOTAL ROLL ...	525.00	VICTORY SPECIAL .....	589.50

#### IMMEDIATE SHIPMENT

STAGE DOOR CANTEEN—LAURA—HOLLYWOOD AND UNITED REVAMPS. \$249.50 EACH

#### BEAUTIFULLY RECONDITIONED ARCADE EQUIPMENT

Air Raider .....	\$225.00	Grappers (Gott) .....	\$ 19.50	Shoot the Bull .....	\$ 85.00
Ace Bomber .....	295.00	Hockey (Chicoin) .....	225.00	Shoot the Chutes .....	199.50
Anti-Aircraft Gun .....	89.50	Kicker & Catcher .....	34.50	Shoot to Tokio .....	195.00
Astrology (Planatellus) .....	125.00	Liberty Strikers .....	125.00	Sky Fighter .....	325.00
Baseball Western .....	139.50	Liberator .....	199.50	Striking Clock .....	135.00
Baseball Scientific .....	97.50	Lucky Strike .....	79.50	Submarine .....	165.00
Batting Practice .....	245.00	Metal Typers (Groetchen) .....	375.00	Super Bomber .....	395.00
Bally Ally .....	79.50	Magie Heart .....	175.00	Sky Pilot .....	265.00
Card Venders .....	45.00	Magie Roll .....	125.00	Tall Gunner .....	165.00
Chicken Sam .....	150.00	Panoram .....	395.00	Ten Strike .....	75.00
Diggers (Buckley) .....	150.00	Periscope .....	199.50	Test Pilot .....	225.00
Defender (Bally) .....	189.50	Photo Machine .....	695.00	Texas Leaguer .....	59.50
Drivemobile .....	325.00	Radio Rifle .....	79.50	Tommy Gun .....	195.00
Electric Shocker .....	79.50	Rapid Fire .....	195.00	Torpedo .....	165.00
Evans Playball .....	175.00	Rola Base .....	135.00	Target Skill, ABT Challenge .....	32.50
Fast Striker .....	150.00	Rotary Merchandiser (Ex.) .....	349.50	United Nations .....	125.00
Flip Skill .....	75.00	Selectoscope .....	189.50	World Series .....	165.00
Foot Ball (Pollard) .....	125.00			Zoom .....	49.50
Foot Ease (Ex.) .....	105.00				

#### SPECIALS

MILLS USED 5c BLUE AND GOLD VEST POCKETS, Perfect Condition, Each .....	\$ 52.50
NEW MILLS 4 BELL CABINETS, Each .....	22.50
2 A.B.T. SHOOTING GALLERIES, Complete With 7 Rifles, Each .....	1,500.00

EXPORT TRADE! With the lifting of Export Restrictions we have opened our Foreign Sales Department. Send for information about all coin operated equipment.

ATTENTION!!! ATTENTION!!! ATTENTION!!!  
WE WANT—FREE PLAY CONSOLES AND 1000 5-BALL F.P. PIN GAMES  
CASH WAITING . . . SEND US YOUR COMPLETE LIST

WRITE FOR LISTS: Special Rebuilt Slot Machine Values, Automatic Payout Consoles, 1 and 5-Ball F.P. Pin Games and 1-Ball Multiple P.O. Tables.

TERMS: 1/3 Deposit, Balance C. O. D. or Sight Draft.

## MONARCH COIN MACHINE CO.

1545 N. FAIRFIELD AVE., (PHONE ARMITAGE 1434) CHICAGO 22, ILL.

## SPECIALS! ONE BALLS at SPECIAL LOW PRICES for this week only—we need room for new merchandise arriving daily

17 Kentucky .....	\$129.50	8 Grand National .....	\$49.50
10 Long Shot .....	129.50	1 American Derby .....	49.50
8 Santa Anita .....	69.50	1 Sport Page .....	29.50
3 Winning Ticket .....	69.50		

These One-Ball Cash Payout Multiple Games All Carefully Overhauled and Reconditioned

#### SLOTS!

We still have on hand the following slots from the list of completely re-finished and reconditioned machines we advertised last week.

1 1c Pace Deluxe .....	\$ 55.00
2 5c Mills Original Gold Chrome .....	179.50
3 5c Mills Original Silver Chrome .....	179.50
1 5c Mills Rebuilt Gold Chrome .....	150.00
1 5c Mills Original Black H. L. J. P. .....	190.00
1 10c Mills Original Brown Front .....	179.50
2 10c Walling Rotalop .....	79.50
1 10c Jennings 3 Star Chief .....	99.50
1 25c Mills Original Gold Chrome .....	209.50
1 25c Mills Original Silver Chrome .....	209.50
1 25c Mills Original Cherry Bell .....	175.00
2 25c Walling Rotalop Front Venders .....	85.00
1 25c Pace Bantam .....	39.50
1 50c Mills Roman Head (Original) .....	345.00
1 50c Mills War Eagle Hand Load J. P. with Late Mechanism, Giffler Gold	365.00
1 50c Jennings Century .....	295.00
2 50c Walling Rotalop .....	195.00
2 Columbia Bells, Cig. Reels, G. A.	45.00

#### MUSIC!

1 Wurlitzer Twin 12 Steel Cabinet Unit, Complete with Buckley Adapter and Amplifier... \$175.00

#### CONSOLES!

1 Buckley Daily Double Jackpot Track Odds .....

Universal Amplifiers (Brand New) for all Wurlitzer, Rock-Ola, Seeburg Phonos except Hi-Tone R. C. Models.....\$54.50

ALL EQUIPMENT UNCONDITIONALLY GUARANTEED, REGARDLESS OF PRICE.

## MULLINIX AMUSEMENT COMPANY

1514-16 BULL STREET (All Phones 3-6601) SAVANNAH, GEORGIA

## BLACK CHERRY BELL CONVERSIONS

ONLY \$99.50

Plus Parts



Our process includes the following: Machine is entirely torn down, parts are all newly plated, worn parts are replaced, machine is entirely rebuilt into a New Black Cherry Bell Cabinet.

## New Black Cherry Bells!

BRAND NEW PROMPT DELIVERY } Write For Prices!  
5c PLAY }  
10c PLAY }  
25c PLAY }  
50c PLAY }

### Black Cherry Bell Set-Ups

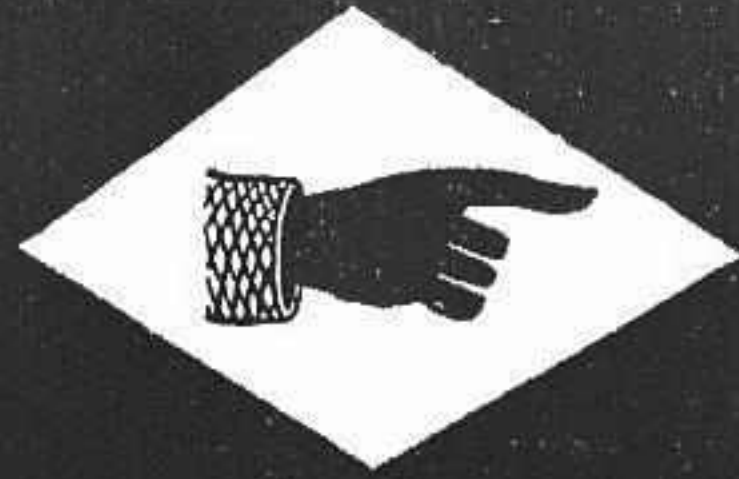
Includes new castings, club handle, drill proof sides, coin cups, award plate, denominator, cabinet rails. Completely drilled and tapped. Convert your old Mills Escalator Type Machines into a Black Cherry Bell by placing them in our Black Cherry Bell Set-Ups.

Get on our mailing list TODAY! Lots of 25

## CENTRAL MANUFACTURING CO.

652 W. Walnut • Tel. DEArborn 2034 • Chicago 6, Ill.





**\*False**

**False, adj. 1.** Not true, incorrect.  
**2.** Not genuine or real; hypocritical; sham; feigned.



**Genuine**

**Genuine, adj. 1.** Actually belonging to, or proceeding from, the reputed source, origin, or author; authentic. **2.** of or pertaining to the original stock or source.



# Genuine!

If it's a Mills it's genuine; if it isn't, it's \*false. We are speaking of the original Black Cherry Bell which is made only by Mills. A \*false front doesn't make it a Mills Black Cherry Bell. Play a coin. If it purrs like a milk-fed kitten it's a true Mills Machine; if it sounds "like the watch you won at the county fair," it's \*false. Look for the "Certificate of Manufacture" that is attached to every genuine Mills Black Cherry Bell.

WRITE: **MILLS** 4100 FULLERTON AVENUE • CHICAGO 39, ILLINOIS



## BADGERS' BARGAINS

OFTEN A FEW DOLLARS LESS—SELDOM A PENNY MORE

**MILWAUKEE**  
See CARL HAPPEL

**LOS ANGELES**  
See BILL HAPPEL

---

### KEENEY RECONDITIONED SUPER BELLS

COMPLETELY REBUILT AND REFINISHED LIKE NEW

Keeneey Super, 5¢, F.P., P.O. .... \$325.00	Keeneey Twin, 5¢-5¢, F.P., P.O. .... \$595.00
Keeneey Super, 25¢, F.P., P.O. .... 375.00	Keeneey Twin, 5¢-25¢, F.P., P.O. .... 575.00
Keeneey 4-Way, 5¢-5¢-5¢-5¢, P.O. .... 495.00	Keeneey Twin, 25¢-25¢, F.P., P.O. .... 625.00
Keeneey 4-Way, 5¢-5¢-5¢-25¢, P.O. .... 595.00	Keeneey Twin, 5¢-5¢, P.O. .... 395.00
Keeneey 4-Way, 5¢-5¢-25¢-25¢, P.O. .... 595.00	Keeneey Twin, 5¢-25¢, P.O. .... 450.00
Keeneey 4-Way, 25¢-25¢-25¢-25¢, P.O. 625.00	Keeneey Twin, 25¢-25¢, P.O. .... 495.00

---

### RECONDITIONED CONSOLES

Mills Late Head 4 Bells, 5¢-5¢-5¢-25¢ \$695.00	Mills Three Bells, 5¢-10¢-25¢ ..... \$795.00
Evans Bang Tails, Late D.D., J.J. .... 295.00	Pace Reels Twin, 5¢ & 25¢, P.O. .... 395.00
Evans Dominces, Late D.D., J.P. .... 295.00	Bally Hi Hands, F.P., P.O. .... 189.50
Evans Lucky Lucre, 3-5¢, 2-25¢ ..... 295.00	Mills Late Head 4 Bell, 5¢-5¢-5¢-5¢ ..... 595.00
Evans Lucky Lucre, 5-5¢ ..... 195.00	Bally Club Bells, F.P., P.O., 5¢ ..... 239.50
Bally Roll 'Em ..... 139.50	Jennings Silver Moon, P.O. .... 129.50
Evans Lucky Stars ..... 139.50	Mills Jumbo, Late High Head, P.O. .... 149.50
Pace Saratoga, Late P.O., 5¢ ..... 89.50	Mills Jumbo, Late High Head, F.P. .... 129.50
Mills Original 4 Bells, 5¢-5¢-5¢-25¢ ..... 595.00	Baker Pacers, Daily Double, 5¢ ..... 289.50
Pace Saratoga, Late P.O., 25¢ ..... 189.50	Pace Saratoga, Late, P.O., 10¢ ..... 169.50
Mills Original Head, Four Bells ..... 375.00	Mills Jumbo (Comb.), F.P., P.O. .... 213.75

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### ONE-BALL MULTIPLE FREE PLAY TABLE

REBUILT AND REFINISHED

Keeneey Sky Lark ..... \$139.50	Bally Thoroughbred ..... \$374.50
Bally Pimlico ..... 295.00	Bally Longacre ..... 374.50
Bally Trophy ..... 225.00	Bally '41 Derby ..... 225.00
Bally Sport Special ..... 139.50	Bally Blue Grass ..... 159.50
Bally Dark Horse ..... 159.50	Mills '41 1-2-3 ..... 79.50

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### PHONOGRAPHS AND WALL BOXES

Rock-Ola Commando ..... \$650.00	Wurlitzer Model 950 ..... \$795.00
Rock-Ola Super Rock-O-Lite ..... 495.00	Wurlitzer Model 780E ..... 795.00
Rock-Ola Master, Rock-O-Lite ..... 475.00	Wurlitzer Model 616, III. .... 249.50
Rock-Ola Imperial Rock-O-Lite ..... 295.00	Wurlitzer Victory Model 24 ..... 495.00
Buckley 24 Ill. Boxes ..... 24.50	Packard Pla-Mor ..... 36.95

#### Badger Sales Company

Exclusive Distributors  
for  
**J. H. KEENEY & COMPANY**  
ROCK-OLA MFG. CORPORATION  
Southern California, State of Arizona and  
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LOS ANGELES 15, CALIF.  
All Phones: DR. 4326

#### Badger Novelty Company

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for  
**J. H. KEENEY & COMPANY**  
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State of Wisconsin and Northern Michigan.  
2546 NORTH 30TH STREET  
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All Phones: KIL. 3030.

# Get Ready for Spring!

## DRESS UP YOUR PRESENT MACHINES!

### BUY

# New American Chrome Cabinets



AVAILABLE IN  
GOLD OR SILVER CHROME

FIT ALL MILLS ESCALATOR TYPE  
MACHINES!

These BRAND NEW Features Included:

- light, durable wood cabinet
- drill proof lining
- castings (silver, copper or gold)
- metal reward plate
- denominator
- club handle
- unbreakable jackpot glass

PRICE SUBJECT TO CHANGE WITHOUT  
NOTICE! ORDER TODAY!

ONLY

\$39<sup>50</sup>

Completely assembled, drilled and tapped. Specify 5¢, 10¢ or 25¢ play, 2/5 or 3/5 pay.

# \$39<sup>50</sup>

## American Amusement Co.

4047 W. FULLERTON AVE., CHICAGO 39, ILL. • CAPITAL 5300

"IF YOU MISS US - YOU MISS MAKING MONEY"

# SURF QUEEN

FREE PLAY  
IMMEDIATE  
DELIVERY



ALSO IMMEDIATE DELIVERY ON

- ★ VICTORY DERBY Automatic Payout
- ★ 1-BALL VICTORY SPECIAL Free Play

## WISCONSIN NOVELTY COMPANY

5033 6TH AVE.
PHONE 23863
KENOSHA, WIS.

# The WINNER AND NEW CHAMPION!



1280 Holes at 5¢! ... \$64.00

Pays Out 36.80

Profit Average ... \$33.20

Score a K. O. in your territory!

The Champ

Operators unanimous decision names this sensational new sales-board release the find of the year.

## SUPERIOR PRODUCTS

14 N. PEORIA ST. CHICAGO 7, ILL.

---

NOW DELIVERING  
BRAND NEW DOWNEY-JOHNSON PORTABLE

## COIN COUNTING MACHINES

COUNTS ALL SIZE COINS  
\$147.50 each

COIN WRAPPERS, Samples and Prices on Request.

MAX SCHUBB Successor to Schubb & Company

MUSKEGON, MICHIGAN — Direct Factory Distributors



# Immediate Delivery! PACES RACES

Rebuilt with genuine pre-war parts. Cabinets new or like new. Trim and cabinet hardware refinished like new. 5c and 25c play.

Write for Prices

NOW AVAILABLE—QUANTITIES LIMITED

## BRAND NEW BANG TAILS GALLOPING DOMINOS

• Join CMI Now •

### H. C. EVANS & CO.

1520-1530 W. ADAMS STREET

CHICAGO 7, ILLINOIS

STOP! LOOK! ORDER TODAY!

\$249.50

## HOLLYWOOD

1/3 deposit  
with order,  
Bal. C. O. D.

F.O.B. Chicago

MARVEL'S LATEST 5 BALL FREE PLAY

IMMEDIATE  
DELIVERY

### STAGEDOOR CANTEEN LITE LEAGUE

IMMEDIATE  
DELIVERY

MARVEL BASEBALL, \$114.50, WHILE THEY LAST!  
Write for our List of 5-Ball Games and  
Consoles. You'll save money and time.

# WANT 500 → GAMES

Can Use 500 FREE PLAY Games  
(parts must be complete)

LOT-O-FUN  
SPORTY  
JOLLY  
POLO  
PARADISE  
SCHOOL DAYS  
HOROSCOPE  
MIAMI BEACH  
CHAMP  
SEA HAWK

LIGHT A CARD  
SNAPPY, '41  
SPORT PARADE  
SEVEN UP  
MAJORS, '41  
STRATOLINER  
SHOW BOAT  
SPOT POOL  
ARGENTINE

EXPORT  
TRADE!  
We invite  
correspondence  
regarding coin  
operated equip-  
ment.

Send your list at once stating  
quantity, price and condition

## MID-STATE CO.

EXPORT  
TRADE!  
We invite  
correspondence  
regarding coin  
operated equip-  
ment.

2848 ROOSEVELT ROAD

SACRAMENTO 2691

CHICAGO 12, ILL.

The  
PHONOGRAPH  
OF TOMORROW



Is shown on Page 115  
in this issue

ROCK-OLA Manufacturing Corporation

IMMEDIATE DELIVERY

Williams' Suspense, Bally Surf Queens, Bally Special, Bally Derby, Undersa Ralder, Gonco Total Roll, Chincoln Goals. Order now, 1/3 Deposit. Reconditioned Machines Ready for Location—While They Last. BIG THREE, Conversion Free Play, In Crates \$100.00  
MONICKER ..... \$ 79.50 ARGENTINE ..... 119.50  
HOLLYWOOD ..... 199.50 BALLY RAPID FIRES ..... 119.50  
LAURA ..... 199.50 CRICKEN SAMS ..... 79.50  
VENUS ..... 79.50 WURLITZER 61's, With Stands ..... 139.50  
FIVE-TEN-TWENTY ..... 129.50 BALLY TORPEDOES ..... 159.50

MONTGOMERY DISTRIBUTING CO.

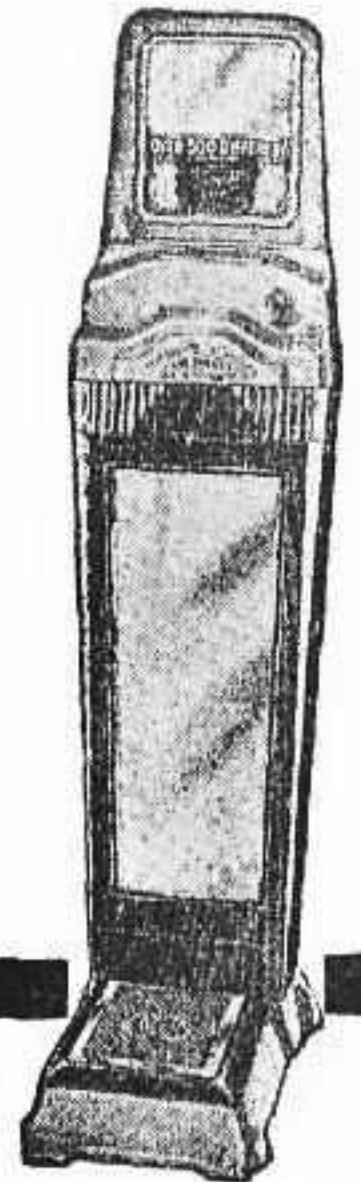
951 TROY STREET

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DAYTON 4, OHIO



# NEW SCALES SOON



## We Can Rebuild Your Old Scales and Make Them Look Like New

Get your Scales rebuilt now and have them ready for your big season.

## WATLING MFG. CO.

4650 W. Fulton St.

CHICAGO 44, ILL.

Est. 1889 — Tel. COLumbus 2770

Cable Address "WATLINGITE," Chicago

### FREE PLAYS

A.B.C. Bowler ..... \$ 49.50  
Argentine ..... 59.50  
Big Six ..... 27.50  
Boomtown ..... 29.50  
Champ ..... 59.50  
Chevron ..... 24.50  
Clover ..... 74.50  
Fox Hunt ..... 29.50  
Flicker ..... 59.50  
G. I. Joe ..... 69.50  
Horoscope ..... 59.50  
Limelight ..... 29.50  
Majors, '41 ..... 59.50  
Masoot ..... 34.50  
Metro ..... 49.50  
Monicker ..... 89.50  
New Champ ..... 69.50  
Nite Club ..... 79.50  
One-Two-Three, '39 ..... 32.50  
One-Two-Three, '40 ..... 69.50  
Playball ..... 49.50  
Roxy ..... 24.50  
Repeater ..... 39.50  
Sink-the-Jap ..... 49.50  
Slap-the-Jap ..... 34.50  
Spot Pool ..... 69.50  
Super Six ..... 29.50  
Silver Skates ..... 39.50  
Silver Spray ..... 32.50

See Hawk ..... \$ 54.50  
Show Boat ..... 54.50  
Top Notcher ..... 24.50  
Target Skill ..... 34.50  
Trapaze ..... 24.50  
Trallways ..... 59.50  
Wow ..... 34.50

### MUSIC

6 Panorams, Ea. .... \$324.50  
618 Wurlitzer ..... 219.50  
618 Victory Cabinet ..... 395.00  
24 Victory Cabinet ..... 425.00  
600A Victory Cabinet ..... 450.00  
Rock-Ola 12 Record ..... 119.50  
3 Packard Boxes, Ea. .... 24.50

### SLOTS

Mills Blue & Brown Fronts:  
5¢ Play ..... \$125.00  
25¢ Play ..... 150.00  
Mills 10¢ Club Console ..... 250.00  
Mills 25¢ Club Console ..... 275.00  
Paco 25¢ Chrome (Like New) ..... 195.00  
Paco Club Consoles, Factory Rebuilt, 5¢ Play ..... 250.00  
10¢ Play ..... 275.00  
25¢ Play ..... 300.00  
Watling Rotatops:  
5¢ Play ..... 95.00  
25¢ Play ..... 125.00  
Jenn. 5¢ Club Console ..... 175.00

### CONSOLES

Mills Jumbo Parade, P.O. .... \$199.50

Bally Pacemaker ..... \$ 39.50  
Jennings Fast Time, P.O. (Like New) ..... 129.50  
Jungle Camp, F.P. .... 99.50  
Four Bells ..... 325.00  
Bally Club Bell ..... 225.00

### SPECIAL

10 Rock-Ola Lobby Scales, Ea. .... \$50.00

### ARCADE

3 Air Ralder, Ea. .... \$129.50  
1 Bally King Pin ..... 169.50  
3 Bally Rapid Fires, Ea. 124.50  
1 Skee-Ball-Ette ..... 49.50  
1 Sky Battle ..... 149.50  
2 Submarine Guns, Ea. 129.50  
1 Texas Leaguer ..... 49.50  
1 Tom Mix Rifle ..... 39.50  
1 Tommy Gun ..... 109.50

### NEW EQUIPMENT

Bally Undersa Ralder \$399.50  
Bally Victory Derby .. 574.50  
Bally Victory Special . 589.50  
Mills Vest Pocket ..... 74.50  
Gottlieb Stage Door Canteens ..... 249.50  
Chl. Coin Goals ..... 525.00  
Gonco Total Roll ..... 525.00  
Williams Suspense ... 279.50

Terms: 1/3 Deposit, Balance C. O. D.

## OHIO SPECIALTY CO.

539 S. SECOND STREET

LOUISVILLE 2, KY.

A Few Real Buys Left!

DUO BELL  
TWIN MULTIPLE  
\$450.00

(Have Been Used Slightly)

25c SINGLE SUPER BELL  
\$285.00

Free Play and Payout Comb.  
Excellent Condition

## ROY MCGINNIS CO.



Get More Profit at  
Lower Operating Costs!  
ORDER THE  
MILLS NEW  
VEST POCKET  
— \$74.50 —

Order Yours Today!  
DOWNEY-JOHNSON  
COIN COUNTER  
\$147.50

IT'S THE SMASH GAME  
OF THE YEAR

WILLIAMS  
"SUSPENSE"  
\$279.50

2011 Maryland Avenue  
BALTIMORE 18, MD.  
UNIVERSITY 1800



# ATLAS...

headquarters for  
**NEW EQUIPMENT**

## PIN GAMES

DELIVERING NOW: STAGE DOOR CANTEEN .....\$249.50  
 REVAMPS: IDAHO, OKLAHOMA, GRAND CANYON,  
 HOLLYWOOD, STREAMLINER, EA.....\$249.50  
 COMING SOON: CHICAGO COIN SUPER DOO  
 EXHIBIT BIG HIT (Single Coin or Multiple Play)

## ARCADE EQUIPMENT

Delivering Now:  
 GOALEE .....\$525.00      TOTAL ROLL .....\$525.00  
 TEN STRIKE (Regular) 372.50      TEN STRIKE (F.P.) 435.00

## SLOTS

Jennings Bronze Chief, 5c.....\$249.50	Jennings Super Deluxe Life-Up Chief, 5c.....\$274.50
Jennings Bronze Chief, 10c..... 259.50	10c ..... 284.50
Jennings Bronze Chief, 25c..... 269.50	25c ..... 294.50
Jennings Stand'd Chief, 5c..... 249.50	50c Pace Deluxe Bell..... 500.00
Jennings Stand'd Chief, 10c.... 259.50	\$1.00 Pace Deluxe Bell..... 600.00
Jennings Stand'd Chief, 25c..... 269.50	Groefchen Columbia Jackpot Bell. 132.50

## GUSHER

DAVAL'S NEW COUNTER GAME SENSATION  
 (Write for Particulars)

## CONSOLES

Delivering Now: BAKER PACERS, 5c, Standard.....\$475.00  
 BAKER PACERS, 5c, DAILY DOUBLE JACKPOT..... 525.00  
 EVANS BANGTAILS, 5c, JACKPOT P. O..... 596.50  
 Coming Soon: JENNINGS CHALLENGER (TWIN COIN)  
 EVANS BANGTAILS, JACKPOT OR COMBINATION FREE PLAY & PAYOUT

## USED EQUIPMENT... as you like it—

**GUARANTEED!** If unsatisfactory, return in 10 days for full refund of purchase price!

### SLOTS

Vest Pockets, Bl. & Gold .....\$ 59.50  
 Columbia, J.P. .... 82.50  
 Columbia, Gold Award ..... 72.50  
 Completely Rebuilt Mills Blue Fronts  
 and Gorgeous Gold Chromes .... Write

### ARCADE

Shoot the Chutes .....\$129.50  
 Sky Fighter ..... 275.00  
 Hockey ..... 209.50  
 Keeney Anti-Aircraft ..... 59.50  
 Air Raider ..... 179.50  
 Ace Bomber ..... 275.00

### CONSOLES

5c Super Bell, F.P. & P.O. ....\$295.00  
 Long Champ, P.O. .... 79.50  
 Mills 10c Club Console ..... 265.00  
 Mills 5c Club Console ..... 225.00  
 High Hand, F.P. & P.O. .... 179.50  
 Jumbo Parade, F.P. & P.O. .... 189.50  
 Twin Super, 5-25, P.O. .... 395.00  
 Super, 5-5-5-25, P.O. .... 550.00

### PAYTABLES

Sport Kings .....\$239.50  
 Turf Kings ..... 325.00  
 Kentuckys ..... 275.00  
 Jockey Clubs ..... 325.00

# 2 New MERCURY CONVERTED RAY GUNS

Shoot the Bartender  
 CONVERTED FROM  
 Seeburg Chicken Sam  
 Jap or Convict

Maid 'n' Monster  
 CONVERTED FROM  
 Seeburg  
 Shoot-the-Chutes

- Biggest Money Maker in Ray Guns
  - Entire Mechanism Rebuilt From A to Z by Mechanics Who Have Spent Years in the Business. Looks and Operates Like a New Machine
  - Cabinet Completely Refinished ONE PRICE FOR EITHER MACHINE and Repainted
  - Conversion in Four Lustrous Colors.
- \$155.00** F.O.B. CHICAGO  
 Send 1/3 Deposit.

## SHOOT THE BARTENDER • MAID 'N' MONSTER CONVERSIONS NEW LOW PRICE

- Installed on location in 20 minutes.
- Greater Player Appeal—INCLUDES A DOLL HAND-PAINTED BY A WELL-KNOWN CHICAGO ARTIST.
- Makes a New Game Out of Your Old Ray Gun.
- Conversion background in four colors.

**\$15.00** EACH  
 COMPLETE—READY FOR INSTALLATION



6651 N. CLARK ST.  
 CHICAGO 26 ILL.

COIN MACHINE COMPANY

TELEPHONE  
 BRIARGATE 2516

## ANOTHER SENSATIONAL GARDNER - GIRL - BOARD

**TOPSY TURVY**  
 JACKPOT PAYS \$10 \$5.1  
 ADVANCE TO TOPSY HOLES

1000 NEW JUMBO HOLES 5c Play  
**\$31.00 PROFIT**  
 ORDER AS No. 1000 TOPSY TURVY  
 Write for Circular 4512

**GARDNER & CO.**  
 2222 S. MICHIGAN  
 CHICAGO, 16

IF IT'S NEW EQUIPMENT YOU WANT

**WE HAVE IT!**

IMMEDIATE DELIVERY ON **ALL THE LATEST GAMES**

GET ON OUR MAILING LIST TODAY!

## ACTIVE AMUSEMENT MACHINES CO.

900 N. FRANKLIN ST., PHILA. 23, PA. MARKET 2656  
 417 FRELINGHUYSEN AVE., NEWARK 5, N. J. BIGELOW 8-1195

"You Can Always Depend on Active—All Ways"



2200 N. WESTERN AVE. · PHONE ARmitage 5005 · CHICAGO 47  
 ASSOC. (ATLAS AUTOMATIC MUSIC CO., 4704 CASS AVE., DETROIT 1  
 OFFICE: ATLAS NOVELTY CO., 2219 FIFTH AVE., PITTSBURG 19

FRIENDLY PERSONAL SERVICE





# UNITED FOR BETTER BUYS

NEW RELEASES ★ NOW DELIVERING

EVANS TEN STRIKE—BALLY UNDERSEA RAIDER—AMUSEMATIC LITE LEAGUE  
—EVANS CUSTOM CONSOLES—CHICAGO GOALEE—GENCO TOTAL ROLL—  
BALLY SURF QUEEN—BALLY VICTORY DERBY—BALLY VICTORY SPECIAL  
PACKARD BOXES, SPEAKERS, AUXILIARY EQUIPMENT

ALSO THESE RECONDITIONED BUYS IN USED MACHINES

### ★ SLOTS ★

5c Blue Front .. \$125.00	5c Brown ..... \$140.00	5c Chrome, 2/5 \$195.00
10c Blue Front .. 135.00	10c Brown Frt. ... 175.00	5c Futurity ..... 125.00
25c Blue Front .. 175.00	5c Cherry Bell . 140.00	5c Silv. Moon Chief 125.00
5c Melon Bell .. 125.00	5c Brown Frt., (Rebuilt) ... 125.00	5c Jenn. Chief .. 125.00
10c Caille 3-5 .. 60.00	\$1 Jennings .... 695.00	5-10-25 Black Cherry ..... Write

### ★ ARCADE EQUIPMENT ★

Bowl a Ball .... \$195.00	Rapid Fire ..... \$125.00	Sky Fighter .... \$200.00
Bowl a Bomb ... 175.00	Tommy Gun .... 130.00	Bank a Ball .... 195.00
Drivemobile .... 250.00	Pacific Express, A-1 ..... 225.00	Bowling League . 175.00
Supreme Skee Roll 250.00	Zingo ..... 125.00	Lucky Strike ... 125.00

### ★ PHONOS — SPECIALS ★

Capehart 20 Selector Phono ..... \$120.00	Five Balls ..... Write for List
Santa Anita, 1 Ball P.O. .... 110.00	Evans '41 Lucky Lucre ..... \$195.00
Singing Towers, 20 Selector ..... 275.00	Track Odds, Daily Double ..... 475.00
Singing Towers, 40 Selector ..... 450.00	Jumbo Parade, P.O. .... 89.50
Race King, 1 Ball P.O. .... 125.00	Four Bells (Over 2000 Serial) .... 425.00
Packard Bxs., Used, A-1 ..... 29.50	Four Bells (Late Heads) ..... 595.00

**WANT!** PHONOS — 5-BALLS — ALL MODELS  
CASH WAITING

WRITE FOR PRICES, OR GET ON OUR MAILING LIST  
TERMS: 1/3 CERTIFIED DEPOSIT

Wisconsin's Leading Distributors

## UNITED COIN MACHINE COMPANY

6304 W. GREENFIELD AVE. PHONE, GR-6772 MILWAUKEE 14, WISCONSIN

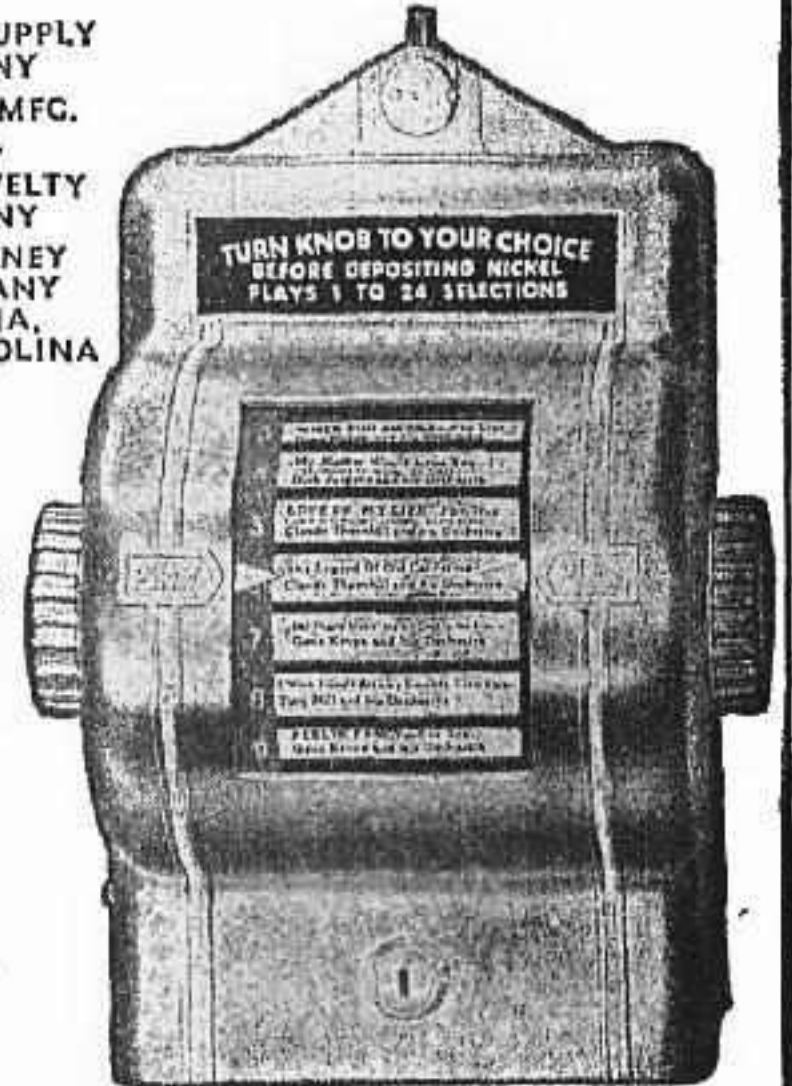
H. F. MOSELEY REGIONAL MANAGER FOR VIRGINIA,  
NORTH AND SOUTH CAROLINA, SOUTHERN GEORGIA AND ALL FLORIDA

### PACKARD MANUFACTURING CORP.

Packard Pla-Mor Wall Boxes ..... \$36.95 | One Piece Bar Bracket ..... \$5.00  
30-Wire Cable, Per Ft. .... .19 | Ceiling and Wall Speakers ..... Write

DISTRIBUTORS FOR  
PACKARD MANUFACTURING CORP. IN VIRGINIA

EXHIBIT SUPPLY  
COMPANY  
A. B. T. MFG.  
CORP.  
MILLS NOVELTY  
COMPANY  
J. H. KEENEY  
& COMPANY  
VIRGINIA,  
N., S. CAROLINA



AND  
OTHER LEADING  
MANUFACTURERS

Write For Further Information and  
Prices On Our Complete Line

**Mills Vest Pocket, \$74.50**

F. O. B. Factory

NOW DELIVERING

**MILLS BLACK CHERRY BELLS**

In 5-10-25-50¢ Play — Made in 2/5 or 3/5  
Payout on 1 Cherry

PLACE YOUR ORDER NOW

### USED AND RECONDITIONED

1 Bally Play Ball ..... \$ 49.50	1 Supreme Rocket Buster ..... \$225.00
1 Bally Chevron ..... 19.50	5 Gottlieb 5-10-20 ..... 119.50
1 Exhibit Stars ..... 74.50	1 Chicago Coin Roxy ..... 29.50
3 Exhibit Knockout ..... 129.50	1 Super Torpedo ..... 225.00
1 Exhibit Sky Chief ..... 160.00	1 Liberator ..... 179.50
2 Wurlitzer Bar Boxes ..... 10.00	4 Kentucky Clubs ..... 79.50
3 Seeburg Transmitters (New) ..... 35.00	1 Bally Euroka ..... 34.50
1 Baker Doughboy ..... 39.50	1 Jockey Club ..... 300.00

FULL CASH MUST ACCOMPANY ORDER IN FORM OF POST OFFICE, EXPRESS,  
TELEGRAPH MONEY ORDER OR CERTIFIED CHECK.

## MOSELEY VENDING MACHINE EXCHANGE, INC.

00 Broad Street, Richmond, Va.; Office Phones 3-4511, 3-4512, Residence Phone 5-5328

The  
PHONOGRAPH  
OF TOMORROW



Is shown on Page 115  
in this issue

ROCK-OLA Manufacturing Corporation

### SALES BOARDS!

GREAT OPPORTUNITY OFFERED  
by new, up and coming SALES BOARD MANUFACTURER.  
Salesman wanted for every part of the country to sell  
an original and distinctive line of boards.  
PRICES ARE RIGHT. COMMISSIONS ARE GOOD.  
Here is your chance to make REAL MONEY.  
Write for particulars today.



EMPIRE PRESS, Inc.

637 S. DEARBORN ST. CHICAGO 5, ILLINOIS

### COIN COUNTING MACHINES

NEW AND REBUILT—BOUGHT AND SOLD

Your Broken and Worn Coin Counters Repaired by Experts.  
Write for List of Coin Counters Now on Hand.

ACE COIN COUNTING MACHINE CO.

3715 SOUTHPORT AVE. (Tel.: Bittersweet 4453) CHICAGO 13

## MILLS NEW POST-WAR MACHINES

ORDER TODAY  
IMMEDIATE  
SHIPMENT

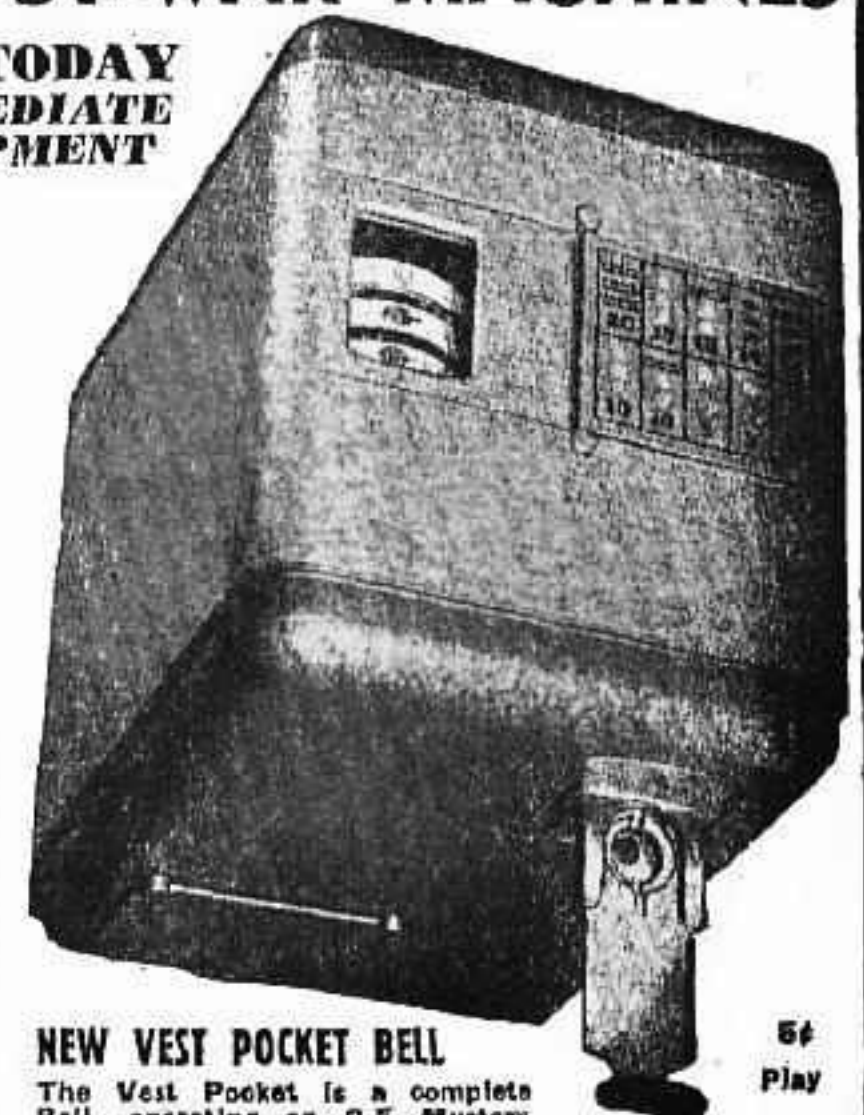


### BLACK CHERRY BELL

This wonderful new Bell is now  
ready for delivery in 5¢, 10¢, 25¢  
and 50¢ Play. This machine actually  
glows and sparkles with brilliant  
dashes of Silver, Black, Red and  
Green.

Write For Prices

NEW SAFE STANDS \$22.50  
Send 1/3 Deposit With Order.



### NEW VEST POCKET BELL

The Vest Pocket is a complete  
Bell, operating on 3-5 Mystery  
Payout system. Small payout cup  
in front is covered by drop flap. Reels  
can also be instantly covered, automatically  
removing the reward plate from sight.  
BLUE & SILVER or GOLD & SILVER.

5¢  
Play

\$74.50

SICKING, INC. 1401 CENTRAL PARKWAY, CINCINNATI 14, O.

FOR SALE!

## 50 POKER TABLES

LIKE NEW!

WRITE OR WIRE!

MIKE MUNVES 510 W. 34TH ST.  
NEW YORK 1, N. Y.



**CENTRAL OHIO COIN QUALITY BUYS**  
 "There Is No Substitute for Quality"



Wolf Solomon

PIN BALLS	
NEW CHAMPS	\$ 79.50
PIN-UP GIRLS	139.50
MAJORS '41	89.50
HOROSCOPE	79.50
VICTORYS	95.00
BOLOWAYS	85.00
SNAPPYS	69.50
SPORT PARADE	59.50
MIDWAYS	149.50
YANKS	89.50
5-10-20	139.50
JUNGLE	79.50
ZIG ZAG	79.50
STAR ATTRACTION	89.50
MIAMI BEACH	79.50
SCHOOL DAYS	69.50
TEN SPOT	69.50

**CONSOLES**

5c SUPERBELLS, F.P., C.P. Comb.	\$245.00	BAKER'S PACERS, J.P., D.D.	\$289.50
25c SUPERBELLS, F.P., C.P. Comb.	305.00	TRACK TIME '38	109.50
4 BELLS, Over 1000 Serial	425.00	JUMBO PARADES, C.P., Late Head	129.50
BUCKLEY TRACK ODDS, D.D., Late	479.50	JUMBO PARADES, F.P.	79.50
MILLS 3 BELLS	775.00	WATLING BIG GAMES, C.P.	89.50
BALLY CLUB BELLS, Comb. F.P., C.P.	219.50	WATLING BIG GAMES, F.P., Late	99.50
BALLY HIGH HANDS, Comb. F.P., C.P.	169.50	5c BOBTAIL TOTALIZER, F.P.	99.50
KEENEY KENTUCKY CLUBS	89.50	25c BOBTAIL TOTALIZER, F.P.	159.50
KEENEY TRIPLE ENTRY	159.50	5c BOBTAIL, C.P.	149.50
KEENEY PASTIMES, 9 Coin	219.50	5c SILVER MOON TOTALIZERS, F.P.	89.50

**ARCADE EQUIPMENT**

Rapid Fires, A-1	\$169.50	Tommy Guns	\$109.50
Air Raiders	169.50	Daval B' Bumper	89.50
Sky Fighters	249.50	Ex. Fist Striker	99.50
Panoram, Late	379.50	Batting Practice	119.50
Photomatics, Late	795.00	Scientific Clock	89.50
Undersea Raiders	399.50	Ohl Coin Hockey	209.50
Roll In Barrel	\$145.00		
9" Skoe Rolls	179.50		
Voice Recorders	189.50		
Periscopes	149.50		
Sea A Freak (New)	89.50		
Ace Bomber	249.50		

**NEW MACHINES — PROMPT DELIVERY**

MILLS NEW VEST POCKETS	\$74.50	GOTTLIEB'S STAGE DOOR DANTEEN	
MILLS BLACK CHERRY BELLS, Genuine, Original		BALLY VICTORY DERBY	
BALLY UNDERSEA RAIDER		1 BALL C. P., 4 Coin	
AMUSEMATIC LITE LEAGUE		BALLY VICTORY SPECIAL	
RADIOTONE VOICE RECORDER		1 BALL F. P., 4 Coin	
KEENEY'S NEW BONUS SUPERBELL, Single, 2 Way		CHICAGO COIN GOALEE	
EXHIBIT'S BIG HIT, Single, 4 Coin Multiple		GENCO TOTAL ROLL	
		F.P.K. SKEE BARREL	
		VICTORY SKEE BALL	

**Note New ADDRESS**

**SLOTS**

5c BLUE FRONTS	\$145.00	5c SILVER CHIEFS	\$185.00
10c BLUE FRONTS	189.50	10c SILVER CHIEFS	199.50
25c BLUE FRONTS	179.50	25c CAILLE 2/4, Like New	99.50
5c COPPER CHROMES, Like New	205.00	5c CHERRY BELLS	89.50
10c COPPER CHROMES, Like New	210.00	5c SILVER CHROMES	179.50
25c COPPER CHROMES, Like New	225.00	10c SILVER, Hand Load	189.50
5c GOLD CHROMES, Like New	205.00	5c COLUMBIAS	79.50
5c NEW VEST POCKETS	74.50	50 BOX STANDS, Lock Bars, Ea.	15.00

ONE-HALF CERTIFIED DEPOSIT WITH ORDERS.

**CENTRAL OHIO COIN MACHINE EXCHANGE**

185 E. TOWN ST., COLUMBUS 15, O. Phones ADams 7949, ADams 7993

**LOOK—SLOT OPERATORS—LOOK**  
**\$490.00—LOT PRICE—\$490.00**

8 10c 3-5 Pay, original all parts and accessories, as listed below: 3 Watling Diamond Jack, like new; 1 Pace Comet, 2 beautiful Caille Club Bells, 2 No Lemon Caille Commanders. All have been in storage for over year and will be checked and greased, ready for location. PARTS—Extra Jack and Front Glasses for all makes, several new sets Reel Strips and Award Cards, big lot of assorted Large and Small Springs, Clocks, Caille Pumps and Parts of Clocks, few sets of Pay Slides. Large assortment Extra Parts for all Makes Machines. Complete set of parts to convert Pace into Nickel Play. First order with 1/3 deposit takes all. This is the last lot of my personal equipment.

**C. F. ECKHART (Phone 2091) Hortonville, Wis.**



**Terrific! Sensational!**  
**TRIPLES CASH BOX RECEIPTS**  
 Let Us Convert Your Hockeys  
 From Single Play to  
 SINGLE AND DOUBLE PLAY **HOCKEY**

ONLY \$69.50

WRITE—WIRE—PHONE FOR DETAILS

ONLY \$69.50

**Lewis COIN MACHINE SERVICE**

3924 W. Chicago Ave. Chicago 51 Belmont 7005

**HOLLYWOOD IMMEDIATE DELIVERY**

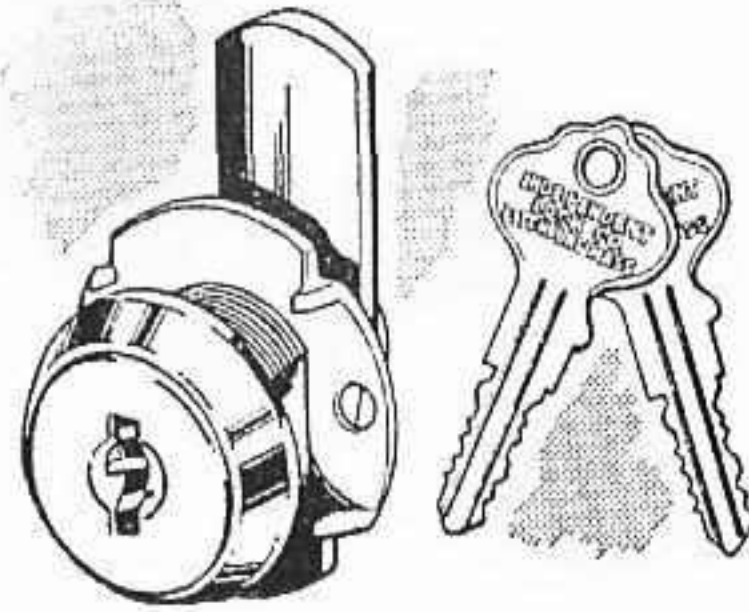
MARVEL BASEBALL	\$ 94.50
25c BROWN FRONT	225.00

**LEWIS COIN MACHINE SERVICE** 3924 W. Chicago Ave. Chicago 51. BE 7005

BRAND NEW MILLS VEST POCKET BELLS	\$74.50
CHICAGO METAL SINGLE REVOLVE-AROUND SAFE STAND	75.00
MILLS JACK-IN-THE-BOX STAND	40.00

**HERCULOCK\***

*Stops taking ways*



Pick-resisting, shock-resisting ILCO HERCULOCKS, with built-in dependability, will keep your "take" in the coin boxes where it belongs. Ready to outsmart a "Jimmy Valentine" or baffle a "Raffles", HERCULOCKS afford the kind of protection and security you'll want for every one of your coin machines.

No. 4750 Improved Herculo—pick-resisting design. "Shark-tooth" keyway. Double sided key. Wrench-proof cylinder. Extra heavy spur washer, retaining screws, and key. Cam movement 90 degrees. Thousands of key changes.

\*Trademark registered



**INDEPENDENT LOCK COMPANY**

Fitchburg • Massachusetts

**"DUCKY"**

1800 R. M. Holes 5c Play  
 Takes In \$90.00  
 Pays Out 47.06  
 PROFIT \$42.94

**HARLICH'S**  
*Newest*

**\$50 TOPS!**

THEY'RE TWO SWEET NUMBERS FOR PROFIT AND ANION !!!

**"IN THE DARK"**

960 G. L. Holes 10c Play  
 Takes In \$96.00  
 Pays Out 46.48  
 PROFIT \$49.52



FORM NO. 1861 SPECIAL THICK



FORM NO. 936 SPECIAL THICK

READY NOW!  
 OUR NEWEST CATALOG SEND FOR IT TODAY!

**HARLICH MANUFACTURING CO.**  
 1413 W. JACKSON BLVD.  
 CHICAGO 7, ILLINOIS

READY SOON!  
 OUR NEW MILLION DOLLAR PLANT!

**WATCH for the Opening**

of our Branch Office

JACK BERMAN

SID MERENSTEIN

**ECONOMY SUPPLY COMPANY**

2015 MARYLAND AVENUE, BALTIMORE, MARYLAND

**IMMEDIATE DELIVERY . . .**

**Bally SURF QUEEN UNDERSEA RAIDER**  
**VICTORY DERBY VICTORY SPECIAL**  
 WEEKLY SPECIAL—Complete Wurlitzer Main Fiber Gears... \$3.40 each

**Gaycoin DISTRIBUTORS**

Bally Regional Representative for Michigan and Florida  
 4866 WOODWARD AT WARREN DETROIT 1, MICHIGAN  
 1141 EVERGLADES CONCOURSE MIAMI BEACH 41, FLORIDA



# MORE PLAYS PER DAY!

CHICAGO COIN'S

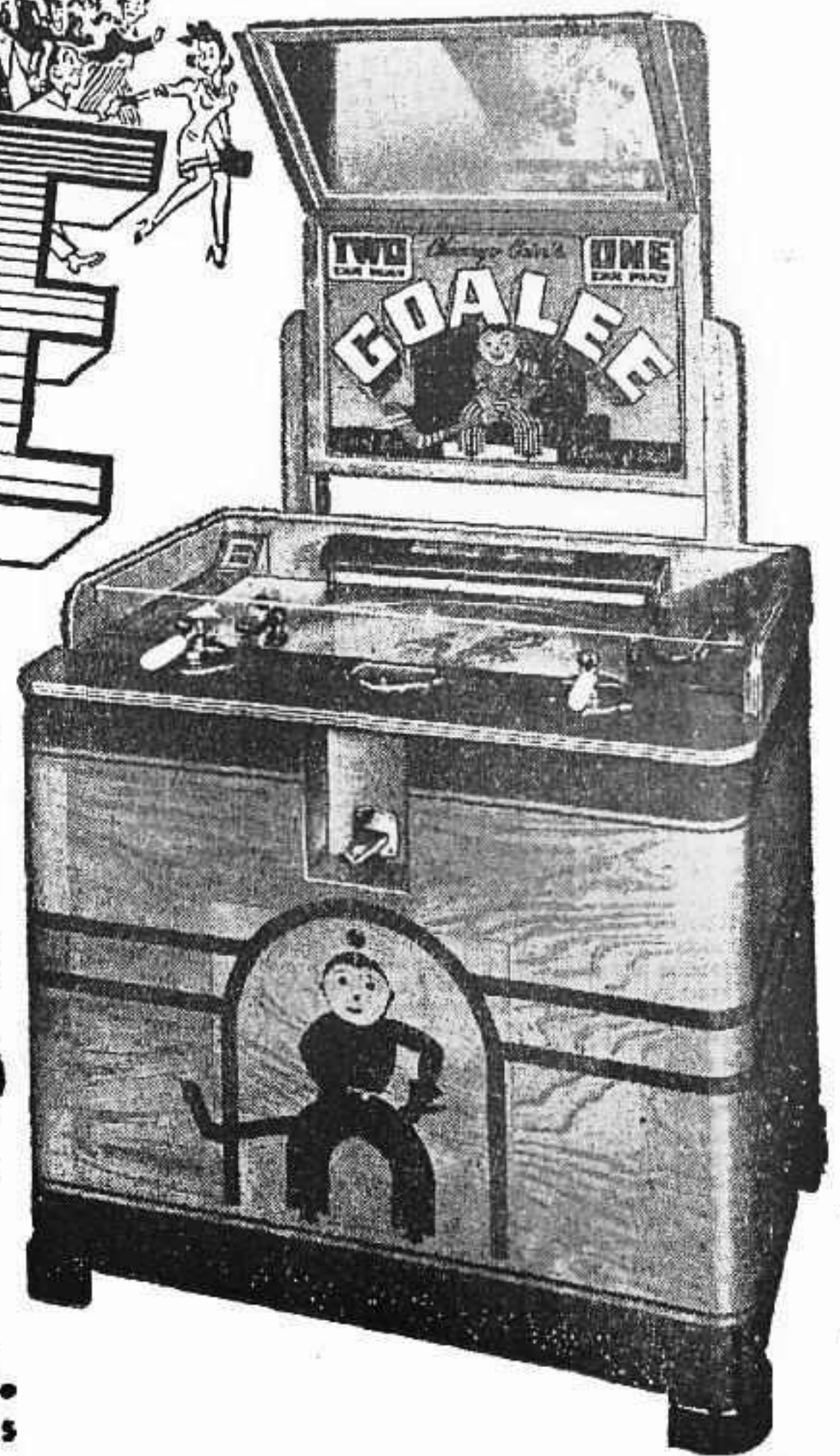
# GOALEE

## GREATER APPEAL

*That's why*

THE ONE OR TWO NICKEL PLAY 5¢ OR 10¢ EACH GAME

HAS SUCH A TREMENDOUS EARNING POWER OPERATORS CAN'T STOP PRAISING



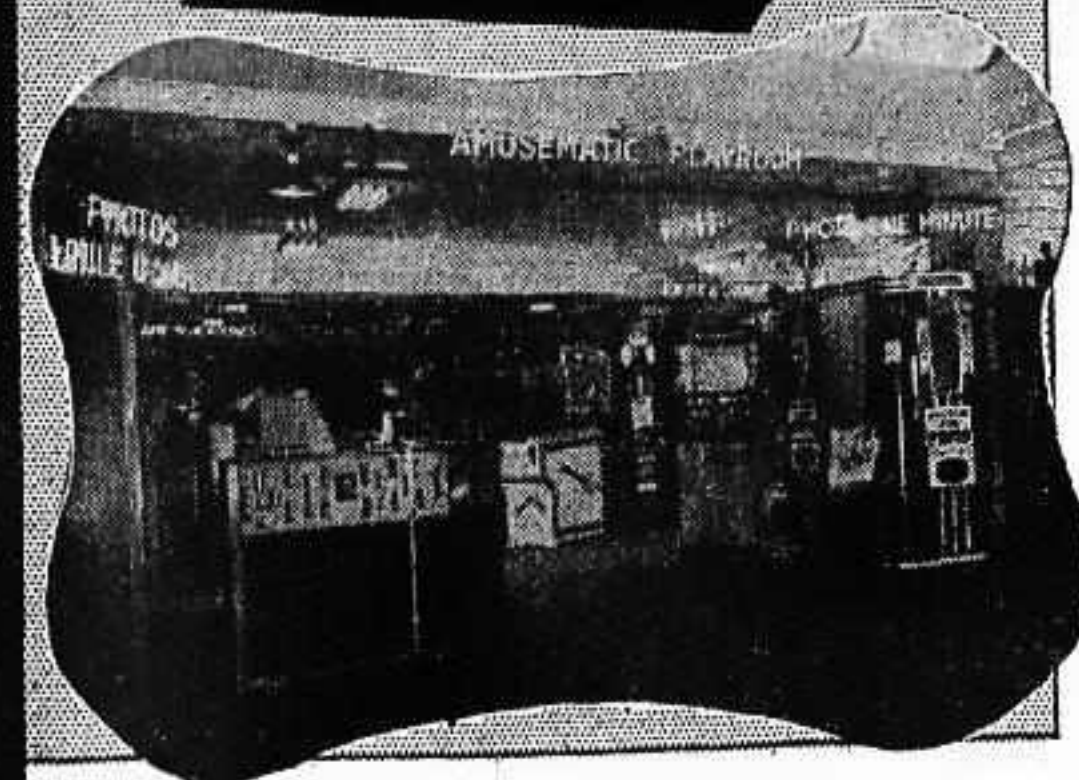
### CHICAGO COIN MACHINE CO.

1725 DIVERSEY BOULEVARD • CHICAGO 14, ILLINOIS

PRODUCTION IS STILL LIMITED .. SO ORDER TODAY FOR EARLIEST DELIVERY



Field Tests Are Made Here To Determine Player Appeal And Durability



## Tests all AMUSEMATIC MACHINES

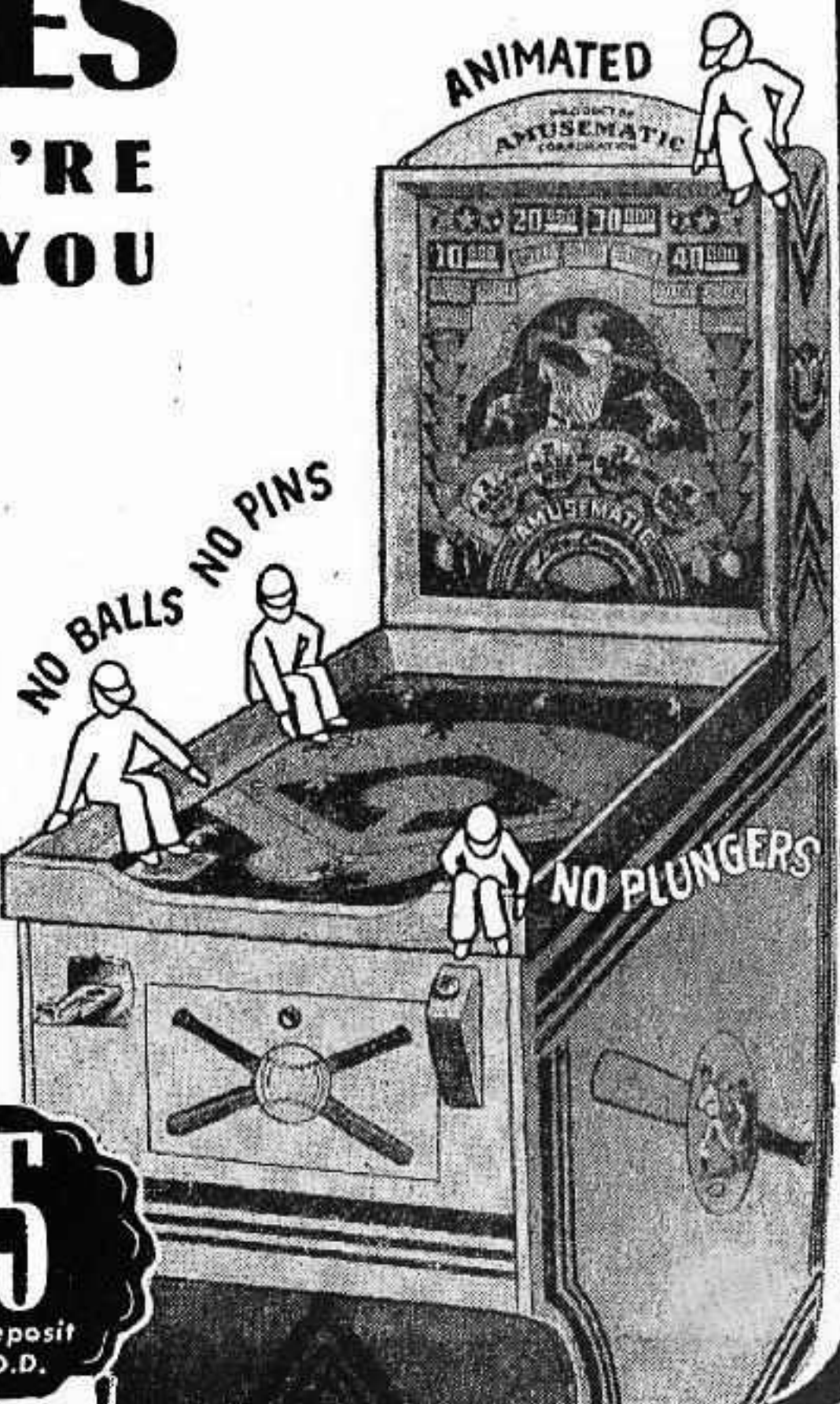
### BEFORE THEY'RE OFFERED TO YOU

### AMUSEMATIC Lite League

- IS -
- Faster
- Earns More
- Foolproof and Durable
- Quickly adjustable to uneven floors
- Long-Lived because there are NO Balls - Pins - Plungers
- Legal in most territories

STILL A STEADY IN-FLOW OF ORDERS BUT NOW A BALANCED OUT-FLOW OF MACHINES

ORDER NOW TO ASSURE EARLY DELIVERY



# AMUSEMATIC CORP.

4556 KENMORE AVENUE • PHONE ARDmore 7910  
CHICAGO 40, ILLINOIS

## \$425

Terms 1/3 Deposit  
Balance C.O.D.



# TESTED Empire Coin MACHINES

## NOW DELIVERING! NEW EQUIPMENT LISTED

UNDERSEA RAIDER, GUN	\$399.50	AMUSEMATIC LITE-LEAGUE	\$425.00
MUNVES SUPER SKEE ROLL	349.50	CHICAGO COIN GOALEE	525.00
F.P.K. SKEE BARREL ROLL, CRATED	414.50	VICTOR "V" NUT & GUM VENDOR	10.50
EVANS BANGTAILS, 5c COMB. F.P. & P.O., 7-COIN, \$674.50; 25c PLAY	799.50		
EVANS TEN STRIKE, \$372.50; WITH FREE PLAY	435.00		
BLEER-FLO PARTS CLEANER AND 30 GALLON DRUM OF FLUID	129.50		
BALLY VICTORY DERBY, 1 Ball PO \$574.50	589.50		
NEW VEST POCKETS	74.50	NEW GROETCHEN COLUMBIA, I.P.	132.50
NEW JENNINGS BRONZE CHIEFS & LITE UP SUPER DELUXE CHIEFS	WRITE		
NEW A.B.T. CHALLENGERS, 2-WEEK DELIVERY	50.00		
EVANS 5c BANGTAILS & GALLOPING DOMINOES, CASH PAY, 10-Day Delivery	596.50		

**SPECIAL!** 12 PACE SARATOGA, COMB. F.P. & P.O., Rails and Skill Field, Used .....\$189.50  
 4 NEW PACE SARATOGA, COMB. F.P. & P.O., Rails and Skill Field ..... 239.50

**SPECIAL!** 15 LATE COLUMBIAS, WIDE FRUIT REELS, J.P. ....\$ 99.50  
 22 LATE COLUMBIAS, WIDE FRUIT REELS, G.A. .... 89.50

### CONSOLES

5¢ SUPER BELL, COMB.	\$274.50
4-WAY SUPER BELLS, 4-5¢	449.50
MILLS JUMBO, C.P., LATE MODEL	109.50
5¢ SILVER MOON, PAY OUT	119.50
WATLING BIG GAME, P.O., 25¢	189.50
BALLY BIG TOP, P.O.	109.50
5¢ GALLOPING DOMINOES	225.00
5¢ BANGTAILS	225.00
TWIN SUPER BELL, 5 & 5	345.00
BALLY CLUB BELLS, COMB.	219.50

### ARCADE

RAPID FIRE, A-1	\$185.00
SHOOT THE CHUTES	109.50
RAPID FIRE GUN CASTINGS, New	19.50
TOMMY GUN, LATE MODEL	149.50
BROWN ANTI-AIRCRAFT	89.50
WESTERN SUPER GRIP	59.50
SHOOT TO TOKYO	139.50
AIR RAIDER	174.50
ZINGO PERFECT	178.50
CHICKEN SAM, TARGET CONV.	139.50
DEL. TEXAS LEAGUER	59.50
PIKES PEAK	16.50
MUTOSCOPE DRIVEMOBILE	279.50
PERISCOPE, PERFECT	149.50
BATTING PRACTICE	119.50
EXHIBIT DIGGER	78.50
KEENEY SUBMARINE	189.50
KEEP 'EM PUNCHING	89.50
BALLY DEFENDER	179.50

### ONE BALLS

CONTEST, 1 OR 5 BALL	\$ 84.50
FAIRGROUNDS	49.50
SPORT KING	209.50
BLUE GRASS	188.50
41 DERBY	338.50
PIMLICO	369.50
BALLY DARK HORSE	179.50
JOKEY CLUB	309.50
KENTUCKY	249.50
CLUB TROPHY	315.00
TURF KING	345.00
LONG SHOT	239.50
VICTORIOUS, F.P. TURF CHAMP	109.50
SPORTSMAN, F.P.	195.00
SKYLARK, F.P. or P.O.	175.00
SPORT SPECIAL, F.P.	169.50
RECORD TIME, F.P.	174.50
LONGAORE, F.P.	435.00

### SLOTS

10¢ JENN. SKY CHIEF, SPECIAL	\$189.50
5¢ WATL. ROLATOP, REBUILT	119.50
1¢ MILLS Q.T.	49.50
25¢ JENN. CLUB CONSOLE	249.50
5¢ CHERRY BELL, C.H.K.A.	169.50
10¢ BLUE FRONT, PERFECT	169.50
GROETCHEN COLUMBIA, G.A.	89.50
25¢ CAILLE, 3-5, RED ENAMEL	89.50
5¢ BLUE & GOLD VEST POCKETS	54.50
5¢ CHROME VEST POCKETS	59.50
5¢ BROWN FRONT	179.50
10¢ WATLING ROLATOP	89.50
1¢ AMERICAN EAGLES	14.50

**WANTED!** HI DIVE, LEADER, ZOMBIE, STARS, DO-RE-MI, DOUBLE PLAY, SUN BEAM, DUPLEX, SKY BLAZER & WEST WIND @ \$45.00. ALSO ALL MUSIC AND OTHER EQUIPMENT. SEND YOUR LIST. WE NEED F.P. CONSOLES!!

### USED PIN GAMES

HOROSCOPE	\$ 69.50
INVASION	109.50
MIAMI BEACH	79.50
GENCO DEFENSE	99.50
PARADISE	69.50
VICTORY	84.50
MYSTIC	59.50
GOTT. LIBERTY	169.50
SNAPPY	79.50
TEXAS MUSTANG	84.50
TEN SPOT	64.50
WINGS	49.50

### NEW REVAMPS

RIVIERA	\$279.50
HOLLYWOOD	249.50
OKLAHOMA	249.50
BIG TOP	249.50
SOUTH SEAS	279.50
FOREIGN COLORS	109.50
STAGE DOOR	
CANTEEN	249.50
YANKEE DOODLE, F.S.	\$189.50
GOLD STAR	64.50
FLYING TIGERS	139.50
FOUR ACES	129.50
KEEP 'EM FLYING	164.50

### USED PIN GAMES

A.B.O. BOWLER	\$ 67.50
ZIG ZAG	69.50
ALL AMERICAN	64.50
DUDE RANCH	54.50
SCHOOL DAYS	69.50
PRODUCTION	109.50
TRAILWAYS	79.50
GUN CLUB	74.50
SEVEN UP	67.50
FOX HUNT	49.50
CHAMPS	69.50
TOPIC	84.50

ONE-HALF DEPOSIT WITH ORDERS, BALANCE C. O. D. OR SIGHT DRAFT.

## Empire Coin MACHINE EXCHANGE

2812 WEST NORTH AVENUE · PHONE: HUMBOLDT 6288 · CHICAGO 47, ILLINOIS

### FOR SALE—COMPLETE ARCADE

At 722 Gramby Street, Norfolk, Va., with the following equipment. No reasonable offer refused:

6 Gun A.B.T. Shooting Gallery	2 Mutoscope 5-Reel Selector	1 600 Wurlitzer Juke Box
Complete Picture Studio	4 Mutoscope Picture Machine	1 Scale
2 Recording Machines & Booths	3 Pin Balls	1 Scientific Base Ball
Bottle Game	1 Deluxe Base Ball	1 Typewriter
Dump the Lady	1 Submarine	1 Adding Machine
Dart Game	1 Name Plate Machine	2 New Oil Stoves
Refrigerator, Counter & Hot Dog Stand	1 Ace Bomber	5 Cash Registers
	1 Pop Corn Machine	1 Safe

This Arcade is rented at \$1000.00 per month but can be had immediately. Rent for Arcade is \$275.00 per month. Will sacrifice this arcade with down payment, balance in 10 months. If interested call or write FRED RICHTER, 514 Western Union Bldg., Main St., Norfolk, Va. Norfolk 2-6908.

**ARCADE EQUIPMENT**  
 F. P. & K. Skee Barrel Roll, Like New \$199.00  
 Bally Rapid Fire, Bad Condition ..... 25.00

**MUSIC BOXES**  
 Seeburg 5¢ Wireless Boxes ..... \$ 29.50

**AMERICAN VENDING CO.**  
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# America's Finest...

**SELL US YOUR MUSIC MACHINES  
 YOUR AMI TELEPHONE  
 STUDIOS AND MUSIC EQUIPMENT**  
 TAKE ADVANTAGE OF TODAY'S HIGH PRICES  
 Want Any Quantity, On or Off Location, or Complete Routes Anywhere in the United States!  
 Will Pay Highest Cash Prices—Write—Wire—Phone

**5 AMI Telephone Studios; Complete, Slightly Used. WRITE—PHONE—WIRE FOR DETAILS!**

**5 AMI HIBOY (Factory Crated) ..... \$649.00  
 25 NEW AMI BAR BOXES ..... 23.00**

### MUSIC MACHINES ● READY FOR LOCATION

5 Wurlitzer 412	\$179.00	5 Wurlitzer 24's, Cellar Job, with Adapter, Ready for Location	\$205.00
5 Wurlitzer 418	269.00	1 Seeburg 3-Wire Console	225.00
3 Wurlitzer 24	335.00	1 Wurlitzer #580 Speaker	140.00
2 Wurlitzer 500	495.00	3 Seeburg Hi Tone, ES	625.00
2 Wurlitzer 61, Counter Model	189.00	5 Seeburg Hi Tone, RCES	675.00
5 Wurlitzer Twin Twelves, Cellar Job, with Adapter, Ready for Location	195.00	1 Seeburg 8200, RCES	745.00

**WE CAN DELIVER ALL MAKES AND MODELS OF PHONOGRAPHS**  
 WRITE—WIRE—PHONE YOUR NEEDS

### MISCELLANEOUS

10 Packard Boxes	\$25.00	50 Buckley Pedestals	\$ 2.50
10 Seeburg 24 Boxes, 3-Wire, 5¢	22.50	5 Wurlitzer 412 Amplifiers, Less Tubes	25.00
10 Seeburg 20 Record, 3-Wire, 5¢	24.50	10 Keeneey Speaker Baffles	17.50
5 Rock-Ola Wall Boxes	12.50	5 Chandelier Speaker Baffle	
50 Buckley 24 Record Boxes (lift-door)	9.50	5 Chandelier Speaker Baffle, Plain	15.00
10 Wurlitzer #125, 5/10/25¢	22.50	2 Supreme Skee Rolls, 7 1/2 Ft. and 9 Ft.	195.00
10 Wurlitzer #145 Fast Stopper	40.00	1 Bally Rapid Fire	95.00
10 Wurlitzer #304 Stopper	19.50	1 Bally Convoy	95.00
5 Seeburg 20 Sel. Wireless, 5¢	39.50		
25 Buckley Bar Brackets	.85		

**NEW WURL. RECORD TRAYS, From Model 412 to 950. No Counter Models.**  
 In lots of 100, 42c each in lots of 100 or more.

BUILT SPECIALLY FOR THE U.S. GOV'T

## UNIVERSAL AMPLIFIERS

For all Wurlitzers, Rock-Olas and Seeburg Machines. Tone quality and plenty of volume. Complete with switches, volume control and tone control. **\$47.50**

**ORDER IMMEDIATELY!**  
 We will take all your used amplifiers and allow a credit on the purchase of the above amplifier.

1/2 Deposit, Balance C. O. D., F. O. B. Newark.

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**WE ARE READY TO FILL ALL ORDERS**  
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**GOTTLIEB'S STAGE DOOR CANTEENS**  
 (If you have not already tried one, do so at once)  
**CAN NOW MAKE PROMPT DELIVERY!!!**  
 SEND ORDERS AND DEPOSITS—to  
**B. D. LAZAR COMPANY**  
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**NOW—ROTATION—READY**  
 Very fascinating new electrical group game  
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**PROVES IT  
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### GREATER CINCINNATI OPERATORS

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### BALLY'S UNDERSEA RAIDER

### WILLIAMS' SUSPENSE

USED MACHINES THOROUGHLY CHECKED READY FOR LOCATION  
5 BALL FREE PLAY

2—GUN CLUBS. Ea.	\$ 67.50
5—AMERICAN BEAUTIES	\$99.50 to 129.50
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1—1941 MAJOR	65.00
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3—VICTORYS. Ea.	125.00
1—MIDWAY	169.50
12—FOREIGN COLORS. Ea.	149.50

1—BOSCO	\$ 80.00
7—BIG THREES	\$149.50 to 179.50
3—5-10-20. Ea.	145.00
1—SNAPPY, '41	70.00
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3—INVASIONS	\$109.50 to 139.50
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1—4 BELLS, Like New	\$419.50
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1—BALLY CLUB BELL	245.00

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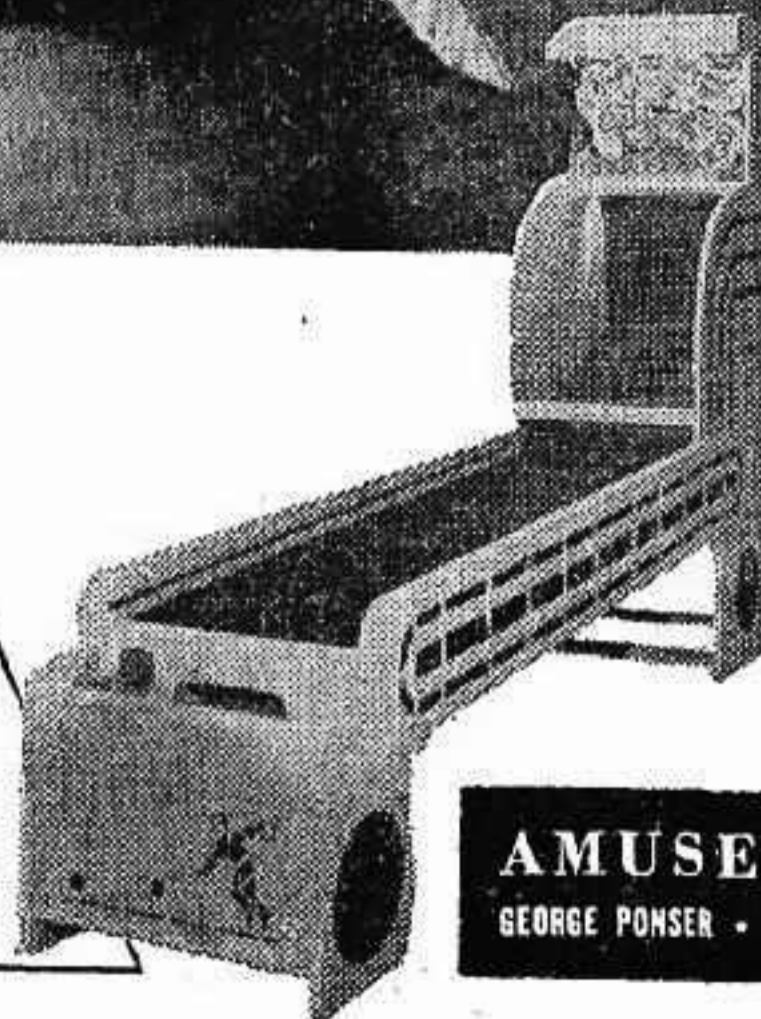
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Bank Ball clicked immediately... and is continuing to produce top money... 24 hours a day... because before full production was started or a shipment made... Bank Ball was thoroughly and searchingly...Location TESTED.

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GEORGE POMER - IRVING KAYE - 2 COLUMBUS CIRCLE, NEW YORK, N. Y. - PHONE: Circle 8-665

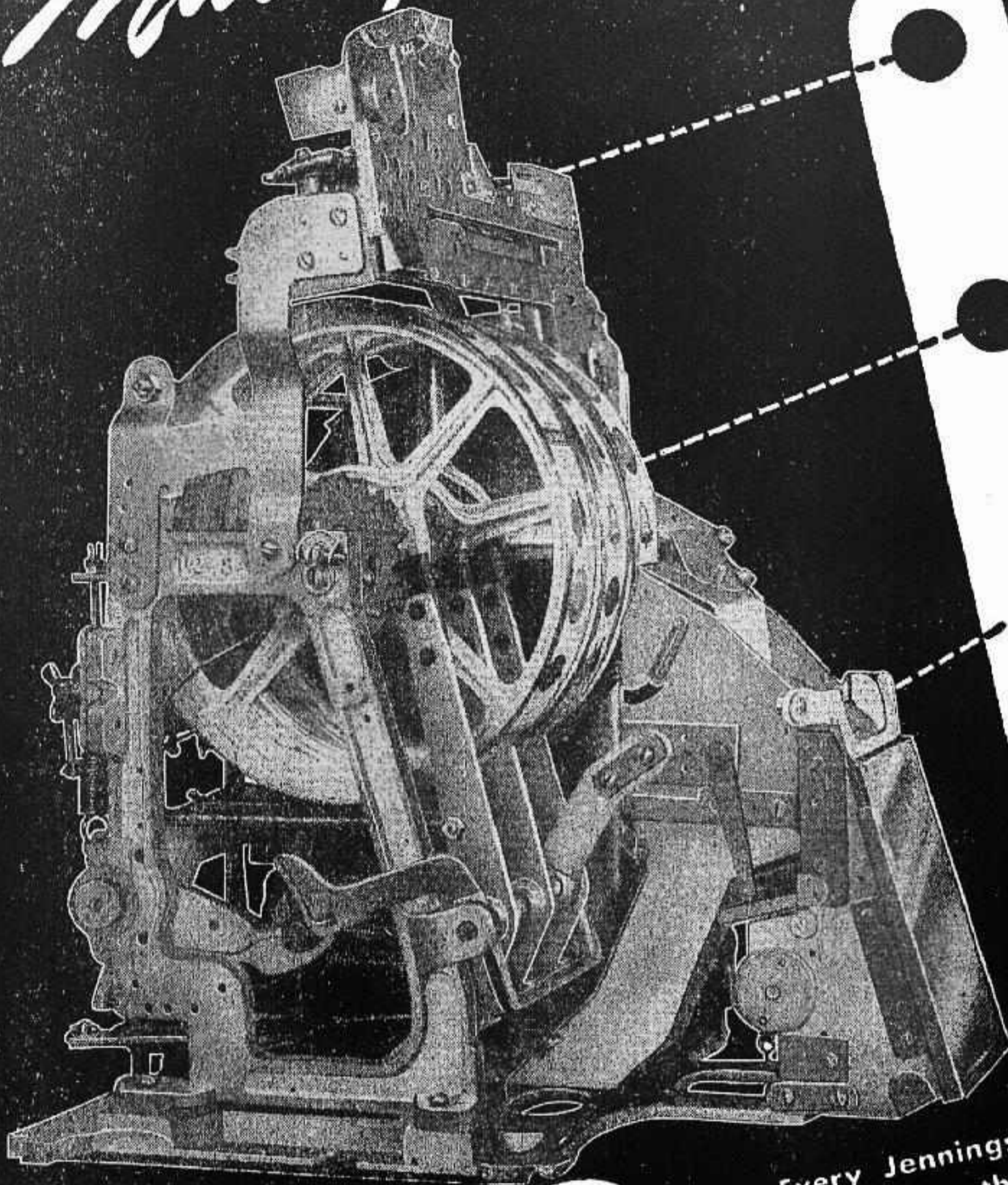
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## ESCALATOR

Built of heavy ribbed metal construction. Jennings' world-famous "chain-drive" escalator rolls the coins and eliminates the "jamming" so common in ordinary escalators.

## REELS

The positive stop "NO BOUNCE" reels glide into place with military precision, retaining the crisp "click."

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Entire action of a new Jennings jackpot is controlled by jackpot opening lever. This design eliminates 22 parts from pre-war models, simplifies entire Jennings mechanism and prolongs life of clock unit.

Featured in all  
**JENNINGS**  
Equipment

Every Jennings product is custom-built with all new parts that are individually gauged and inspected before being assembled by Jennings' master craftsmen.

As a final touch of perfection, the completely assembled mechanism is placed in an automatic tester and given a minimum of 5,000 plays. The result is a super machine, completely "broken in," and so perfect in precision and performance as to weed out any need for servicing after being put into operation.

**MODELS NOW ON DISPLAY...**  
See your distributor or dealer for earliest possible delivery.

# O. D. JENNINGS & COMPANY

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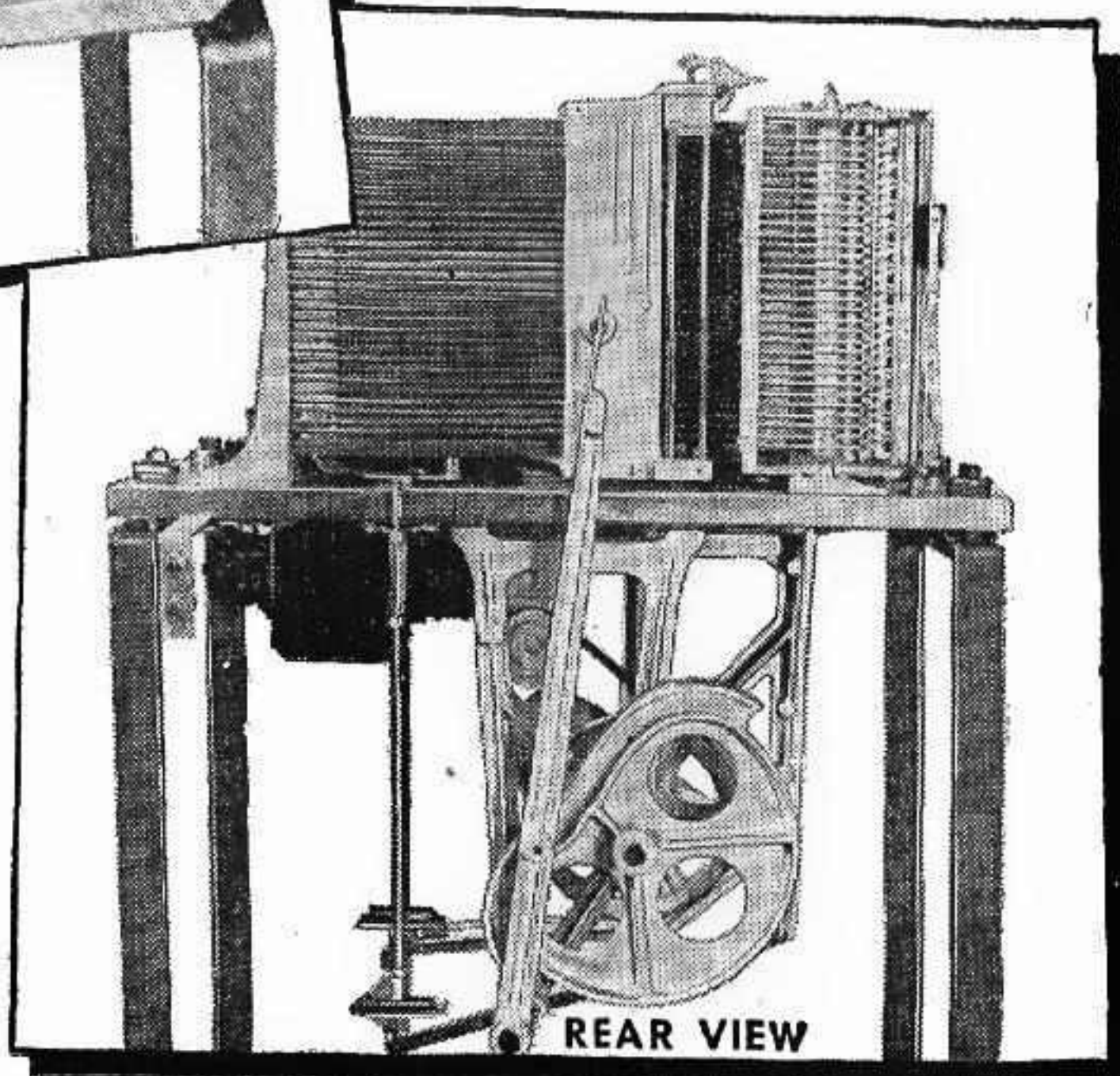


Here is the "INSIDE" of  
OPERATING RELIABILITY..



FRONT VIEW

PROVEN  
ON LOCATION  
FOR MANY  
YEARS!



REAR VIEW

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**30 RECORD PHONOGRAPH  
(ONE SIDE ELECTRIC SELECTION)**

So simple in operation **NOTHING CAN GO WRONG!**  
No helixes, no fiber gears, no worm gears, etc. The entire  
smooth operating, positive action mechanism is motivated  
by two moving cams.

The CHALLENGER MECHANISM has 60% fewer mov-

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It has been in actual operation on hundreds of locations  
for many years. The CHALLENGER MECHANISM has  
been time tested and proven—**SIMPLE, RELIABLE and  
TROUBLE-FREE!**

*Challenger Automatic Music and Challenger Drink Dispenser on  
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**Challenge**  
AUTOMATIC EQUIPMENT



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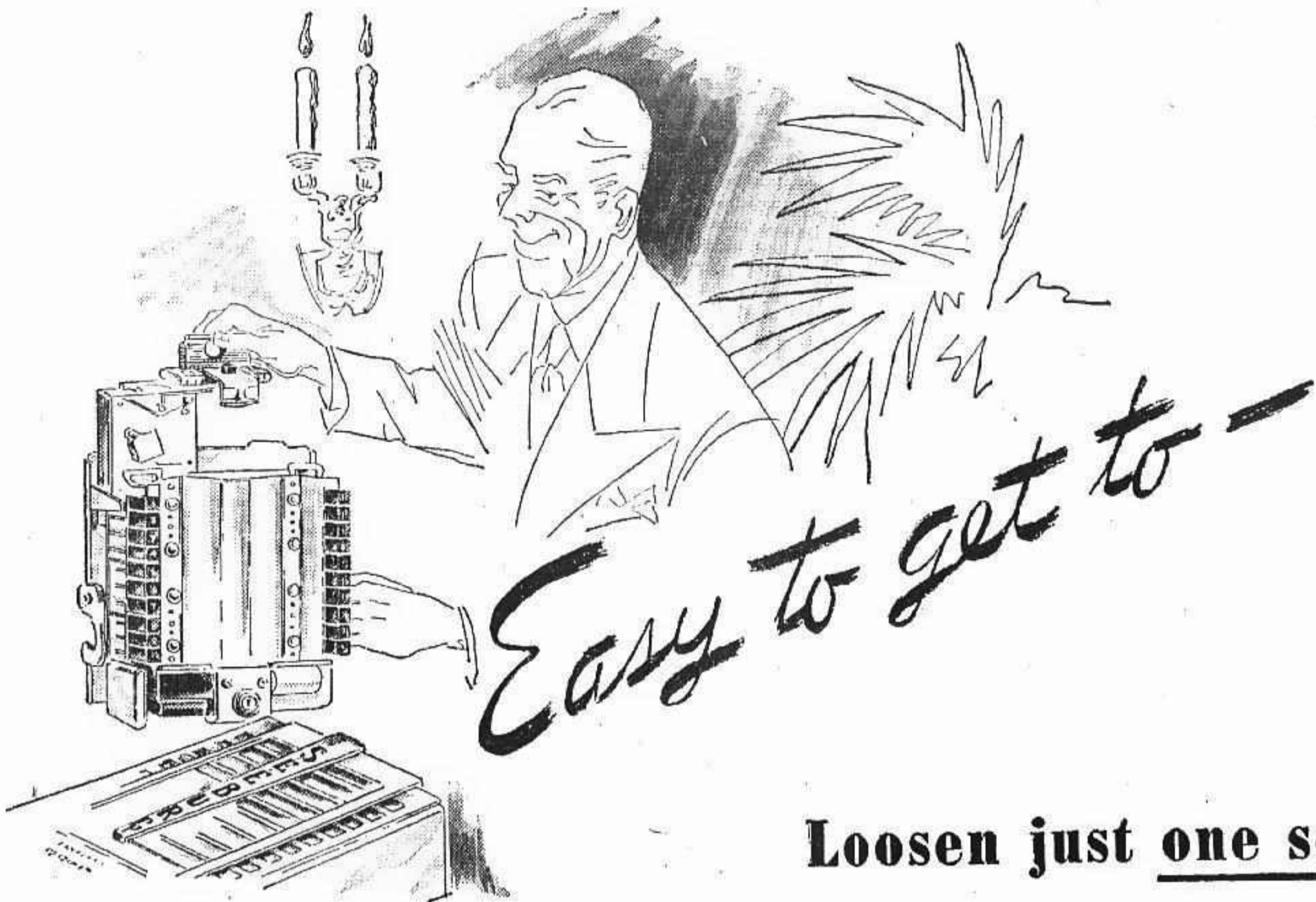
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The AMI guarantee protects the operator for one year against defective material or workmanship of any part of the AMI phonograph manufactured by the Automatic Instrument Company.

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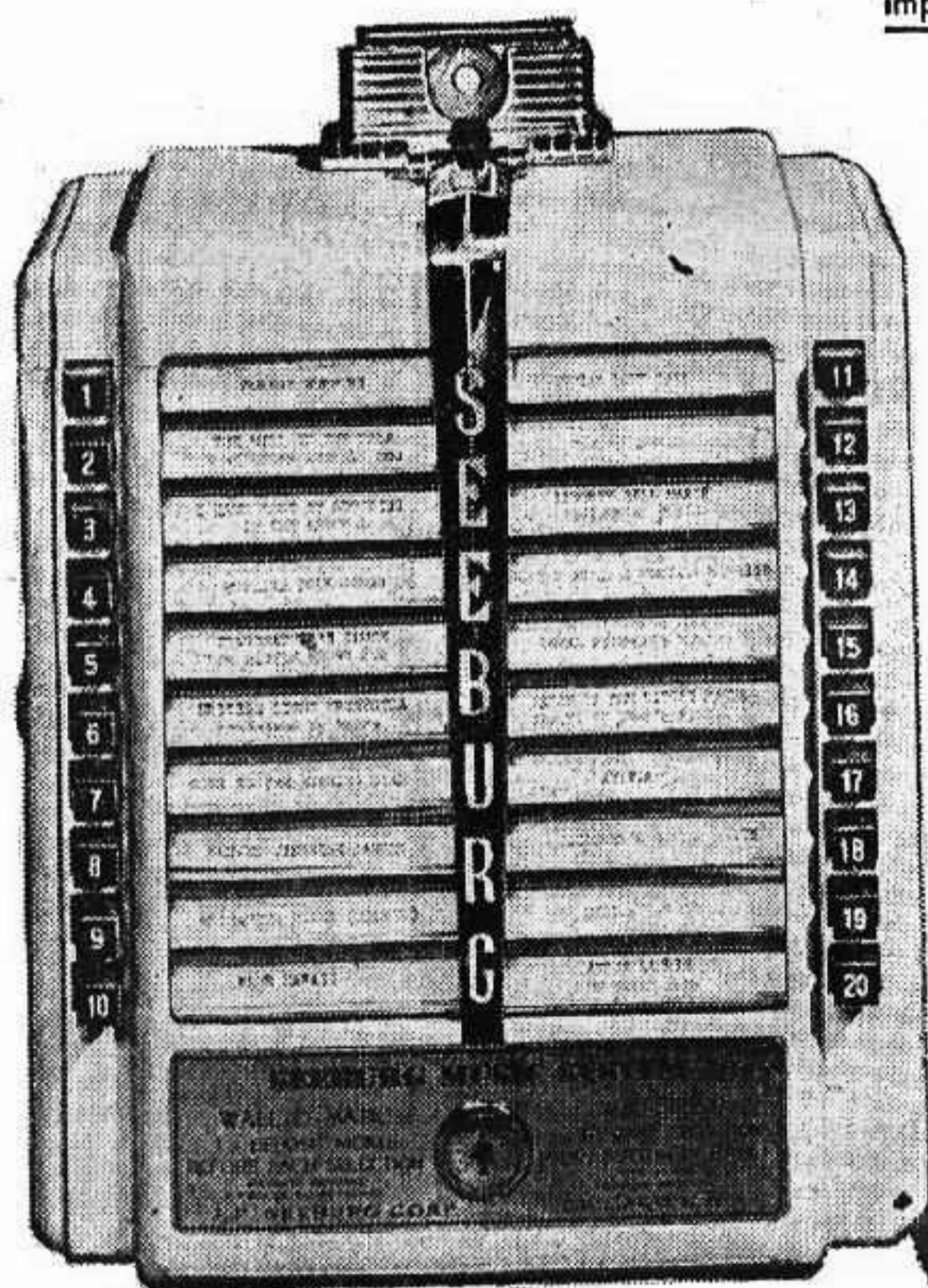
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**Loosen just one screw and  
the Seeburg one-piece coin mechanism  
and slug-rejector slips right out!**

So many things combined to make the new Seeburg music systems tip-top favorites with operators, as well as with the public. The luxurious cabinets are a symphony of color and beauty . . . the new lightweight pick-up head rides smoothly on the record for full and inspiring tone with a minimum of record wear . . . and there are dozens of other points. A special feature that's receiving the heartfelt applause of operators . . . is the Wallomatic's improved coin chute and slug rejector which slides right out by loosening just one screw!



*6 Complete **Seeburg** Offices!*

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**S. H. LYNCH & CO.**  
*Exclusive Southwest Distributors*



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AT ALL

*Southern Automatic*  
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**GOTTLIEB'S  
STAGE DOOR  
CANTEEN**

*"There is no substitute  
for Quality!"*



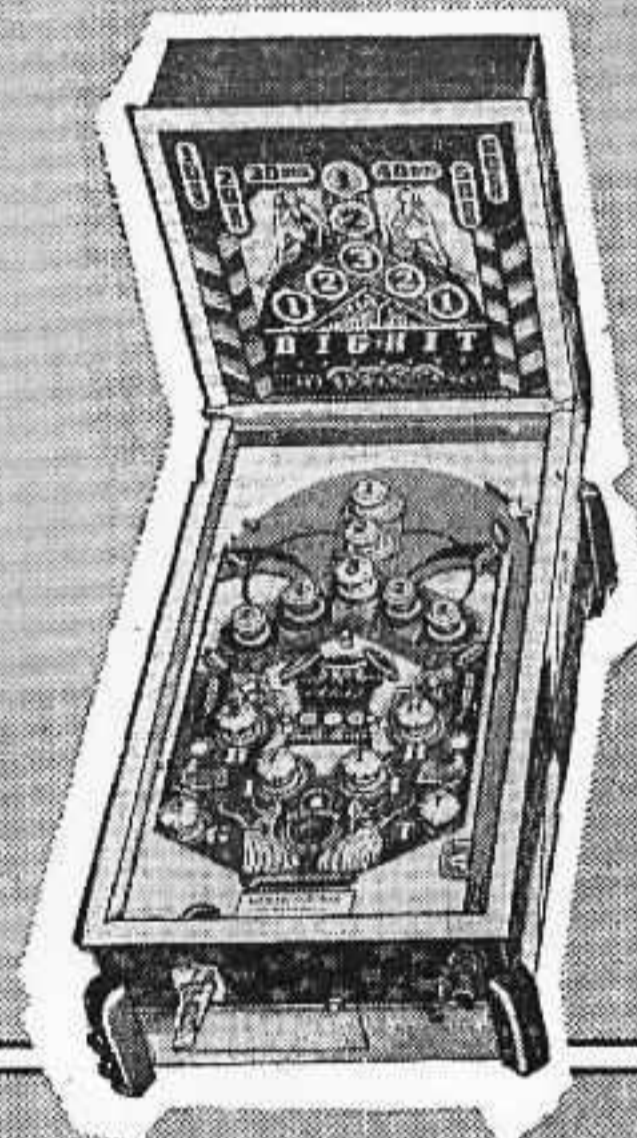
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6 BIG SCORING FEATURES  
Plus HIGH SCORE



**SEEBURG  
SCIENTIFIC SOUND  
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**SEE IT—HEAR IT!**

At Your Nearest SOUTHERN OFFICE

**OPERATORS . . .**

*It Pays To Make 'Em Look Like New!*

OUR MODERN NEW PAINT DEPARTMENTS ARE YOUR SERVICE IN NASHVILLE, CHATTANOOGA, INDIANAPOLIS AND LOUISVILLE. SEND YOUR PHONOGRAPHES AND GUNS IN FOR REFINISHING. PAINT DEPARTMENTS WILL SOON BE READY IN OUR OTHER OFFICES.

Exclusive Factory Distributors { J. P. SEEBURG CORP. • D. GOTTLIEB & CO. }  
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**SOUTHERN AUTOMATIC MUSIC COMPANY**

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425 BROAD ST., NASHVILLE 3, TENN.

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ABOUT APRIL 15th SOUTHERN WILL BE OPEN IN EVANSVILLE, IND., 710 N. W. 2nd ST.



from  
*Coast to Coast*

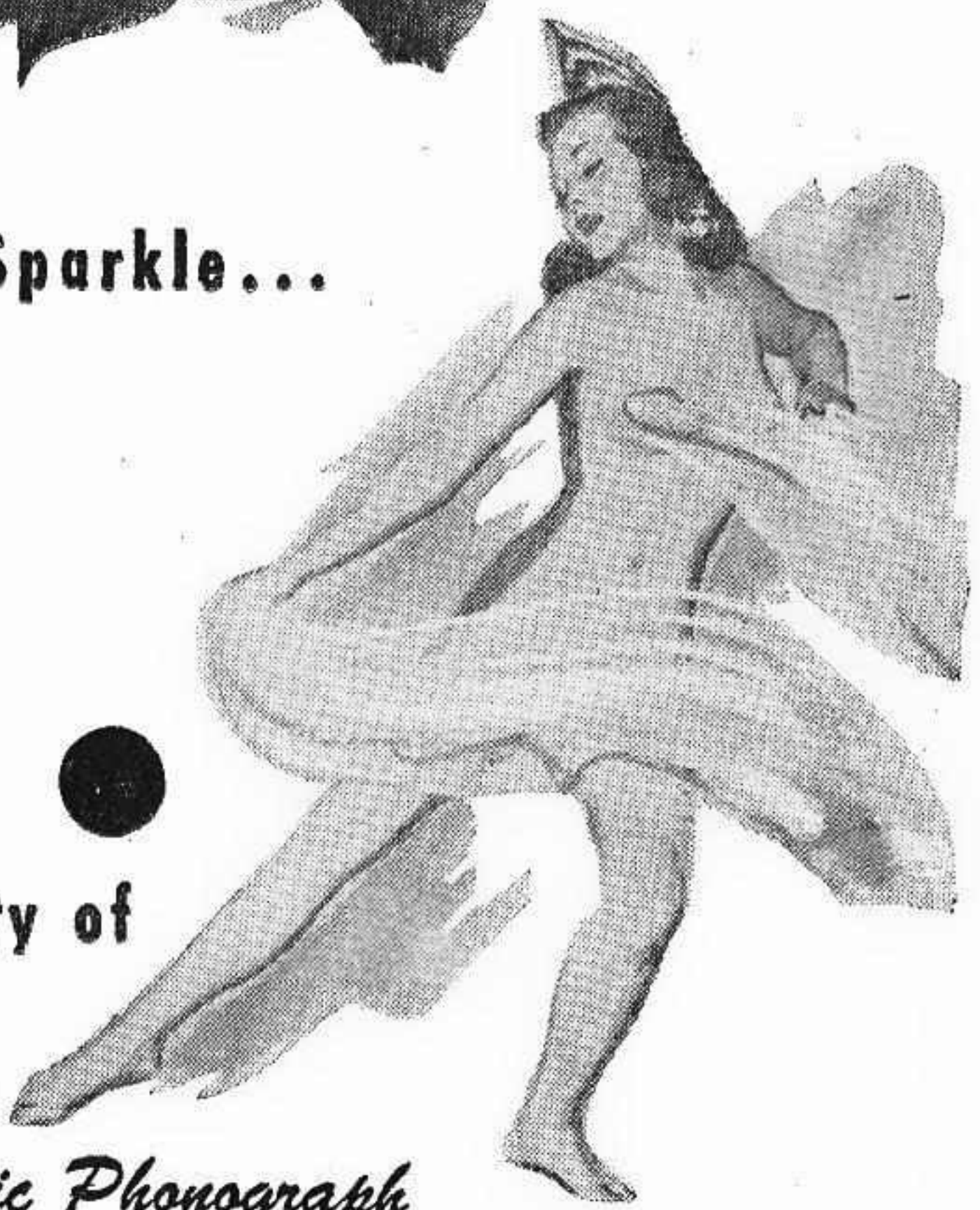
**MUSIC OPERATORS**  
are singing praises



● for the **Marvelous Tone**



● The **Life and Sparkle...**



● and Streamlined Beauty of

**Aireon**

*The Electronic Phonograph*

**WATCH BILLBOARD NEXT WEEK!**

Aireon Manufacturing Corporation



# 3

TOP MONEY MAKERS  
BY *Bally*...  
FOR EVERY TYPE OF LOCATION

## VICTORY DERBY

ONE BALL  
MULTIPLE  
PAY TABLE



**NEW DAILY DOUBLE**  
INSURES BIG REPEAT PLAY

## VICTORY SPECIAL

ONE OR FIVE  
BALL REPLAY  
MULTIPLE



VICTORY DERBY and VICTORY SPECIAL feature Bally's new Finger-Touch Shuffle and new Slug-Rejector drop-type coin-chute. Simply drop coins in cup-front chute... then a slight pressure on Shuffle starts the play.

## SURF QUEENS

NEW FIVE BALL  
NOVELTY  
GAME



**NOVELTY OR REPLAY**  
QUICKLY CONVERTIBLE

Packed with all the profit-proved features of Bally's famous pre-war multiple games, VICTORY DERBY also introduces new play-stimulating ideas that are pushing profits to a new all-time high. Order today for early delivery:

Bally's big beautiful VICTORY SPECIAL is your post-war profit insurance in replay territory. Quickly convertible to one or five ball play... and a fast money-maker either way. For top profits in replay spots order VICTORY SPECIAL today.

Designed by a successful operator known for his ability to pick winners, SURF QUEENS is packed with all the time-tested features of a money-making game, plus new angles that will bring the slowest spots back to life in a hurry. Location tests definitely prove SURF QUEENS a winner in a class with Bumper, Bally Reserve and other famous Bally hits. Be first in your territory with SURF QUEENS—order today from your Bally distributor.



*Bally* MANUFACTURING COMPANY

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2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS





WIRELESS WALLOMATIC



3-WIRE WALLOMATIC

**CONVENIENT SELECTION**

# *Seeburg Remote Control*

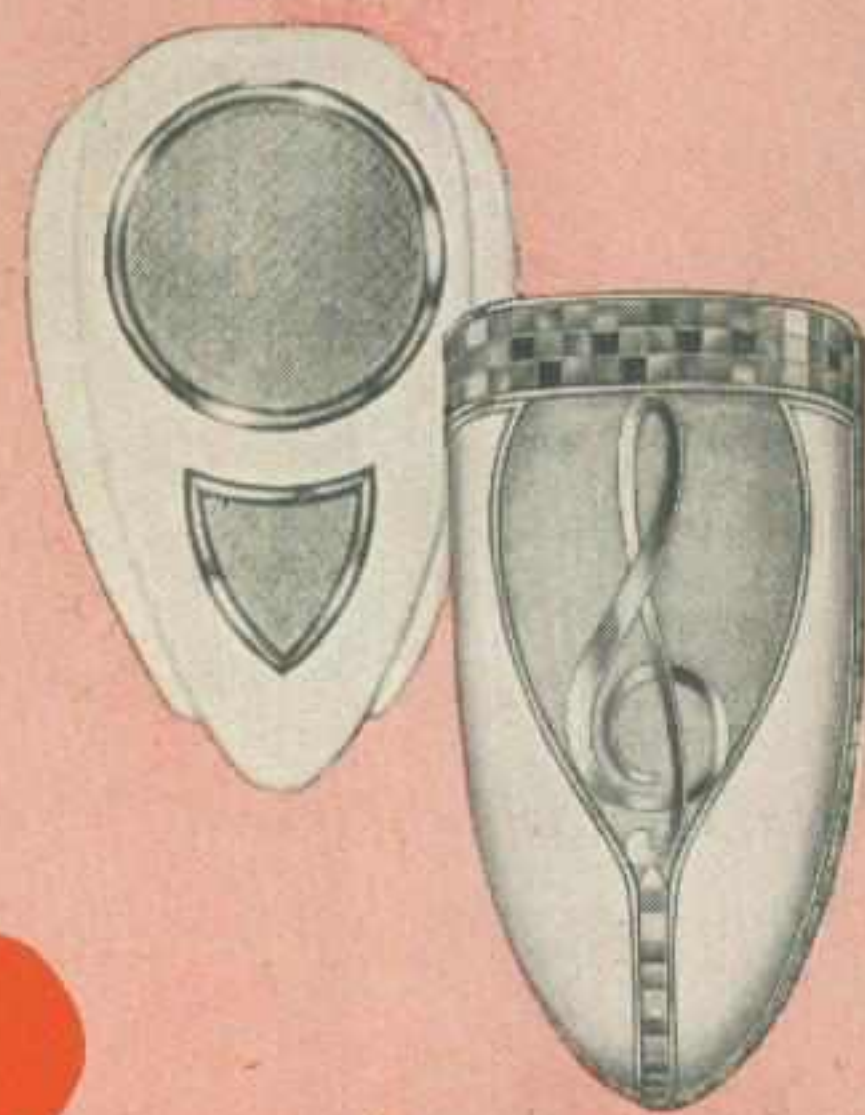
**BETTER LISTENING**

## **SEEBURG SCIENTIFIC SOUND**

## **DISTRIBUTION**

**SEEBURG "FIRSTS"  
THAT PUT YOU 1<sup>ST</sup>  
IN ALL THE**

**BEST LOCATIONS**



**YOUR SEEBURG DISTRIBUTOR WILL GLADLY DEMONSTRATE THE  
REMARKABLE NEW 1946 SEEBURG MUSIC SYSTEMS**

**THE GREATEST  
MUSIC  
SERVICE  
OF ALL TIME**

# **Seeburg**

1902 DEPENDABLE MUSIC SYSTEMS 1946

J. P. SEEBURG CORP • CHICAGO

**SEEBURG  
SCIENTIFIC  
SOUND  
DISTRIBUTION**



HERE'S **HOW** WURLITZER'S  
*"Sign of the Musical Note"*  
 WILL **GET AND HOLD THE BEST LOCATIONS**

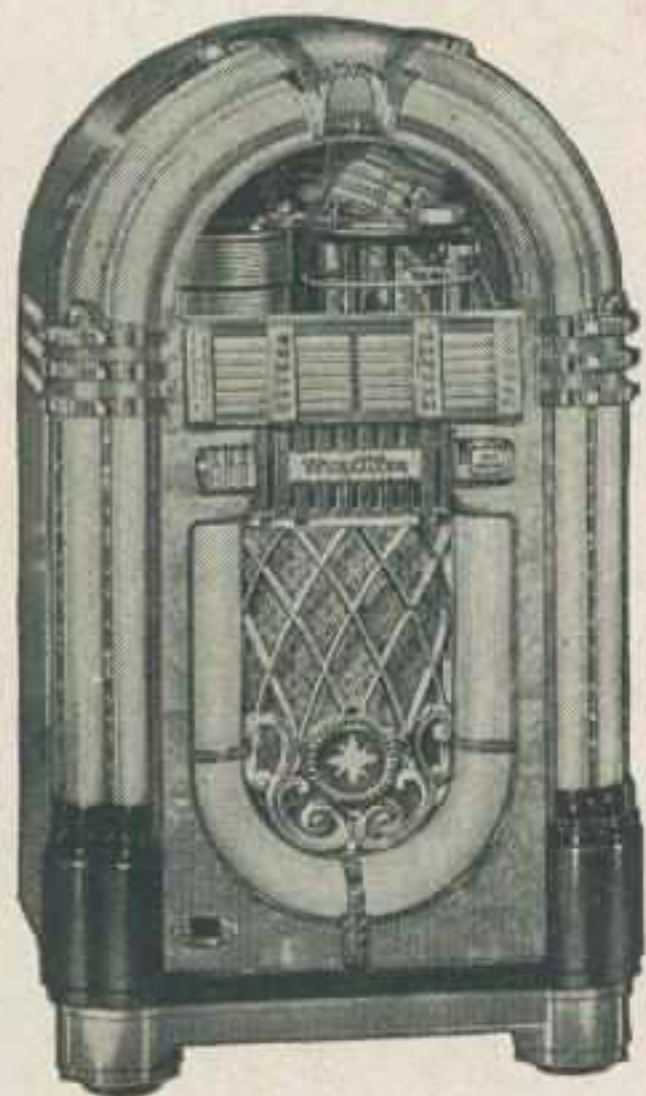


FURNISHED **FREE**  
 TO WURLITZER  
 FACTORY APPROVED  
 MUSIC MERCHANTS  
 IN 9 INCH DECALS  
 FOR WINDOWS, DOORS AND  
 BACK BARS

ORDER YOURS FROM YOUR  
 WURLITZER DISTRIBUTOR  
**TODAY**

*"America's favorite nickel's worth of fun"*

Every Location will want to tie into **WURLITZER'S**  
**POWERFUL TRIPLE-ACTION NATIONAL ADVERTISING CAMPAIGN**



It's America's new way of identifying a Wurlitzer location. It's Wurlitzer's "Sign of the Musical Note" for location doors, windows and back bars. It will be featured all during 1946 in Wurlitzer's national advertising—full color pages in the SATURDAY EVENING POST, LOOK, LIBERTY and COLLIER'S — billboards from coast to coast from April through November — many in your locality — eye-

Wurlitzer "Triple Action"  
 Advertising Campaign  
 will reach Everybody... Everywhere



stopping signs in Wurlitzer phonograph locations everywhere.

Millions of people will learn to look for "The Sign of the Musical Note" for Wurlitzer Music, "America's Favorite Nickel's Worth of Fun". Every location owner will want to tie his place of business into this program — will want a Wurlitzer Phonograph.

It's the greatest selling tool ever put into any Music Merchant's hands — will help Wurlitzer Factory-Approved Music Merchants get and hold the best locations. The Rudolph Wurlitzer\* Company, North Tonawanda, New York. \*The Name That Means Music to Millions.

Watch  
**WURLITZER**  
 EXTEND ITS  
*Leadership*