

The Billboard



THE WORLD'S FOREMOST AMUSEMENT WEEKLY • 25 CENTS

FEBRUARY 28, 1948 *www*



Dinah Shore and arranger Ticker Freeman kick around some of those super-scorings which have helped put and keep Dinah on top. "On Call for Music," Dinah's new show for Philip Morris via CBS, Fridays at 10 p.m., promises to be no exception to the long string of click jobs turned in by la Shore. And these clicks are substantiated by industry poll after poll. Dinah placed No. 1 in The Billboard's music-record poll on disk jockey shows. She also copped the crown in "The Motion Picture Daily" poll of radio editors and columnists (seven years in a row), and in the readership poll conducted by "Radio Best," fan magazine. Dinah's latest in a solid series of disk hits on Columbia is "What's Good About Goodbye?" and "Hooray for Love," both picked as The Billboard Possibilities. On a purely personal note, Dinah and her husband, George Montgomery, just about four months ago became the parents of a new potential songstar, Melissa Ann.

Get a Pin-up Girl!

Everybody wants her

The
Sweetheart
of millions
of Ex-G.I.'s



"Get a Pin-Up Girl," a new De Luxe recording set to rhumba music with Ted Martin vocalizing and the Air Lane Trio assisting, is a must for nation's juke boxes.

Pin-Up Girls everywhere have elected Ted their favorite Pin-Up vocalist. Photographed with Ted Martin are Thornton Pin-Ups Gloria Whalen, Barbara Davies, Rita Daigle and Violet Lind.

DE LUXE RECORDING CO.

22 ELIZABETH AVENUE

LINDEN, NEW JERSEY

Dealers Everywhere

The World's Foremost Amusement Weekly

TESTS FOR AFM MUSCLES

Ike Carpenter Guinea Pig in Petrillo Case

Jerry King Insists He Cut

HOLLYWOOD, Feb. 21.—Steps to force a test case and court ruling on the legality of American Federation of Musicians (AFM) head James C. Petrillo's no-recording edict were taken last week by Jerry King, head of Standard Transcriptions. Defying Petrillo's ban, King notified band leader Ike Carpenter to report to the recording studios February 25 ready to cut two sides still owed the firm under a contract. Also ordered to cut additional sides were violinist Mischa Novy, Jimmy Zito and the Bachelors, altho dates were not set. King told *The Billboard* that he would use the Carpenter order as a guinea pig to determine validity of the Petrillo ban. If Carpenter is prevented from fulfilling the waxing date by action of Local 47, AFM, or by Petrillo's national office, then King will seek a mandatory court injunction restraining Carpenter from performing any musical engagement until the Standard date is completed. King maintains that his AFM-approved contract with individual musicians is still valid despite the ban.

Implications of the test are broad, especially where orks hold long-term contracts with major diskeries. Petrillo holds that during a strike, leaders are released from all contractual obligations. If a court should rebuke this stand, diskeries could force talent to wax or else. Musicians, on the other hand, would face possible ex-

(See *J. King Using* on page 17)

Zucca-Schooler-Lewin Now Plan Non-AFM Waxery; 47 Threatens Sharp Reprisal

AFM L. A. Local Would Yank Cooks and Bartenders

By Lee Zhitto

HOLLYWOOD, Feb. 21.—A diskery, operating in open defiance of the American Federation of Musicians (AFM) will be added this week to the non-AFM ballroom enterprises of Harry Schooler, Joe Zucca and Harold Lewin. As reported exclusively by *The Billboard* (February 21 issue)

(Continued on page 17)

HOLLYWOOD, Feb. 21.—Storm clouds blackened, but at press time no action had been taken by the American Federation of Musicians (AFM) against the Harry Schooler-Joe Zucca-Harold Lewin combine for their open defiance of the union in operating their danceries with non-

(Continued on page 17)

Cap Ordering Talent To Wax Despite Ban

May Be Seeking Loophole

HOLLYWOOD, Feb. 21.—Orders to report for a recording session were issued last week to Wesley Tuttle by Capitol Records, the sagebrush music maker confirmed. Similar instructions, it was understood, were sent by the diskery to other artists, including Benny Goodman and Stan Kenton, but this could not be verified. According to Tuttle, he received orders signed by Cap's film music topper, Lee Gillette, instructing him and his band to report to the diskery yesterday p.m. prepared to record. Instructions pointed out that as a contracted artist he must obey the waxery's orders.

Tuttle told *The Billboard* that immediately upon receiving Gillette's letter, he called Local 47 of the American Federation of Musicians (AFM) for advice. He was told by the local's Phil Fischer to ignore Cap's orders. (See *CAPITOL ORDERS* on page 17)

Equity Cracks Down, Hayloft Managers Threaten To Rebel

NEW YORK, Feb. 21.—The latest gripe on new summer stock rules was made by Milton Stiefel, of the Ivoryton Playhouse, in his appearance before the Actors' Equity Council Tuesday (17). In spite of the mounting protests to the council by the summer stock managers, the org has decided to stick to its guns and enforce regulations for one summer. Next year, if necessary, the summer stock committee will make changes in the rules.

The strawhat managers are huddling Monday (22) to discuss ways of alleviating the regulations. They may hold a protest mass meeting later.

Indicative of the way the hayloft producers feel about the new conditions is the statement of Theron Bam-

berger, owner-operator of the Bucks County Playhouse, one of the top summer stock operations in the country: "This is a completely stupid list of regulations written by people ignorant of stock conditions."

A survey of other stock managers, including Guy Palmerton, owner of houses at Wooster and Lake Whalom; Richard Aldrich, of the company at Dennis, Mass., and Gail Hillson, who leases a hayloft at Bridgehampton, L. I., boils down criticisms into several succinct points.

The ruling which makes it mandatory that 75 per cent of each troupe at barn theaters be Equity members will make for summer unemployment (See *EQUITY CRACKS* on page 45)

Vallee's TV Pix Dubbed With Vocals

Scenes To Illustrate Tunes

HOLLYWOOD, Feb. 21. — Film subjects especially produced for tele by Rudy Vallee will be ready for distribution within three months, Vallee told *The Billboard* this week.

The initial product of his firm, Tele-Art, Inc., will consist of three and one half-minute films combining drawings and music. Each subject will treat one tune, sung by Vallee with instrumental accompaniment, while stills depicting scenes appropriate to the song will succeed each other on the screen. One drawing will fade into another, while a succession of scenes will be kept synchronized with the lyrics.

If Vallee can get the green light on (See *Vallee's Tele* on page 38)

S. S. Lollipop

NEW YORK, Feb. 21.—Next time you find yourself on the high seas on Aunt Emma's birthday, don't worry because there isn't a candy store handy. There will be. Radiomarine Corporation of America has announced a candy-by-radio service. Ship-to-shore gimmick will send Auntie a box of Huyler's or Sherry's for \$3 to \$15, two to five pounds.

Lofty idea.

AGVA Areas' Sound-Off Board

Four A's Reps Test Reactions All Over U. S.

Seek Reaction on Shelvey

NEW YORK, Feb. 21.—Various charges, including neglect of duty, and questions involving local branch status were flung at executive committeemen of the Associated Actors and Artistes of America (Four A's) who spoke before remarkably small attendances of American Guild of Variety Artists (AGVA) membership meetings in 13 branch areas thruout the country this week. Matt Shelvey's dismissal from AGVA and the administration's activities were topics under discussion. Band-answer sessions brought AGVA Area Gripe, page 41)

What's This? Video Going on the Rock!

CHICAGO, Feb. 21. — Possibility that a television station might become involved in the promotion of a championship boxing bout developed here this week when Tex Nunnally, co-promoter with WBKB of the fights the station telecasts from Michigan City, Ind., announced that he had approached Tony Zale with a proposal that he fight Rocky Graziano for the middleweight crown in Michigan City this summer. Zale admitted he was for it during intermission proceedings at Michigan City fights Tuesday (17). WBKB now airs and co-promotes with Nunnally and Marshall Kambs the Michigan City boxing bouts each Tuesday.

Many complications, however, stand in the way of any actual signing for the bout. For one thing, Graziano has not yet given his okay, but Michigan City sources say that since he is barred in so many other States, (See *What's This on Tele?*, page 38)

Local Radio Stations Not Under T-H?

Test Case in Illinois

PEORIA, Ill., Feb. 21. — A plea that local stations be exempted from the provisions of the Taft-Hartley (T-H) labor law on the ground that such station's business is not actually interstate, has been placed before the National Labor Relations Board (NLRB) by WEEK here. The station's claim followed the filing of unfair labor charges by the American Federation of Radio Artists (AFRA), which has been organizing WEEK.

Should the NLRB uphold WEEK's contention, the decision would have repercussions thruout the entire industry, since, presumably, it could (See *Local Stations* on page 5)

Loew's State May Resume Fleshers, With WHN Airing Amateurs From the Apron

AFM Approval Sought—Jobs for Six Musicians

NEW YORK, Feb. 21. — WHN, Loew-owned indie radio outlet, is planning to broadcast a series featuring amateur talent from the stage of Loew's State Theater. The State, for many years a noted vaude house, dropped stagershow at the turn of the year. It's figured that the WHN-Loew plan is feasible from both radio and theater points of view, inasmuch as the resurgence of network new-talent programs has been successful and inasmuch as the Loew's State audience is peculiarly amenable to taking live talent with its film fare.

WHN execs this week sought permission from Local 802, American Federation of Musicians, to broadcast such a program. It is understood

that WHN indicated it would hire some half dozen musicians, in addition to the station staffers, to do the stagershow. Local 802 has the matter under advisement.

Banner Cuts Wax On Palestine Cut

NEW YORK, Feb. 21.—The Banner diskery, which devotes most of its activities to the Yiddish music field, sprang a gimmick this week with the release of a six-sided album dealing with the partitioning of Palestine, plus a single disk entry in the hillbilly field.

The album, entitled *A Nation Is Born*, was cut at the scene of the United Nations debate on the Palestine problem, according to Vic Sellsman, of Banner. The disks include voices of such statesmen as David Ben-Gurion, Herschel Johnson and Andrei Gromyko, as well as the actual partition voice-vote. The waxery says all royalties from the sale of the album will be donated to the rebuilding of Palestine.

Banner's first hillbilly release is a platter by the Nevada Sisters of *Never Trust a Man*. The firm, which has appointed Riley Shepard as its hillbilly artists and repertoire head, intends to continue operations in the hillbilly and folk disk fields.

Atlas Corp. Reports On Showbiz Holdings

NEW YORK, Feb. 21.—The Atlas Corporation, investment outfit with huge holdings in showbiz and allied fields as well as general industry, issued its annual report this week. Prexy Floyd B. Odlum said the company had paid \$25,749,653 in dividends in the last 10 years and spent \$42,095,048 in acquisition and retirement of its own preferred and common stocks. "Despite these large disbursements," he told the stockholders, "your company had net assets remaining at December 31, 1947, of \$60,294,157."

The report cited holdings in showbiz as follows:

- Bonds: \$231,375 in Walt Disney Productions.
- Preferred stocks: \$2,042,562 in Hilton Hotels Corporation.
- Common stocks: \$306,250 in Allied Stores Corporation, \$1,971,499 in Hilton Hotels Corporation, \$372,000 in (See Atlas Corp. Reports, page 38)

In This Issue

American Folk Tunes	106
Broadway Showlog	45
Burlesque	48
Carnival	60-76
Circus	51-53
Classified Ads	80-86
Club Activities	68
Coin Machines	96-140
Continuing Program Studies	10-11
Fairs and Expositions	57-59
Final Curtain, Births, Marriages	49
General Outdoor	50
Honor Roll of Hits	24
Legitimate	45-47
Letter List	88-89
Magic	48
Merchandise	80-92
Music	17-39
Music as Written	20
Music Machines	105-108
Music Popularity Charts	24-36
Night Clubs	40-44
Parks and Pools	54-56
Pipes for Pitchmen	90-91
Radio	5-16
Repertoire	77
Reviews: Legit	46-47
Night Club	43
Television	14
Vaudeville	42
Rinks and Skaters	78-79
Roadshow Films	77
Routes: Carnival	74
Circus	74
Legitimate	47
Miscellaneous	74
Salesboards	93-94
Television	13-15
Vaudeville	40-44
Vending Machines	98-104

The Billboard, Main Office, 2160 Patterson St., Cincinnati 22, O. Subscription Rate: One year, \$10. Entered as second-class matter June 4, 1897, at Post Office, Cincinnati, O., under act of March 3, 1879. Copyright 1948 by The Billboard Publishing Co.

How To Become a Disk Jock--Via Carny, Vaude, Juke Boxes, Wax

NEW YORK, Feb. 21. — The Billboard received a letter from an old friend and customer this week—a letter which suggests that the guy, Milt Hale, of Burns, Ore., has been dabbling in showbiz. And the dabbler seems to have found *The Billboard* helpful, in one field or another. Tune in on Milt:

"Dear Editor:
"Lacking a press agent, I see no harm in doing a little tooting on my own. It just occurred to me the other day that I had been reading the now indispensable *Billboard* since I was eight years old.
"I had just turned eight when I met my first carny and circus folks.

Living with my grandmother who rented rooms to many of the transient show people, including those who used to make the vaudeville time at the old Plainfield Theater and the Oxford Theater in Plainfield, N. J., I was fascinated by the friendliness of them. One by one *Billboards* found their way into the waste basket, thence into my pile of playtime treasures.

"When I first took serious notice of the showman's bible it was the night club and vaude pages that held my interest, for I was then doing a bit of entertaining here and there in the East as the 'Collegiate Comedian' (See *How to Become* on page 50)

Agent Trouble Down Under

SYDNEY, Feb. 21.—Because the Australian Theatrical Agents' Association (ATAA) has not yet replied to the suggestions of Actors and Announcers' Equity on the regulation of business relations between the two associations, Equity has refused to cooperate with ATAA in a request to the government to refuse new permits to operate as agents. Equity also decided ATAA must deal with the matter promptly and appointed a committee to organize an Equity booking agency as soon as space in the Equity Building is available.

Aussie Delinquents Posted

SYDNEY, Feb. 21.—Actors and Announcers' Equity, having tried all other means to induce delinquents to pay up their dues, has carried out its threat and published in *Equity*, the official journal, a full list of the 533 in arrears at the end of December.

Now It's H'wood Actors' Lab That Is Denounced as "Reds"

HOLLYWOOD, Feb. 21.—Hollywood Actors' Lab, legit group, was a target in State Sen. Jack Tenney's legislative Committee on Un-American Activities investigation launched in Los Angeles this week. Tenney charged that the Lab group, composed of important film and stage names, was a Communist front organization and hotbed of Red propaganda. Specifically, he accused Jacobina Caro, Lab teacher, of being a registered member of the Communist party. He charged further that the Lab group was closely linked with the People's Educational Center, allegedly a Communist org.

Among Lab people called to tes-

tify were actress Rose Hobart, currently appearing in the Coast edition of *Deep Are the Roots* and Roman Bohnen, J. Edward Bromberg and Morris Carnovsky, members of the Lab's governing board. Will Lee, another Lab teacher, was also put on the stand. In each case, Lab people refused to answer Tenney's questions concerning their membership or affiliation with the Communist party, thus paralleling action of other Hollywoodites in the recent Washington investigation by the House Committee on Un-American Activities. Witnesses were warned that they faced contempt charges by refusing to answer Tenney's queries.

NUMBER ONE ACROSS THE MUSIC-DISK BOARD

- No. 1 *On the Honor Roll of Hits*
I'M LOOKING OVER A FOUR LEAF CLOVER by Art Mooney, MGM 10119
- No. 1 *Sheet Music Seller*
I'M LOOKING OVER A FOUR LEAF CLOVER
- No. 1 *Most Played on Disk Jockey Shows*
I'M LOOKING OVER A FOUR LEAF CLOVER by Art Mooney, MGM 10119
- No. 1 *Disk Via Dealer Sales*
I'M LOOKING OVER A FOUR LEAF CLOVER by Art Mooney, MGM 10119
- No. 1 *Disk in the Nation's Juke Boxes*
I'M LOOKING OVER A FOUR LEAF CLOVER by Art Mooney, MGM 10119
- No. 1 *Folk Disk in the Nation's Juke Boxes*
I'LL HOLD YOU IN MY HEART by Eddy Arnold and His Tennessee Plowboys, Victor 20-2332
- No. 1 *Race Disk in the Nation's Juke Boxes*
I LOVE YOU, YES I DO by Bull Moose Jackson, King 4181
- No. 1 *Sheet Music Seller in England*
NEAR YOU

Leading albums, classical disks, English and Canadian sheet sellers and full score on all music-disk popularity in Music Popularity Charts, pages 24 to 36 in Music Section.

Continuation of Col. Concerts Suit Demanded

NEW YORK, Feb. 21. — Seeking to recover more than \$10,000,000 for alleged fraudulent representations to stockholders from 1931 to the present date, Grace Salter, widow of Jack Salter, has asked the New York Supreme Court for an order to continue the minority stockholders' suit started in 1947 by her late husband against Arthur Judson and other directors of Columbia Concerts, Inc. Defendants with Judson are F. C. Schang, Jr., Ward French, Ralph Colton, Ruth M. O'Neill, Horace J. Parmelee, Andrew Mertens, Frederick L. Wisner, Lawrence Evans and Francis C. Coppicus.

The suit, which is for the benefit of the corporation, asks that a receiver be appointed to take over the alleged secret considerations received by Judson, including 40,000 shares of common stock in the Columbia Broadcasting System (CBS); a receiver to collect dividends which accrued to Judson on the stock from the time he "delivered" the radio business of Columbia Concerts to (See Continuation on page 38)

The Billboard

The World's Foremost Amusement Weekly
Founded 1894 by W. H. Donaldson Publishers
Roger S. Littleford Jr.
William D. Littleford

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

Editors
Joseph G. Csida.....Editor in Chief
G. R. Schreiber.....Coin Machine Editor
William J. Sachs.....Executive News Editor

Managers and Divisions:
W. D. Littleford, General Manager Eastern Division
1564 Broadway, New York 19, N. Y.
Phone: PLaza 7-2800
M. L. Reuter, General Manager Midwest Division
155 North Clark St., Chicago 1, Ill.
Phone: CENTral 8761
Sam Abbott, General Manager West Coast Division
6000 Sunset Blvd., Hollywood 28, Calif.
Phone: HOLlywood 5831
F. B. Joerling, General Manager Southwest Division
390 Arcade Bldg., St. Louis 1, Mo.
Phone: CHEstnut 0443
C. J. Latscha, Advertising Manager
B. A. Bruns, Circulation Manager
Cincinnati, Ohio Phone: DUUnbar 6450
Printing Plant and Circulation Office
2160 Patterson St., Cincinnati 22, Ohio

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

The Billboard also publishes:
The Billboard Encyclopedia of Music
Vend



MBS'S COAST PROGRAM HEGIRA

NBC To Poll B. R. Free Bally \$ Value

NEW YORK, Feb. 21.—A survey of the dollar value of free publicity and promotion gained for all of the sponsors using the National Broadcasting Company (NBC) facilities during the past year was in preparation by the web this week. The network is tabulating the windfall to sponsors in gratis air plugs for their shows, newspaper publicity page, billboards, car cards and other media.

This marks the first such survey ever attempted by a network. However, Batten, Barton, Durstine & Osborn (BBD&O) agency has made similar summaries for its clients for almost two years.

MBS Getting 1st Canadian Co-Op

NEW YORK, Feb. 21.—First instance of a Canadian program airing on a U. S. network as a co-operatively sponsored show is *Happy Gang* on Mutual Broadcasting System (MBS). The program, an across-the-board daytime musical, is said to be the top rated effort of its kind in Canada, where it is sponsored by Colgate-Palmolive Peet. It is slated to air on Mutual as a co-op on or before mid-March.

Gang is being represented in the U. S. by Charley Michelson, indie package producer and transcription operator. Contracts for Colgate's clearance, necessary to the transaction, are due to be signed momentarily.

Side Pocket Scratch To Aid CBS Take

NEW YORK, Feb. 21.—Despite its full-scale entrance into television operation, with video expenditures likely to total in excess of \$500,000, the Columbia Broadcasting System (CBS) expects its 1948 gross—and probably net—billings to equal or exceed the 1947 take. According to recent CBS figures, the web's consolidated profit in '47 totaled about \$5,920,100, almost \$125,000 over 1946. The 1948 profit picture is expected to be brightened by increased revenues from such sources as Columbia Records, radio sales, package programs and Columbia-owned stations.

Radio sales' gradual expansion, both in AM and video representation, is taken as an indication of Columbia's faith in heightened revenue from this source. On March 8, managers of the seven Columbia-owned stations will trek to New York for a three-day session at the Ritz-Carlton, the occasion being the regular semi-annual meeting. However, it's expected that the managers will be conned on the importance of a more aggressive operation. In addition to WCAU, just signed, CBS's rep division is expected to snare several other top affiliates for representation.

Also, it is believed that the transfer of Frank White to Columbia Records will be responsible for a more economical operation and increased profits.

Rhyme Time

BOSTON, Feb. 21.—Rhyming dictionaries are at a premium in this hotbed of culture this week as Kaspar-Gordon, Inc., transcription house, announced the release of a new show written completely in verse. Titled *The Spice of Life*, the 30-minute variety series has emcee Eddie Kaspar making his intros via the metrical route. Also on the waxers are Virginia Hauer and Dave Ballantine doing the warbling, the Men of Melody quartet and the Sammy Eisen ork. Even the firm's press release is written in rhyme.

Contracts for the series, however, are understood to be made out in the traditional blank verse.

Longhair Disk Jockey Series Put on E. T.

NEW YORK, Feb. 21.—A transcribed longhair disk jockey series featuring music commentator Milton Cross was being offered to broadcasters this week by George Herz of Entertainment Enterprises, Inc. Titled *Crossroads of Music*, the package is a five-a-week series of Cross's comments on classical numbers, which the stations themselves will place on the turntables. The show, which runs one hour with the music, also features interviews with name guests and a letter-writing contest for young listeners.

First disks will go out for broadcasts about May 1.

New Don Lee Studios Will Do the Trick

Web Counts on Pic Names

HOLLYWOOD, Feb. 21.—Opening of the new Don Lee studios here in May will be the signal for marked increase in Coast program originations for the Mutual Broadcasting System (MBS), according to present plans. A basic reason is that Mutual feels that by accenting Hollywood names it will increase its chances of selling commercial time.

Meanwhile the network is increasing the number of Coast originations. *Leave It to the Girls*, which came out for a two-week trial run here, has been assigned a permanent Coast berth. In addition, *The Falcon*; *Gregory Hood*, which returns to MBS shortly, and the new Andy Russell *All-Star Revue* will broadcast from Hollywood. This will build Mutual's Hollywood originations to 24.

Mutual has had a pressing studio problem in Hollywood for some time, but the whopping new Don Lee plant will end that. Studio space will include four large audience halls and, with lesser space, will provide room for 56 audience programs weekly.

The network also hopes the Hollywood originations will solve the problem of getting more New York time on WOR. WOR has turned down a number of Mutual shows in favor of local originations, but name-backed offerings should change this practice.

Walter Lurie, Mutual program exec, is out here now shopping for new shows. He stated this week that there would be more New York shows hiking westward once the new Don Lee studios were open.

Local Stations T-H Exempt?

WEEK Files Non-Interstate Plea to NLRB

AFRA Makes Unfair Claim

(Continued from page 3)

be held applicable to all local station operations. Oddly enough, this undoubtedly would be welcomed by AFRA and other unions in radio, since it would mean they could organize such stations without the cumbersome procedure involved under the T-H Law.

WEEK's NLRB brief argued that the demise of it or any similar station would not inconvenience advertisers and that the station was licensed to serve within Illinois boundaries, even that it offers network programs and its advertisers include national firms. It likened its operation as "nearly more akin . . . to a local civic society of women's clubs than to a manufacturing plant. . ."

AFRA's unfair allegations included charges of pay raises to thwart unionization, attempts to record conversations between union members and management and propaganda al-

Jim Backus Going Nowhere After All

NEW YORK, Feb. 21.—A plan to bring Jim Backus, Mutual's upcoming comic, East from the Coast to emcee that web's new half-hour show, *Going Nowhere*, has been dropped, it was reported this week. Instead, Henny Youngman, originally slated to serve as emcee, is being set for the part. The program, which ribs amateur shows, starts March 24.

Bob Sylvester Preps Mr. and Mrs. Ainer

NEW YORK, Feb. 21.—The newest Mr. and Mrs. show headed for New York radio is one featuring Bob Sylvester and his wife, Bunty. Sylvester is *The Daily News* drama columnist and author of several novels. The show is being called *Bob and Bunty*.

Several stations are dickering with Jean Rose, who is repping the package. A deal is likely to be set next week.

legedly designed to intimidate and coerce the union staffers. AFRA also claims the station is corporately connected with KLZ, Denver, and WKY, Oklahoma City, among other interests of the Oklahoma Publishing Company.

NBC, CBS Run Nip & Tuck Race For Coke Show

NEW YORK, Feb. 21.—The National Broadcasting Company (NBC) and the Columbia Broadcasting System (CBS) this week were in a nip and tuck battle for Coca-Cola's Morton Downey show, now aired over the Mutual Broadcasting System (MBS) with CBS ahead by a shade. At the same time, it appeared that in order to get the lucrative strip, both webs were relaxing somewhat their respective bans on transcribed repeats, since the show, irrespective of where it goes, will be done live from the originating point and then repeated via platters in various sectors of the country.

So far, CBS has cleared the 11:15 p.m. time Coca-Cola wants on 136 stations, while NBC has cleared time on 133. What gives CBS the edge is the fact that since Coke now has two shows on that web, Percy Faith and Spike Jones-Dorothy Shay, the account would gain by a larger cumulative discount. It is understood Coke is holding out for more stations, since it wants to cover the maximum bottler territory.

Better '48 Break For E.T. at NAB

WASHINGTON, Feb. 21.—Transcription producers, who complained of unsatisfactory facilities at the last convention of the National Association of Broadcasters (NAB) at Atlantic City last year, are due for a better break at the coming NAB conclave in May at Los Angeles. Options have already been taken for 75 second-floor sample rooms for wax exhibitors at NAB's Biltmore Hotel headquarters, and space has been reserved on the mezzanine for heavy products. Mezzanine is on the same floor as the ballroom, where the convention will be staged.

The arrangement, it is understood, is similar to that which obtained at the NAB's Chicago convention in 1946, which was considered satisfactory by c.t. makers.

The squawk at Atlantic City was that exhibitors could not peddle their programs or play them on the arena floor, and toting a playback and records to a distant room—with bad acoustics—was hopelessly ineffectual.

TED COTT A VEEPEE

NEW YORK, Feb. 21.—Ted Cott this week was named vice-president of WNEW, New York. As program director of the station, his previous title was director of operations.

Over-Scale Goes Over the Hill

Rivalry Rises As the Names Grab "Scalers"

Tough on Rank and File

NEW YORK, Feb. 21.—Over-scale acting jobs for New York radio actors have all but disappeared, with the result that competition for all jobs has increased correspondingly. The net result has been to make the economic struggle of "rank and file" thespians that much tougher. Already bedeviled by a shrinking employment field—now being investigated by the American Federation of Radio Artists (AFRA)—the rank-and-filers now not only have to compete among themselves, but with the top name performers as well.

For years the actors who worked over scale have been so busy and enjoying such healthy incomes that they wouldn't think of taking a scale job unless it had an angle. The standard angle, of course, was to land on a running part or to butter up a new director. That's down the drain now, say the rank-and-filers. The reason is that as production costs have mounted in radio, budgets have been trimmed, or held constant, with over-scale money no longer available.

\$14 Scale Job

An instance cited occurred a week or so ago, when an actor who is up in the \$50,000 bracket, took a \$14 scale job on a local station. The performer in question has several running assignments and other jobs, but he took the \$14 spot just the same.

It is also claimed that a number of actors who for years have been over scale are now making "deals" with directors to compensate for working at fixed AFRA rates. The way the deal works, the actor does a lead one week and instead of getting \$100 or so over regular AFRA fees, he works at scale. The following week, tho, the actor will do a two-line bit, and again get scale. The result is, that in lieu of over scale, the performer has been given "two jobs for one."

AFRA has been studying the employment problem for some time but scanty progress has been made so far.

5th Outlet Stiffens Des Moines Rivalry

DES MOINES, Feb. 21.—New stations are making a terrific pitch for the Des Moines listening audience, with broadcasters reaching for new gimmicks as the kilocycle competition sharpens. KWDM, fifth local station, started operations recently and will carry a 15-minute Italian language program sponsored by a fish market. First foreign language show to be aired by a Des Moines station, it will be beamed at the 20,000 Italian-American residents in this city of 180,000.

Two more stations are also prepping for their debuts. WHO-FM is skedded to open tomorrow (22), and KIOA, a new AM outlet, also will open soon. Already on the air here are WHO, KRNT, KSO and KCBC. In addition, KIOA has a tele application in and WHO is planning to apply for a video permit soon.



KLZ Writer-Producer

CLAYTON BRACE

The Sunday morning "Funny Paper" show which he scripts packs the KLZ studio with kids and grownups every week. He's producer for the top KLZ shows: "Colorado Speaks," "Penthouse Serenade," and "Joe Alpert's Barn Dance." KLZ, DENVER

B. R. to Drop Haymes For "Suspense" Seg?

NEW YORK, Feb. 21.—The Dick Haymes show was reported on the skids this week, with the Electro Auto-Lite Company, the sponsor, nearing the inking stage with Columbia Broadcasting System (CBS) for the web's *Suspense* package. The latter would be cut down from its current 60 minutes to its former half-hour size in replacing the Haymes opus.

Auto-Lite's time is 9 p.m. Thursdays. Ruthrauff & Ryan is the agency.

NAB Mulls Texts This Week For Preamble to New Code

WASHINGTON, Feb. 21.—The National Association of Broadcasters' (NAB) board of directors at Hot Springs, Va., next week (24-26), will mull more than a dozen proposed texts for the preamble to the projected new NAB code, which has undergone drastic streamlining (*The Billboard*, February 7), since the board's last meeting in November. Texts for a proposed preamble have been submitted by individual broadcasters and by a few upper-bracket NAB officials.

With streamlining of the "morality" section of the code virtually completed, in addition to the previously revised commercial section, board members are still hoping to meet a schedule of having a final document in readiness for distribution to NAB members 60 days prior to the May convention in Los Angeles. Distribution of the proposed code will take place as a follow-up to letters to members from Prexy Justin Miller outlining code developments (*The Billboard*, February 12). NAB bigwigs are emphasizing that distribution of copies of the proposed code in advance of the convention will not constitute a referendum, altho if protests to the version are received in sufficient number the document will undergo revision once again. The question whether a final code will be acted upon in May consequently re-

NBC Mulls Symp as Co-Op; Huddles With AFM on Deal

NEW YORK, Feb. 21.—The National Broadcasting Company (NBC) is now negotiating with the American Federation of Musicians (AFM) for a deal which would make the airing of the NBC Symphony Orchestra economically feasible as a co-operative-sponsored program. Interest in the Symphony as a co-op was manifest at the recent NBC stations' clinic in New York, where one of the station men remarked that he could sell such a program at any conceivable hour—"even if it were offered at 3 a.m." It's known that a lot of the web's affiliates are anxious to take it as a

co-op, and NBC would not be averse to recouping some of the money spent on the program since it was added to the web's schedule in 1937.

NBC, in its negotiations with the AFM, wants the Symphony musicians classified as non-staffmen for the purpose of the co-op program. AFM's acquiescence on this point, it is understood, would materially reduce the talent cost and enable NBC to offer the package at a price within the means of stations.

It is estimated that the Symphony, since its inception in 1937, has cost NBC about \$6,000,000. The talent nut, including Toscanini, name soloists, instrumentalists and vocalists, plus staff musicians, runs to about \$500,000 annually. The show was sponsored by General Motors from August 1, 1943, to July, 1946. Today the show is carried by 130-odd stations in the 6:30-7:30 p.m. slot. If the AFM's chief, James C. Petrillo, is amenable to the NBC proposals, the web will probably offer the program as a co-op in the same time period.

Staff musicians on the Symphony average 90, altho the figure may jump to as high as 105. The summer complement is 68.

FCC Sets Stage for Opinion Hearings

WASHINGTON, Feb. 21.—Top Federal Communications Commission (FCC) interest is being focused on the editorializing hearing slated to start March 1, with FCC completing arrangements to seat some 200 persons in Conference Room B of the Interdepartmental Auditorium in the Labor Department Building.

Altho only about half the seating capacity will be taken up by witnesses, the FCC is taking no chances of being cramped for space in a hearing which it expects will draw the largest crowd since the color television hearings in 1946.

The hearing may stretch into several weeks, since the FCC has indicated that witnesses for the National Association of Broadcasters (NAB) will be given some leeway in making their appearances, so that they can fit in contract negotiations with the American Federation of Musicians (AFM), which will be going on at about the same time as the hearing.

Meanwhile, NAB is frankly puzzled by the commission's recent refusal to postpone the hearing in deference to a petition by the broadcasters. NAB thought it had assurances the FCC would permit a delay of at least 30 days. The FCC apparently figured, however, that it would be easier for NAB witnesses to rearrange their schedules than for the witnesses of the 40-odd other groups who will testify.

Oops, Sorry!

NEW YORK, Feb. 21.—Teen-timers, with Johnny Desmond, is returning to the air all right, as *The Billboard* reported last week. Only it's going to be on Mutual, not National Broadcasting Company, as inadvertently reported. It starts March 13.

WPEN To Drop House Band

PHILADELPHIA, Feb. 21.—WPEN, Philadelphia indie recently acquired by the Sun Ray Drug chain, this week served notice on the Philadelphia local of the American Federation of Musicians (AFM) that it would dispense with its house band effective March 1. The station now employes six men, with Billy Marshall house conductor. The musicians' payroll is estimated at \$30,000 annually.

WPEN's move, in line with many similar developments thruout radio under the Taft-Hartley Act, came at a time when Local 77 of the AFM was stalemated in its negotiations with other Philly stations for renewal of contracts. All current pacts expire February 29, having run two years. Negotiations are continuing.

mains wide open, and there is still some minority talk that the board might eventually settle on just a general and brief "credo" as constituting the entire code.

While the code will highlight next week's board meeting, numerous other items are on the agenda, and there is some question whether the board will have ample time to consider such holdover major problems as whether or not a separate "independent stations" standing committee should be created in NAB. Attention is due for a plan for development of industry-sponsored radio "institutes" (*The Billboard*, February 12) and a proposal for lowering this year's convention registration fees. The board is also expected to give cursory study to preparations for industry's representations at the Federal Communications Commission (FCC) hearing starting March 1 on radio editorializing.

The board is expected to resolve on a theme of industry-wide unity for the Los Angeles convention, and in this respect current negotiations between radio and the American Federation of Musicians (AFM) are due for some discussion next week. Convention agenda plans will come in for some analysis, with the board expected generally to approve a series of proposals by NAB officials for speakers' lists.

AUDIENCE RESEARCH, Inc.
NEW YORK • PRINCETON, N. J. • HOLLYWOOD

Dr. GEORGE GALLUP, President
444 MADISON AVENUE
NEW YORK 22, N. Y.
ELBORADO 5-1872

RADIO DIVISION
SAMUEL H. NORTHROSS
Vice-President

February 11, 1948

Miss Jo Stafford
607 Fifth Avenue
New York, New York

Dear Miss Stafford:

You will be interested to know that in our Continuing Audit of Radio Personalities, a regular ARI nationwide survey, you have the most enthusiastic following of any female singer included in the most recent poll.

You have reached a position of public recognition as a radio star by 53% of the radio listeners in the country. Furthermore, among those people who have heard you, 60% picked you as one of their favorite performers.

Although several other singers are more widely known, none of those included in this survey has quite the "Enthusiasm Quotient" that you have. The "E.Q." values reported in the Audit are a combination of two measurements:

- a. The extent to which a performer has been heard by the listening public, and
- b. The degree to which the performer's following is enthusiastic about his or her performance.

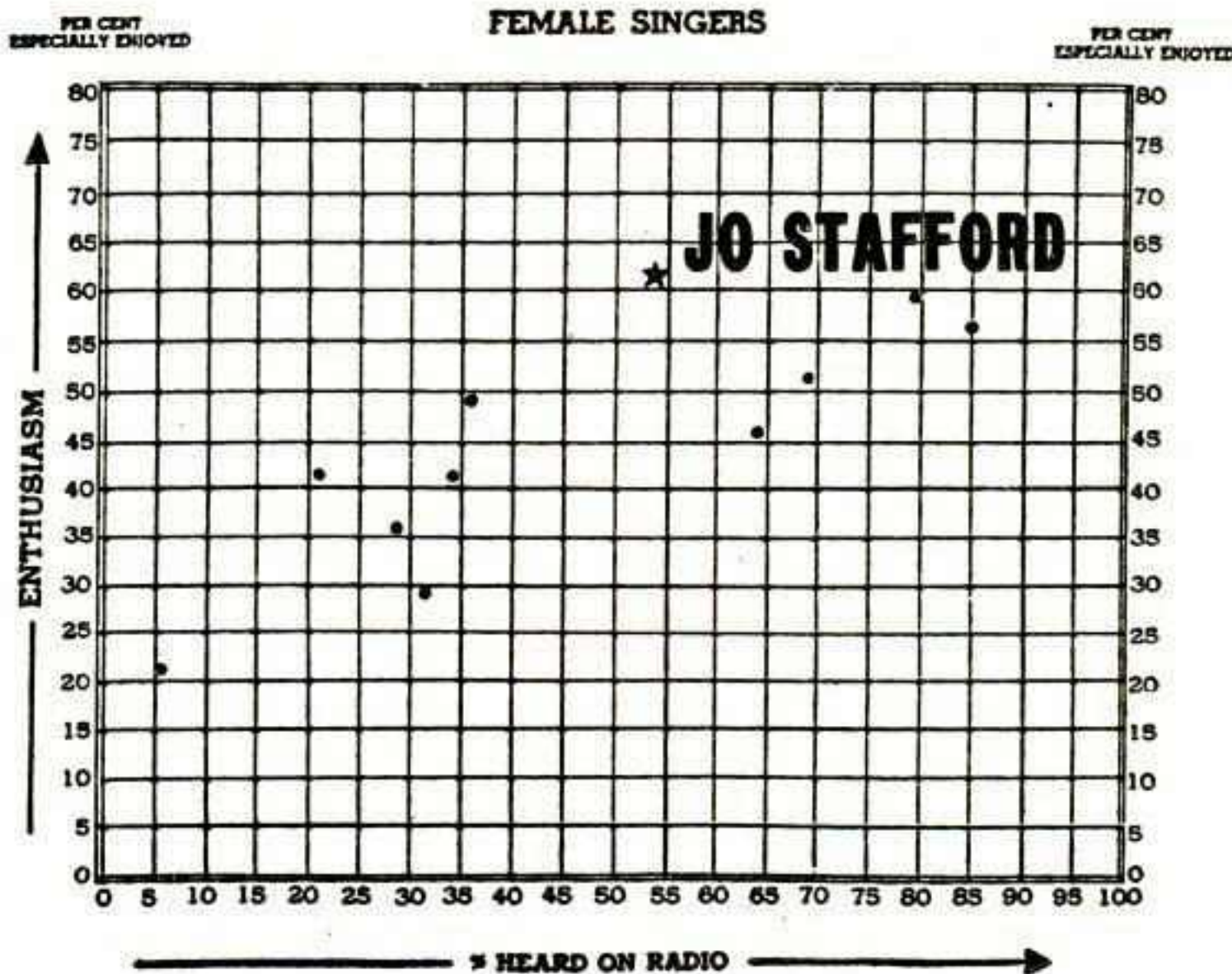
Sincerely yours,

Samuel H. Northross
Samuel H. Northross

SHN:dc

AUDIT OF RADIO PERSONALITIES

FEMALE SINGERS



This One



PRG9-2DS-JQCD

PLUG STATION CREDIT DIKE

Ad Agencies, Indies Set Up Rigid System

Cued by Tecate Beer Fiasco

HOLLYWOOD, Feb. 21.—To protect themselves against credit losses, Southern California ad agencies and indie radio station operators have joined forces to set up an iron-clad credit system which it is hoped will prevent disastrous credit failures such as those already hitting several local indie outlets and ad agencies.

The first step was taken by ad men who banded together last month in the Southern California Advertising Agencies Association (SCAAA) to devise a credit check plan which will employ special facilities not offered via ordinary credit checks. Working with ad men will be the Los Angeles Credit Managers' Association and the National Credit Managers' Association.

73 Subscribers

The service, subscribed to by 73 local agencies, will offer coded, confidential reports on prospects, including record of clients' bill-paying habits and relationship with other suppliers and creditors. In turn, the financial status of every member agency subscribing to the service will be on record for easy reference by radio stations, newspapers and other media. SCAAA topper, Dave Fenwick, claimed service had already paid off in time saved by thus avoiding calls on bad prospects. Cost of service per agency was well in line with ordinary credit costs. Service is to be made available on a national basis, affording out-of-town media instant check on local ad agencies.

Outstanding and most disastrous credit fiasco was the Tecate beer debacle, which left ad man Jere Bayard holding the bag for nearly \$100,000. The brewery, a Mexican concern formerly distributing in California, was spending at the rate of \$40,000 a month, 40 per cent of which went into radio. When the bubble burst, Southern California indies were stuck for about \$15,000. KLAC and KYA, Thackrey-owned outlets in Los Angeles and San Francisco, took a \$5,000 loss, as did KFMB, San Diego. Other smaller indies suffered to a lesser extent. Ad man Bayard is currently attempting to salvage the mess, operating under creditors' extension, while efforts are being made to force Tecate into bankruptcy and get payment for benefit of creditors. Bayard has turned over the Tecate account to the Los Angeles Credit Managers' Association as security and is thus permitted to continue operations.

The Tecate incident, in which an apparently solvent firm did not meet its obligations, was the cue for local indies to devise new self-protective measures. One means currently in use is to make clients a contracting party to all ad deals, thus holding advertiser and/or agency responsible for payments. Another device is for station owners to by-pass agencies and go direct to clients for their dough. New agencies are being closely watched by SCAAA and radio outlets before acceptance of accounts. At present SCAAA is holding 12 applications for admission while the agencies' solvency is being checked.

A spokesman for the Southern Cal-

Priest's Injunction Vs. WLAW Denied

BOSTON, Feb. 21.—Judge Frank J. Murphy, of Superior Court, Monday (16) denied an injunction sought by prize fighter Al (Red) Priest, of Cambridge, Mass., seeking to prevent WLAW's broadcast Monday of a 10-round bout at Boston Garden between Priest and Charlie Fusart, of Irvington, N. J. The judge ruled WLAW could broadcast the bout as scheduled.

In seeking the injunction, Priest and his manager, John Buckley, contended that when they signed for the match they were unaware of the contract the promoter, the Callahan Athletic Club, had with WLAW and further contended the broadcast would result in personal enrichment of the defendant. Judge Murphy's decision to deny the injunction was made after James A. Donovan, attorney for WLAW, pointed out that no money had been paid to the promoter for the privilege of broadcasting the fight. Donovan stated the cancellation of program would damage the station's effort to increase its listening audience and disappoint many people, including hospitalized vets.

Priest and his manager were allowed 20 days to file a request that the court show cause why the injunction was not granted.

Durr States Need For FCC Hearing On Net Regulation

CHICAGO, Feb. 21.—The need for Federal Communications Commission (FCC) hearings on network regulations in the near future was stressed by Commissioner Clifford J. Durr today while in Chicago to address the eighth annual convention of the National Lawyers' Guild. Durr stated that more and more problems affecting network operations are brought to the Commission, among them operations under AM-FM duplication, network television programming and the operation of high-power clear channel stations.

Continuing to champion his philosophy favoring complete freedom of expression on the air regarding all social, economic and political matters and groups, Durr stated:

"To withhold from the people any information or ideas on the supposition that they have a harmful tendency is as inconsistent with democracy as to deprive them of the vote out of fear that it may be exercised unwisely. To the people as a whole must be left the decision as to what is good and what is bad. They must know the bad if for no other purpose than to be able to oppose it intelligently. To suppress the advocacy or rational consideration of any ideas by a threat of punishment is as much an act of aggression against democratic government as to deny access to the ballot box by force."

ifornia Broadcasters' Association (SCBA) admitted that radio station ops are themselves to blame for losses. Indies, in frantic push to get new biz in highly competitive market, are snagging marginal or questionable accounts first and asking questions later. In their own interest, SCBA has urged members to review all credit standings, refuse to do biz with fly-by-night ad agencies and nix any questionable time sales.

FMA Seeks Fewer Net, More Local Segs; Better Co-Op

CHICAGO, Feb. 21.—Necessity of a ruling from the networks permitting FM stations to air fewer network shows and more local programs and the need for greater co-operation from radio manufacturers, distributors and dealers, were the salient points of the first annual meeting of Region 3 of the Frequency Modulation Association (FMA) here Wednesday (18). FM broadcasters strongly opposed network rules which state that if FM stations take any net show, they must take the full network option time schedule. (*The Billboard*, February 21).

During the final session a resolution was offered asking that the FCC call a conference between network officials and the FMA to discuss policies of NBC, ABC and CBS calling for carrying of full network schedule under duplication, the affiliation of independent FM stations in areas where there is limited or no network service, and "the availability of network programs for FM stations where the networks AM affiliate has no FM station." After a vigorous verbal fight on the floor, this resolution was tabled on motion from Thomas F. McNulty, president of WMCP, Baltimore. Opponents stated that such a motion would only stir up trouble with the nets and that duplication should be given a chance to work before the FCC was called into the picture. The FMA board will probably meet with the nets to discuss these problems within 60 days.

Concerning manufacturing co-operation, members made it clear that the FM broadcasters were not satisfied with production of FM sets nor with promotion and merchandising put behind attempts to sell FM receivers.

On the second facet of the manufacturing controversy, Bill Ware, vice-president of FMA, accused dealers thruout the country of not trying to sell FM sets and, in fact, of trying to discourage sales directly and indirectly. He claimed manufacturers were not training their dealers in proper sales methods. He also stated that FM sets were being sold while still untuned. He cited cases of dealers actually trying to unsell potential

P&G Sets Limited Net Deal for Gangbusters

NEW YORK, Feb. 21.—A deal was set Wednesday night (17) whereby Procter & Gamble (P&G) will take over the sponsorship of *Gangbusters* on a limited network of 62 stations, with the American Broadcasting Company (ABC) permitted to offer the show as a co-op to stations not on the P&G hook-up. P&G picks up the tab starting March 13. Waterman's, current sponsor, drops out in mid-March.

P&G, which is buying the show in the interest of Tide, will probably expand the web at a later date.

Gangbusters, a Phillips Lord package, was sold by Bernard L. Schubert. Price tag was \$5,500.

WGAR Lets George Do It

CLEVELAND, Feb. 21.—Carl George has been appointed sales chief of WGAR here, following resignation of E. Harry Camp this week. George, assistant general manager of the station, was recently elected a veepee.

customers on buying FM sets.

To this manufacturing representatives at meeting answered that FM sets were being produced as quickly as possible and that the FM broadcasters had to improve their programs greatly if they expected the public to buy FM receivers in large quantities.

In conjunction with the meeting Region 3 also held an election of officers. Elected were: Chairman, Marion Claire, WGNB, Chicago; secretary, Ed Wheeler, WEAU, Evanston, Ill.; Michigan vice-chairman, Edward F. Baughn, WPAG-FM, Ann Arbor; Wisconsin vice-chairman, Donald L. Dobson, WBNB, Beloit; Illinois vice-chairman, George Arnold Jr., WTAD-FM, Quincy, and vice-chairman for Iowa, Ed Breen, KFMV, Fort Dodge.

ABC, King-Trendle WOOD, Mich., Deal, Back to Haunt FCC

WASHINGTON, Feb. 21.—The ghost of the complex American Broadcasting Company (ABC) deal in 1946 to take over the King-Trendle Broadcasting Corporation is back again to haunt the Federal Communications Commission (FCC). The commission this week designated for hearing the question of who is to get WOOD, Grand Rapids, Mich., which ABC had bought along with WXYZ, Detroit, in a \$3,650,000 transaction.

Competing bids to buy WOOD from ABC have been filed with the FCC by Liberty Broadcasting Company and the Grandwood Broadcasting Company, both of which are offering \$850,000 for the 5,000-watter.

Liberty was a prospective buyer of WOOD when ABC first announced that it wanted only WXYZ out of the King-Trendle purchase, and the FCC approved Liberty's bid. According to the FCC, however, Liberty was unable to meet the terms of the contract, and ABC decided to sell WOOD to Grandwood.

After the deal with Grandwood was advertised under FCC's Aveo ruling, Liberty found itself back in the chips again and announced it was ready to meet terms of the original contract. With two competing purchasers offering the same price, the FCC now must choose between them.

Meanwhile, under terms of the FCC's approval of ABC's purchase of the two stations, WOOD has been operating with its fixed assets and profits held in trust for the ultimate buyer.

Long Simmer

NEW YORK, Feb. 21.—Milton Berle will work around the clock Wednesday (25) in a 24-hour fund-raising drive for the American Heart Association being aired by WHN, New York. Berle will start at 1:30 Wednesday and continue until the same hour next day, including a four-hour disk-jockey show from 2 to 6 a.m. The station is increasing its normal 20-hour operation for the occasion and cutting into all programs, commercial and sustaining, for the drive.

ABC Adds Fuel To Feud With Mex Stations

WASHINGTON, Feb. 21. — The "cold war" between U. S. and Latin broadcasters (*The Billboard*, January 31) over international frequencies is breaking out again, with the latest complaint of Mexican infringement on U. S. standard channels being made this week by the American Broadcasting Company (ABC) in a petition to the Federal Communications Commission (FCC).

Altho directed against a bid of KOB, Albuquerque, for full service on the 770-kc. channel of the web's New York outlet, WJZ, the ABC petition charged Mexico with making "efforts toward regrading the Class 1-A status" of the frequency.

ABC claimed that XEON, in the Mexican State of Chiapas, is about to go on the 770-kc. band with 500 watts power. "This assignment," said ABC, "violates the protection to which the U. S. is entitled on 770 kc. under the North American Regional Broadcast Agreement (NARBA)."

ABC claimed that the special service authorization given the Albuquerque station to operate on 770 kc. "virtually invites the encroachment of other countries upon the U. S. Class 1-A channels."

The petition pointed out that the squabble over KOB started at the 1941 NARBA conference when a wholesale shift of U. S. allocations forced the FCC to take KOB off its original 1180-kc. spot and assign it to 1030 kc. Interference with WBZ, Boston, then caused FCC to give KOB its special authorization to operate on 770 kc. ABC asked the commission to move KOB back to 1030 kc., "for which it is legally licensed."

Returning to its theme that other

Numerous Outlets Bid for ATW Grads

NEW YORK, Feb. 21.—The American Theater Wing's (ATW) radio workshop is now getting requests from stations thruout the country for personnel to handle dramatic programs. When the organization's first 10-week course was over, 95 per cent of the graduates landed jobs at various percolators. The current check-up indicates that among other grads Wallace Dunlap is operating at WLIZ, Bridgeport, Conn.; Felix Leon, WBAL, Baltimore; Bob Lyons, disk jockey in Rochester, N. Y.; Robert Cone, scripting for the Robert Q. Lewis show at the Columbia Broadcasting System (CBS) and Sheldon Rothman and Van Fox at WINS. In addition, George Wallach supervised the ATW workshop series which recently finished a 26-week run at WNEW, New York.

The workshop sessions are held two nights a week for 14 students. Those in attendance get a chance to act, direct, announce and produce—so that they have training in all phases of radio. Recordings are made of 15-minute programs under actual broadcast conditions and are later criticized. Many students, after completing a course, return at a later date for a refresher.

North American countries are trying to expand their radio facilities at the expense of the U. S., ABC outlined Mexican plans to put up a fight at the forthcoming August NARBA meeting in Canada for privileges on the 590-kc., 630-kc., 950-kc. and 980-kc. bands. Haiti, the Dominican Republic, Newfoundland and Canada want unspecified additional facilities, stated ABC, while Cuba is after 12 Class 1-B assignments.

FCC in Dilemma Over WHLS And NAB's Libel Challenge

WASHINGTON, Feb. 21.—Aware that its interpretation of radio libel laws is highly controversial (*The Billboard*, February 7), the Federal Communications Commission (FCC) is in a quandary about whether a hearing can be staged in a manner proposed by the National Association of Broadcasters (NAB), which has asked the FCC to separate the libel question from a proposed decision granting a renewal to WHLS, Port Huron, Mich.

FCC officials pointed out that only one other communication, besides NAB's, has been received on the subject since the FCC issued its policy in the WHLS proposed decision in which FCC granted a renewal to the station and took a view that stations are free from libel in political broadcasts. WGOV, Valdosta, Ga., filed a petition late yesterday (20) similar to NAB's and in addition asked FCC to consult the U. S. attorney general for an interpretation of the Communications Act "with regard to the right of a station to require the elimination of slanderous words from political broadcasts." WGOV, which is operated by former Georgia Gov. E. D. Rivers, said the Port Huron decision prejudices its own license renewal, which has been held up pending FCC investigation of alleged refusal by the station to permit broadcast of a political speech which it considered libelous.

As foretold at the time the FCC issued its proposed decision in the case, the Commission's stand immediately provoked confusion and controversy in legal and radio circles, but even the NAB, in suggesting a hearing on the policy, refrained from taking a vigorous stand. Inasmuch as

NAB does not want to be in the position of bringing about a delay in the Commission's final decision granting WHLS a three-year license renewal. NAB consequently asked that the question of libel be separated from the case so that a hearing could be arranged. FCC legalists point out, however, that there is no precise precedent for such procedure.

The only procedure bearing any similarity, according to FCC legalists, is in the wholly unrelated case of radio editorializing, whose issues are irrelevant to the WHLS case. Legalists point out that, while the Mayflower case was decided in 1941, a hearing on the policy involved is coming March 1 after a lapse of seven years. A touchy legal point is raised in FCC's inclusion of the libel ruling in the license renewal grant, since broadcasters are unable to attack it without jeopardizing the future of the Port Huron station.

AAAA 3-Day Huddle Agenda Takes Shape

NEW YORK, Feb. 21.—The agenda for the three-day annual meeting of the American Association of Advertising Agencies (AAAA) began to take shape this week, with topics to include future advertising personnel, television as an ad medium and advertising costs. The sessions, which will be held in Virginia Beach April 7, 8 and 9, are being blueprinted by the operations committee of the AAAA board of directors, chaired by J. C. Cornelius, of Batten, Barton, Durstine & Osborn.

3 hairlifters

that'll lift your sales!

1. FOR SALE! "BOX 13" with ALAN LADD

A big-name, low-cost showcase for your product—with a pre-built audience. Alan Ladd, according to a current Gallup poll, is among the first five most popular male film stars. "Box 13" concerns a resourceful fiction writer who advertises for adventure. Says he'll go anyplace, do anything. Where he goes and what he does... makes some of the most gripping listening ever aired.

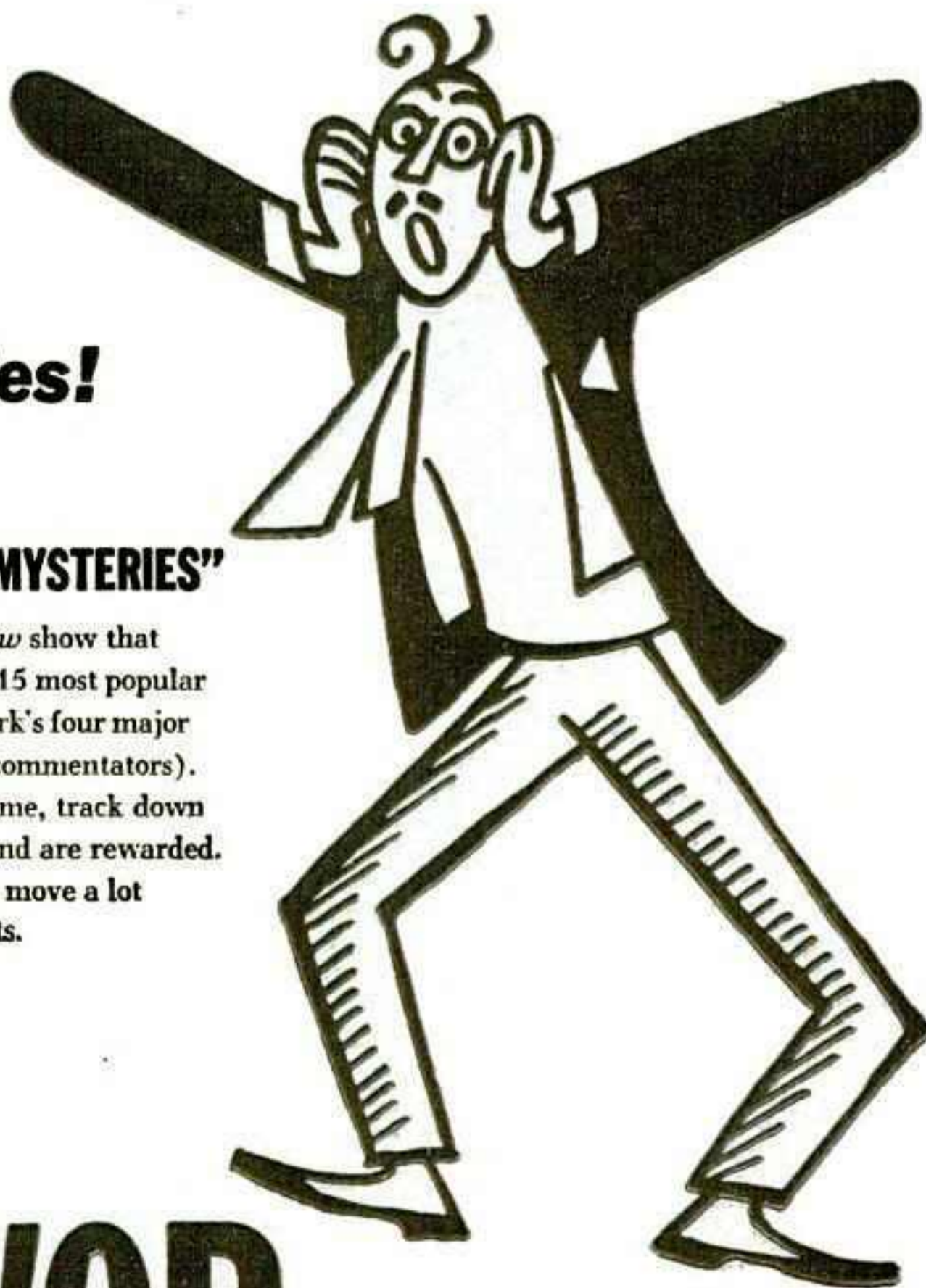
2. FOR SALE! "BULLDOG DRUMMOND"

Year after year, since 1941, "Drummond" has rung up top ratings—repeatedly galloping past competing big-name shows. The name alone, pulls listeners; "Bulldog Drummond" has been the basis for nine hit movies featuring such stars as Ronald Colman, Ray Milland and John Howard. On the air, he's played by able Ned Wever. Want a low-priced show to do a top-price selling job? Don't pass up "Bulldog Drummond".

3. FOR SALE!

"FIVE MYSTERIES"

Mystery with a new plot. A new show that jumped to 9th place among the 15 most popular local radio programs on New York's four major stations (other than news and commentators). Sleuths in the studio and at home, track down the clues of five mysteries... and are rewarded. Here's a low cost show that can move a lot of people to buy a lot of products.



WOR

mutual

FOR TIME, COSTS AND OTHER FACTS, PHONE LONGacre 4-8000 FAST.

1440 BROADWAY, NEW YORK

Mr. Ace and Jane

Reviewed February 14

Produced in Co-Operation With the
U. S. Army and the U. S. Air Force
Recruiting Service
Via CBS

Saturdays, 7-7:30 p.m.

Producer-director-writer, Goodman Ace; assistant director, Henry Howard; music composer-conductor, Morris Surdin; announcer, Ken Roberts. Cast: Goodman Ace, Jane Ace, Leon Janney (Paul), Eric Dressler (Mr. Norris), Everett Sloan (Mr. Wilkerson), Frank Butler (employee).

Current Hooperating of the program (Sustaining).....None

Current Hooperating of show preceding (Sustaining).....None

Current Hooperating of show following ("Abe Burrows")..... 5.5

CURRENT HOOPERATING OF SHOWS ON OPPOSITION NETWORKS

ABC, MBS and NBC: Sustaining.....None

What promises to be a gladsome gift to network programming hove onto the scene last week, as Goodman Ace and his wife, Jane, returned to the emoting end of radio after too long a hiatus. Ace had turned executive at Columbia Broadcasting System (CBS), where he supervised the web's comedy and variety shows, forsaking his long-time *Easy Aces* series, which still is making the rounds in transcribed form. The new vehicle provides additional proof that Ace is a master at digging into the core of an intrinsically funny situation and coming forth with the most meat.

There is little basically different in the new opus as against the old, other than the expansion to 30 minutes. It is still situation comedy at its best, with Ace enacting the long-suffering husband of a big-hearted but dim-witted spouse. He has to contend not only with his frau's brainstorms, but also with her brother, Paul, who shrinks from gainful employment. Paul, played to the hilt by Leon Janney, fathers some of the weird complications which his sister confuses further. Result, natch, has poor Ace trying to plug one leak after another in the domestic dyke. Other characters who enliven the show include Ace's boss, Mr. Norris (Eric Dressler), of the ad agency of Dutton, Button, Mutton & Norris, who's got a slogan to fit any situation. A neat trick has announcer Ken Roberts playing himself as a next-door neighbor, who spouts a commercial with virtually no provocation.

Complications Aplenty

The initial opus was concerned with Paul's futile attempt to borrow from Ace \$200 with which to buy his wife a tonsillectomy as a 10th anniversary present. Failing to budge Ace, he induced Jane to borrow the cash from Everett Sloan, as operator of a loan agency, which in turn was a client of Ace's ad agency. The complications grow in bunches, but it all finally worked out comparatively happily, no thanks to Jane. The program consisted of a series of vignettes strung together by Ace's ace narration.

With such shows as *My Friend Irma* proving that the day of the situation comedy is not over, the Aces should find a fruitful future for their current program, for there are few men who can diagnose the elusive quality which makes for laughs as well as Ace. Surrounded as he is by a top-notch cast and colorful characterizations, it is difficult to see how the program can miss. Its main danger is that its humor will become a mite too literate for the average dial-twister. The pace of the opener could have been somewhat faster. Musical effects by Morris Surdin were just right, never intruding.

In co-operation with the U. S. Army and the U. S. Air Forces recruiting services, the show plugged recruitment. The middle and final pitches were for the air forces, em-



Network and Local Program Reviews

Boy of the Bunchgrass

Reviewed by Transcription

Sustaining over KWSC, Pullman, Wash.
5,000 Watts
(Non-Commercial)

Producers, John Blake and Dr. Gordon McClosky; director, John Blake; writer, David L. Stidolph; narrator, Les Fitzpatrick. Cast: Bill Moody, Jean MacGregor, Anita Busick, Houston MacIntosh, Bud Ford, Doug Meeker, Nola Malone. Announcer, Bob Townbee; board technician, Frank Seracino.

This is the first of a series of three documentary programs on Grand Coulee Dam, the *Boy of the Bunchgrass*, produced by KWSC, the non-commercial outlet owned and operated by the State College of Washington. It is a most ambitious project to attempt to turn a theme of this sort into good radio, and one which would tax the experience and ability of a major network. That KWSC's effort scored as well as it did is a high compliment to the energy and obvious attention to detail bestowed upon it by the people associated with the show.

Major defect was the attempt to cram every conceivable type of statistic into the opus, instead of stressing the human element. Not that the latter was overlooked; rather, it was underplayed. The major portion of the program, by far, was given over to outright narration which, no matter how capably done, can not quite move the listeners as can the contrast and vividness of drama.

Overloaded With Figures

One was likely to be overwhelmed by the sheer weight of the figures concerning what went into the making of the gigantic power project, its 50 million man hours of labor, its 45 million cubic yards of rock and gravel, its 21½ million tons in weight, and its \$208,000,000 of cost being just a few. Perhaps of equal importance, in its own way, was the quietly-noted fact that 77 men lost their lives in the building of the dam. Certainly of interest was that race, creed and color played no part in the selection of men who took part in its construction.

The dramatic sequences sometimes had good touches, such as the tinny piano and raucous laughter used in pointing up the boom-town nature of the communities which sprang up as the project developed. Occasional use of work songs also were effective. On the humorous side was the Westerners' idea of a New York accent, used by two alleged Manhattan women in discussing the emigration of one's son to work on the dam.

Two succeeding shows were to develop the subject further. The station must be lauded for its tackling of an important if fearsome assignment.

Sam Chase.

phasizing first education, then adventure mixed with financial security—reasonably good arguments. The opening sales talk, for the army, was built around its high standards, which only 60 per cent of the applicants can pass. "Take a look at the next soldier you see," urged Roberts. "Neat, clean cut, resolute...." Does this sound like the guys you bunked with only the other month?
Sam Chase.

Metropolitan Opera Auditions of the Air

FARNSWORTH TELEVISION & RADIO CORP.

John S. Garceau, Adv. Mgr.

Thru Warwick & Legler, Inc.

Douglas J. Murphey, Acct. Exec.

Via ABC

Sundays, 4:30-5 p.m.

Estimated Talent Cost: \$7,500; producer, Tevis Hune; writer-director, Brent Gunts; announcer, Milton Cross; music, Metropolitan Orchestra, conducted by Wilfred Pelletier. Auditionees, this program, Marguerite Piazza (soprano), Fernand Martel (baritone).

Current Hooperating of the program.... 3.1
Average Hooperating for shows of this type (None for Sun. afternoon).....None

CURRENT HOOPERATING OF SHOWS ON OPPOSITION NETWORKS

CBS & NBC: Sustaining.....None
MBS: "True Detective Mysteries".....11.2

ABOUT THE ADVERTISER

Farnsworth Radios, whose line includes Capehart phonographs, has been a small national advertiser concentrating heretofore in magazines. Appropriations have been around the \$500,000 mark since 1943, but an appreciable increase should be shown this year, mainly via its sponsorship of "Met Auditions."

Metropolitan Auditions, formerly on the air for Sherwin-Williams and now sponsored by Farnsworth (Capehart) Radios, has returned a fine crop of yodelers to the permanent Met Company, and there is certainly no reason it shouldn't continue to do so. Program style remains unchanged, using two hopefuls each Sunday, with selections made by a staff of opera company judges.

Singers on the program caught were Fernand Martel, young Canadian baritone, and Marguerite Piazza, soprano. The former stood out to better advantage, revealing a thoroely qualified voice, equally effective in all ranges. Miss Piazza, however, indicated a tendency toward "whiteness" in her upper register. Martel's only error was to sing both his solos in French, the first, *Vision Fugitive*, from *Herodiade*, and the second a French pop, *Y a Les Fleus*. It's true that most upcoming baritones stress Italian, but Martel might have shown to better advantage had he done a hunk of German or Italian in addition to the duet from *Pagliacci*.

The script, as usual, was an abomination, serving out in the introductions to each singer, an unadulterated mess of treacle. Whatever the reason for this approach may be—presuming there is one—it serves only to make both the singers and announcer Milton Cross sound like drooling goons. The commercial, on the other hand, had an unusual impact, playing an operatic aria in two installations, one live by the orchestra, the other thru a record played on a Capehart phonograph. The equality of tone was effective demonstration of the machine's capabilities.
Jerry Franken.

Radio Newsreel

Reviewed February 18

Sustaining Via MBS

MTWTF, 9:15-9:30 p.m.

Estimated Talent Cost: \$3,000; supervisor, A. A. Schechter; producer, Arthur Feldman; director, Merton Koplin; writer, Jack Fern; music, John Gart; announcer, Carl Caruso; narrator, Phil Tonken.

Current Hooperating of the program (Sustaining).....None

Current Hooperatings of show preceding (Gabriel Heater TTH)..... 5.3
(Gabriel Heater MW)..... 5.5
(Gabriel Heater F)..... 4.7

CURRENT HOOPERATING OF SHOWS FOLLOWING (Sustaining, MTWTF).....None
("Information Please" F)..... 5.3

Mutual's *Radio Newsreel* has an on-top-of-the-news air that gives it a far greater dimension, contrasted to standard radio news techniques, and at the same time a far greater degree of intimacy with the people involved in the news. It is a refreshing, frequently absorbing round-up of some of the world's daily events.

Technique is to filter into Mutual headquarters in New York recordings made by Mutual affiliates thru-out the country and by staff men abroad. These are edited and dubbed onto the 15-minute show for airing. A policy of brevity allows use of many takes—as witness Thursday's (19) show, which presented among others, the London hackie whose wing (fender) was nipped by the Duke of Edinburgh; interviews with Joe Louis and Samuel Reshevsky, chess champ, sailing for Europe; a House Un-American Committee witness testifying before that hapless group; a United Nations commissioner reporting on the Korean situation; an interview with a Denver motorman who saw a "fireball" tearing across the sky, and another with a victim of a Los Angeles explosion. All these events took place within 24 hours of going on the air and the feeling of immediacy which accrues is enormous.

The actuality quality of this presentation is another potent factor. The luckless London cabby, for instance, was wonderful in recounting his story; his accent and, above all, his double-take in describing his failure to recognize the Duke, couldn't have been matched thru any other method of presentation. All in all, this show is top-flight radio news coverage.

The program is currently networking sustaining, with Zenith due to assume sponsorship in a week or so. WOR has dropped in a Lifebuoy soap commercial locally. It's a bit tough to take. *Jerry Franken.*

Feature Story

Reviewed February 9

Sustaining Monday 1 to 1:15 p.m.

on WJJD

20,000-Watt Chicago Independent Talent Cost: Not computable since interviews of public are conducted by member of Community Fund as part of his salaried duties. Editing by same man, Don Herbert, Community Fund's radio department.

Hooperatings: None available, sustaining program.

In the past the radio campaign of Community Fund drives here and elsewhere have occurred only during the money-raising period. This new series, originated by Lee Schooler, director of radio for the Community Fund here, and his assistant, Don Herbert, is an attempt to maintain public interest in the fund thru-out the year in order to lessen inertia to actual money-raising drives. It also is an attempt to show people of Chicago where their Community Fund money is spent and represents an innovation which might be adopted in other cities.

Format is simple, but effective. Each week Herbert takes a tape re-[See FEATURE STORY on page 16

C. E. Hooper Survey:



Daytime Cost-Per-Point Leaders; "Ma P." Tops

Program, Sponsor, Network, No. Sta.	Hooper	Opposition	Talent Cost	Cost Per Point	Cost Per 1000 Urban Listen.	
MA PERKINS Procter & Gamble Oxydol D-F-S, CBS 80	8.6	NBP NSP NSP	ABC MBS NBO	\$1,300	\$151.16	—
OUR GAL, SUNDAY Whitehall Pharmacal Anacin D-F-S, CBS 79	8.6	NBP NSP NSP	ABC MBS NBO	1,750	203.49	—
STELLA DALLAS Sterling Drug Various Products D-F-S, NBC 142	8.5	Paul Whiteman Hint Hunt NSP	ABC CBS NBC	1,750	205.88	\$.36
ARTHUR GODFREY Liggett & Myers Chesterfield Cigarettes Newell-Emmett, CBS 158	8.3	Breakfast in Hollywood (P&G) Breakfast in Hollywood (Kellogg) NSP This Is Nora Drake Katie's Daughter	ABC ABC MBS NBO NBC	6,000	722.89	1.29
ROMANCE OF HELEN TRENT Whitehall Pharmacal Kolyos D-F-S, CBS 77	8.2	NSP NSP NSP	ABC MBS NBO	1,800	182.98	—
YOUNG DR. MALONE Procter & Gamble Crisco Compton, CBS 77	8.0	NSP NSP NSP	ABC MBS NBC	2,500	312.50	—
WHEN A GIRL MARRIES General Foods Diamond Crystal Salt (B&B) Calumet, Swansdown (Y&R) NBC, 78	7.8	NSP NSP NSP	ABC CBS MBS	2,300	294.87	—
AUNT JENNY Lever Bros. Spry R & R, CBS 56	7.8	Welcome Travelers Victor H. Lindlahr NSP	ABC MBS NBC	2,000	256.41	—
ROSEMARY Procter & Gamble Ivory Snow B & B, CBS 84	7.8	Ted Malone Heart's Desire Lora Lawton	ABC MBS NBC	2,500	320.51	—
GRAND SLAM Continental Baking Wonder Bread & Hostess Cake Ted Bates, CBS 47	7.7	Galen Drake NSP Jack Berch	ABC MBS NBC	2,000	259.74	—
TOP THREE SATURDAY DAYTIME PROGRAMS						
STARS OVER HOLLYWOOD Bowie's, Inc. Darl Rich Chocolate Flavoring Sorenson, CBS 52	9.8	NSP NSP NSP	ABC MBS NBC	4,000	416.87	—
GRAND CENTRAL STATION Pillsbury Flour Various Products MCC-E, CBS 129	7.5	NSP NSP National Farm & Home Hour	ABC MBS NBC	2,200	293.33	.39
THEATRE OF TODAY Armstrong Cork Armstrong Floor Coverings S.B.D. & O., CBS 159	7.1	NSP NSP NSP	ABC MBS NBC	2,500	352.11	.46

Average Daytime Rating is 5.3 as against 4.7 last report, 5.3 a year ago. Average Daytime Sets-in-Use are 20.9 as against 18.8 last report, 19.4 a year ago. Average Available Homes are 73.6, as against 73.4 last report, 74.7 a year ago. Number of broadcast hours is 100% as against 100% last report, 82 1/4 a year ago.

L. & M.—Lennen & Mitchell. F. C. & B.—Foots, Cone & Belding. Y. & R.—Young & Rubicam. W. & L.—Warwick & Legler. W. & O.—Williams & Cleary. L. W. R.—L. W. Ramsey. J. W. T.—J. Walter Thompson. McK. & A.—McKee & Albright. R. & R.—Ruthrauff & Ryan. D. C. & S.—Doherty, Clifford & Shenfield. S. & S.—Schwimmer & Scott. R. W. & C.—Roche, Williams & Cleary. A. M. & W.—Audrey, Moore & Wallace. McC-E.—McCann-Erickson. P. & R.—Pedlar & Ryan. D. F. S.—Dancer-Fitzgerald-Sample. N. L. & B.—Needham, Lewis & Brorby. R. M. S.—Russel M. Seeds. B. & B.—Benton & Bowles. H. H. & McD.—Henri, Hurst & McDonald. S. S. O. & B.—Sullivan, Stauffer, Colwell & Bayles. D-F-S—Dancer, Fitzgerald & Sample. S. & M.—Sherman-Marquette. S. & J.—Sweeney & James.

Battle Rages on Free, Sold Logs

NEW YORK, Feb. 21.—Controversy over whether radio log listings should be free or sold on an advertising basis is still raging in *Editor & Publisher*. This week Lee Hills, managing editor of *The Miami Herald*, who advocates paid listings, answered arguments in favor of free listings set forth in the magazine's February 7 issue by Syd Eiges, National Broadcasting Company (NBC) vice-president in charge of press.

In an effort to rebut Eiges, Hills claimed that paid listings would not impair radio-newspaper relations; the issue cannot be decided on the ground of "editorial judgment, inasmuch as new stations with no listeners, and therefore no news value, demand to be listed; that the policy of paid listings will not impair freedom of the press.

Hills, outlining the position of *The Miami Herald* and other papers favoring paid listings, stated that radio, now greatly expanded, is missing a great opportunity if it fails to co-operate with newspapers in the big expansion of radio coverage."

Aussie Equity Forms New Wage Demands

SYDNEY, Feb. 21.—Actors and Announcers' Equity here has formulated a scale of wage increases for radio artists and broadcasting employees, and it is expected that the conciliation commissioner will consider the demands within the next few months.

Demands include a scale of \$32 an hour for recorded broadcasts by actors, provided the casts do not work more than five and one-half hours on rehearsals and production. Equity also asks that the employer nominate a star and two co-stars or three feature players on each program. The stars would receive an extra \$32, co-stars \$10 and featured players \$10.

Equity also asks that talent receive a minimum of 65 per cent for re-broadcasts or record productions.

New demands for actors in live shows are \$18 an hour, allowing seven hours for rehearsal and broadcast time.

Equity demands \$65 weekly for announcers.

An actor, incidentally, is defined as anyone who plays parts in three shows in 12 months and speaks an aggregate of over 12 words.

Census Bureau To Tab Output Of AM, TV Sets

WASHINGTON, Feb. 21.—The first complete check since 1940 of radio and video set production is now being made by the Census Bureau as part of its 1947 manufacturers' census. Questionnaires covering last year's production are being mailed to every known maker of receivers, parts and equipment.

When completed late this year, the census will give a break-down of 1947 production for AM, FM and video receivers in both console and table models, portable and automobile receivers, phonographs, record players, wire, disk and tape recorders and all possible combinations of sets capable of receiving AM, FM and video either separately or in conjunction with phonos and recorders. Enumerations are also being made of the production of such broadcast and studio equipment.

Employees and Pay

Manufacturers in the radio-video field are further being asked to make a break-down of persons employed by them during 1947, including wages paid. Those manufacturers who made expenditures for a new plant and equipment last year are being asked to furnish details.

The current census is being taken under an appropriation of \$4,000,000 approved by Congress last year. By law, a manufacturers' census is required to be taken every two years, but this law was suspended during the war years. The only available statistics of radio-video set production since the last census have been estimates made by Radio Manufacturers' Association (RMA) and the Commerce Department.

Not Even Baked?

WASHINGTON, Feb. 21.—When Bill Jenkins, waker-upper for WTOP, Washington, invited listeners to drop into a local fur shop and pick up a coat for "497 potatoes," one fan took him literally and showed up with a couple bushels of spuds. No sale.

Mayfair Sells Ladd Wax to Cincy Mfr.

HOLLYWOOD, Feb. 21.—Mayfair Transcriptions, producers of the Alan Ladd Box 13 plattered show, last week closed a deal with J. William Brenner, Cincinnati furniture manufacturer, making the Ladd show available to Brenner dealers in principal cities. Deal is similar to one set several weeks ago by Larry Finley, by which four Finlay wax shows were made available to Philco dealers on a co-op basis (*The Billboard*, February 7).

The Mayfair deal gives Brenner first refusal rights on the show in all markets. Brenner will offer the package to his dealers on a 50-50 basis, with the manufacturer sharing the cost in return for one product plug per show. Brenner will kick off series in Cincinnati over WKRC, beginning Sunday (29). Furniture maker has dealers in approximately 50 major markets, and if show is sold out would net Mayfair about \$2,000 per platter from Brenner's accounts. If a Brenner dealer refuses the seg, Mayfair has the right to peddle it elsewhere. In addition to Brenner's packaged deal, the Ladd show is currently sold in 60 markets, according to Mayfair's Bernie Joslin. Joslin and Ladd are partners in the plattered venture.



In Detroit... it's WWJ - The Detroit News

FIRST in PUBLIC SERVICE features for more than 27 years... tirelessly working in the public interest, constantly retaining community confidence.

TOPS in TALENT... with Detroit's best-known, best-liked personalities, combined with the world's finest through WWJ's 20-year-old NBC affiliation.

FOREMOST in PIONEERING and PROMOTIONAL policies that have kept WWJ on top all through the years, and trail-blazed the way for both FM and Television "firsts" as well.

WWJ's leadership in PUBLIC ACCEPTANCE is evidenced by the results continually obtained for its advertisers... adding prestige to their products, force to their sales messages, and increasing sales through lowered sales resistance.

FIRST IN DETROIT... Owned and Operated by THE DETROIT NEWS
National Representatives: THE GEORGE P. HOLLINGBERRY COMPANY



Associate Television Station WWJ-TV

Surprise! FTC Has a Kind Word for Air Commercials

WASHINGTON, Feb. 21.—Running directly counter to the current popular newspaper and magazine vogue for panning radio commercials, the Federal Trade Commission (FTC) this week revealed that it rates the radio broadcasting industry as tops among communications media for its record of "decency" in commercial scripts. Spokesman for FTC's radio and periodical division told *The Billboard* that the commission is finding its job of policing air commercials "much easier" than for newspapers and magazines.

FTC's disclosure is viewed certain to be an eye-opener for newspapers and magazines since radio's "jingle-jangles" have been getting some of their most scorching criticism from columnists and writers for those media. The FTC spokesman said fewer than 20 letters of "warnings" to radio broadcasters have been issued by FTC since the turn of the year in reference to "questionable" air commercials, and in every case, said the spokesman, there has been no need for a follow-up warning. On a year-round basis for the last few years, FTC pointed out, less than 2 per cent of all commercial scripts examined by FTC have required further investigation as to whether they were false and misleading. Percentage rate for newspapers and magazines has been running "much higher" and in that order, FTC said.

It was pointed out that only a single major case involving alleged misleading air ads is pending in FTC. This involves a cigarette company (Reynolds), whose plugs are regarded by FTC as "misleading" since they allegedly give the impression that celebrities are endorsing the product over the air. The commission charges that actually "voice impersonators" are used, tending to "mislead and deceive the listener."

The FTC's findings are expected to lend added interest to the recurrent quarrel on the Blue Book issue, with FTC giving the broadcasting industry a much better send-off than it got from the Federal Communications Commission (FCC) in the latter's famed Blue Book in which a number of broadcast stations were excoriated for their commercial script as well as for the amount of time given to plugs. Significantly, however, FCC in recent months has been demonstrating an inclination to forget the Blue Book, and in FCC circles it

is generally considered that an overwhelming majority of the present commission is unsympathetic to the policy which developed in the heyday of Paul A. Porter as FCC chairman. The present chairman, Wayne Coy, is regarded as especially cool to the policy, and one of his chief supporters on this matter is Commissioner Robert Jones, while Commissioner Clifford J. Durr has become almost a minority of one in championing the Blue Book ardently.

Backlog at FTC

FTC work in examining all commercials is piling up as more stations go on the air, FTC officials said. Under FTC regulations, individual stations must submit commercial scripts and advertising transcriptions to the commission every six months, while networks are required to submit plugs weekly for checking.

With the number of commercial scripts pouring into the agency, the FTC constantly finds itself several months behind in inspecting plugs for objectionable ads. Consequently, officials said, misleading commercials have often been discontinued before FTC gets around to protesting their use.

U. S. Execs Accept Radio France Bid

NEW YORK, Feb. 21.—A major effort in the direction of cultural interchange between nations is being made by the North American Service of Radio France, which has invited six reps of American radio to visit France to further the interchange of public service and educational programs. The execs, who are scheduled to fly abroad March 20 and return March 29, are Robert Swezey, vice-president and general manager of the Mutual Broadcasting System (MBS); Willam Brooks, vice-president in charge of public events for the National Broadcasting Company (NBC); William H. Fineshriber, Columbia Broadcasting System (CBS) program director; an executive representing Mark Woods, president of the American Broadcasting Company (ABC); A. D. Willard Jr., vice-president of the National Association of Broadcasters (NAB), and John S. Hayes, vice-president and general manager of WINX, Washington.

North American Service, whose director is Robert Lange, is now supplying transcribed programs free to more than 200 American stations—far more American stations than take programs produced by the British Broadcasting Corporation.

Agencies in Stand For Rate Protection

NEW YORK, Feb. 21.—The first 1948 meeting of the board of directors of the American Association of Advertising Agencies (AAAA) this week adopted a resolution urging broadcasters to maintain one year's rate protection. The move followed recent network and local station announcements, cutting the protection period by as much as six months.

The AAAA resolution said that lack of rate protection is forcing many advertisers to set up reserve appropriations against possible rate increases. Where such increases do not occur, those reserve funds generally are not spent, causing loss of such revenue to broadcasters. On the other hand, when rates are upped, the resolution said advertisers with no reserves are likely to be forced to cancel.

Broadcasters' Forum: Editorials Mean More Govt. Control, Says Pa. Broadcaster

NEW YORK, Feb. 21.—Altho many broadcasters are on record as favoring the discontinuation of the Federal Communications Commission's (FCC) Mayflower Doctrine, which prohibits editorializing by licensees, one operator this week went on in favor of maintaining the present regulation. He is Julian F. Skinnell, operations manager of WLBR, Lebanon, Pa., who, in a letter to the editor of *The Billboard*, expresses concern lest the right to editorialize bring with it government regulation of broadcasting on a far more active level.

His letter follows: "To the Editor:

"For some months now I have been doing a lot of reading and thinking about the broadcaster's right to editorialize. Only now have I had the inclination to inject an opinion of my own.

"I have reached the conclusion that a commercial radio station comes very close to the definition of a public service company. To me, there is little difference between companies which serve the public interest and those which are affected with a public interest. Moreover, there is little difference between companies which monopolize air channels and those which monopolize wire channels for commercial purposes. An industry which enjoys any monopolistic privilege whatever in this country should be gratified that it is not subject to the strictest governmental regulation. Along with other broadcasters, I would also like to have my cake and eat it too, but I fear that if we push Congress and the public too far in this respect our efforts may boomerang with the result that controls will be stiffened rather than relaxed.

"I will trade my right to editorialize on my own station any day, for the right to decide which clients I will serve and the right to establish my own rates. If this be treason—well,

Fight To Preserve Foreign Language Airings in Detroit

DETROIT, Feb. 21.—A strong protest against action of WJLB in dropping foreign language programs March 1 is being made here by foreign language organizations, with several national foreign language and religious organizations coming into the picture. A resolution of support has been obtained from the Hamtramck, Mich., City Council, and similar action is being sought from the Detroit City Council. Informal protests have been made to the Federal Communications Commission (FCC) by the Polish American Congress and others.

Edward N. Barnard, Detroit attorney, believes dropping of foreign shows is being tried in several other cities. His position is that it is a challenge to basic freedom if "you can't talk a foreign language on the air." He says groups he is representing include Armenian, Russian, Egyptian, Lithuanian, Yugoslav, French, Czech, Hungarian, German, Polish, Italian, Greek and Ukrainian.

Barney Chamski, secretary of the Polish American Congress, says an injunction probably will be sought, but Barnard says it has not been decided whether legal action will be taken in State or federal courts, or with the FCC.

I have a family to support.

"Nor am I too much concerned about my editorial privilege. It would be hard to convince me that I don't have as much right as any other citizen in Lebanon to express my opinions on WLBR. I think the latest ruling of the FCC has made that point entirely clear." (Editor's Note: Mr. Skinnell is probably referring to the FCC's dictum concerning libel in "political broadcasts.")

"American radio has established a reputation for honesty and fair play. If newspapers have suffered by comparison, it is due largely to the narrow, intolerant editorial policies of many publishers.

"Let's not invite regulation as a public service company. Let's keep radio free, fair and flourishing."

Mpls. 'Trib' Polls Listener Reaction To Commercials

MINNEAPOLIS, Feb. 21.—Some 40 per cent of Minnesota radio listeners think commercials are "uninteresting"; 29 per cent would limit radio sales stories to five minutes in each half-hour seg, but 66 per cent don't want to pay a monthly fee for radio programs in lieu of listening to commercials.

Those were the highlights of a State-wide survey made by *The Minneapolis Tribune's* poll on the question of radio commercials.

In age groups, the greatest distaste for commercials—48 per cent—were those 21 thru 29 years old. Farm folk plumped for the commercials more than city slickers, however. The chief complaints were that commercials were "boring . . . too much and too often . . . an insult to normal intelligence . . . dull and program spoilers."

Commercials won approval from 23 per cent of those polled, while 20 per cent of dislikers said they'd be willing to pay a monthly fee to get away from the commercials. Next to a five-minute spot for bankrollers, two and three-minute commercial periods per half-hour was thought "fair" by 15 per cent. In the in-different class were 29 per cent.

AS ONE ARTIST TO ANOTHER!
If you are proud of your talent, why keep it a secret? Your photographs are as important as your agent, costumes or material, use GENUINE HARBENT HIGH GLOSS.

PHOTOGRAPHS

For Lobby Displays—Fan Mail—
Publicity Releases—Agents & Sponsors

We can reproduce in all sizes, including mounted blow-ups, from your photo or negative. 24-hour service on request. Write for free Samples and Price List to Dept. B1.

HARBENT, INC.
507 5th Avenue • New York 17, N. Y.
MU 7-C280-81 VA 6-2550

GAGS FOR WAGS!

PUNCH LINES original gag files, sock jokes on many topics. Up-to-day humor. Files 1 to 6, \$1 each. Comebacks to Hecklers, \$1. Comedy Team Crossfire, \$2 (joke collection for comedy teams). LAFFIE collection of bellylaufs, \$1. Original POLITICAL monolog, \$2. Original BABY SITTERS' monolog, \$2.

LAUGHS UNLIMITED

276 W. 43rd St. New York City

WLW
700 ON YOUR DIAL

THE NATION'S MOST MERCHANDISE-ABLE STATION

Attention: Disk Jockeys!

Laughing Stock Series, Nos. 1 to 5 . . .
Master Monologues, Nos. 1 to 4 . . .
Hits & Bits, Nos. 1 to 3 . . .
Ask About Perry's Platter Patter.
Available on Exclusive Area Basis.

SAM PERRY
Rm. 301, 1650 Broadway, New York, N. Y.

AFM STRENGTH-TESTS MOUNT

J. King Using Ike Carpenter As Guinea Pig

(Continued from page 3)

pulsion from the union if the ban were violated.

A check at Local 47 offices disclosed that the Carpenter case was being handled by AFM New York headquarters. A local spokesman pointed out that AFM's Standard record contract carries a clause voiding the contract in the event of a "strike, ban, unfair list, or requirement of the federation." In such cases, AFM members are considered free to accept other employment without penalty or liability. Thus it was argued that Carpenter has no contractual obligations with Standard as long as the ban is in effect. Should the orkster cut new sides for Standard, it was made plain that Local 47 would be prompt in dishing out severe disciplining, probably expulsion from the union. It was therefore held unlikely that Carpenter will show up at the skedded waxing date, thereby forcing the case to a head.

Nominations Fail, ASCAP To Try Again

NEW YORK, Feb. 21.—A special board meeting of American Society of Composers, Authors and Publishers (ASCAP) will be called here Tuesday (24) to draw another nominating committee panel, it has been learned.

Stymie developed (ASCAP had planned to have its pub nominations posted on the ballot this week and the ballots dispatched) when members of the original nominating committee couldn't get together on choices for the ballot. Dave Dreyer at end of week had resigned from the committee consisting of Dreyer, Redd Evans and Adolph Vogel, on the grounds that he couldn't agree on potential candidates. Meanwhile Evans's plans call him to California Sunday (22). With no alternates left to call on and with two of the three original committee members "not available," the Society was forced to call a board meeting to draw up a new nominating committee.

Meanwhile the writer committee has posted the following scribes for the ballot: Joe Meyer, Sammy Fain, Joseph A. Burke, Mitchell Parrish, Dorothy Fields and Andy Razaf in the pop field and Jacques Wolfe and Eastwood Lane in the standard. These candidates must run against three pop incumbents, including Gene Buck and one standard incumbent, John Tasker Howard.

Correction

NEW YORK, Feb. 21. — In the January 24 issue of *The Billboard* it was erroneously reported that the Wabash Music pub catalog had been purchased by the Duchess pubbery from Lester Melrose, of Wabash. Actually, the only business transaction between the two parties occurred in 1943 when Melrose sold, assigned and transferred certain copyrights from Wabash catalog to Leeds Music.

Coast Ops Continue AFM Defy; Plan Non-Union Wax Firm; 47 To Counterpunch

AFM L. A. Local Makes First Move To Halt Threat

(Continued from page 3)

the triumvirate is seeking to set up a chain of 12 non-AFM danceries on the Coast, booking only non-union orks, and already owns Culver City's Mardi Gras (formerly Meadowbrook), Long Beach's Majestic and the Hermosa Beach Terrace.

According to Schooler, the label, tagged Mardi Gras, will record bands appearing at his ballrooms. The disks in turn will be used mostly at first for jockey promotion of the orks and danceries (all bands playing Schooler-Zucca-Lewin ballrooms will be set by the U. S. Booking Corporation, a Stillman Pond enterprise). Schooler stated he felt that his non-union platters would not be refused by the spinners just because they happened to have been made without AFM blessings.

Furthermore, the Mardi Gras label will be used to platter new "hit" tunes which will be coming out in the future but were not disked by the other companies prior to the ban. Hence, Schooler feels the Mardi Gras label will be able to scoop the field by being the sole diskery able to offer these selections. The cutting will start this week with the Charlie Gates crew waxing four sides. The disks will be available for distribution the following week. The initial tune will be *Manana* featuring Ginny Jackson (former Ted Fio Rito chirp) on vocals. The reason, of course, for selecting *Manana* is that only two labels (Capitol, Decca) are known to have the tune on wax with ork backing originally cut by AFM instrumentalists.

BMI Again Mulls Own - Rack Idea

NEW YORK, Feb. 21.—Idea of forming a new sheet-music rack devoted primarily to tunes licensed thru Broadcast Music Incorporated (BMI)—a proposal BMI has kicked around since its inception some seven years ago—was brought up again for discussion during recent board meeting, BMI Prexy Carl Haverlin confirmed to *The Billboard*. The same old reason for mulling the new BMI-sponsored rack would be the licensing agent's difficulty in placing tunes on the present racks, which are mostly devoted to American Society of Composers, Authors and Publishers (ASCAP ditties).

According to Haverlin, the subject came up at the meeting during a discussion of the over-all sheet music sales picture, but no definite conclusions were reached. Haverlin said that this didn't mean the idea had been abandoned, but it probably would be kicked around again soon.

Stumbling blocks to the proposal are believed to be: Huge expenditures for the rack equipment and service which would be largely footed by BMI pubbers, exploiting enough hits to make the rack venture profitable, and the problem of finding locations for the racks.

(Continued from page 3)

AFM bands. Altho the op trio is currently playing non-union orks at their Majestic (Long Beach) and Terrace (Hermosa Beach), ballrooms and went on record by stating that Mardi Gras (formerly Culver City's Meadowbrook) will also be swung into the non-AFM orbit, Local 47 permitted Charley Barnet to open last night at the Culver City dancery without a hitch.

Originally, the Schooler-Zucca-Lewin group had intended to put the Mardi Gras on a non-union basis as soon as the Earl Spencer band closed, moving in the unlicensed Charlie Gates band from the Long Beach Majestic. However, an unexplained last-minute decision prompted the signing of Barnet Monday (16). When news of the group's non-AFM ballroom plans broke here midweek in *The Billboard's* air mail edition, talk persisted that the union would order Barnet not to appear. Ops, however, threatened suit should such action be taken, since they held an AFM contract with Barnet guaranteeing the latter's appearance.

According to AFM's Eddie Pratt, Local 47 can take no action until union regulations are violated in the area covered by the local. Majestic Ballroom operates outside the jurisdiction of Local 47 and is under the wing of Long Beach's Local 353. Lee Kennedy, head of Local 353, told *The Billboard* that the Majestic's non-union policy has been reported to the central labor committee which will decide on a course of action. To date the spot has not been picketed.

Hermosa Beach Terrace Ballroom is within the boundaries of Local 47 jurisdiction, and according to Pratt, if non-union musicians are used, the ops can expect trouble. Pratt told *The Billboard* that he will pull the culinary workers and bartenders from the Hermosa Biltmore, which leases the Terrace Room to the Schooler group. Furthermore, Pratt said he will pull the AFM band appearing week-ends in the Egyptian Room at the Hermosa Biltmore and a union piano player who appears in another room at the hotel.

Schooler said he and his partners were not disturbed by threats of pulling sympathy strikes, since such walkouts are against the Taft-Hartley Act. Should the union take such action, Schooler said, the matter will be thrown into court for legal clarification. Furthermore, Schooler feels the AFM has no right to pull culinary workers and bartenders from Hermosa Biltmore since the latter spot, altho owner of the Terrace, is leasing it out to the ops and therefore cannot be penalized for something for which it is not responsible.

Chirp Dawn Now Jockey

NEW YORK, Feb. 21.—First it was orkster turned disk jockey. The newest is chirp turned disk jockey. Chirp Dolly Dawn, now working a Boston nitery, will take over one hour of disk jockey Bob Perry's spinner show

Capitol Orders AFM Artists To Wax; Legal Test?

(Continued from page 3)

Tuttle then wrote Gillette informing him of the union's instructions. The Cap spokesmen refused comment, nor were they willing to confirm or deny reports that other artists either have or will receive similar notices.

Music circles were a-buzz with rumors and opinions seeking to explain the diskery's action. Some contend that Cap is looking for a legal loophole in the recording ban, pointing out that no musician has as yet received official notification that a ban exists but is merely going on reports carried in the press.

Others see in Cap's action a desire to throw the matter into the courts for a decision on the legality of the platter ban. Some feel Cap is merely seeking a clarification of existing conditions. Another source saw in this move a means whereby the diskery can legally suspend all artist contracts for the duration of the ban, then reactivate them after the Petrillo platter issue has been settled, thereby automatically postponing the expiration date of the pacts. All agreed to one point, something is brewing at Cap's Sunset and Vine headquarters which may well affect the course of the recording ban and its outcome.

Pond Will Back Non-AFM Agcy.

HOLLYWOOD, Feb. 21.—Stillman Pond confirmed reports in *The Billboard* (February 21 issue) that he will abandon his Metro Artista Agency in favor of the non-American Federation of Musicians (AFM) U. S. Booking Corporation. The latter booking house was formed to supply the non-AFM ballroom circuit operated by Harry Schooler, Joe Zucca and Harold Lewin, as well as all other danceries thruout the country seeking non-union bands.

Pond told *The Billboard* that he expects to sell Metro and its talent stable and devote full time and efforts to his latest venture. He said all artists under Metro's wing (including the Boyd Raeburn band) will be given a choice of either joining the non-union U. S. Booking Corporation or sticking with Metro.

LondonGramophone Hires U. S. Toppers

NEW YORK, Feb. 21.—The London Gramophone Company has appointed Carlton (Kelly) Camarata as its Eastern sales manager and Joseph C. Martin as director of advertising and sales promotion. In addition, Camarata (brother of Tootie Camarata, London musical director) will continue in charge of national disk jockey exploitation.

Martin's advertising-sales duties will be similar to those he handled while working for Sid Ascher, publicist who services the London firm. Ascher will continue to handle London as a client.

for the next couple of weeks while Perry vacations. Perry is heard on WORL, Boston, Mondays thru Saturdays.

MR. P., INVENTORY PATSY

Morris's B-VH Absorption Nears; Will Sub Partaking Plan for Partnership Deal

Great Personnel Shifts; Sinatra Songs Mulls BMI Set-Up?

NEW YORK, Feb. 21.—Altho actual details will await the drawing up of contracts, Edwin H. (Buddy) Morris indicated to *The Billboard* this week via long-distance telephone from Hollywood that a working agreement between the Morris-Mayfair-Melrose publishing group, writers Johnny Burke and Jimmy Van Heusen and the Burke-Van Heusen (B-VH) affiliate had been more or less reached. Under the tentative agreement, the Burke-Van Heusen firm will continue as a company but will maintain no physical professional staff. The Morris group will take over the stock of B-VH (originally shared 45-45-10 with the screen cleffers and general production manager Sidney Kornheiser), thus dissolving the partnership agreement but setting up instead an arrangement whereby the writers maintain some ownership in old copyrights and enjoy a "participation" in royalties from new material, which probably would be above standard-royalty terms. The point of the change-over (as originally disclosed in *The Billboard*) would be to effect professional economics and to eliminate actual profit-sharing in a pubbery affiliate. Kornheiser's share of B-VH is expected to be adjusted, so that he will receive a small percentage of overall profits from the Morris group operation.

Tentatively, new proposals will re-
(See Morris's B-VH on page 37)

Tops on Flops

NEW YORK, Feb. 21.—Bing Crosby once again will flip on fallen flops comes his next Wednesday (25) night American Broadcasting Company ainer. Der Bingle, along with guest chirp Peggy Lee, will present the second edition of his *All-Time Flop Parade*. One of the highlights of the presentation will be the use of ukulele musical backing on *Boise, Idaho*, with *These Lush Moments* due for a repeat from the initial *Flop Parade*.

Arlen Pacted

NEW YORK, Feb. 21.—Edwin H. (Buddy) Morris has completed a deal with Hollywood cleffer Harold Arlen for the latter to sign an exclusive writer's contract with the Morris firm. Presumably both Arlen and composer Frank Loesser, with whom Morris is dickering, will be furnished with a company-affiliated type of operation similar to the newly proposed Burke-Van Heusen arrangement (see adjoining story). Writers, in other words, rather than sharing in a partnership-venture requiring a separate staff, probably will get a "participating interest" in their copyrights in the form of above-average royalties per ditty.

Confusion and Backlog Ache Pile Up Wax

Distribs, Dealers Blame Ban

NEW YORK, Feb. 21.—Something new in inventory troubles for disk distributors and retailers has been added. Now they're blaming Petrillo, on the ironic grounds that Jimmy P's wax hasn't stopped the flow of new disks (for this year at least) but has stepped it up to disturbing proportions.

Distribs and retail gripe isn't leveled at sales. Biz has been healthy, they concede, altho summer may bring the usual fall-off. But the growing number of releases and new labels has many wax tradesmen convinced that one day they're going to wind up inventory-rich.

Enter Petrillo!

How does Petrillo get into the picture? Well, the distrib blames his troubles on the pre-ban deadline days when the AFM edict not only forced wax firms to invest unusually heavy chunks of capital but saw most of them recording under deadline pressure. Frequently the confused situation forced waxers to ignore foreseen merchandising difficulties.

Point 1 currently: The major wax manufacturers haven't reduced their releases (their backlogs should cover regular-size schedules for another six months) but on the coverage of songs by artists one great selling difficulty has arisen. Columbia, for example, has been strewing its outlets with Buddy Clark releases. Distrib objection is that with each new Clark disk they get all set to promote and sell, spend about a week hustling to excite retailers and consumers on the "latest Clark ditty," and then vroom, the parent firm sends out another Clark cutting. That type of release-spacing hurts the market. Columbia's defense, of course, is that in the deadline days they were forced to cover as many songs as possible with available artists. Clark was available! Later, when particular songs were launched by publishers or competitive diskeries, the jumbo label couldn't avoid scaling one Clark release after the other. Spokesmen for the company, however, point out that the condition already has been virtually corrected with the Petrillo-deadline confusion now under control and release formulas being worked out that will take the stress off sales outlets. Columbia hasn't been unique in this problem, since RCA Victor in the past few weeks has been heel-on-heeling its Sammy Kaye, Tex Beneke and Freddie Martin releases.

Point 2

Point 2 currently: Apart from the artist-staggering problem, distrib claim that the total number of disk releases hasn't diminished, in fact have increased. This is traced to the belief that disk makers may have developed a leery feeling about the Petrillo bans being lifted before long and are taking no chance on their backlogs going stale or their capital investments going up the flue. Most manufacturers have maintained that likelihood of such a step-up, altho the intangible problem of "when song hits break" may account for some (See Mister Petrillo on page 37)

\$1,500,000 Estimated as Pre-Ban Cost

East Output Near 930G

NEW YORK, Feb. 21.—The exact extent of the heavy capital investment in masters by diskers during the pre-Petrillo ban may not be computed for months, but figures garnered by *The Billboard* here, working with files of the Local 802 of the American Federation of Musicians (AFM), indicate that the East Coast recording bill alone runs in the neighborhood of \$930,000. This, added to an estimated figure of \$250,000 for Hollywood recording (based on files of Local 47, AFM, *The Billboard*, January 27, 1948) and an unofficially estimated \$270,000 for recording in Chicago and all other cities would bring the total backlog wax bill close to the \$1,500,000 point.

Figures for the East Coast cannot be accurately compiled since 802's records (when checked) did not cover December 30-31 recording in all cases. On the basis of available figures, however, totals shown are thought to be reasonably representable.

According to the 802 figures, over 1,453 recording sessions and an aggregate of 15,279 men were ticked off in New York from November 1 to December 30.

Breaking the figures down for the diskeries, the 802 files indicated that RCA Victor led the majors for Eastern recording by cutting nearly 900 sides (classical and pop, folk, race, etc.) at a cost computed at somewhere near \$225,000. Columbia ran second with a total of about 546 sides and approximately \$200,000 invested. Topping both Decca and Capitol in the money-spending derby, was MGM plattery (which holds the smallest catalog of the big-money firms) with about 344 sides added to its disk backlog at a figure of close to \$71,000. Decca and Capitol, who seemingly confined most of their pre-ban cutting activities to the West Coast, came next. Decca, with about 350 sides spent less than the MGM firm, with Eastern expenditures hitting an outlay of approximately \$55,000. (Decca sessions employed less musicians.) Capitol racked up some 188 sides in the East at a compar-

(See Pre-Ban Cost on page 37)

BUDDY GRECO

... A GREAT VOICE

OOH! LOOK-A THERE, AIN'T SHE PRETTY?



DOES A . . . GREAT TUNE

backed by
DON'T YOU THINK
I OUGHT TO KNOW

on
MUSICRAFT 515



THE BEST IN MUSIC ON RECORDS

Victor Pops to 75 Cents

Last of Big 4 To Hike Price On Pop Series

Longhair Disks Upped

NEW YORK, Feb. 21.—RCA Victor, the last of the "big four" to join the fold, this week announced that its pop black-label series retail price will be hiked up to 75 cents effective March 1. Victor's red seal longhair disks tabs will also be upped, with the 10-inch disks going to \$1 and the 12-inchers to \$1.25.

The diskery, while increasing the prices on the pop and longhair lines, will effect a decrease in price for its purple, rose, teal, gold, deluxe and green label series. These include the firm's hot jazz classics and international waxings. Under the new price system, all transportation cost will be absorbed. Dealer prices from the Victor distribbers will be based on a straight 40 per cent discount including tax in the future.

Caps 60-Centers

Victor, with the greatest volume in the disk biz, held its 60-cent pop price line for better than half-a-year longer than Columbia and Capitol were able to do under the strain of hiked labor and material costs. Capitol is the only firm among the top four diskers still maintaining a regular release on a limited number of 60-cent disks per week. Outside of these Cap 60-centers, the pop price level remains at 75 cents for the four toppers. Decca's pop price has been at 75 cents for more than a year (altho its blue label has accounted for a few 50-cent releases).

Only one major diskery, MGM Records, remains in the 60-cent pop field. The latter's price on pop is not expected to be upped, altho a number of "specials" have been appearing in the firm's 30,000, 75-cent series.

In the longhair field, Victor's key competitor, Columbia, has been up to the \$1 and \$1.25 price for several months.

Leeds and United Battle Over 'Sabre'

NEW YORK, Feb. 21.—Leeds Music pubbery this week served papers on Jack Gale and Juggy Gayles of United Music, charging unfair competition in the publication of *Sabre Dance*, adapted from the *Gayne Ballet Suite* by the Russian composer, Aram Khatchaturian.

In answer to the charge, United maintains that it has the right to put out its own arrangement of *Sabre Dance*, since the lack of a reciprocal trade pact between Russia and the United States theoretically places all Russian compositions in the public domain.

Leeds, however, is expected to assert that "unfair competition" stems from the fact that the firm created the *Sabre Dance* title and sank costly publicity and exploitation into the arrangement under that title. Leeds spokesmen intimated there was no conflict with the old *St. James Infirm-lawsuit* precedent, which held the title applied to public domain could be copyrighted.

Baron Quits Majestic; N. Y. Office Cut, But Plant Opens

NEW YORK, Feb. 21.—Following Majestic diskery's filing for arrangement with creditors under Chapter 11 of the Chandler Act a flurry of policy and personnel shifts developed this week. Artists and rep topper and Majestic veepee, Paul Baron, resigned from his post effective March 1 while administrative veepee, Guy Lemmon, stepped out of his exec post with the waxery. At the same time the firm's New York office was skedded to close down March 1. The diskery however, was planning to re-open its Newark plant Monday (23) to meet current dealer demand for Eddy Howard and Rose Murphy plat- ters.

Diskery execs denied reports that creditors were petitioning for the firm to change its 11B status and file under Chapter 10 of the Chandler Act. Chapter 10 provides for the courts to appoint a trustee who would take over control and handling of the firm. If the firm entered into Chapter 10, it is believed that production would be stymied once again, since normally a trustee stops the entire operation to survey the biz and take an inventory of holdings.

Deny Howard Is Anklng

Also denied at this point are rumors that Eddy Howard would attempt to leave Majestic with his masters. Any move by Howard would be blocked, it is believed, since his masters are listed among the assets of the diskery under the Chapter 11 petition filing. Court's ruling is that no disposition may be made of assets so listed during the period of building a reorganization plan.

Howard is understood to have some \$55,000 coming in royalties and ad-

vance monies. Most of this was accrued during the pre-ban waxing rush when Howard recorded at scale with a guarantee that he would be paid his customary \$7,000 per side advance upon release of the disks.

N. Y. Office Help on Notice

Closing of the New York office March 1 will leave Baron's artist and rep aide, Lee Savin, as the only staffer here. Office help and remainder of the New York staff have been put on notice. Savin will hunt for smaller quarters to set up a local Majestic office altho the firm to date has not disposed of its present quarters, which include a studio and leased office space.

Meanwhile Majestic has notified its distribbers that they may handle other disk lines which are not "competitive." Heretofore many of the label's distribbers were working on an exclusive franchise basis with Majestic.

Baron, after March 1, leaves for Europe to accompany Jean Sablon on his theater dates there. In addition, he will check on his film interests in Europe. He holds American rights to the Italian Domus production of *King's Messenger*, adapted from *Rouge et Noir*, which stars Rossano Brozzi, the Italian actor recently signed by David Selznick, and Valentina Corteza.

Anderson Runs Carnegie Pops

NEW YORK, Feb. 21.—Ernie Anderson, jazz concert impresario who's been gathering a rep for sizable box-office grosses stemming from a percentage system with various disk jockeys, has branched out to take over the general manager duties for all of the Carnegie Hall pops concert series which tees off this year May 1. Booking for the road dates of the pops series, which will be launched during the summer, will be handled by the Gale Agency, which at present is lining up open-air locations.

The five and one-half week nightly series at Carnegie will lean more toward the lighter pops side than heretofore, according to Anderson, featuring artists like Woody Herman. The clarinet tootler is skedded for a solo date with the pops ork in early June.

Musical Americana

Anderson is also setting up a musical-Americana series consisting of jazz and folk music for Monday night presentation at Carnegie. Plans call for five such programs, with disk jockey Fred Robbins acting in capacity of a pop music Deems Taylor. The Monday night spot was filled last year by Norman Granz's *Jazz at the Philharmonic*.

Anderson, who entered the concert promotion field a few years ago with the monthly Eddie Condon series, hooked up with Robbins last year for the weekly Town and Carnegie Hall jazz dates. Due to the success of the jazz series, Anderson this year branched out to Philadelphia and Boston. Recently he undertook a 17-date one-nighter tour consisting of Illinois Jacquet and Ella Fitzgerald. Results were so fruitful that Anderson is now in the process of setting up a similar package tour, this time with Dizzy Gillespie and Sarah Vaughn for an 18-date jaunt.

Richards Quits Bourne Music

HOLLYWOOD, Feb. 21.—Bill Richards, assistant to Bourne Music topper Saul Bourne, resigned his post last week. The former Columbia Records Coast recording chief said he would leave the music biz for a new affiliation to be announced soon. Bourne, here on a regular visit, said he had no plans to replace Richards, since the post was created when Richards was hired and may not be filled. Mike Gould, Bourne's Coast topper, will handle duties formerly assigned to Richards.

Laine Into Detroit Bowery for \$11,000

CHICAGO, Feb. 21.—Frankie Laine this week grabbed his up-to-now top salary figure, inking a deal with Frank Barbaro, of the Bowery, Detroit, to work the club from February 23 thru March 7 for \$11,000. In addition to working the club, Laine will play two concerts at the Auditorium, with ducats scaled from \$3.60 down. Laine's other dates include Copa Club, Pittsburgh, March 8-14; Triton Hotel, Rochester, N. Y., 15-28; Mercury Caravan tour (*The Billboard*, February 14), April 1-17, and the Harem, New York, April 18 for four weeks.

LAST CALL



ENCYCLOPEDIA OF MUSIC BOUND VOLUMES

for

1946-'47 & 1947-'48

including

MUSIC'S WHO'S WHO

ONLY \$5 Each

Order BOTH VOLUMES— Save 20%

ONLY FEW MORE LEFT

Order NOW.

While They Last.

Special Library Edition.

Bound in Rich RED BUCK- RAM for Long Usage.

The Billboard Publishing Co.
2160 Patterson Street
Cincinnati 22, Ohio

Enclosed is \$5 for one copy of 1948 Edition.

Send one copy of BOTH Editions for which I enclose ONLY \$8.

Name

Address

City..... Zone.... State....

No returns. No refunds.

Cash with order.

MUSIC-AS WRITTEN

New York:

D. H. Toller-Bond, New York director of London Gramophone Company, called to England suddenly by illness of his father, planned out for London Friday (20). . . . Castle Records reissuing four sides by the late Chu Berry, famed tenor sax man: *Get Lost*, Parts 1 and 2, and *Dream Girl*, 1 and 2.

Edna Van Veen, new addition to McConkey's cocktail department, and Kenneth Lane, new salesman in night club division. . . . Joe Franklin, of the Paul Whiteman disk show, being profiled by *Coronet* mag, feature to hinge on old-time record collections.

Hadda Brooks opens at the Apollo Theater February 27. . . . Herb Jeffries at the Adams Theater, Newark, this week. . . . Lissen Records releasing *History of Jazz* album, a narration with music, featuring Art Hodes' band. Lissen's prexy, Henry Brown, recently purchased eight masters from Jazz Records and plans to release them as an album package titled *Variations in Jazz* this fall.

Buddy Rich gets a new vocalist, Karen Rich (no relation). . . . Louis Prima ork into Frank Dailey's Meadowbrook after Paramount Theater date; then to the Click in Philly May 3. . . . Tommy Valando opened offices for Perry Como's Laurel Music firm in the ex-Barton quarters in the Brill Building. . . . Saul Bihari, of Modern Records, back to the Coast via a southern route, checking with distribs along the way.

Frank Kelton last week took over the professional manager duties of Martin Music here. . . . Benny Fields opens at Montreal's Mount Royal Hotel March 27. . . . New Latin-American warbler, Jose Duval, being booked by Music Corporation of America (MCA). . . . Billie Holiday's Town Hall concert date definitely set for March 27. . . . Johnny Long into the State Theater, Hartford, Conn., March 12-14.

The Soft Winds, instrumental and vocal trio which records for Majestic Records, signed a management pact with Music Corporation of America. Threesome is skedded for a two-week-with-options date at Buffalo's Town Casino beginning March 1. . . . Buddy Greco and His Three Sharps definitely set to supplement the Alvy West crew at the Hotel Edison's Green Room beginning March 26. . . . The new Raymond Scott Quintet's option at the Rag Doll in Chicago was picked up for an additional four weeks.

Al Salomon added to the professional staff of Lewis Music pubbery to act as firm's West Coast representative. . . . Happy Goday back from the Coast. . . . Chester Conn off to Florida for a two-week vacation. . . . Teri Josefovits, pianist-composer, opened at the Penthouse Club here February 23 on a 24-week booking. . . . Hal McIntyre's ork set for two weeks at Denver's Lakeside Park beginning July 9. . . . The Joe Mooney Quartet booked into the Copa Club, Pittsburgh, for two weeks beginning March 20.

. . . Trumpeter Maxie Kaminsky celebrating his 25th year in the tootle biz this week.

Book publishers Boni and Gaer heralding *The People's Song Book*, a new tome containing lyrics and music to "100 folk songs, work songs, Negro slave songs and topical-political songs." Foreword by Alan Lomax. . . . Don Rodney, sideman in the Guy Lombardo ork, jubilant about Columbia's Buddy Clark disk of *Peculiar*, ditty clefted by the ork staffer. . . . Playwright Tennessee Williams has turned songwriter, with Libby Holman featuring two dittles co-authored by Williams and Paul Bowles. Titles are *Lonesome Woman* and *Sugar on the Cane*.

Associated Booking Corporation topper Joe Glaser left for France Thursday (19) with the Louis Armstrong unit which is skedded for an appearance at the Nice Jazz Festival next week. Glaser is second American agent to go to Europe within the week with Billy Shaw, of the Gale Agency, already there. . . . A Buddy Rich ork-Johnny Moore's Three Blazers theater package was booked last week for one-week stands at the Regal Theater, Chicago, beginning May 7, and at the Hippodrome, Baltimore, beginning May 28.

Tommy Reed signed a management pact with General Artists' Corporation last week after having obtained his release from George Walker's Capitol Attractions. Reed is currently being personally managed by Jerry Levy, who also handles Shep Fields and Raymond Scott. . . . Count Basie's ork and revue due at the Newark Adams Theater April 4 and the Apollo Theater here April 12, both for one-week engagements. . . . Claude Thornhill's ork set for three weeks with options at the Strand Theater beginning March 26.

Sonora diskery may bounce back into the single disk field with a 79-cent retail item on a new color label. Deal presumably is in the experimental stages, with test being made on the Ted Straeter waxing of *The Most Beautiful Girl in the World*. If disk clicks Sonora may well renew activity in the pop single platter biz.

Last week two preeming attractions reached opposite poles. At the Warwick's Raleigh Room, the Three Suns jam-packed the room and won a heavy ovation from a show performance that highlighted the trio's big-time jump from the days of the Picadilly. . . . Meanwhile, at the Edison, a fem orkster, Caludia Carroll (booked in by Jack Lear), was introed to a slim audience which spent its time wondering who, what, where and how about the unknown maestrette. Newcomer crew and leader-vocalist tried hard but left onlookers with that run-like-an-ape feeling. Completely hapless.

OPENING NITE NOTES: Heaping music biz turnout expected at Hotel Pennsylvania Monday (23) to welcome MCA maestro Dick Jurgens to his first city location date. . . . Two days later music pubs trek to the New Yorker to glad-hand orkster Shep Fields.

Chicago:

Original *Gospel Boogie* by the Homeland Harmony Quartet, originally released by White Church platters, has been acquired by Universal, as well as four other masters by Leroy Abernathy's group. . . . Fran Jackson, formerly with distributor Jimmy Martin, has opened up her own flack office, handling Musicraft, DeLuxe, Tower, Universal and Vitacoustic, and is also working with the television division of Kling Studios here. . . . Lee Egalnick, of Miracle, off across the country to visit distributors for a month. . . . Jimmy Hakes, of the Frog Hop, Archer chain, St. Joseph, Mo., dancery, experimenting with Western swing bands, using Tex Groomes band Friday nights.

George Winslow into the Trianon for two months opening June 1. . . . Will Back's band got its first Tower release this week, doing *Short and Sweet*, an original by Back. . . . Lawrence Welk has worked out patents for a squeezeburger (a new type of hamburger) and a champagne radio, which will be encased in a champagne bottle.

Cincinnati:

Bill Dawes, who conducts WCKY's *Makebelieve Ballroom*, has been chosen by the radio students of Stephens College, Columbia, Mo., as "the top disk jockey in the country." He hopped to Columbia Wednesday (18) to accept the honor in person. . . . Clyde Trask ork begins its seventh season at Moonlite Gardens, Coney Island, April 30, when the spot inaugurates a preliminary season of dancing to replace the usual spring season of moonlight dance excursions staged by the ill-fated Steamer Island Queen. Trask put in 11 seasons on the Queen and was aboard the boat when it blew up in Pittsburgh harbor last fall.

Frank Hanshaw, local GAC chief, announces that he has made arrangement to again book traveling bands for Coney Island, Cincinnati, and Centennial Terrace, Toledo, this season. He already has set Elliot Lawrence for Coney the week of July 16. . . . Corky Robbins, pianist-vocalist with Wally Johnson's ork at Glenn Rendezvous, Newport, Ky., begins an eight-week stand at the 19th Hole here March 5, set by Sammy Leeds of the Barney Rapp Agency. Same office has Sylvia on piano and vocals at La Normandie, downtown eatery managed by Clay Rambeau, former pilot of the Lookout House, Covington, Ky.

Philadelphia:

John Valentine making his bow as batoneer in front of the Rocky Valentine band at the Sun Mill dancery. . . . Gomez and his rumba band take over the stand at the Chateau Crillon's Rumba Room. . . . Tex Beneke has an arrangement of *Ready for Freddie*, inspired by the comic strip, written by Wendell Keene, local undertaker.

Irwin Medway latest newcomer to the local diskery circles with his Lindwood Recording Company. . . . Dick Barlow replaces Mark Davis on the Hotel Warwick bandstand, with Lynn White staying on for the thrashing. . . . Phil Goldberg, violist with Clarence Fuhrman, goes with Tex Beneke. . . . Marin Tronieri's Troy Music Publishing Company is newest pub in the city.

By Far the BEST Recording
of the

SABRE DANCE

IS BY THE

DON HENRY TRIO

on Regent Record No. 111



Personal Management
BEN KUCHUK—R. K. O. Bldg.
N. Y. C.

Now Appearing
in Person at the
★ ROXY THEATRE ★
New York

REGENT RECORDS

1184 Elizabeth Ave., Elizabeth, N. J.

(Phone: Elizabeth 3-0308)

Vita Granted More Time To Make Pay-Off

Buckley, Garret Still at Helm

CHICAGO, Feb. 21.—Asserting that the Petrillo record stoppage had placed extreme financial strain on their operation, Vitacoustic platters this week petitioned Federal Judge Walter LaBuy, under Section II of the Chandler Act, asking an extension of time in which to pay their debts. Judge LaBuy granted the request, after hearing from Vita's attorney, Jules Dashow, that the firm would be able to meet all outstanding debts 100 per cent if given the moratorium on present commitments.

The Vitacoustic action follows two weeks after a petition by Majestic Records, who received an extension of time under the same federal act (*The Billboard*, February 14). Judge LaBuy approved a plan authorizing present management, Jack Buckley and Lloyd Garrett, to remain at the helm. He asked for a schedule, showing complete and itemized assets and liabilities, within 30 days. An injunction was entered restraining other action against Vitacoustic.

Dashow said that the Petrillo platter-making curfew caused Vitacoustic's expense to telescope, because the making of their present 400-master catalog made it impossible for them to pay current debts.

The federal judge's approval of the Vita reorganization plan followed by a week the complaint filed in Superior Court here last week (*The Billboard*, February 21) by Universal Records, seeking \$16,000 which the Bill Putnam-headed firm alleges is due them under a previous agreement from Vitacoustic.

PanAm Diskery Files 200G Suit in L. A. Vs. Mercury, Laurenz

HOLLYWOOD, Feb. 21.—Mercury Records and John Laurenz were named defendants in a \$200,000 damage suit filed this week by Pan American Records, Hollywood indie, in Los Angeles Superior Court. The suit asks \$100,000 damages from each party, and seeks an injunction to prevent Laurenz from making further disks for any plattery and another injunction to stop any further pressing or sale of Laurenz's disks by Mercury. Mercury's statutory agent, Joseph C. Cannon, has been handed formal papers, and Laurenz will be served when he returns from a current p.-a. tour.

Robert Gray's Demand

The squabble dates back to the previous Pan American Records set-up, which ended in bankruptcy in 1947. At that time, the American Federation of Musicians (AFM) revoked Pan Am's dishing license for non-payment of royalties, and Laurenz thereupon ankleed Pan Am for a better deal with Mercury. Pan Am was later sold to Robert Gray at bankruptcy proceedings, Gray acquiring all masters and artists' contracts. Gray now contends that Laurenz is still bound by the old Pan Am contract which expires May 1, 1948. Being a vocalist and not a performing musician, Laurenz did not come under AFM jurisdiction, Gray argues. Laurenz is charged further with the breaking of his Pan Am contract by cutting tunes on Mercury that

Monroe Gets 32G On Boff 1-Nighters In South, Midwest

NEW YORK, Feb. 21.—Vaughn Monroe's ork returned to town yesterday for a Strand Theater engagement after taking out \$32,000 for its end on eight one-nighters played thru the South and Midwest. Crew played seven concerts and a promotion.

Total grosses for the short tour were estimated between 60 and 80G. The only actually known figures were a \$10,700 Louisville concert, which opened the tour last week, and a \$7,010 gate accumulated in Cincinnati Wednesday (18).

The Cincy date drew the largest advance ticket sale (\$6,200) ever pulled for a pop concert date in that city's 3,600-seat Music Hall. Promoter Barney Rapp said Monroe took out \$3,340 on the date.

Leyshon Set As AFM Flack, It Is Reported

NEW YORK, Feb. 21.—Altho no official confirmation has been received, it is reliably understood here that the American Federation of Musicians (AFM) has appointed Hal Leyshon and Associates, Inc., New York, to handle national public relations for the union.

Leyshon was evidently recommended to Petrillo by the AFM's special committee (headed by Herman D. Kennis, president of Portland's (Ore.) Local 99) which has been interviewing top public relations men since December as possible candidates for the post.

The appointment of Leyshon confirms the belief that the AFM was seeking a combination journalist-attorney type of publicist to head the department. Altho not directly concerned with law, Leyshon was city editor of *The Miami Herald* for several years, and, at one time, was considered for the post held by Charlie Michelson, the late publicity director of the Democratic National Committee. Leyshon has written several books on public relations; his firm specializes in handling commercial accounts.

Leyshon would neither confirm nor deny his reported appointment but did confirm that Stephen Smith, who conducts a journalism course in editing and criticism at New York University (N. Y. U.), has become the new managing editor of the AFM's official publication *The International Musician*. Leyshon added that Smith (who will continue teaching at N. Y. U.), is in no way connected with his firm. Smith was in Washington over the week-end and could not be reached for comment.

The creation of the new AFM post consummates years of struggling by various locals in the national organization, to effect a national public relations office. AFM Chief Petrillo has consistently opposed the p.r. campaign, but capitulation to the wishes of the members was believed brought about by the ever-growing complications of public reaction to his radio and recording edicts.

he previously waxed with Pan Am.

The case is not expected to reach trial for at least six months. Meanwhile, Pan Am attorney Robert Butts will seek a temporary restraining order against Laurenz when the singer returns to California. The move will attempt to keep Laurenz from further waxing dates should the Petrillo recording ban be lifted before the case comes to trial.

NEW ORPHEUS PROFIT-MAKERS

for OPS and RETAILERS




JOHN'S OTHER WIFE

by JOHNNY MORRIS and his ORCHESTRA
(The Original Paradiddle Joe)
(Vocals by Johnny Morris, Anne Lane and Jules Mendelson)
Words and Music by Vaughn Horton

backed by
LOOKING FOR SOMEONE LIKE YOU
JOHNNY MORRIS and His Orchestra
(Vocal by Johnny Morris)

ORPHEUS#260
... a really clever take-off on the famous soap-opera — there's a big ready market waiting for this one.

RAINBOW RANCH

by Bob Douglas and the Harmonaires and Orchestra

backed by
LONG-LEGGED LIZZIE
by the Harmonaires and Orchestra

Order NOW From These Distributors . . .

Midtown Distributing Co. 1675 Broadway New York, N. Y.	Nathan Muchnick 1251 N. 52nd St. Philadelphia, Pa.	Chord Distributors 2406 La Salle St. Chicago, Ill.	Dunbar Distributing Co. 190 N. Henderson Dallas, Texas
--	--	--	--

OR DIRECT FROM

ORPHEUS RECORD CO.

1585 Broadway New York 19, N.Y. Phone: COlumbus 5-8751

Distributors in Other Localities Welcome

NEW LOW PRICE! 35¢

EACH
1000 OR MORE
100 OR MORE, 37¢ each
LESS THAN 100, 39¢ each

For Famous

PFANSTIEHL

COIN MACHINE NEEDLE

Now a Greater Value Than Ever

THE SAME HIGH QUALITY NEEDLES



THE SAME GREAT TIP

PFANSTIEHL (REGULAR)
BEST for coin machine pick-ups weighing more than 1 1/2 oz.

PFANSTIEHL Special
BEST for light-weight crystal pick-ups, 1 1/2 oz. or less.

● SAME FAMOUS M47B TIPS AT SENSATIONAL SAVINGS

PFANSTIEHL CHEMICAL CO.

METALLURGICAL DIVISION, WAUKEGAN, ILLINOIS

IMPERIAL RECORD CO. INC.

"DAY'S WORK"
5015 A

"DOWN HOME BLUES"
5015 B

KING PORTER
and his Orchestra

"17 MILLION \$ BABY"
5019 A

"AIN'T NO BETTER FOR YOU"
5019 B

CHARLIE DAVIS and his Orchestra

SOME DISTRIBUTOR TERRITORIES STILL OPEN

Exclusive Sales Representatives

HOLIDAY DISTRIBUTING CO.

137-139 NORTH WESTERN AVENUE
LOS ANGELES 4 • CALIFORNIA



RADIO ARTIST RECORD #212

Clyde Trask Orchestra

GEORGE G. BONEY CO. Distributor in North and South Carolina and Georgia, reports record sales increasing 100% with this number. Ops have acclaimed HORSE AN' BOOGIE as a definite juke box hit. Get on HORSE AN' BOOGIE!

Big sales allow us to boast of the Hillbilly version of KENTUCKY #201, backed by A MOTHER'S LOVE, by the Turner Brothers.

WRITE, WIRE, PHONE YOUR DISTRIBUTOR

George G. Boney Co., 807 N. Queen St., Kinston, N. C.
Associated Distributors, 213½ 2nd St., Marietta, Ohio.
Penn-Midland Sales Co., 2211 5th Ave., Pittsburgh, Pa.
Fortune Dist. Co., 11839 12th St., Detroit, Mich.

DISTRIBUTORS: CHOICE TERRITORIES STILL OPEN

RADIO ARTIST RECORDS

811 Race Street

Cincinnati 2, Ohio

King Diskery Adds Eight Distrib Arms

Sid Nathan Elected Prexy

CHICAGO, Feb. 21.—King Records this week received approval from its stockholders to add eight more company-owned distributing branches, which will make a total of 14 offices. The Cincinnati label already owns outlets in Charlotte, Chicago, Dallas, Los Angeles, New York and Oklahoma City, and expects to open branches in Detroit and Atlanta within the next six weeks, with other outlets set for Washington, Nashville or Birmingham, St. Louis, Kansas City, Jacksonville and New Orleans.

At their first annual stockholders' meeting, newly-elected directors of the firm, named Sid Nathan, prexy (Nathan had been acting head). Naming of other officers included Saul Halper, v.-p.; Larry Sick, secretary, and Elmer Hummel, treasurer. Jack Pearl, New York legal counsel for the firm, was named executive v.-p., while Alfred Meitus, Cincinnati attorney for King, was named assistant secretary. The 1948 board of directors consists of Nathan, Jack Kelly, William Schuster, James P. Mulroy and Pearl.

Royal Plastics, platter-making affiliate for King, approved the immediate construction of additional storage facilities adjacent to the pressery's Cincinnati plant. Howard Kessel was re-elected prexy, with Arthur Sick, v.-p., Bernice Steinberg, secretary, Alfred D. Meitus, assistant secretary, and Elmer Hummel, treasurer.

Absorption of Keynote Nears

NEW YORK, Feb. 21.—Mercury Records probably will complete absorption of the Keynote diskery within the next few weeks, it has been learned. Official approval of terms of a stock-exchange agreement between Mercury and Keynote stockholders must wait on a formal meeting of Keynote holders to be held within 10 days. It is virtually certain, however, that they will be okayed since the majority of stockholders, led by Keynote Prexy John Hammond, who is also a veepee in Mercury, reportedly set up the initial plan.

If formal approval is rendered Mercury will take over the entire Keynote pop, jazz and folk catalog. Already handling Keynote's classical line (as well as the Keynote-acquired Czech longhair catalog), Mercury will be adding to its pot of masters items cut by Dinah Washington, Lennie Tristano, Coleman Hawkins, Lester Young, Chubby Jackson, Bill Harris, Roy Eldridge and others. These will be issued by Mercury under a Mercury-Keynote label.

Moreno Ork Set for NY Commodore Run

NEW YORK, Feb. 21.—Buddy Moreno's new ork will make its New York bow in the Hotel Commodore's Century Room late in March, following the current Eddy Howard 10-week run.

Moreno's band now holds forth at Frank Dailey's Meadowbrook, where he is sharing the stand with Noro Morales's Latin ork. The former Dick Jurgens warbler precedes a four-week booking for Woody Herman's herd at the Commodore, which begins around April 25.

Martin Doubles Guard on Losing Pianists, Inks 2

HOLLYWOOD, Feb. 21.—After losing three pianists in two years, Freddy Martin is doubling his guard against a repeat from history. Barclay Allen, the latest Steinwayer to forsake Martin fold, is being replaced by a piano duo, Roger Striker and Marvin Wright.

Martin has increasingly spotlighted the Steinway in building his ork's style and now becomes unique among name bands in offering twin pianos. While the duo keyboard book is being prepared, Striker is now holding down the piano bench solo. The revised book will not be ready until the Martin crew opens April 6 at San Francisco's St. Francis Hotel. (Martin leaves the Cocomanut Grove March 7 for an extended vacation.) Incidentally, Striker had also succeeded Allen as musical director of KLAC, when the latter left the Hollywood indie station to join the Martin ork.

Allen has been rehearsing a 12-piece ork (4 brass, 4 reeds and 4 rhythm), preping for his March 2 debut at Ciro's. The deal was set by the Music Corporation of America (MCA). Allen's predecessors, Jack Fina and Murray Arnold, were similarly lured from the Cocomanut Grove Steinway by the call of the podium.

When's Rehearser Not Rehearser?

NEW YORK, Feb. 21.—Songwriter-impresario Billy Rose appealed to Local 802 of the American Federation of Musicians (AFM) this week to decide whether he has to pay 10 hours' rehearsal pay to a contingent of fiddlers at Rose's Diamond Horseshoe.

"I pay my men many, many hours of rehearsal pay when they're playing music," said Rose, "but I don't see why I should pay them while they're learning where to stand, how to walk, how to posture and wear a dress suit properly—which is what they were doing at the time.

"However," he added quickly, "I will, of course, abide by any decision Petrillo makes."

Rose, who hires between 36 and 40 musicians for his *Violins Over Broadway* review, is deemed to be in extra good grace with AFM dating from the day he defended Petrillo's recording ban in his syndicated newspaper column. (The column was reprinted in Local 802's official journal, *Allegro*.)

Barton Liquidation Held Up

NEW YORK, Feb. 21.—A proposed letter to creditors of the Barton Music pub, asking approval of liquidation plans (*The Billboard*, February 14) has been held up by John Shulman, attorney for the Songwriters' Protective Association (SPA). Shulman this week insisted that prior to approval of such a letter, Ben Barton and Hank Sancicola, former officers of the firm, send in a waiver of all personal claims against the pubbery. Anticipating the receipt of such a waiver by next week, attorneys for major creditors have skedded another meeting for Tuesday (24). Meanwhile, no word has been received by principals to the liquidation proceedings as to whether Frank Sinatra would top an offer of \$20,000 for the Barton copyright (with proviso attached governing reduction of debts) made by Herb Levine, of Encore-Jewel Music. Sinatra has until March 15 to submit a better proposition.



**HERE'S THAT
BAND AGAIN!**

FIRST POST-WAR NEW YORK APPEARANCE

HOTEL PENNSYLVANIA

Cafe Rouge

... following smash 16-week engagement
at CLAREMONT HOTEL, Berkeley, California



DICK JURGENS

and His Orchestra

WATCH
FOR LATEST
RELEASE ON
COLUMBIA RECORDS
MAMA'S GONE GOOD-BYE
and
SIDE BY SIDE

featuring

- JIMMY CASTLE
- AL GALANTE
- ED ERICKSON
- JACK EATON



Exclusive Management: **MUSIC CORPORATION OF AMERICA**

Personal Manager
WILL JURGENS

Press & Radio Relations
WAYNE VARNUM ASSOCIATES

GRACIE FIELDS
Singing the original
"NOW IS THE HOUR"
and
"Come Back to Sorrento"
with Phil Green and his orchestra
NATIONAL HIT!
No. 110 75c Plus Tax

ORDER FROM THE FOLLOWING DISTRIBUTORS

ALL STATE DISTRIBUTORS, INC.
30 WARREN PLACE
NEWARK 2, N. J.

MERCURY DISTRIBUTORS, INC.
1139 TREMONT STREET
BOSTON 20, MASS.

BARNETT DISTRIBUTING CO., INC.
15 E. 21 STREET
BALTIMORE 18, MD.

MERCURY DISTRIBUTORS, INC.
50 FLOWER STREET
HARTFORD, CONN.

C. & C. DISTRIBUTING CO.
902 FOURTH AVENUE
SEATTLE 4, WASH.

MUSIC SALES COMPANY
680 UNION AVENUE
MEMPHIS 3, TENN.

DAVIS SALES COMPANY
1010 17th STREET
DENVER 2, COLORADO

MUSIC SALES COMPANY
704 BARRONE STREET
NEW ORLEANS, LA.

DIXIE RECORD SUPPLIERS, INC.
731 W. CAREY STREET
RICHMOND 20, VA.

NIAGARA-MIDLAND CO., INC.
881 MAIN STREET
BUFFALO 3, N. Y.

DUNBAR DISTRIBUTING CO.
1900 No. HENDERSON STREET
DALLAS, TEXAS

PENN-MIDLAND COMPANY
2211 5th AVENUE
PITTSBURGH 19, PA.

W. E. HARVEY CO., INC.
1312 ONTARIO STREET
CLEVELAND 13, OHIO

ROBERTS RECORD DISTRIBUTING CO.
22-34 OLIVE STREET
ST. LOUIS 3, MO.

W. E. HARVEY CO., INC.
12649 LINWOOD AVENUE
DETROIT 6, MICH.

ROBERTS RECORD DISTRIBUTING CO.
1615 MAIN STREET
KANSAS CITY, MO.

KAYLER COMPANY
131 S. 24th STREET
PHILADELPHIA 3, PENNA.

STANDARD SUPPLY COMPANY
531 So. STATE STREET
SALT LAKE CITY 1, UTAH

LEROY H. BENNETT CO.
1355 MARKET STREET
SAN FRANCISCO 3, CAL.

SUNLAND SUPPLY CO., INC.
120 DURANGO STREET
EL PASO, TEXAS

LONDON RECORD SALES, INC.
16 W. 22nd STREET
NEW YORK 10, N. Y.

TARAN DISTRIBUTING CO.
90 RIVERSIDE AVE.
JACKSONVILLE, FLA.

JAMES H. MARTIN, INC.
1407 DIVERSEY PARKWAY
CHICAGO 14, ILL.

WILFORD BROS., INC.
1226 So. STANFORD AVE.
LOS ANGELES 21, CALIF.



IMPORTED

LONDON RECORDS

FULL RANGE RECORDING

THE LONDON GRAMOPHONE CORP., 16 W. 22nd ST., NEW YORK 10, N. Y.

The Billboard MUSIC POPULARITY CHARTS

PART I

The Nation's Top Tunes

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

Week Ending February 20



HONOR ROLL OF HITS
(Trade Mark Reg.)

The title "HONOR ROLL OF HITS" is a registered trade-mark, and the listing of the hits has been copyrighted by The Billboard. Use of either may not be made without The Billboard's consent.

This Week

Last Week

- 1. I'M LOOKING OVER A FOUR LEAF CLOVER** *By Mart Dixon and Harry Wood*
Published by Remick (ASCAP) **1**

Records available: Ray Bloch Ork, Signature 15177; Frankie Laine, Mercury 5105; Art Mooney, MGM 10119; Russ Morgan-Milt Herth, Decca 24319; Alvino Rey, Capitol 491; Three Suns, Victor 20-2688; Uptown String Band, Mercury 5100; Perko String Band, Palda 110; Bert Henry String Band, Dot; Arthur Godfrey, Columbia 38081; King Odom Quartet-The Polka Dots, Musicraft 543; C. Fox and His Yellow Jackets, Columbia 38082; Alexander's Jazz Band, Trilon 220; the Harmonicats, Universal U-47; Tiny Hill, Columbia 38100; Jimmy Saunders, Rainbow 10043; Arthur (Guitar Boogie) Smith, Super Disc 1054; Curly Hicks and His Taproom Boys, Victor 20-2787.
(No information on electrical transcription libraries available as The Billboard goes to press.)
- 2. NOW IS THE HOUR** *By Maewa Kaihau, Clement Scott and Dorothy Stewart*
Published by Leeds (ASCAP) **3**

Records available: Ray Bloch Ork, Signature 15178; Shep Fields Ork, Musicraft 532; Bing Crosby, Decca 24279; Gracie Fields, London 110; Horace Heidt, Columbia 38061; Eddie Howard, Majestic 1191; L. Paul Trio-C. Hayes, Mercury 5103; Kate Smith, MGM 10125; Margaret Whiting, Capitol 15024; Charlie Spivak, Victor 20-2704; Buddy Clark-The Charioteers, Columbia 38115; Jerry Wald Ork, Commodore C7502; Bob Carroll-Dick McIntire Harmony Hawaiians, Decca 24378.
Electrical transcription libraries: Nat Brandwynne, World.
- 3. BALLERINA** *By Bob Russell and Carl Sigman*
Published by Jefferson (ASCAP) **2**

Records available: Jimmy Dorsey, MGM 10035; Vaughn Monroe, Victor 20-2433; Jerry Shelton Trio, Mercury 5075; Mel Torme, Musicraft 15116; Buddy Clark, Columbia 38040; Enric Madriguera, Decca 24265; Bing Crosby, Decca 24278; B. Clement Ork, Orpheus 255; Glenn Davis, Skating Rhythms SR-273; Phil Reed, Dance-Tone 162.
Electrical transcription libraries: Lenny Herman, Lang-Worth; Norman Cloutier, NBC Thesaurus; Jan Garber, Standard; Shep Fields, Lang-Worth; Charlie Spivak, World.
- 4. BEG YOUR PARDON** *By Francis Craig and Beasley Smith*
Published by Robbins (ASCAP) **4**

Records available: Frankie Carle, Columbia 38036; Francis Craig, Bullet 1012; Dinning Sisters, Capitol 490; Larry Green Ork, Victor 20-2647; Art Mooney, MGM 10140; Snooky Lanson, Mercury 5109; Eddy Howard, Majestic 1220; Russ Morgan, Decca 24339.
Electrical transcription libraries: Vincent Lopez, NBC Thesaurus; Art Mooney, Associated.
- 5. MANANA** *By Dave Barbour and Peggy Lee*
Published by Barbour-Lee (ASCAP) **6**

Records available: Peggy Lee, Capitol 15022; Mills Brothers, Decca 24333; Edmundo Ross Ork, London 187.
(No information on electrical transcription libraries available as The Billboard goes to press.)
- 6. GOLDEN EARRINGS** *By Jay Livingston, Ray Evans and Victor Young*
Published by Paramount (ASCAP) **5**

From the Paramount Film "Golden Earrings."
Records available: Anita Ellis, Mercury 3072; Jack Fina Ork, MGM 10085; Peggy Lee, Capitol 15009; Dinah Shore, Columbia 37932; Charlie Spivak, Victor 20-2585; Guy Lombardo, Decca 24270; Bing Crosby, Decca 24278; Victor Young Ork, Decca 24277; Glenn Davis, Skating Rhythms SR-276.
Electrical transcription libraries: Sweetwood Serenaders, NBC Thesaurus; Nat Brandwynne, World; Lenny Herman, Lang-Worth; Jack Fina, Standard; Leighton Noble, Standard; Victor Young-Elissa Garde, World.
- 7. SERENADE OF THE BELLS** *By Kay Twomey, Al Goodhart and Al Urbane*
Published by Melrose (ASCAP) **7**

Records available: Bob Houston, MGM 10091; Sammy Kaye, Victor 20-2372; Kay Kyser, Columbia 37956; Guy Lombardo, Decca 24258; Jo Stafford, Capitol 15007; Vic Damone, Mercury 5090; Dick Haymes, Decca 24305; Glenn Davis, Skating Rhythms SR-277; Gene Autry, Columbia 38076.
Electrical transcription libraries: Nat Brandwynne, World; George Towne, Associated; Novatime Trio, NBC Thesaurus.
- 8. I'LL DANCE AT YOUR WEDDING** *By Herb Magidson and Ben Oakland*
Published by George Simon (ASCAP) **9**

Records available: Vic Damone, Mercury 5090; Helen Forrest, MGM 10095; Peggy Lee, Capitol 15009; Jeanie Leitt, Decca 24266; Tony Martin, Victor 20-2512; Ray Noble-Buddy Clark, Columbia 37967; B. Clement Ork, Orpheus 256; Guy Lombardo, Decca 24318; Flash and Whistler, Universal U-41.
Electrical transcription libraries: Nat Brandwynne, World; Guy Lombardo, Ziv; Mindy Carson, Associated; Sunset Trio, Capitol; Lenny Herman, Lang-Worth.
- 9. THE BEST THINGS IN LIFE ARE FREE** *By Buddy De Sylva, Lew Brown and Donald Henderson*
Published by Crawford (ASCAP)

From the MGM Film "Good News."
Records available: Beryl Davis, Victor 20-2483; Ink Spots, Decca 24327; Ben Light, Tempo TR 572; Jimmy Lunceford, Decca 25289; Ted Martin-Air Lane Trio, DeLuxe 1121; Danny O'Neil, Majestic 7272; George Paxton, MGM 10107; Dinah Shore, Columbia 37984; Jo Stafford, Capitol 15017, and Mel Torme, Musicraft 15118.
Electrical transcription libraries: Russ Morgan, World, and Mel Torme-The Page Cavanaugh Trio, MacGregor.
- 10. I'M MY OWN GRANDPAW** *By Dwight Latham and Moe Jaffe*
Published by General Music (ASCAP)

Records available: Phil Harris, Victor 20-2715; Esmeraldy, Musicraft 536; Tiny Hill Ork, Mercury 6087; Grandpa Jones and His Grandchildren, King the Korn Kobblers, MGM 10136; Guy Lombardo, Decca 24288; Lonzo Oscar, Victor 20-2563; Tony Pastor, Columbia 38068; Jo Stafford, Capitol 15017; the Jesters, 20th Century 20-33, and Shorty Warren and It's Western Band, Famous FA-901.
Electrical transcription libraries: Milt Herth, World.

THIS WEEK'S

RCA VICTOR

RELEASE

FREDDY MARTIN
Sabre Dance
Boogie

Billboard's "Record Possibilities" selects Freddy's as best commercial version of this much-recorded number.

After You've Gone

An oldie gets a super-slick treatment with Glenn Hughes and The Martin Men in some swell back-room harmonizing.

RCA Victor 20-2721



TEX BENEKE

St. Louis Blues March

Always much-requested by Beneke's fans, this blues-boogie-march sizzler is headed for heavy play!

Cherokee Canyon

Neat light tempo that'll go big in the dance spots. Tex adds Western flavor to the lyrics.

RCA Victor 20-2722



WATCH THESE "CLIMBERS"!

PERRY COMO

Because

"Disk O' The Week" by The Cash Box!

RCA Victor 20-2653

TEX BENEKE

Dream Girl

"Sleeper of the Week" by The Cash Box!

RCA Victor 20-2667

VAUGHN MONROE

Matinee

Headed for heavy play!

RCA Victor 20-2671

CHARLIE SPIVAK

Now Is The Hour

Best of the many waxings!

RCA Victor 20-2704

THE THREE SUNS

I'm Looking Over a Four Leaf Clover

RCA Victor 20-2688

LARRY GREEN

Thoughtless

Picked by Cleveland Coin Ops as their tune for Feb. Also "Song of the Month" by Phono Merchants Convention at Chi. Get next to this one fast!

Wishing

Larry's sparkling piano adds something extra to this ever-popular oldie. Mellow vocal by The Trio.

RCA Victor 20-2714



CHARLIE SPIVAK

You Were Meant For Me

Big revival! Hypoed by the 20th Century-Fox movie of the same name. Tommy Mercer and Irene Day blend on the lyrics.

I've Been A Good Girl

Irene Day's sultry song-styling gives the words terrific appeal.

RCA Victor 20-2716



ILLINOIS JACQUET

Riffin' at 24th Street

Initial release dedicated to RCA Victor's Manhattan recording studio.

King Jacquet

Hot-music fans are burning for Jacquet disks. He'll stampede the jazz loc's!

RCA Victor 20-2702



ANOTHER NEW RCA VICTOR STAR!

EDDY ARNOLD

and his Tennessee Plowboys

The nation's Number One hillbilly star really pours his heart out in these two appealing love songs.

Anytime

and

What A Fool I Was

RCA Victor 20-2700



THE GEORGIA CRACKERS

Yo-Lady-Pre-Do-Pu and Look Before You Leap
RCA Victor 20-2701

LITTLE EDDIE BOYD and his Boogie Band
Rosa Lee Swing and Blue Monday Blues
RCA Victor 20-2703

HENRI RENÉ and his Musette Orch.
Toolie-Oolie-Doolie and Every Little Movement
RCA Victor 25-1114

LESLIE CHABAY Tenor, with Orch.
Capri Fischer — Tango (Bella-Bella Marie) and
Unter Der Roten Lanterne Von St. Paull — Tango
RCA Victor 25-4104

SILVER BELL ORCHESTRA
directed by B. Witkowski
Oj Stawa] Synowa (Vocal) and Taksowka Polka
RCA Victor 25-9183

JOSÉ MORAND and his Orchestra
Nino the Great Yacovino and I Don't Want to Dream
RCA Victor 26-9030

PEDRO VARGAS and his Piano
Sombras (Shadows) and Mam'selle
RCA Victor 23-0794

PHIL HARRIS

He's His Own Grandpa

Here's that zooming novelty hit done in the style Phil is famous for!

Never Trust A Woman

Team this up with Rosalie Allen's "Never Trust a Man" for a combo to rock the jukes!

RCA Victor 20-2715



ALL-TIME HITS RE-ISSUED!

TOMMY DORSEY

I'm Gettin' Sentimental Over You

RCA Victor 25236

VAUGHN MONROE

There I Go

RCA Victor 20-2644

BUNNY BERIGAN

I Can't Get Started With You

RCA Victor 36208

FLASH!

Check your distributor for RCA Victor's new "Coin Operator Specials"... 24 all-time hits in 4 different groups for every type of juke location!

THE STARS WHO MAKE THE HITS ARE ON



RCA VICTOR RECORDS



exclusively yours

A next number



Teresa
MASTER SERIES EX-261

'Cold in Here'
by

**Johnny Moore's
3 Blazers**

FEATURING **Charles Brown**
AND **Oscar Moore**

BOTH ON ONE GREAT RECORDING!



Exclusive
records

The Billboard MUSIC POPULARITY CHARTS

PART II

Sheet Music

Week Ending February 20

Billboard TRADE SERVICE FEATURE

BEST-SELLING SHEET MUSIC

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

Weeks to date	POSITION Last Week	POSITION This Week	Song	Publisher
6	3	1	I'M LOOKING OVER A FOUR LEAF CLOVER (R)	Remick
6	1	2	NOW IS THE HOUR (R)	Melrose
15	2	3	SERENADE OF THE BELLS (R)	Melrose
16	8	4	BALLERINA (R)	Jefferson
12	4	5	GOLDEN EARRINGS (F) (R)	Paramount
6	7	6	BEG YOUR PARDON	Robbins
4	14	6	MANANA (R)	Barbour-Lee
6	9	7	THE BEST THINGS IN LIFE ARE FREE (F) (R)	Crawford
11	6	8	I'LL DANCE AT YOUR WEDDING (R)	George Simon
18	5	9	HOW SOON? (R)	Supreme
3	10	10	I'M MY OWN GRANDPAW (R)	General
11	13	11	THE STARS WILL REMEMBER (R)	Harms, Inc.
3	12	12	HOW LUCKY YOU ARE (R)	Peter Maurice
2	15	13	BUT BEAUTIFUL (F) (R)	Burke-Van Heusen
14	11	14	TOO FAT POLKA (R)	Shapiro-Bernstein
16	—	15	CIVILIZATION (M) (R)	E. H. Morris
25	—	15	NEAR YOU (R)	Supreme

ENGLAND'S TOP TWENTY

Weeks to date	POSITION Last Week	POSITION This Week	Song	English Publisher	American Publisher
6	2	1	NEAR YOU	Bradbury Wood	Supreme
8	1	1	A TREE IN THE MEADOW	Campbell-Connelly	Connelly
8	3	2	I WONDER WHO'S KISSING HER NOW	Feldman	E. B. Marks
15	4	3	PEG O' MY HEART	Ascherberg	Robbins
4	5	4	SHOEMAKER'S SERENADE	Kassner	*
17	4	5	AN APPLE BLOSSOM WEDDING	Campbell-Connelly	Shapiro-Bernstein
19	6	6	I'LL MAKE UP FOR EVERYTHING	Peter Maurice	Peter Maurice
28	7	7	THE LITTLE OLD MILL	Irwin Dash	Mood
10	7	8	THE COFFEE SONG	Southern	Valiant
2	9	9	SERENADE OF THE BELLS	Edwin Morris	Melrose
10	10	10	—AND MIMI	Campbell-Connelly	Shapiro-Bernstein
1	—	11	ONCE UPON A WINTER-TIME	Cinephonic	*
5	11	12	I AM HAPPY RIGHT HERE	Unit Publishing Co.	*
37	12	13	COME BACK TO SORRENTO	Ricordi	Public Domain
10	8	14	MY OWN DARBY AND JOAN	Box and Cox	*
7	13	15	HAPPY-GO-LUCKY YOU AND BROKEN HEARTED ME	Irwin Dash	Mills
10	14	16	SOUTH AMERICA, TAKE IT AWAY	Feldman	Witmark
11	15	17	THE GIRL THAT I MARRY	Berlin	Berlin
24	17	18	A GARDEN IN THE RAIN	Campbell-Connelly	Melrose
11	16	19	HOW ARE THINGS IN GLOCCA MORRA?	Chappell	Crawford

*Publisher not available as The Billboard goes to press.

CANADA'S TOP TUNES

Songs listed are sheet music best sellers in Canada. Listing is based on reports received from the two largest wholesalers in the dominion, Canada Music Sales and Gordon V. Thompson. Since both firms are also American publishers' representatives and publish songs themselves (and consequently push different songs), The Billboard presents the song titles and the sales rank order in which each of the two firms rate the song. In other words, while the No. 1, 2, 3, etc. songs as listed by Canada Music and by Thompson may vary, the full list does represent the tunes which are selling best in Canada.

SONG	Rank According to CMSG	Order According to GVT	SONG	Rank According to CMSG	Order According to GVT
NOW IS THE HOUR	1	11	I WONDER WHO'S KISSING HER NOW	16	—
I'M LOOKING OVER A FOUR LEAF CLOVER	2	12	TERESA	17	—
SERENADE OF THE BELLS	3	13	OOOH! LOOK-A THERE, AIN'T SHE PRETTY?	18	—
BALLERINA	4	16	BIG BRASS BAND FROM BRAZIL	19	—
GOLDEN EARRINGS	5	15	LONE STAR MOON	20	—
THE STARS WILL RE-MEMBER	6	—	BEG YOUR PARDON	—	2
TOO FAT POLKA	7	9	I'LL DANCE AT YOUR WEDDING	—	4
WHY DOES IT HAVE TO RAIN ON SUNDAY?	8	—	HOW SOON?	—	5
I'M A-COMIN' A-COURTIN', CORABELLE	9	6	WITH A HEY AND A HI AND A HO HO HO	—	7
I'M MY OWN GRANDPAW	10	1	GONNA GET A GIRL	—	8
CIVILIZATION	11	—	YOU DO	—	10
NEAR YOU	12	3	PEGGY O'NEIL	—	14
THE TREASURE OF SIERRA MADRE	13	—	THE LITTLE OLD MILL	—	17
THE BEST THINGS IN LIFE ARE FREE	14	—	THOSE THINGS MONEY CAN'T BUY	—	18
I STILL GET JEALOUS	15	—	PIANISSIMO	—	19
			ALL DRESSED UP WITH A BROKEN HEART	—	20

*A REALLY
Beautiful Ballad*

PIANISSIMO

By BENNIE BENJAMIN and GEORGE WEISS

RECORDED BY

- Perry Como — RCA Victor 20-2593
- Duddy Clark — Columbia 38051
- Mindy Carson — Musicraft 527
- Bob Carroll — Decca 24309
- Bob Houston — MGM 10118
- Snooky Lanson — Mercury 5089
- Joan Edwards — Vitacoustic
- Sam Browne — London 141
- Enoch Light — Crown

*One of FATS WALLERS'
Greatest Rhythm Tunes*

I'VE GOT A FEELING I'M FALLING

RECORDED BY

- Perry Como — The Satisfiers
RCA Victor 20-2593
- Ella Fitzgerald — Decca 24332
- Benny Goodman — Capitol
- Earl Hines Trio — Signature 28109
- Arl Kassel — Mercury 5088

SANTLY JOY, Inc. 1619 Broadway, New York

EDDIE JOY, Gen. Prof. Mgr.

Mac Kooper

Ed McCaskey

CHICAGO: Benny Miller

BOSTON: Jack Fay

HOLLYWOOD: Julie Losch

*A Worthy Successor
To "Sunrise Serenade"*

DREAMY LULLABY

By BENNIE BENJAMIN, GEORGE WEISS and FRANKIE CARLE

RECORDED BY

- Tex Beneke — RCA Victor 20-258
- Frankie Carle — Columbia 38090
- Larry Clinton — Decca 24377
- Billy Leach & Jerry Shelton
Trio — Mercury 5108
- Sunset Trio — Capitol 499

OXFORD MUSIC CORP. 1619 Broadway, New York

GEORGE JOY, Pres.

Johnny Farrow

George Schottler

Roy Kohn

CHICAGO: Jack Perry

HOLLYWOOD: Billy Walters

A couple of M-G-M winners



JOHNNIE JOHNSTON
Orchestra directed by Sonny Burke
THE TREASURE OF SIERRA MADRE
With The Crew Chiefs
THE FIRST TIME I KISSED YOU
M-G-M 10150

BETTY GARRETT
Orchestra directed by Harold Mooney
OK'L BABY DOK'L
(From the M-G-M Picture "Big City")
THERE OUGHT TO BE A SOCIETY
M-G-M 10147

AND 7 OTHER M-G-M HITS

HELEN FORREST
YOU WERE MEANT FOR ME
(Featured in 20th Century-Fox Film "You Were Meant For Me")
With Orchestra and The Four Woodsmen
FEATHERY FEELING
With The Crew Chiefs
M-G-M 10146

BOB HOUSTON
TELL ME A STORY
With The Fontaine Sisters
Orchestra directed by Jerry Sears
YOU'RE TOO DANGEROUS, CHERIE
Orchestra directed by Hugo Winterhalter
M-G-M 10144

BOB WILLS
And His Texas Play Boys
CLOSED FOR REPAIRS
LITTLE COWBOY LULLABY
Both vocals by Tommy Duncan
M-G-M 10139

JACK FINA
And His Orchestra
THE GYPSY POLKA AT THE CANDLELIGHT CAFE
(Based on Theme Melody from Warner Bros. Film "My Girl Tisa")
Vocal by Harry Prime
M-G-M 10149

JIMMY and MILDRED MULCAY
(Mr. and Mrs. Harmonica)
WHEN VERONICA PLAYS THE HARMONICA
With Patricia Karen and The Three Dons
BLUE PRELUDE
With The Three Dons
M-G-M 10145

FOUR CHICKS AND CHUCK
Orchestra directed by Bill Stegmeyer
ONE RAINDROP DOESN'T MAKE A SHOWER
WHO KILLED 'ER
("Who Killed The Black Widder")
M-G-M 10148

THE CALVARY QUARTET
WON'T THERE BE A TIME SHINE ON ME
M-G-M 10131

The Billboard MUSIC POPULARITY CHARTS

PART III

Radio Popularity

Week Ending February 20

SONGS WITH GREATEST RADIO AUDIENCES

(Beginning Friday, February 13, 8 a.m., and ending Friday, February 20, 8 a.m.)

Tunes listed have the greatest audiences on programs heard on network stations in New York, Chicago and Los Angeles. List is based upon John G. Peatman's Audience Coverage Index. The index is projected upon radio logs made available to Peatman's ACI by the Accurate Reporting Service in New York, Radio Checking Service in Chicago, Radio Checking Service in Los Angeles. Listed are the top 30 (more in the case of ties) tunes alphabetically. The music checked is preponderantly (over 60 per cent) alive. (F) Indicates tune is from a film; (M) indicates tune is from a legitimate musical; (R) indicates tune is available on records. In each instance, the licensing agency controlling performance rights on the tune is indicated.

The feature is copyrighted 1947 by the office of Research, Inc., 3470 Broadway, New York 31, N. Y. No reference may be made to any of this material except in trade papers; no other use is permitted; no radio broadcasts utilizing this information may be aired. Infringements will be prosecuted.

The Top 30 Tunes (plus ties)

- A Fellow Needs a Girl (M) Williamson—ASCAP
- An Old Sombrero (R) Shapiro-Bernstein—ASCAP
- Ballerina (R) Jefferson—ASCAP
- Beg Your Pardon (R) Robbins—ASCAP
- But Beautiful (F) (R) Burke-Van Heusen—ASCAP
- Golden Earrings (F) (R) Paramount—ASCAP
- How Soon? (R) Supreme—ASCAP
- I Still Get Jealous (M) (R) E. H. Morris—ASCAP
- I'll Dance at Your Wedding (R) George Simon—ASCAP
- I'm Looking Over a Four Leaf Clover (R) Remick—ASCAP
- I've Got a Feeling I'm Falling (R) Santly-Joy—ASCAP
- Love Is So Terrific (R) Mellin—BMI
- Manana (R) Barbour-Lee—ASCAP
- My Cousin Louella (R) Shapiro-Bernstein—ASCAP
- Now Is the Hour (R) Leeds—ASCAP
- Papa, Won't You Dance With Me? (M) (R) E. H. Morris—ASCAP
- Pass That Peace Pipe (F) (R) Crawford—ASCAP
- Sabre Dance (R) Leeds—ASCAP
- Serenade of the Bells (R) Melrose—ASCAP
- Shauny O'Shay (M) (R) Chappell—ASCAP
- Tell Me a Story (R) Laurel—ASCAP
- Teresa (R) Duchess—BMI
- The Best Things in Life Are Free (F) (R) Crawford—ASCAP
- The Stars Will Remember (R) Harms, Inc.—ASCAP
- The Treasure of Sierra Madre (F) (R) Remick—ASCAP
- Two Things To Worry About (R) Martin Block—ASCAP
- With a Hey and a Hi and a Ho Ho Ho (R) Bourne—ASCAP
- What'll I Do? (R) Berlin—ASCAP
- Who Put That Dream in Your Eyes? (R) Stuart—BMI
- You Were Meant for Me (F) (R) Miller—ASCAP

The Remaining 20 Songs of the Week

- All Dressed Up With a Broken Heart (R) E. B. Marks—BMI
- At the Candlelight Cafe (F) (R) Witmark—ASCAP
- Big Brass Band From Brazil (R) E. H. Morris—ASCAP
- Civilization (M) (R) E. H. Morris—ASCAP
- How Lucky You Are (R) Peter Maurice—ASCAP
- I Wouldn't Be Surprised Republic—ASCAP
- If I Only Had a Match (R) E. H. Morris—ASCAP
- I'm My Own Grandpaw (R) General—ASCAP
- Little Old Mill (R) Mood—ASCAP
- Lone Star Moon (R) Advanced—ASCAP
- Mary Lou (R) Mills—ASCAP
- Oooh! Look-A There, Ain't She Pretty? (R) Leeds—ASCAP
- Passing Fancy (R) Broadcast Music—BMI
- Pianissimo (R) Santly-Joy—ASCAP
- Saturday Night in Central Park (M) (R) T. B. Marks—ASCAP
- The First Time I Kissed You (R) Harry Warren—ASCAP
- Too Fat Polka (R) Shapiro-Bernstein—ASCAP
- Two Loves Have I (R) Miller—ASCAP
- Why Does It Have To Rain on Sunday? (R) Johnstone—BMI
- You're Gonna Get My Letter (R) London—BMI

RECORDS MOST PLAYED BY DISK JOCKEYS

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

Weeks to date	POSITION		Lic. By
	Last Week	This Week	
6	1	1. I'M LOOKING OVER A FOUR LEAF CLOVER..... Art Mooney..MGM 10119—ASCAP	
6	2	2. MANANA Peggy Lee..Capitol 15022—ASCAP	
17	3	3. BALLERINA Vaughn Monroe (Vaughn Monroe) Victor 20-2433—ASCAP	
5	5	4. NOW IS THE HOUR..... Gracie Fields..London 110—ASCAP	
3	8	5. NOW IS THE HOUR..... Margaret Whiting..... Capitol 15024—ASCAP	
16	6	6. GOLDEN EARRINGS..... Peggy Lee (Dave Barbour Ork) Capitol 15009—ASCAP	
1	—	7. NOW IS THE HOUR..... Bing Crosby..Decca 24279—ASCAP	
7	4	8. BEG YOUR PARDON..... Francis Craig..Bullet 1012—ASCAP	
2	13	9. I'M LOOKING OVER A FOUR LEAF CLOVER..... Alvin Rey..... Capitol 491—ASCAP	
4	10	10. BEG YOUR PARDON..... Frankie Carle..... Columbia 38036—ASCAP	
2	14	11. SLAP 'ER DOWN AGIN, PAW Arthur Godfrey Columbia 38066—ASCAP (R. Allen and His Arizona Wranglers, Mercury 6095; Red Benson, Rainbow, 10034; Esmeraldy, Musicraft 524; Patsy Montana and Her Buckaroos, Victor 20-2686)	
13	7	12. I'LL DANCE AT YOUR WEDDING Buddy Clark—Ray Noble..... Columbia 37967—ASCAP	
7	—	13. BALLERINA Buddy Clark..... Columbia 38040—ASCAP	
1	—	14. BEG YOUR PARDON..... Dinning Sisters..... Capitol 490—ASCAP	
20	9	15. HOW SOON? Jack Owens (Eddie Ballantine Ork)..... Tower 1258—ASCAP (B. Andrews-E. Bieck, Hollywood Rhythms 1651; J. Atkins, Continental C-11004; Bing Crosby-Carmen Cavallaro, Decca 24101; C. Cherney, Trilon 195; Glenn Davis, Skating Rhythms, SR 276; D. Farney, Majestic 1179; John Laurens, Mercury 5069; Vaughn Monroe-The Moon Maids, Victor 20-2523; Dinah Shore (Sonny Burke Ork), Columbia 37952)	

M-G-M RECORDS

THE GREATEST NAME IN ENTERTAINMENT



MERCURY RECORDS

FRANKIE LAINE
 "SHINE"
 "WE'LL BE TOGETHER AGAIN"
 Celebrity No. 5091



ROSE MARIE
 "CHIDABEE, CHIDABEE, CHIDABEE"
 "ROMO; THE ROMEO OF ROME"
 Celebrity No. 5102



VIC DAMONE
 "PANIS ANGELICUS"
 "CROWN WITHOUT A THORN"
 Specialty No. 15002



TED WEEMS
 "CIRIBIRIBIN"
 "SALLY WON'T YOU COME BACK"
 Celebrity No. 5113



REX ALLEN
 "SLAP HER DOWN AGAIN PAW"
 "TEARDROPS IN MY HEART"
 Mercury No. 6095



RUDY PLOCAR
 "POOR CINDERELLA POLKA"
 "MY DARLING WALTZ"
 Mercury No. 6079



BEST SELLING MERCURY RECORDS

ORDER IMMEDIATELY

VIC DAMONE
 "THOUGHTLESS"
 "LOVE IS SO TERRIFIC"
 Celebrity No. 5104

REX ALLEN
 "LOADED PISTOL"
 "THAT LITTLE BOY OF MINE"
 Mercury No. 6078

UPTOWN STRING BAND
 "I'M LOOKING OVER A FOUR
 LEAF CLOVER"
 "MY LITTLE GIRL"
 Celebrity No. 5100

TINY HILL
 "I'M MY OWN GRANPAW"
 "THE EYES OF TEXAS"
 Mercury No. 6087

SNOOKY LANSON
 "DREAM GIRL"
 "BEG YOUR PARDON"
 Celebrity No. 5109

FRANKIE LAINE
 "BUT BEAUTIFUL"
 "I've Only Myself To Blame"
 Celebrity No. 5096

JAN AUGUST
 "OYE NEGRE"
 "INTERMEZZO"
 Celebrity No. 5106

HARRY BABBITT
 "YOU WERE MEANT FOR ME"
 "SUNNY WEATHER"
 Celebrity No. 5117

The Critics Agree
It's a Solid Hit!

on

CONTINENTAL'S

original

TOOLIE
OOLIE
DOOLIE

(THE YODELING POLKA)

by VAUGHN HORTON (composer)

and his POLKA DEBS

BACKED by

THE SKATERS WALTZ

Continental #C1223

Billboard MUSIC POPULARITY CHARTS PART VII

ARTIST TUNES LABEL AND NO. COMMENT

RATINGS: OVER-ALL, DISK JOCKEY, DEALER, OPERATOR

Toolie Oolie Doolie (The Yodel Polka) that Corny novelty should sell in a big way. 90 | 95 | 80 | 95

IMMEDIATE DELIVERY FROM STOCK

COPIES AVAILABLE by

Southern Music Publishing Co.

1619 BROADWAY, N. Y. C.

Write for Complete Catalogue of Continental hits

SEE YOUR Local Distributor OR

CONTINENTAL RECORDS

NEW YORK 265 WEST 54th ST., NEW YORK, N. Y.
CLEVELAND 626 HURON ROAD, CLEVELAND 15, OHIO
DETROIT 415 BRAINARD ST., DETROIT, MICH.
CHICAGO 549 W. RANDOLPH ST., CHICAGO 47, ILL.

The Billboard

MUSIC POPULARITY CHARTS

PART IV

Retail Record Sales

Week Ending February 20



BEST-SELLING POPULAR RETAIL RECORDS

Records listed are those selling best in the nation's retail record stores (dealers). List is based on The Billboard's weekly survey among 4,970 dealers in all sections of the country. Records are listed numerically according to greatest sales. (F) indicates tune is in a film; (M) indicates tune is in a legit musical. The B side of each record is listed in *italics*.

Weeks to date	POSITION		This Week
	Last Week	This Week	
6	1	1.	I'M LOOKING OVER A FOUR LEAF CLOVER.... Art Mooney.....MGM 10119 <i>The Big Brass Band From Brazil (M)</i>
5	4	2.	MANANAPeggy Lee.....Capitol 15022 <i>All Dressed Up With a Broken Heart</i>
5	3	3.	NOW IS THE HOURBing Crosby.....Decca 24279 <i>Silver Threads Among the Gold</i>
17	2	4.	BALLERINAVaughn Monroe.....Victor 20-2433 <i>The Stars Will Remember</i>
6	7	5.	BEG YOUR PARDONFrancis Craig.....Bullet 1012 <i>I'm Looking for a Sweet-heart</i>
5	6	6.	NOW IS THE HOURGracie Fields.....London 110 <i>Come Back to Sorrento</i>
3	8	7.	BEG YOUR PARDONFrankie Carle.....Columbia 38036 <i>The Dream Peddler</i>
2	13	8.	SLAP 'ER DOWN AGIN, PAWArthur Godfrey....Columbia 38066 <i>I'd Give a Million Tomor-rows</i> <i>(R. Allen and His Arizona Wranglers, Mercury 8095; Red Benson, Rainbow, 10034; Esmeraldy, Musicraft 524; Patsy Montana and Her Buckaroos, Victor 20-2686)</i>
2	15	9.	I'M LOOKING OVER A FOUR LEAF CLOVER.... Russ Morgan-Milt Herth..... <i>Bye, Bye, Blackbird</i>Decca 24319
3	10	10.	NOW IS THE HOUREddy Howard.....Majestic 1191 <i>True</i>
14	5	11.	GOLDEN EARRINGS (F)...Peggy Lee (Dave Barbour Ork)... <i>I'll Dance at Your Wed- ding</i>Capitol 15009
2	15	12.	NOW IS THE HOURMargaret Whiting....Capitol 15024 <i>But Beautiful (F)</i>
15	9	13.	SERENADE OF THE BELLSSammy Kaye (Don Cornell-Choir) <i>That's What Every Girl Should Know</i>Victor 20-2372

(Continued on page 33)

BEST-SELLING POPULAR RECORD ALBUMS

Albums listed are those selling best in the nation's retail record stores (dealers). List is based on The Billboard's weekly survey among 4,970 dealers in all sections of the country. Albums are listed numerically according to greatest sales.

Weeks to date	POSITION		This Week
	Last Week	This Week	
3	4	1.	A Sentimental Date With Perry Como Perry Como.....Victor P-187
4	5	2.	Good News Album June Allyson, Peter Lawford, Joan McCracken, Patricia Marshall.....MGM 17
1	—	3.	St. Patrick's Day Album Bing Crosby.....Decca A-495
16	1	4.	Glenn Miller Masterpieces (Volume 2) Glenn Miller.....Victor P-189
26	—	5.	Al Jolson Souvenir Album Al Jolson.....Decca 575

BEST-SELLING RECORDS BY CLASSICAL ARTISTS

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

Weeks to date	POSITION		This Week
	Last Week	This Week	
125	1	1.	Clair De Lune Jose Iturbi.....Victor 11-8851
139	2	2.	Chopin's Polonaise Jose Iturbi.....Victor 11-8848
2	5	3.	Sabre Dance Efrem Kurtz and the New York Philharmonic SymphonyColumbia 12498
98	3	4.	Jalousie Boston Pops, Arthur Fiedler, conductor.....Victor 12160
1	—	5.	Sabre Dance Macklin Morrow, MGM Ork.....MGM 30048

BEST-SELLING RECORD ALBUMS BY CLASSICAL ARTISTS

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

Weeks to date	POSITION		This Week
	Last Week	This Week	
14	2	1.	Khactaturian; Gayne-Ballet Suite New York Symphony Ork; Efrem Kurtz, conductor.....Columbia MM-664
131	1	2.	Rhapsody in Blue Oscar Levant, Philadelphia Ork; Eugene Ormandy, con- ductor.....Columbia X-251
56	3	3.	Tchaikowsky Nutcracker Suite Eugene Ormandy, conductor Philadelphia Ork..Victor DM-1020
2	—	4.	Khactaturian; Masquerade Symphonic Suite Arthur Fiedler, conductor; Boston Pops Orks..Victor DM-1166
16	—	4.	The Student Prince Al Goodman Ork (Earl Wrightson, Mary Martha Briney, Donald Dame, Francis Greer and the Guild Choristers)Victor P-180

CAPITOL'S got the HOT HITS *

** based on actual sales reports*

POPULAR

- (Rythm, Ballad, Jazz and Novelty)
- MANANA
ALL DRESSED UP WITH A BROKEN HEART
Peggy Lee.....Capitol 15022
- SERENADE OF THE BELLS
THE GENTLEMAN IS A DOPE
Jo Stafford.....Capitol 15007
- I'M LOOKING OVER A FOUR LEAF CLOVER
SPANISH CAVALIER
Alvino Rey.....Capitol 491
- NOW IS THE HOUR
BUT BEAUTIFUL
Margaret Whiting.....Capitol 15024
- GOLDEN EARRINGS
I'LL DANCE AT YOUR WEDDING
Peggy Lee.....Capitol 15009
- PASS THAT PEACE PIPE
LET'S BE SWEETHEARTS AGAIN
Margaret Whiting.....Capitol 15010
- BEG YOUR PARDON
MELANCHOLY
Dinning Sisters.....Capitol 490
- BIG BRASS BAND FROM BRAZIL
I WISH I KNEW THE NAME
Jack Smith.....Capitol 15029
- I'M MY OWN GRANDMAW
HAUNTED HEART
Jo Stafford.....Capitol 15023
- KING SIZE PAPA
WHEN YOU'RE SMILING (The Whole World Smiles With You)
Julia Lee.....Capitol 40082
- DO YOU OR DON'T YOU LOVE ME?
THE SONG IS ENDED
Nellie Lutcher.....Capitol 40063
- SNATCH AND GRAB IT
I WAS WRONG
Julia Lee.....Capitol 40028
- FINE BROWN FRAME
THE PIG-LATIN SONG
Nellie Lutcher.....Capitol 15032
- HE'S A REAL GONE GUY
LET ME LOVE YOU TONIGHT
Nellie Lutcher.....Capitol 40017

SEPIA

- I GOT A BREAK, BABY
MEAN OLD WORLD
T-Bone Walker.....Capitol 15033
- MOVE YOUR HAND, BABY
WEeping WILLOW BLUES
Crown Prince Waterford..Capitol 40074
- HOLD ME
WHEN I CLOSE MY EYES
Joe Alexander.....Capitol 40079
- BEBOP BLUES
SHUFFLE WOOGIE
Joe Lutcher.....Capitol 40071
- WHAT COULD I DO (IF IT WASN'T FOR THE LORD)?
WALKING WITH MY JESUS
The St. Paul Church Choir..Capitol 40076

WESTERN

- NEVER TRUST A WOMAN
WHAT IT MEANS TO BE BLUE
Tex Williams.....Capitol 40054
- RYE WHISKEY
BOLL WEEVIL SONG
Tex Ritter.....Capitol 40084
- DON'T TELEPHONE, DON'T TELEGRAPH
(TELL A WOMAN)
BLUE AS A HEARTACHE
Tex Williams.....Capitol 40081
- HUMPTY DUMPTY HEART
TODAY
Hank Thompson.....Capitol 40065
- DON'T FLIRT WITH ME
ROCK IN THE OCEAN
Hank Thompson.....Capitol 40085
- I LIKE MY CHICKEN FRYIN' SIZE
FOLLOW THRU
Merle Travis.....Capitol 40050

HILLBILLY

- THOSE DARK CLOUDS DON'T BOTHER ME
SAD AND BLUE
Eddie Kirk.....Capitol 40069
- WHAT'S ANOTHER HEART TO YOU
A PETAL FROM A FADED ROSE
Eddie Kirk.....Capitol 40092
- RED HEADED WOMAN
MISERY IN MY SOUL
Uncle Henry's Original Kentucky Mountaineers....
.....Capitol 40077
- SWEET THING
YODELING WALTZ
The Original Arthur Smith.....Capitol 40086
- I'VE IN HIS CARE
AIN'T GWINE TO STUDY WAR NO MORE
Oak Ridge Quartet (With Wally Fowler)...Capitol 40057

COMING UP FAST

- | | |
|--|---|
| IT WAS WRITTEN IN THE STARS
IT'S MONDAY EVERY DAY
Jo Stafford.....Capitol 15040 | THOSE THINGS MONEY CAN'T BUY
NOW HE TELLS ME
King Cole Trio.....Capitol 15011 |
| MATINEE
THAT FEATHERY FEELIN'
Gordon MacRae.....Capitol 15041 | TUTTI-TUTTI-PIZZICATO
MY GAL SAL
The Sportsmen.....Capitol 496 |
| THE THOUSAND ISLANDS SONG
HOORAY FOR LOVE
Johnny Mercer.....Capitol 15028 | MERCY, MERCY, MERCY
YOU'VE GOT TO SEE MAMA
EV'RY NIGHT
Kay Starr.....Capitol 497 |
| IF I ONLY HAD A MATCH
ONE RAINDROP DOESN'T MAKE A SHOWER
Sunset Trio.....Capitol 492 | THE MIRACLE OF THE BELLS
A DREAMY LULLABY
The Sunset Trio.....Capitol 499 |
| THOUGHTLESS
YOU WERE MEANT FOR ME
Gordon MacRae.....Capitol 15027 | |


Capitol RECORDS
REG. U.S. PAT. OFF.

DECCA BUYERS GUIDE

WEEK ENDING
FEBRUARY 25

A special listing of Decca records based on actual sales . . . your guide to the sure-fire hits of today and tomorrow.

UP and COMING

MAÑANA

MILLS BROTHERS

No. 24333

BEST SELLERS

- 1 NOW IS THE HOUR BING CROSBY
Silver Threads Among The Gold No. 24279
- 2 I'M LOOKING OVER A FOUR LEAF CLOVER RUSS MORGAN with MILT HERTH
BYE BYE BLACKBIRD No. 24319
- 3 THE TREASURE OF SIERRA MADRE DICK HAYMES
LITTLE WHITE LIES No. 24280
- 4 BARNYARD BOOGIE LOUIS JORDAN
How Long Must I Wait For You No. 24300
- 5 IF I ONLY HAD A MATCH AL JOLSON
Let Me Sing and I'm Happy No. 24296
- 6 I'M MY OWN GRANDPAW GUY LOMBARDO
Frankie and Johnny No. 24288
- 7 TERESA DICK HAYMES and ANDREWS SISTERS
My Sin No. 24320
- 8 GOLDEN EARRINGS BING CROSBY
BALLERINA No. 24278
- 9 MAÑANA MILLS BROTHERS
I Wish I Knew The Name No. 24333
- 10 CIVILIZATION DANNY KAYE and ANDREWS SISTERS
Bread and Butter Woman No. 23940

COUNTRY

- 1 A WOMAN WRECKED MANY A GOOD MAN ERNEST TUBB
A LONELY HEART KNOWS No. 46113
- 2 RAINBOW AT MIDNIGHT ERNEST TUBB
I DON'T BLAME YOU No. 46018
- 3 COOL WATERS SONS OF THE PIONEERS
TUMBLING TUMBLEWEEDS No. 46027
- 4 CAN'T YOU TAKE IT BACK AND CHANGE IT FOR A BOY DICK THOMAS
ROSALINDA No. 46114
- 5 EVERYBODY'S GONNA HAVE A WONDERFUL TIME UP THERE (Gospel Boogie) RED FOLEY
RIDE ON KING JESUS No. 46115

SEPIA

- 1 BEAMS OF HEAVEN SISTER ROSETTA THARPE—MARIE KNIGHT
PRECIOUS MEMORIES . No. 48070
- 2 EVERYBODY'S GONNA HAVE A WONDERFUL TIME UP THERE (Gospel Boogie) SISTER ROSETTA THARPE
MY LORD AND I . . . No. 48071
- 3 OH, WHEN I COME TO THE END OF MY JOURNEY SISTER ROSETTA THARPE—MARIE KNIGHT
THIS TRAIN No. 48043
- 4 DIDN'T IT RAIN SISTER ROSETTA THARPE—MARIE KNIGHT
STRETCH OUT No. 48054
- 5 SERVES ME RIGHT BUDDY JOHNSON
YOU CAN'T TELL WHO'S LOVIN' WHO . . . No. 48060

These Decca records are today's greatest money-makers in coin machines and over the counters. Use this authoritative list with confidence when ordering from your regular Decca branch.

All Records Listed \$.75 Each, Exclusive of Taxes

The Billboard

MUSIC POPULARITY CHARTS

PART V

Juke Box Record Plays

Week Ending
February 20

TRADE SERVICE FEATURE

MOST-PLAYED JUKE BOX RECORDS

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

Weeks to date	POSITION		Record
	Last Week	This Week	
5	1	1.	I'M LOOKING OVER A FOUR LEAF CLOVER Art Mooney MGM 10119
17	2	2.	BALLERINA Vaughn Monroe (Vaughn Monroe) Victor 20-2433
7	3	3.	BEG YOUR PARDON Francis Craig Bullet 1012
4	6	4.	MANANA Peggy Lee Capitol 15022
2	5	5.	NOW IS THE HOUR Bing Crosby Decca 24279
4	7	6.	BEG YOUR PARDON Frankie Carle Columbia 38036
9	4	7.	GOLDEN EARRINGS Peggy Lee (Dave Barbour Ork) Capitol 15009
1	—	8.	NOW IS THE HOUR Eddy Howard Majestic 1191
2	8	9.	I'M LOOKING OVER A FOUR LEAF CLOVER Russ Morgan-Milt Herth Decca 24319
3	14	10.	NOW IS THE HOUR Gracie Fields London 110
5	12	11.	I'M MY OWN GRANDPAW Guy Lombardo Decca 24288
6	15	12.	BALLERINA Bing Crosby Decca 24278
1	—	13.	SLAP 'ER DOWN AGIN, PAW Arthur Godfrey Columbia 38066 (R. Allen and His Arizona Wranglers, Mercury 6095; Red Benson, Rainbow 10034; Esmeraldy, Musicraft 524; Patsy Montana and Her Buckaroos, Victor 20-2686)
16	—	14.	TOO FAT POLKA Arthur Godfrey (Archie Bleyer Ork) Columbia 37921 (Andrews Sisters, Columbia 24268; Dick (Two Ton) Baker and His Music Makers, Mercury 5097; B. Barron, MGM 10106; S. Bryant and His Wildcats, Majestic 6022; J. Butler, Harmonia H-1127; J. Dale and His Prides of the Prairie, Continental C-1220; Glenn Davis, Skating Rhythms 283; L. Prima, Victor 20-2609; Seva All Stars Ork, Seva 2004; The Starlighters, Capitol 480)
1	—	15.	I'M LOOKING OVER A FOUR LEAF CLOVER Three Suns Victor 20-2688

MOST-PLAYED JUKE BOX FOLK RECORDS

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

Weeks to date	POSITION		Record
	Last Week	This Week	
28	1	1.	I'LL HOLD YOU IN MY HEART Eddy Arnold and His Tennessee Plowboys Victor 20-2332
6	2	2.	SIGNED, SEALED AND DELIVERED Cowboy Copas King 656
3	6	3.	TELL A WOMAN Tex Williams Capitol Americana 40081
5	3	4.	HUMPTY DUMPTY HEART Hank Thompson and His Brazos Valley Boys Capitol Americana 40065
5	7	5.	I'M MY OWN GRANDPA Lonzo and Oscar (Winston County Pea Pickers) Victor 20-2563
4	5	6.	BUBBLES IN MY BEER Bob Wills and His Texas Playboys MGM 10116
12	4	7.	NEVER TRUST A WOMAN Tex Williams and the Western Caravan Capitol Americana 40054
1	—	8.	SIGNED, SEALED AND DELIVERED Texas Jim Robertson-The Pan-handle Punchers Victor 20-2651
15	—	8.	TO MY SORROW Eddy Arnold and His Tennessee Plowboys Victor 20-2481
3	—	10.	SIGNED, SEALED AND DELIVERED Bob Atcher Columbia 37991

MOST-PLAYED JUKE BOX RACE RECORDS

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

Weeks to date	POSITION		Record
	Last Week	This Week	
11	1	1.	I LOVE YOU, YES, I DO Bull Moose Jackson King 4181
21	2	2.	SNATCH AND GRAB IT Julia Lee and Her Boy Friends Capitol Americana 40028
3	4	3.	KING SIZE PAPA Julia Lee and Her Boy Friends Capitol Americana 40082
3	3	4.	BARNYARD BOOGIE Louis Jordan Decca 24300
5	5	5.	I CAN'T GIVE YOU ANYTHING BUT LOVE Rose Murphy Majestic 1204
21	5	6.	HE'S A REAL GONE GUY Nellie Lutcher Capitol Americana 40017
16	—	7.	HURRY ON DOWN Nellie Lutcher and Her Rhythm Capitol Americana 40002
24	—	8.	BOOGIE WOOGIE BLUE PLATE Louis Jordan Decca 24300
1	—	8.	TOMORROW NIGHT Lonnie Johnson King 4201
4	—	10.	CALL IT STORMY MONDAY BUT TUESDAY IS JUST AS BAD T-Bone Walker Black & White 122
1	—	10.	MANANA Mills Brothers Decca 24333
4	5	10.	THE SONG IS ENDED Nellie Lutcher Capitol Americana 40063
2	—	10.	WHAT'LL I DO King Cole Trio Capitol 15019

The Billboard MUSIC POPULARITY CHARTS

PART VI

Record Possibilities

Week Ending February 20



THE BILLBOARD PICKS:

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

RITUAL FIRE DANCE.....The Harmonicats.....Universal U-63
 Harmonicats adopt another classic, which already has garnered pop converts via the Jose Iturbi classic disk. Tune is similar in concept to the fast-stepping "Sabre Dance." In this waxing, the Cats should help to create more reason why this is the year of the harmonica on jukes and over the counter.

MALAGUENAAnita O'Day with Ralph Burns Ork....Signature 15181
 More classical adaptation, this time the famed Lecuona piece converted into an unusual voice-ork combination with Anita O'Day scatting the familiar melody at a deliberate tempo. Disk jocks should go big for this while jukes should also draw plenty of spins.

THE DISK JOCKEYS PICK:

PICKS that have appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a weekly survey among 1,200 of them, the disk jockeys think tomorrow's hits will be:

- OOH, LOOK-A THERE, AIN'T SHE PRETTY?The Charioteers.....Columbia 38065
- TACOS, ENCHILADOS AND BEANS..Sam Donahue.....Capitol 493
- LOVERLes PaulCapitol 15037
- THOUGHTLESSBuddy Kaye Quintet.....MGM 10137
- THOUGHTLESSDoris Day-The Modernaires.....Columbia 38079
- FOR EVERY MAN THERE'S A WOMANBenny Goodman-Peggy Lee.....Capitol 15030
- BIG BRASS BAND FROM BRAZIL....Jack Smith.....Capitol 15029
- BRAZILLes PaulCapitol 15037
- THE THOUSAND ISLANDS SONG...Johnny Mercer.....Capitol 15028

THE RETAILERS PICK:

PICKS that have appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a weekly survey among 4,970 of them, the record retailers think tomorrow's hits will be:

- BECAUSEPerry Como.....Victor 20-2053
- LOVERLes PaulCapitol 15037
- I LOVE YOU, YES I DO.....Sammy KayeVictor 20-2674
- BUT BEAUTIFULBing CrosbyDecca 24283
- THE DICKEY-BIRD SONG.....Freddy Martin.....Victor 20-2617
- BYE BYE, BLACKBIRD.....Russ Morgan.....Milt Herth 24319

THE OPERATORS PICK:

PICKS that have appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a weekly survey among 3,558 of them, the juke box operators think tomorrow's hits will be:

- BECAUSEPerry Como.....Victor 20-2653
- THE THOUSAND ISLANDS SONG...Arthur Godfrey.....Columbia 38081
- THOUGHTLESSBuddy Kaye Quintet.....MGM 10137

BEST-SELLING POPULAR RETAIL RECORDS

(Continued from page 30)

2	11	14. I'M LOOKING OVER A FOUR LEAF CLOVER.....Uptown String Band..Mercury 5100 <i>Little Girl</i>
16	—	15. TOO FAT POLKAArthur Godfrey (Archie Bleyer For Me and My Gal Ork)Columbia 37921 (Andrews Sisters, Columbia 24268; Dick (Two Ton) Baker and His Music Makers, Mercury 5097; B. Barron, MGM 10106; S. Bryant and His Wildcats, Majestic 6022; J. Butler, Harmonia H-1127; J. Dale and His Prides of the Prairie, Continental C-1220; Glenn Davis, Skating Rhythms 283; L. Prima, Victor 20-2609; Seva All Stars Ork, Seva 2004; The Starlighters, Capitol 480)



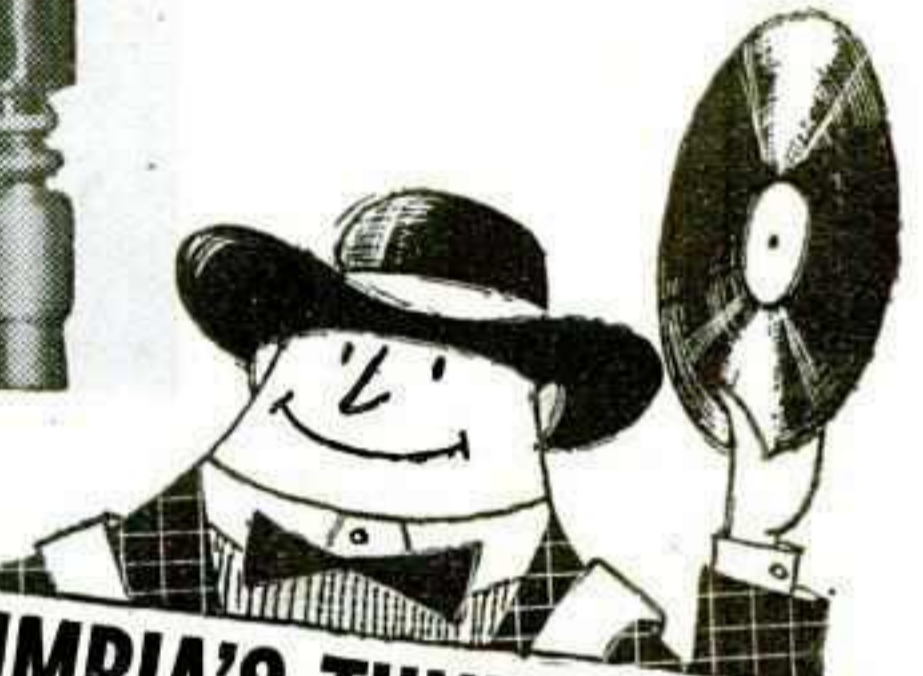
RE-BIRTH of the BLUES!

ROSETTA HOWARD SINGS

"EBONY RHAPSODY"

"WHEN I BEEN DRINKING"

with the Big Three Trio
Columbia 37573



COLUMBIA'S TUNE TIPSTER

BEST BETS

Cody Fox and his Yellow Jackets

SURE FIRE!
 "I'm Looking Over a Four Leaf Clover"
 Vocal by Mack, Sonny and Joe
 "I Only Want a Buddy, Not a Sweetheart"
 Vocal by Sonny Fleming
 Columbia 38082

Johnny Bond

COMING UP FAST!
 "What's Been Going On"
 (While I've Been Gone)
 "Blind Alley"
 with instrumental accompaniment
 Columbia 38063

Roy Acuff

and his Smoky Mountain Boys

WATCH THIS ONE!
 "The Waltz of the Wind"
 "The Songbirds Are Singing in Heaven"
 Columbia 38042

HEAR THE GREAT ARTISTS AT THEIR BEST ON

Columbia Records

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



The Billboard MUSIC POPULARITY CHARTS

Record Reviews

Week Ending February 20

PART VII



RATINGS (100 Point Maximum)

90-100 TOPS • 80-89 EXCELLENT • 70-79 GOOD • 40-69 SATISFACTORY • 0-39 POOR

How Ratings Are Determined

Records are reviewed three times: (1) for retailers; (2) for operators; (3) for disk jockeys. Each time on the basis of nine key categories. Each category is assigned a maximum number of points within which new releases are rated. The best possible rating is 100. Maximums are subject to change, depending on results of a survey of the music trade now being conducted. N. S. indicates a record is not suitable for appraisal within the market.

The Categories

Point listings are maximums. Song calibre, 15; interpretation, 15; arrangement, 15; "name" value, 15; record quality (surface, etc.), 5; music publisher's air performance potential, 10; exploitation (record adv'tg-promotion, film, legit and other "plug" aids), 10; manufacturer's distribution power, 10; manufacturer's production efficiency, 5.

Table with columns: ARTIST, TUNES, LABEL AND NO., COMMENT, RATINGS (OVER-ALL, DISK JOCKEY, DEALER, OPERATOR)

Table with columns: ARTIST, TUNES, LABEL AND NO., COMMENT, RATINGS (OVER-ALL, DISK JOCKEY, DEALER, OPERATOR). Includes entries for Dick Jurgens, Kay Kyser, Janette Davis, Vaughn Monroe, Tony Martin.

Table with columns: ARTIST, TUNES, LABEL AND NO., COMMENT, RATINGS (OVER-ALL, DISK JOCKEY, DEALER, OPERATOR)

Table with columns: ARTIST, TUNES, LABEL AND NO., COMMENT, RATINGS (OVER-ALL, DISK JOCKEY, DEALER, OPERATOR). Includes entries for Freddy Martin, Louis Prima, Tex Beneke, Helen Carroll-The Satisfiers, Charley Drew.

Table with columns: ARTIST, TUNES, LABEL AND NO., COMMENT, RATINGS (OVER-ALL, DISK JOCKEY, DEALER, OPERATOR)

Table with columns: ARTIST, TUNES, LABEL AND NO., COMMENT, RATINGS (OVER-ALL, DISK JOCKEY, DEALER, OPERATOR). Includes entries for Tommy Dorsey, Adele Clark, Phil Harris, Tony Martin, Borrah Minnevitich, Martha Tilton.

Table with columns: ARTIST, TUNES, LABEL AND NO., COMMENT, RATINGS (OVER-ALL, DISK JOCKEY, DEALER, OPERATOR)

Table with columns: ARTIST, TUNES, LABEL AND NO., COMMENT, RATINGS (OVER-ALL, DISK JOCKEY, DEALER, OPERATOR). Includes entries for Jo Stafford, The Sunset Trio, Rodney Davis-Don Hicks, Jerry Strong, Clyde Trask Ork, Freddy Martin, Perry Como, Ted Weems, Harmonicats.

(Continued on page 107)

The **Billboard** MUSIC POPULARITY CHARTS

Advance Information

Week Ending February 20

PART VIII

Billboard TRADE SERVICE FEATURE

ADVANCE RECORD RELEASES

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

POPULAR

- After You've Gone
P. Clements Trio (Side By) Crystal-Tone 513
- Airzay
R. McKinley (Cincinnati) Victor 20-2736
- Are You Sorry
B. Berry (Perdido) DC 8035
- At the Candlelight Cafe
J. Fina Ork (The Gypsy) MGM 10149
- Basin Street Blues
J. Strong (My Mother's) DC 8047
- Begin the Beguine
E. Light (I Got) Tempo TR 564
- Bill's Blues
Gee Cee Trio (Hey, Jackson) Rego 1024
- Blue Prelude
J. & M. Mulcahy (When Veronica) MGM 10145
- Bottoms Up
S. Lewis Ork (I Made) Crystal-Tone 515
- But Beautiful
R. Borden Ork (Paradise) Crystal-Tone 514
- By the Light of the Silvery Moon
R. Davis-D. Hicks (Cherokee) Crystal-Tone 511
- Bye, Bye, Blackbird
Aqua String Band (Heartbreaker) Mercury 5119
- Bye, Bye, Blackbird
G. Olsen (Hold Me) Victor 20-2758
- Cherokee
R. Davis-D. Hicks (By the) Crystal-Tone 511
- Cincinnati
R. McKinley (Airzay) Victor 20-2736
- Dardanella
Harmonicats (Ritual Fire) Universal U-63
- Down Memory Lane Album
V. Monroe . . . Victor P-202
- It's Easy To Remember . . . Victor 20-2720
- Just a Memory . . . Victor 20-2718
- Memories . . . Victor 20-2717
- Memories of You . . . Victor 20-2718
- Memory Lane . . . Victor 20-2717
- Remember . . . Victor 20-2719
- Roses for Remembrance . . . Victor 20-2720
- Thanks for the Memory . . . Victor 20-2719
- Downright Disgusted
Wingy Manone Detroiters (Get It) Rego 1019
- Dreamy Lullaby
L. Clinton (Worry, Worry) Decca 24377
- Dreamy Lullaby
The Sunset Trio (The Miracle) Capitol 499
- Easter Parade
J. Long (Just Like) Signature 15182
- Farewell To Arms
T. Dorsey (I May) Victor 20-2758
- Flamingo
C. Jackson-Four Notes of Rhythm (Poor Butterfly) Crystal-Tone 517
- Foster Medley
M. Scott Ork & Chorus (Heartbreaker) Universal U-101
- Get It Got It and Come
Wingy Manone Detroiters (Downright Disgusted) Rego 1019
- Getting Sentimental Over You
B. Light (I Cried) Tempo TR 516
- Heartbreaker
Aqua String Band (Bye, Bye) Victor 20-2759
- Heartbreaker
M. Scott Ork & Chorus (Foster Medley) Universal U-101
- Heartbreaker
R. Temple (Time Out) De Luxe 1145
- Hey, Jackson
Gee Cee Trio (Bill's Blues) Rego 1024
- I Can't Give You Anything But Love
S. Lewis Ork (King For) Crystal-Tone 516
- I Cried For You
B. Light (Getting Sentimental) Tempo TR 516
- I Get the Blues When It Rains
B. Reynolds (Moonlight and) Sing-a-Tune 500
- I Got Rhythm
B. Light (Begin the) Tempo TR 564
- I Had To Love and Love on the Lava
R. Kinney Hawaiians (What More) Decca 25220
- I Love You
R. Martiere Ork (On Green) Universal U-20
- I Made Up My Mind
S. Lewis Ork (Bottoms Up) Crystal-Tone 515
- I May Be Wrong (But I Think You're Wonderful)
T. Dorsey (Farewell to) Victor 20-2758
- I Remember Mama
B. Rhodes (Long After) Victor 20-2735
- I Still Remember
N. Simons (My Lover's) Rego 1017
- I Want You
P. Viera (Rhythm In) Rego 1018
- If You'll Be Mine
J. Bradford (They Didn't) Victor 20-2729
- I'll Be Seeing You
R. Borden Ork (You Were) Crystal-Tone 520
- *I'm Looking Over a Four Leaf Clover
Curly Hicks and His Taproom Boys (Limehouse Blues) Victor 20-2787
- I'll See You in My Dreams
B. Minnevitich Harmonica Rascals (What Is) De Luxe 1103
- I'm Not So Bright
M. Tilton (That's Gratitude) Capitol 15042
- I'm Ready for Freddy
N. Simons Ambassadors of Note (On the) Rego 1036
- In a Little Spanish Town
B. Minnevitich Harmonica Rascals (Prelude in) De Luxe 1102
- Indian Summer
B. Minnevitich Harmonica Rascals (The Donkey) De Luxe 1100
- It Was Wonderful
J. Di Cicco Quintet (When You're) Rego 1043
- It Was Written in the Stars
J. Stafford (It's Monday) Capitol 15040
- It's a Great Day for the Irish Album
G. Murphy . . . MGM 19
- Danny Boy . . . MGM 30092
- Dear Old Donegal . . . MGM 30092
- It's a Great Day for the Irish . . . MGM 30089
- It's the Same Old Shillelagh . . . MGM 30090
- MacMamara's Band . . . MGM 30090
- Sweetheart Darlin' . . . MGM 30091
- The Wearing of the Green . . . MGM 30091
- Where the River Shannon Flows . . . MGM 30089
- It's Monday Every Day
J. Stafford (It Was) Capitol 15040
- Just Like That
J. Long (Easter Parade) Signature 15182
- King For a Day
S. Lewis Ork (I Can't) Crystal-Tone 516
- Laroo Laroo Lillibulero
P. Como (When Your) Victor 20-2734
- Let the Rest of the World Go By
B. Reynolds (Moonlight Bay) Sing-a-Tune 505
- *Limehouse Blues
Curly Hicks and His Taproom Boys (I'm Looking) Victor 20-2787
- Long After Tonight
B. Rhodes (I Remember) Victor 20-2735
- Lullaby
B. Minnevitich Harmonica Rascals (September Song) De Luxe 1101
- Nellie Lutcher Album
N. Lutcher . . . Capitol CC-70
- Chi-Chi-Chi-Chicago . . . Capitol 10108
- Lake Charles Boogie . . . Capitol 10110
- Reaching for the Moon . . . Capitol 10109
- Sleepy Lagoon . . . Capitol 10110
- The One I Love Belongs To Somebody Else . . . Capitol 10108
- There's Another Mule in Your Stall . . . Capitol 10109
- Mamselle Veronica
B. Stone (Ol' Man) Crystal-Tone 512
- Mary Lou
B. Russell (Sha-Sha From) Sun 1421
- Matinee
G. MacRae (The Feathery) Capitol 15041
- Moonlight and Roses
B. Reynolds (I Get) Sing-a-Tune 500
- Moonlight Bay
B. Reynolds (Let the) Sing-a-Tune 505
- My Extraordinary Gal
J. Garber Ork (Serenade) Capitol 15043
- My Lover's Serenade
N. Simons (I Still) Rego 1017
- My Mother's Eyes
J. Strong (Basin Street) DC 8047
- Now Is the Hour (Maori Farewell Song)
B. Carroll-D. McIntire Harmony Hawaiians (Sapphire of) Decca 24378
- *Oh! Ma Ma! (The Butcher Boy)
D. Robertson Ork (Where Do) Decca 25352
- Ok! Baby Dok!
B. Garrett (There Ought) MGM 10147
- Ol' Man River
B. Stone (Mamselle Veronica) Crystal-Tone 512
- On Green Dolphin Street
R. Martiere Ork (I Love) Universal U-20
- On the Avenue
N. Simons Ambassadors of Note (I'm Ready) Rego 1036
- One Raindrop Doesn't Make a Shower
Four Chicks and Chuck (Who Killed) MGM 10148
- Paradise
R. Borden Ork (But Beautiful) Crystal-Tone 514
- Perdido
Z. Travers Trio (Are You) DC 8035
- Pin Up Polka
L. Monti's Tu Tones (What Do) Aristocrat 508
- Poor Butterfly
C. Jackson-Four Notes of Rhythm (Flamingo) Crystal-Tone 517
- Prelude in C-Sharp Minor
B. Minnevitich Harmonica Rascals (In a) De Luxe 1102
- Rhythm in Hand
P. Viera (I Want) Rego 1018
- Ritual Fire Dance
Harmonicats (Dardanella) Universal U-63

(Continued on page 113)

The **Billboard** Picks

The **DON REID-CHET HOWARD** METROTONE Recording of

MORE THAN EVER BEFORE

backed by **HEADIN' HOME** and says

THE BILLBOARD PICKS:
 MORE THAN EVER BEFORE.....Metrotone M-1011
 Don Reid-Chet Howard Orchestra.....Metrotone M-1011
 Reid, ex-Cugat vocalist, sings his own song in sincere straight fashion shuffle-like meter backing. Waxing is already going strong in Pittsburgh, and should spread. Tune is reminiscent of "I Love a Parade" oldie.

ORDER **METROTONE #M1011** and **CASH IN BIG!!!**
 CHOICE DISTRIBUTOR'S TERRITORIES AVAILABLE

METROTONE RECORDS
 712 Crown St. Brooklyn, N.Y.
 Phone: PResident 4-5086



BULL MOOSE SCORES AGAIN!

All My Love Belongs To You

GREATER THAN "I LOVE YOU YES I DO"

TWO GREAT RELEASES

KING 4189 backed by "I Want A Bowlegged Woman"

AND

KING 4213 backed by "Three Bones"

KING RECORDS

EXECUTIVE OFFICES

1540 BREWSTER AVE. CINTI. 7, OHIO PLAZA 2211.

BRANCHES		
CHARLOTTE, N. C.	819 W. MOREHEAD	PHONE 4-8409
CHICAGO, ILL.	2001 S. HALSTEAD	MONROE 7748
DALLAS, TEXAS	911 CAMP STREET	RIVERSIDE 2756
LOS ANGELES, CAL.	845 S. GRANDVIEW	FAIRFAX 7572
NEW YORK CITY (Cincy Records)	762 TENTH AVE.	COLUMBUS 5-7758
OKLAHOMA CITY	1317 N. BROADWAY	PHONE 3-9913

The Billboard MUSIC POPULARITY CHARTS

PART IX

Album Reviews

Week Ending February 20

The large boldface number in each review is the retail rating. This rating is based on nine key categories, each of which is assigned a maximum number of points. (The best possible rating is 100.) Maximums are subject to change depending on results of a survey of the music trade now being conducted.

Suitability for juke box operators or disk jockeys is indicated in boldface comment under the separate headings within each review.

THE RATINGS

(100 points—the maximum)

90-100 tops
80-89 excellent
70-79 good
40-69 satisfactory
0-39 poor

THE CATEGORIES

	Max. Pts.
1. Production Idea (grouping of selections continuity)	15
2. "Name" Value	15
3. Calliber of Material	15
4. Manufacturer's Distribution Power	10
5. Exploitation Aids (Record company and other adv't-promotion, film, legit and other plugs)	10
6. Interpretation	15
7. Record Quality	5
8. Manufacturers' Production Efficiency	5
9. Packaging (art-work, binding, wrapping)	10

EDDY HOWARD 90

Eddy Howard Ork-Teddy Wilson Ork-Lou Adrian Ork (Columbia C-158)

Exactly Like You, Stardust, Miss You, Sing Me a Song of the Islands, Wrap Your Troubles in Dreams, Mean To Me, Yours, Jealous.

These Columbia disks, cut before Howard's To Each His Own ascent, are unique. Such opportunistic packages usually are anachronisms either musically or vocally. But here the Howard chirp-charm seems remarkably unchanged, altho his phrasings were a bit more precise and "corned" in those days than now. Musical backing, particularly on three sides (Exactly, Stardust, Dreams) where Teddy Wilson, Benny Morton, Ed Hall, Bud Freeman are heard, seems better than today's projection. "Exactly" is almost a new Howard... a bit riffy and a kick or two. Eddy's name-appeal coupled with ever-green tunes makes this more than a passing fancy.

JUKES Exactly, Dreams, Mean To Me stack up fine.
JOCKS See juke recommendations.

GIRLS IN JAZZ 51

Vivien Garry Quintet; Mary Lou Williams; Beryl Booker; International Sweethearts of Rhythm

Body and Soul, A Woman's Place Is in the Groove, Boogie Misterioso, Hesitation Boogie, Vi Vigor, Don't Get It Twisted, Low Ceiling, Don't Blame Me. As a demonstration that there are femme jazz talents that can make many a feller pack up, this is an ample showcase for such stellar talents as Mary Lou Williams, Margie Hyams, Mary Osborne, Edna Williams, Ginger Smoek, June Rotenburg and others. But beyond the novelty of proving the point with some interesting tho not inspiring performances the counter value of this package is questionable.

JUKES Jazz locations may go for sides.
JOCKS Package could serve for novel emcee chatter.

BING CROSBY SINGS WITH LOUIS JORDAN, LIONEL HAMPTON, EDDIE HEYWOOD 85

(Decca A-634)

On the Sunny Side of the Street, Pinetop's Boogie-Woogie, Who's Sorry Now, I've Found a New Baby, That Little Dream Got Nowhere; Baby, Won't You Please Come Home; My Baby Said Yes, Your Socks Don't Match.

This album would be worth a 90 rating but Decca's pressings, leave us face it, are loaded with surface noise. This deficiency, seemingly aggravated of late, may be minor for routine "singles"; in an album the consumer kickbacks could be important. Apart from bad surface, material here consists of all old Bing singles on which he doubled. It's great stuff in collection. Outstanding are the Eddie Heywood-Bing pairing on "Who's Sorry Now" and Bing with Jordan on "My Baby Said Yes."

JUKES Ops won't like surface, altho Jordan disks will coin nickels.
JOCKS Who's Sorry Now and My Baby Said Yes are worth replaying.

BRAHMS: PIANO CONCERTO NO. 1 IN D MINOR (6-12") 79

Clifford Curzon (The National Symphony Ork) (Decca London EDA 47)

England's Curzon rates eminent place in the classical libraries of America altho concert halls here herald, too frequently, less-talented pianists. He shows warmth with control, conspicuously appropriate for the material. The #1 Concerto wins less accord from Brahms followers than #2, but this is probably unfair. The appreciation of orderly romanticism, the almost unbelievable value of multiple melodies, the grip over intricacy grows in the listening. Full range recording is excellent. Enrique Jorda's orchestral performance is thoro.

JUKES N. S.
JOCKS Only for hardy FM'ers willing to throw 1 hour to Brahms.

JUST RELEASED!
IT'S SENSATIONAL!

The Greatest Yiddish-English Comedy Song You've Ever Heard!

"I miss my mammy's latkes,
My daddy in his gatkes,
I miss that gefeelta fish and that chrain,
I'm goin' back where life's a bubble,
And the magnolias smell from knubble."

SONGCRAFT'S No. PS-402

No. 4 HOOMINTOSH LANE

Backed by
"SINCE CHANA CAME BACK FROM HAVANA"
(Rhumba)

Vocal by
ELI BASSE and RHYTHMASTERS

written by Broadway's Top Comedy Songwriters
ELI BASSE and BOBBY KROLL

"G'LITZYANNER RHUMBA"
Laff Record—L-505
"BIALYSTOCKER SQUARE DANCE"
Laff Record—L-508

Records that sell themselves are manufactured by
SONGCRAFT INC.
1650 BROADWAY • NEW YORK 19, N. Y.
Dealers, Distributors, Operators... WRITE, WIRE, PHONE

London Towers Handles Bullet

NEW YORK, Feb. 21.—Bullet Records this week completed arrangements with a firm known as Towers of London to handle the manufacture and distribution of the Bullet line in England. The deal was made by Jim Bulleit with Towers' reps, Henry Allan Towers and Oliver Nicoll.

This marks the second small-label diskery to evade the electric musical industries and English Decca long-time stronghold on the British disk biz. The first instance occurred when Vitacoustic set its line with the Levy Sound Studios in London.

"Jungle Fantasy" Day Gim

NEW YORK, Feb. 21.—Employing the publisher "drive" technique on a territorial basis, Rainbow Records begins a concentrated promotion via disk jockeys on its *Jungle Fantasy* dishing Monday (23). The diskery is lining up around-the-clock spinner shots in cities thruout the country concentrating on one specific 24-hour period in each city which will be advertised as *Jungle Fantasy* day in local newspapers. Monday's kick-off drive is skedded for New York, with the diskery promised a minimum of 22 spins during the day.

Guy Lombardo Ork Quits N. Y. Mar. 13 For One-Nighters

NEW YORK, Feb. 21.—Following its current stand at the Roosevelt Hotel here, the Guy Lombardo ork embarks on a series of one-nighters which will carry it to the Coconut Grove of the Hotel Ambassador, Los Angeles, for the ork's first West Coast location date in eight years. The band closes at the Roosevelt March 13, to take a two-week vacation before the one-nighters.

During the lay-off, Lombardo heads for Florida, where (if water conditions are deemed satisfactory) he'll try to crack the straightaway-mile speedboat record of 124 m.p.h. (set by Gar Wood). The maestro has replaced the 550 horsepower engine in his boat with a converted P-38 engine (1,350 horsepower).

After its Coconut Grove stand, the Lombardo ork returns East, this time for string theater and location dates in addition to one-nighters. Lombardo's annual stint at the Starlight Roof of the Waldorf Astoria will be launched this year on July 5. After that, the ork will take a six-week respite.

Coast Records Expands Distrib

HOLLYWOOD, Feb. 21.—Coast Records last week acquired the distribution rights for both Majestic and National Records, giving the Hollywood indie all Southern California territories as well as portions of Nevada and Arizona. The newest additions to the Coast's distribution stable follow close on the heels of the recent acquisition of Dana and Regent label distribution (*The Billboard*, February 21). It provides diskery with additional platters for use as a wedge in opening new distribution accounts. The present deal covers distribution only, but negotiations are under way to give Coast a chunk of the pressing biz of both Majestic and National.

Majestic was formerly handled locally by the Majestic radio distrib, Roach-Driver, while the national account was a part of Mercury Records' local operation.

Mister Petrillo Inventory Patsy

(Continued from page 18)
claimed breakneck-release tempo. Third currently claimed problem with independent labels is that Petrillo-backlog expenditures have deflated working capital and compel manufacturers to "get it up" from distrib accounts receivable. Latter, in turn must pass demands on to retailers but indie distrib runs into problem there. Most retailers are franchised to major labels and to retain the coveted major lines, must pay their bills to the majors first. For the indie distrib, particularly the one with a full stock of various label tallow, the stymie is that of being "last of line" when the retailer signs checks.

As grievous for indie distribs, too, is the problem of coping with talent on wax. Many indie platters feature artists on a non-exclusive basis, a device especially heightened when the beat-Petrillo recording sprint started a talent hunt that could not wait on contract signings. Result: A batch of free-lance artists blossoming out at one time on different labels, with the indie distrib sometimes promoting his territory for a given artist's record only to find his competitor following up in a few weeks with another cut by the same artists.

Distrib and retailer pressure on the manufacturers comes down to asking for less spread on songs and artists with more time and promotion between releases. But Petrillo unfortunately has cut into the normal disk maker's flexibility. That, on top of the problem of backlog disposal, makes the situation tougher than it's been in some time.

Morris's B-VH Absorption Nears

(Continued from page 18)
sult in a personnel picture as follows: Henry Spitzer would continue as vice-president and over-all boss of all the Morris pub-group holdings, responsible only to (Buddy) Morris. For purpose of professional operation and economy the staff will be consolidated within a dual office set-up. Sid Kornheiser will move in as general manager of Melrose Music (as well as Burke-Van Heusen), with new duties expected to accent the attention to writer relations and "source of material" probably entailing much time to be spent on the West Coast. Presumably, writer and pub-subsid contracts negotiated by Burke-Van Heusen with Hoagy Carmichael, Mel Torme, etc., will continue to be implemented where possible by Kornheiser. Jack Lee will remain as professional manager of Melrose, with staff to consist of Sammy Taylor and Eddie Shaw. In Chicago, Chick Kardale moves over to Melrose as does Jack Maas in California. As a result of the professional reshuffling, notice has already been given to B-VH staffers Abe Glaser, Bobby Kornheiser and pianist Helen Madison as well as to Bruno Salvatore in Chicago.

Meanwhile, as part of the new "absorption," the Morris firm proper (over which Paul Barry continues as professional manager with the same national staff) will get its first crack at a Burke-Van Heusen score, with the *Road to Rio* package transferred into Morris for exploitation. Plans call for Melrose, in turn, to stay with the Hatold Arlen-Leo Robin *Casbah* film score.

HOLLYWOOD, Feb. 21.—Altho no confirmation nor explanation could be gotten at press time on how this might effect current relations with the Edwin H. Morris group, it was rumored here that Frank Sinatra was mulling a publishing set-up under the aegis of Broadcast Music, Inc. (BMI). Altho the Sinatra Songs subsid in the Morris empire already has been professionally reduced, there has been no evidence to indicate that the crooner would, or could, break away from his Morris ties. But it was reported by usually reliable informants that a BMI deal was seriously contemplated.

PRE-BAN COST
(Continued from page 18)
tively small figure of about \$32,000. More than 95 independent labels (Mercury, Musicraft, Majestic, Signature, Rainbow, Manor, etc.) jumped in to spend their moolah on Gotham recording, with the total cash spent by the indies reaching an approximate \$341,000, which paid for the cutting of some 3,004 sides.

How Often Must I Tell You?

Lyrics by JOHN POPOFF

Music by NAT VINCENT

How oft-en must I tell you— that I'm in love with
How oft- must I tell you— my dreams are all of
you. You seem to be for-get-ful;— You ought to love me
you, I'm lone-some for you ba-by;— I hope you miss me
too. My love for you won't with-er;— Please do not say good-
too. Re-mem-ber dear, I'm with you;— I'll love you till I
bye. I al-ways will be faith-ful as stars up in the
dis. So please love me sin-cere-ly, and I will nev-er
sky.
sigh.

Copyright 1946 by John Popoff Vancouver B.C., Canada

This song, without obligation, may be publicly performed for profit by singers, orchestras and musicians. 12-piece dance orchestrations, arranged by "Chuck" Barber.

LOCAL 145, A. F. of M., \$1.00. PIANO COPIES, 40c.

Order from John Popoff

603 HOLDEN BLDG.

VANCOUVER, B. C., CANADA

AND NOW

THE PERMO POINT ROUND with a NEW PERMOMETAL (Osmium) ALLOY TIP DEVELOPED AND PRODUCED IN OUR OWN METALLURGICAL LABORATORY

This new osmium alloy has the amazing characteristic of longer needle life even when used on badly worn or inferior quality records while retaining the extreme kindness to records for which Permo Points have always been famous.

OUR PROMISE TO YOU, MR. OPERATOR:

UNDER LIKE CONDITIONS (SAME INSTRUMENT AND RECORDS)
THIS PERMO POINT ROUND WITH THE NEW (OSMIUM) TIP
WILL OUTWEAR...

WILL GIVE LONGER RECORD LIFE...

WILL BE MORE DEPENDABLE...

WILL BE MORE ECONOMICAL...

THAN ANY OTHER CONVENTIONAL COIN
PHONO NEEDLE MADE!

THE SAME PRICE
SINCE 1938:

1 to 10 — 35c each, 11 to 99 — 32c each, 100 or more — 30c each
MORE PERMO NEEDLES SOLD THAN ALL LONGLIFE NEEDLES COMBINED

PERMO, INCORPORATED

6415 N. Ravenswood

Chicago 26, Ill.

— UNDISPUTED LEADERSHIP SINCE 1929 —

THE RAVENS

Release Date—Sat., Feb. 28

'TOGETHER' - 'THERE'S NO YOU'

Charlie Ventura ★ NAT. 9042

RE-ISSUE

"PLEASE BE KIND"

"HOW HIGH THE MOON"

NAT. 7015

ORDER FROM YOUR NEAREST NATIONAL DISTRIBUTOR
or NATIONAL DISC SALES • 1841 B'WAY, N. Y. 22, N. Y.

Records that PLAY LONGER are made from



Customers praise the long-wearing qualities of records made from this superior compound. Try it on your own presses. Send for sample biscuits.

BINNEY & SMITH CO., 41 EAST 42nd STREET, NEW YORK CITY
EXCLUSIVE SALES AGENTS FOR U. S., CANADA, CENTRAL & SOUTH AMERICA

TEMPO CUSTOM MADE RECORDS
GIVES YOU
 COMPLETE ABSENCE OF SURFACE NOISE
 For the TEMPO distributor in your area, write:
TEMPO RECORD COMPANY OF AMERICA
 8534 Sunset Blvd., Hollywood, 46, Calif.

For Down Home Music at Its Best
 Ask for DOWN HOME Records
—NOTICE—
 Midwest Operators rate this one high as a nickel grabber.
 Recorded by The Western Aces
"LONELY HEART" #CJ601
 flipover (You Get Me)
 also
 Tune in WTIC, Hartford, Conn., and hear THE DOWN HOMERS sing and play their latest recordings on DOWN HOME records.
 DISTRIBUTORS: Write, Wire or Phone
THE DOWN HOME CORP.
 FEDERALSBURG, MD.

Catch JERRY MURAD'S
"HARMONICATS"
 AGAIN ON

 Universal Records, Inc. Chicago
 TWENTY NORTH WACKER DRIVE

YOUR KISS
 Coming Up Like Mad
 On The Machines!
DICK HAYMES
 DECCA #24297
 ROBBINS MUSIC CORPORATION

WANT TO BUY OR RENT
 DINNER MUSIC AND SOFT POP TRANSCRIPTIONS.
 (Instrumentals Only)
 Write us listing the different selections, artists and prices.
TEL-A-TUNE MUSIC SYSTEMS
 410 N. Broad St. Elizabeth 3, N. J.
 Elizabeth 2-0089

The Commanders
"Lonesome Road" 20-567
 Modern Records
 hollywood

Continuation of Col. Concerts Suit Demanded

(Continued from page 4)
 CBS by a so-called elimination process in 1931; that the receiver be directed to start suit against Judson, Colon, CBS, William S. Paley (CBS board chairman) and Ed Klauber (one time CBS vice-president) and others, action to be for treble damages for loss sustained by Columbia Concerts thru suppression of its radio business in violation of the anti-trust laws; that the assets of Columbia Concerts, allegedly misappropriated by certain of the defendants, be impressed; that defendants be compelled to account for management and dissipation of assets, and that such of the defendants which were allegedly jointly guilty with Judson of alleged acts of fraud be declared liable to Columbia Concerts.

The complaint charges that certain individual defendants fraudulently conspired to benefit themselves, and that Judson concocted an alleged fraudulent scheme to divert the radio assets and contracts of the corporation. Judson, it is held, enlisted the assistance of Colon, attorney for CBS and Columbia Concerts. Action charges that Judson and others had represented to the late Salter that CBS, thru an officer, had indicated it wanted no competition from Columbia Concerts and desired elimination of the radio branch of Concerts' business. It is charged that Judson recommended such an elimination plan, that Salter and others agreed to it, but that Judson never intended to get an agreement from CBS as to other business.

The complaint states that the late Salter only recently discovered Judson's representations to be allegedly false and involving no compensation to Concerts in return for latter's loss in radio.

Florence Hunt Gim To Boost Disk Sale

NEW YORK, Feb. 21.—The newest ork promotion gimmick is Louis Prima's scheme to plug his Victor recording of *The Thousand Islands Song* by persuading disk jockeys across the country to help him "find Florence."

The pitch is that the band leader wants jocks to ask all girls with a birth certificate tagged "Florence" to send their photos into the local stations. Spinners, in turn, would select most likely candidates and send pix on to Prima for final consideration.

Meanwhile, the Victor company claims it received so many consumer requests for "the Florence record" that the company has changed the label on Prima's disk to *O, Florence!* (*The Thousand Islands Song*) in an effort to catch some extra sales.

Don't Shoot

NASHVILLE, Feb. 21.—Jimmy Bulliet, secretary Bullet Records, talking via long distance telephone to West Coast experienced difficulty explaining his name to a customer.
 "It's what you put into a gun or pistol," said Bulliet.
 "Oh yes," came the reply, "How are you Mr. Shell?"

Cross Book Pubbers Form New Kidisk Biz

NEW YORK, Feb. 21.—A new kidiskery turned up in the biz this week. Cross Records, sponsored by Cross Publications, the book concern which specializes in children's literature, will issue its initial platters in March. The diskery's operation will be based mainly on making dramatizations of the parent pubbing firm's works.

The initial 12-inch vinylite release is called *The Engine That Lost Its Whistle*, based on a story of the same name pubbed by Cross. Cross kidisks will be distributed by Apollo thru the latter's outlets and will sell for a list at \$2.10 each, including an illustrated package.

THOMPSON TO ABC

CHICAGO, Feb. 21.—Associated Booking Corporation's local outlet swung further into the commercial ranks this week, with the acquisition of Lang Thompson, ex-Frederick Bros.' location booker and fronter, who will build a commercial band stable for ABC's Midwest outlet. Starting with ABC's present chattels, Thompson intends to swing several bands ABC's way.

Herb Pauley, head of FB's Midwest band section, said that Thompson will probably be replaced by a New York FB rep.

AMP Gets Sonzogno Rights

NEW YORK, Feb. 21.—Associated Music Publishers, Inc. (AMP), subsid of Broadcast Music, Inc. (BMI), has become sole selling agents here of the catalog of Casa Musicale Sonzogno, Italy. The Sonzogno catalog, performance rights of which are licensed here thru BMI, contains works by such composers as Cilea, Mascagni, Giordano, Wolf-Farrari and Leoncavallo.

WHAT'S THIS ON TELE?

(Continued from page 3)
 he would go for an Indiana fight. Secondly, high governmental figures in Indiana are expected to be against any Graziano appearance because of his bad war record. However, Walter Ringer, secretary of the Indiana Athletic Commission, told *The Billboard* he was for the bout and was going to try to convince Indiana's governor to give it the nod.

If the arrangements went thru, fight would be held in a Michigan City outdoor arena seating 25,000. The station undoubtedly would telecast under sponsorship. Proceeds from this are expected to make the deal more attractive for participants. Since Graziano is barred in New York, video net in East offers no inducement.

ATLAS CORP. REPORTS

(Continued from page 4)
 Madison Square Garden Corporation; \$25,000 in Musicraft Records, Inc.; \$1,515,750 in Paramount Pictures, Inc.; \$7,664,415 in Radio-Keith-Orpheum Corporation; \$655,624 in Radio-Keith-Orpheum option warrants, \$103,050 in Savoy-Plaza, Inc., "A," and \$118,875 in Savoy-Plaza, Inc., "B"; \$189,375 in Sears-Roebuck & Company, and \$275,100 in Walt Disney Productions.

Vallee's Tele Films Dubbed With Warbles

(Continued from page 3)
 rights from the American Society of Composers, Authors and Publishers (ASCAP), tunes will be recorded on the film soundtrack. Otherwise, the pix will have to be accompanied by phono disks.

Vallee is also taking for granted settlement of the music-on-tele problem by the American Federation of Musicians (AFM). However, if the AFM video situation has not been cleared by the time Tele-Art gets into full swing, a capella choir background will be used.

Vallee estimates filmed song shorts would be produced on a budget of \$100 to \$200 per subject. They will be made available on a rental basis to tele outlets.

Vallee has already produced two test reels, which were screened last week before Harry Fox (Music Publishers' Protective Association), Abe Olman (Robbins, Feist and Miller) and Irving Miller. According to Vallee, the three music biz toppers were enthusiastic and saw the song shorts as an ideal means to present tunes on video.

According to Vallee, financier Floyd Odum is interested in the Tele-Art project.

APOLLO RECORDS INC.
 "WCSI, great INDIANA Station, says,"
HARRY RESER'S JUMPING JACKS
 playing
BANJO BOOGIE
 backed by
JAZZ LEGATO—Part I
JAZZ PIZZICATO—Part II
 is going to the Top fast.
 Don't Miss This Nickel Grabber.
APOLLO #1085
 Order it now from your nearest distributor or write APOLLO RECORDS
 EXECUTIVE OFFICES:
 342 MADISON AVE., NEW YORK CITY

THE FIRST TIME I KISSED YOU
 Top Writers—Top Ballad!
 On Wax
JOHNNIE JOHNSTON...M-G-M
KAY KYSER.....Columbia
PATTI PAGE.....Mercury
 HARRY WARREN MUSIC, INC.

VITA acoustic
 MEANS
"LIVING SOUND"

SUNNYLAND SLIM SHOUTS THE BLUES
 #32—"JIVIN' BOOGIE"
 backed by
"BROWNSKIN WOMAN"
 Choice Distribution Available
HY-TONE RECORDING CO.
 1611 S. Wabash Ave. CHICAGO 16, ILL.
 Phone: WEster 2176

Clearing House Mulled To Halt Bad Debt Rise

NEW YORK, Feb. 21.—Some small-label disk distributors here were reported conferring this week over plans to form a clearing house which could be used to curtail the growing number of overdue bills allegedly being built up by local retailers.

Among distribs understood to be interested in banding together now (in preparation for the traditional summer retail disk biz fall-off) are Malverne, Major, Apollo, Cosnat, Musicraft and others.

Small-label distribs claim their clearing house scheme would offer improved protection since now most of their disk lines are not franchised, hence involve no guarantee of sales or payment from retailers.

The distribs' point also is that they are merely "passing along the bite" for payment that small disk manufacturers have initiated. Platter-makers in good part are short on working capital (as a result of heavy expenditures for backlog-masters during the pre-Petrillo-ban days) and are slashing distrib credit extensions.

Ballroom to Bowler

CHICAGO, Feb. 21.—Tunetown Ballroom, St. Louis dancery, which closed two weeks ago as a result of failure to pay a \$20,000 tax lien, this week was reported to be converting to a bowling alley. Doyle Marcum, ex-op, is negotiating with several ballroom ops for management jobs.

52d Street Ops Eye Roosts' Move for Jazz on Main Stem

NEW YORK, Feb. 21.—The launching of a name jazz band policy by Ralph Watkins (erstwhile 52d Street jazz entrepreneur) at his Broadway nitery-restaurant, the Royal Roost, is seen by tradesmen here as a possible forerunner of a mass exodus of jazz from its 52d Street haunts. Promoters along dream street, where biz of late has declined steadily, are carefully watching the Watkins move to see if prosperity in the jazz field now lies around the corner on the Main Stem. Fifty-Second Street club owners long have flitted from site to site when biz seemed to look better "two doors up," but they have never really deserted the happy hunting grounds. The Watkins endeavor, if successful, may send jazz-location owners scurrying for Broadway spots.

Watkins, wary of jazz's box-office appeal, claims it is not a matter of sink or swim with the new policy at the Roost, which tees off March 11 with the Jimmy Lunceford ork, under the direction of Eddie Wilcox and Joe Thomas. If the Lunceford ork fails to click at the nitery, Watkins intends to switch to sweet or novelty orks in an effort to find the right formula.

The Lunceford ork will rate Mutual Broadcasting System wires three or four nights weekly. Other plans for the nitery call for the retention of Wyatt and Taylor (Hammond organ and piano team) in the Roost's lounge and an eventual midnight jamboree featuring blues thrushes and guest artists.

Peer Sues RCA On 'Girl' Tune

NEW YORK, Feb. 21.—Ralph S. Peer, doing business as the United Publishing Company, filed a suit in the New York Supreme Court against RCA Victor and Mills Music over mechanical royalties money paid on the 1927 tune, *Girl of My Dreams*, composed by Sunny Clapp. Peer claimed that from April 1, 1946, to September 31, 1947, RCA sold 455,116 recordings of *Girl*, on which Perry Como did the vocal. The plaintiff declared that there was \$8,192 due under the 1927 agreement with RCA and alleged that from April 1, 1946, to September 31, 1947, RCA paid Mills royalty money of \$6,994. Of that amount, \$5,120 is claimed by plaintiff.

According to plaintiff, a dispute, between the United Publishing Company and Mills over the mechanical royalties on the song was settled in 1928, with United retaining mechanical rights and remitting a share to Mills for Clapp.

In August, 1927, Clapp allegedly transferred the mechanical recording rights to Peer exclusively. That year Clapp transferred his publishing rights to Mills. In 1928, after a dispute between Mills and Peer, Mills, for a certain consideration, allegedly renounced the mechanical recording rights in favor of Peer, according to the complaint.

RCA and Mills moved to dismiss the complaint on the ground that it was not stated sufficiently. The motion was adjourned to March 2. Attorney Arthur L. Fishbein represented Peer.

NOT SO RICH RICH

BRIDGEPORT, Conn., Feb. 21.—The Buddy Rich one-nighter at the Ritz Ballroom here Sunday (15) drew only 801 persons for a gross of \$1,041.30. Gate opposition came from Shep Fields, playing at the Loew-Lyric Theater here.

Sig Continues Distributor and Factory Revamp

NEW YORK, Feb. 21.—In the midst of huddles with creditors to find an acceptable plan under which to operate (following the filing under Chapter 11, of the Chandler Act, some weeks back), Signature Records this week continued to revamp its distrib network and factory set-up.

With the addition of Ambassador Music Company, Windsor, Ont., to cover the Northwest and Canada, the diskery this week expanded its growing network to a total of 16 outlets. This was considered a step forward, since at the time of the filing under Chapter 11, Signature had given up its entire distributor deal with the General Electric Supply Corporation, leaving the firm temporarily with Nat Cohn's local Modern Music as its only distrib at the first of the year.

Signature's production picture improved somewhat with the firm's Shelton, Conn., compound plant going into full operation. The Shelton factory supplies the firm with compound for its New York pressery and also turns out biscuits for outside diskeries. In addition, the diskery has decided to accept other waxery bids to purchase pressings.

The firm's sales reps, Earl Winters and Larry Shelton, are still busy rounding up distribs for the diskery to rebuild coast-to-coast coverage. Newest distrib additions, which make up the current 16, include G & S Distributing, Cleveland; W. E. Harvey, Detroit; Millner Record Sales, Kansas City, Mo.; Millner Record Sales, St. Louis; Music Sales, Memphis; Music Sales, New Orleans; Music Suppliers of New England, Roxbury, Mass.; Northwest Music Company, Pierre, S. D., and Record Sales, Charlotte, N. C.

Meanwhile the firm is drafting a new payment plan after its initial plan was rejected by the diskery's creditors. The firm's prexy, Bob Thiele, claims that the second plan is being drawn up on the basis of creditors' acceptance of a verbal outline delivered at one of two creditor meetings held this week.

Pan-Am Picks Phil Harris

HOLLYWOOD, Feb. 21.—Phil Harris (not the actor) has been appointed sales manager of the Pan-American Record Company by William G. Long, the Coast Diskery's prexy. Harris, who was formerly with a New York export-import firm, has extensive connections in South America. He will direct sales for the waxery in Latin America and the Philippines, as well as the United States.

Exclusive Distributors

MILTONE
#243—"Cornshucks Blues"—Little Miss Cornshucks

HYTONE
#29—"Floyd's Guitar Blues"—Floyd Smith
#30—"Around the Watch"—Jojo Adams

GOTHAM
151—"Cutting Out"
154—"8:45 Stomp"
155—"Hot Sauce—Boss"
All by Earl Bostic

ALERT
200—"After Hours"—Avery Parrish
402—"Rock Me, Mama"—Brownie McGhee
403—"Worried Life Blues"—Brownie McGhee

Spirituals by
R. L. Knowles, Roberta Martin, Robert Anderson.

INDEPENDENT RECORD DISTRIBUTORS

1611 S. Wabash Ave. CHICAGO 16, ILL.
Phone: WEBster 2176

MEMO
from Dick Bradley
ANOTHER TOWER-IFIC RELEASE
JAN CARBER
TOWER NUMBER 1435
"TERESA"
backed with
"OOH, LOOK-A THERE, AIN'T SHE PRETTY!"
GET THOSE ORDERS IN
Tower Records, Suite 2911, 188 W. Randolph St. Chicago
TOWER RECORDS

ROSALINDA
Decca 46114 Dick Thomas
Rainbow 10033 Red Benson
Embassy P-1005 Al Stuart
CHERIO MUSIC PUB., INC.
1585 B'way, New York 19, N. Y.

MIRACLE
PARADE OF HITS
"CERTAIN OTHER SOMEONE"
by BROWLEY GUY
M-119
MIRACLE RECORD COMPANY
500 EAST 63RD ST. CHICAGO 15, ILL.

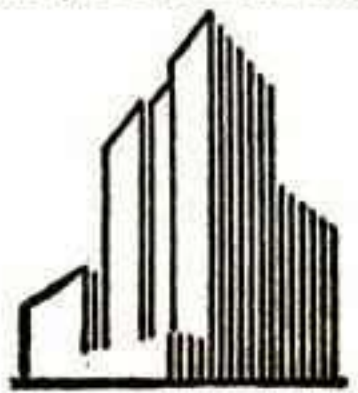
"ALL OF ME"
"SHE'S GOT BLUES FOR SALE"
by Billy Eckstine
National 9040
"WHEN MY DAY ROLLS AROUND"
"REMEMBER ME"
Folk Music
by Ray Smith
National 5018
"YES, SIR, THAT'S MY BABY"
"BLOOMING APPLE TREE"
by Teddy Phillips
and His Orchestra
National 7020
on NATIONAL Records

RECORD PRESSES
FOR SALE
Five 35-Ton Toggle Presses, Standard #5B, complete with dies, 3-h.p. motor and ball bearing counter shaft, individual drive. Equipped for making phono records.
\$5,000.00 TAKES THE LOT
Also two 40-h.p. high pressure boilers, water pump, multiple edges, complete record plant. Best offer accepted.
DE LUXE RECORD CO., INC.
LINDEN, N. J.

RECORD MAKERS
Send Us the Safety—Receive Finished PERFECT RECORDS
10"—12"—Shellac—Unbreakable
BOX #282
The Billboard, 1564 Broadway, New York 19, N. Y.

I'M A LONELY LITTLE PETUNIA
(IN AN ONION PATCH)

ernest l. byfield, president
hotel sherman • chicago
clark and randolph streets, chicago
is happy to announce the return to the pre-war operating policy of a
15% discount
on all hotel room rates to bandsmen, entertainers and members of the theatrical profession on stays of seven days or more. the hotel sherman has always catered to the entertainment industry and now after a period of six years of restrictions are once more able to offer their hospitality to their many friends in the amusement world.



Cocktail Sitch So-So, But Pays

Good Talent Can Work, Tho For Less Moo

Bookers Lay It on Line

NEW YORK, Feb. 21. — While the general feeling in the cocktail biz calls for a crying towel, a survey of talent offices reveals conditions not as bad as pictured and an optimistic view of the future. The unanimous opinion of the heads of the small-act departments is that we are going thru a recession in which the less-talented war-baby acts are being weeded out while the worthy entertainers will have to work for less money until the situation levels off. The trend appears to be toward comedy and novelty.

Stan Zucker, of International Artists Corporation, sums it up with, "Unless an act can be held over, it doesn't pay for agents to book it." Zucker argues that units with any kind of name or record background should have little trouble finding work at a little less money than formerly. The high cost of living has made bargain hunters of small-town cafe and lounge patrons. Rough weather has also hit the cafe and lounge box office. Realizing people today are generally in an escapist mood, the ops are demanding more and more comedy to relieve the strain, he says.

Winton Concur

The same feeling was expressed by Barry Winton, of the William Morris office. The general decline of biz thruout the country, especially the bad weather breaks over week-ends in the East, have ops worried, naturally, but each one has become more alert to keep the level of entertainment at his own spot on a par with competitors'. The effect has been stimulated activity in the trade. Budgets were increased cautiously, putting name and semi-name acts to work at a slight dip in the asking prices. Winton believes that as long as there is more than one spot in town, altho prices for acts will fluctuate, there will never be a drastic drop in the demand for cocktail entertainment.

Lyn Lucas, who heads the cocktail department at Music Corporation of America (MCA), estimates prices for acts are down 20 per cent. He says biz is way off in most spots, with entertainers essentially desired in preference to straight musical performers. But Lucas is insistent that name value is not the only essential to keep units working. Altho names are admittedly used to bolster trade, he cites instances where good entertaining units have caught on almost from the start and have been held over for weeks. Dave Baumgarten, who handles bands and small combos at the same agency, claims many spots which formerly had big bands are buying name singles to head a show, with one or two smaller units rounding out the bill. The demand for quartets (except where a dance policy is maintained) is way off. The h.c.l has removed the chances of all but the better four and five-piece units from the traveling market.

Gals Get the Play

Speaking for the McConkey Music Corporation, Hattie Althoff said the cocktail units under contract are working consistently and are booked (See *Cocktail Situation* on page 44)

AGVA Membership Meetings

NEW YORK, Feb. 21.—The following list shows the cities and the dates at which the national membership meetings of the American Guild of Variety Artists (AGVA) will be held. The purpose of the meetings is to select national delegates to the AGVA convention in New York in May (see story on opposite page).

Baltimore	March 11	Detroit	March 10
Boston	March 8	(Includes Toledo and adjacent cities)	
(Includes Providence, Springfield, Hartford)		Hollywood	March 8
Buffalo	March 12	Houston	March 16
(Includes Rochester, Rome, Schenectady, Canada)		Kansas City, Mo.	March 8
Chicago	March 10	Miami Beach	March 10
Cincinnati	March 8	Montreal	March 14
(Includes Louisville, Indianapolis and adjacent cities)		New Orleans	March 11
Cleveland	March 10	Omaha	March 10
(Includes Akron, Canton, Youngstown and adjacent cities)		New York	March 11
Columbus	March 7	(Includes Newark and adjacent cities in Conn.)	
(Includes Dayton and W. Va. areas)		Philadelphia	March 9
Dallas	March 15	(Includes Reading, Allentown and adjacent cities)	
Denver	March 13	Portland, Ore.	March 10
		Pittsburgh	March 9
		St. Louis	March 13
		San Francisco	March 9
		Seattle	March 11

Mpls. Happy Hour Back as Carnival, With Name Orks

MINNEAPOLIS, Feb. 21.—The burned-out Happy Hour Club, dark these many months since fire put the place out of biz, is in process of complete rebuilding and should preem April 1 with a new tag, new policy and extra-heavy seating capacity.

General Manager Abe Perkins is switching the name to the Carnival and has pacted a long list of top name bands in a definite effort to go after carriage trade. Frankie Carle's ork has been inked in for the opener for a two-week run.

Perkins also has contracts with the Chuck Foster band and Frankie Lane for the second two weeks, followed

by Cab Calloway, Sammy Kaye and Johnny Long orks, with Xavier Cugat tentative. That the management is out to make itself the top nitery west of Chicago and east of the Coast is indicated by the fact Perkins pays Kaye \$6,000 a week for his skedded two-weeker.

The refinished spot will have a seating capacity of over 1,000, elegant tho subdued decorations for what is being talked of as the "most amazing interior" in this territory. Perkins says that with all the moola he's pouring into the spot, he's gambling that the area will support top-bracket talent.

Miami Season's End Starts Club Change Rumors From Ops

MIAMI, Feb. 21. — With the nitery season here nearing its end, and with only four to six weeks left for any major patronage from tourists, the usual talk of changes in club control and closing dates is again under way.

So far the only spot to pull in its wings is the plushy Colonial Inn in neighboring Broward County about 20 miles from Miami. Actually, the only reason the Colonial closed was the clampdown on gambling (*The Billboard*, February 21) which hit the entire resort area from Palm Beach to Miami last week. Spot closed Wednesday (17) after legal action was taken on the part of the assistant State attorney.

The Brook Club was still running last week. The Clover Club, as in the past, stays open right thru the summer.

As far as the two big spots at the beach are concerned, the Copacabana and the Beachcomber, there has been no indication yet as to when and if they intend to close.

There is a possibility that the Copa will remain open for the summer this year, if negotiations with Barry Gray, who airs his radio show from the Copa lounge, are successful. Gray has been doing boff business in the

lounge, with turnover often topping the main room's. If Gray stays on, it is expected that Murray Weinger will use medium budgeted shows.

Lewis Follows Ritz

With the Ritz Brothers closing at the Beachcomber March 4, Joe E. Lewis, who closed with the Colonial Inn, will move into the Ritz's spot on March 5. That means that the Beachcomber will be open at least for several weeks beyond that date.

The Latin Quarter, which suffered heavy losses until Martha Raye came in, hasn't said yet what its intentions are. A few minor spots have had some changes in operation and policy. Syd Peretz is no longer connected with the Paddock Club, and Mac Nathanson has taken over from Jack Rothstone and Mickey Grasso at the Club 22, a Latin spot catering to the late crowd.

The Claughton Theater interests have given over operation of Don Lanning's to Mac Weiss, who formerly ran the spot as the Fiesta. Weiss switched the name to the Havana Madrid and will present L. A. shows.

There seems to be a little more action around town now, with the nitery biz showing signs of perking. (See *Miami Season's End* on page 42)

Open Season?

NEW YORK, Feb. 21. — The night after a stew took a swing at heavyweight king Joe Louis, word got around the Ebony Club that a title-holder was seated at the ringside.

A tipsy woman rushed up to the table and said, "Are you Joe Louis?"

"Don't hit me, lady," answered Sugar Ray Robinson, covering up, "I'm the welterweight champ."

Glenn, Newport, Sold for 180G

NEWPORT, Ky., Feb. 21.—Glenn Rendezvous, one of the top niteries in the Cincinnati area, was sold Friday (20) by Mrs. Agnes Schmidt, wife of Peter Schmidt, operator of the club, and their son, Glenn Schmidt, Rendezvous manager, to the Rendezvous Company, a new Delaware corporation headed by Michael A. Levinson, Arthur L. Dennert, Edward Levinson and Joseph Rosenberg for a reported \$180,000. Hotel property housing the nitery was included in the deal.

Dennert, the Levinsons and Rosenberg, who also operate The Flamingo supper club here, will take over the Glenn Rendezvous operation in two weeks and announce that there will be no change in personnel.

Peter Schmidt was indicted by the Campbell County grand jury recently on a gaming charge following a raid on the Glenn Rendezvous January 31 by Newport police. His case is pending in Campbell County Circuit Court.

Lesser Warns Acts On Direct Bookings

HOLLYWOOD, Feb. 21.—Members of the Hollywood local, American Guild of Variety Artists (AGVA) were warned to stop practice of seeking direct bookings at the risk of upsetting current minimum wage standards and lessening talent's bargaining power. Warning was given to AGVA members at a membership meeting held Thursday (19) by Ted Lesser, exec of California Theatrical Agents' Association, who addressed the AGVA group with approval of union exec Florine Bale.

Lesser said that many local acts were by-passing agents and attempting to negotiate for jobs direct with club owners. In many cases, Lesser said, acts came out on the short end of the deal in an effort to save agent's commissions, ultimately being forced to work below scale. Without an agent as go-between, acts will have no recourse in dealing with so-called chiselers among nitery ops and talent buyers, Lesser said.

Local membership, especially newcomers to the Coast, answered Lesser's charges by accusing Hollywood agents of giving unknown Eastern acts the cold shoulder when they contact agents for local dates. As the result, such performers have no choice but to dig up their own jobs at whatever dough they can get, it was argued. To remedy this condition, it was revealed that both AGVA and the local agents' association were currently working on a plan to develop a "showcasing" spot where unknown acts can show their wares for agents and talent buyers. This would answer criticism and give percenters a regular means of viewing available attractions at work and thereby making the selling job easier.

May 7 Confab To Give AGVA Its Autonomy

NEW YORK, Feb. 21.—The first national convention in the history of the American Guild of Variety Artists (AGVA) was definitely set this week for New York, May 7-9, after last week's announcement of approximately April 30 (*The Billboard*, February 21). AGVA's confab date was set by the Associated Actors and Artistes of America (Four A's), following the recent embroglio involving Matt Shelvey. The AGVA convention will be preceded by regional meetings to be held to elect delegates. A schedule of the meetings appears in this department.

The key objective at the convention will be the establishment of AGVA as an autonomous entity, with its own constitution, by-laws and officers. Also to be ironed out is the question thrown at the Four A's executive committeemen, who have addressed 13 branch area membership groups during the past week, to wit: "Why shouldn't each branch area operate as a local?" (See separate story in this department.) Any action determined at the convention before becoming official will have to be ratified by the individual members via secret ballot.

The nominating petitions must reach the Honest Ballot Association, New York, before March 16. While more than one delegate may be nominated by a member, the delegates nominated will be elected by mail ballot.

The list of delegates announced by the previous administration (Shelvey's) has been declared null and void without prejudice to the same delegates being chosen for the present convention.

Boston AGVA To Oust Dale

NEW YORK, Feb. 21.—The resignation—by force if necessary—of Fred Dale, Boston representative of the American Guild of Variety Artists (AGVA), was voted by the executive committee of the Associated Actors and Artistes of America (Four A's) at a session held Wednesday (18). Two delegates from New York have been instructed to go to Boston Tuesday (24), deliver the final salary checks to Dale and his wife, also on the AGVA pay roll, and operate the local's affairs until a new representative is selected.

According to executive committeeman Hy Faine, the Four A's has undisputable evidence that Dale broke his promise to remain neutral until the Matt Shelvey deal is settled by the courts. Faine alleged Dale collected dues which were not turned over to the Four A's, now operating AGVA, and also that the Boston man sent \$4,000 to the Shelvey forces of AGVA in Philadelphia. Faine admitted Dale sent carbon copies of reports of dues collected.

Another incident leading up to the dismissal, according to Faine, was Dale's non-co-operation in arranging for this week's membership meeting to be addressed by a Four A's committeeman. Faine said he had to hire the hall via phone from New York. He said Dale actually told members no meeting would be held, then feigned illness to miss the gathering Monday (16), but managed to hold a second meeting the following day at which it is reported Dale announced the present set-up. Faine contended that Shelvey leaflets were handed to members outside Dale's meeting.

13 AGVA Area Gripe Sessions

Who's Excited?

Arthur W. A. Cowan, Philadelphia lawyer for Matt Shelvey, deposed American Guild of Variety Artists (AGVA) head, takes exception to a report (*The Billboard*, February 21) of a brief encounter he had with Dewey Barto, a member of the present Associated Actors and Artistes of America committee currently conducting the affairs of the actors' union.

In a shamefully obvious effort to appease Mr. Cowan (you think that's easy?) *The Billboard* tremblingly reprints his letter in full: "Dear Editor: (It didn't really say this.)

This is the third time you've libelled me. Your last smart-alecky lie (printed in your issue dated February 21, 1948, Page 39, box), is that I, (like a big coward and bully-innuendo) offered (poor innocent little-innuendo) Dewey (I'm-only-a-merchant) Barto outside. If you had asked me instead of doing Barto a favor, you would have found that that's a lie and I demand you retract. . . . Barto and I were very jolly until I introduced him to two lawyers as the man who was the head of AGVA when it ended in hopeless bankruptcy. He then said that he had always been nice to me. I replied that was true—to my face—but that was not true behind my back. He did not deny that; instead he offered me outside or in a room—bragging that he could take very good care of himself. I never hit a man first or offered to in my life. That was not the first time Barto had told me of his prowess. . . . Anyhow, when he talked like that I pointed out to everyone present that this was another example of the most shameful tyranny the world has ever known—"the tyranny of the weak over the strong." It is asinine and cowardly for the Bartos to talk big about their little muscles.

Your retraction, if you have the decency to print it, will be only in mitigation of damages. I say that without rancor, realizing that you make a business of doing this sort of thing.

Yours, etc.
Arthur W. A. Cowan"

New York AGVA-ers In Monday Session

NEW YORK, Feb. 21.—The rank and file committee elected at Monday's (16) American Guild of Variety Artists (AGVA) membership meeting here will convene at the Hotel Victoria's Empress Room, starting at 2:55 p.m. Monday (23). The committee of 19, including Milton Berle, Hal Sherman and Joe Smith, was chosen to assist in framing the AGVA constitution for presentation to the convention on May 7 at the Astor Hotel.

(See convention story elsewhere in this department.)

Golden Gate Gives Notice To Tootlers, May Drop Flesh

SAN FRANCISCO, Feb. 21.—Jay Golden, manager of the Golden Gate here, says that there is a strong possibility the house will drop vaude shows in about six weeks unless biz takes a lift, but that no definite announcement will be made for at least another week.

Possibility that the house might abandon its stagershows was seen when the musicians there received a six-week dismissal notice from Golden, who reported he was experiencing difficulty in getting good acts. Golden said he gave the musicians a "protective notice" as required in the contract with the union. He said no notice had been given stagehands.

Beer Hall Clicks in N. Y.

NEW YORK, Feb. 21.—While most standard niteries around town are having a tough time luring spending customers in any appreciable numbers, the old Knickerbocker Music Hall is doing good business with the ancient beer hall formula. Continuous entertainment policy of some 10 acts, plus a rousing good-guy, bad-guy two-act meller, *The Wayward Maiden* and oldtime films, give the payers a running, if somewhat unfinished show. Standout performer (most of the acts are dance turns and singers with a comic tossed in for change of pace) is terper Jack Albertson.

Pitt: 100 Out To Hear Faine

PITTSBURGH, Feb. 21.—"Wait for the convention" was the major appeasement offered to 100 members by executive committeeman Hy Faine at Thursday's (19) AGVA meeting. Before the gathering came to order a paper titled *Indicted for Larceny*, discussing Shelvey's legal troubles in Atlanta, was distributed.

During the question-and-answer period Faine stated members nominated for the Shelvey convention were not precluded from being delegates at the coming convention. Nat Nazarro Jr., president of the local, refused to make a statement.

Faine shunted all questions on autonomy to the convention to be held in New York.

Hollywood: 100 P. C. Vs. Shelvey

HOLLYWOOD, Feb. 21.—The Four A's administrative committee currently running AGVA won unanimous indorsement from members here at a meeting Thursday (19). A scant 75 out of 1,500 paid-up members heard George Heller, who told them it was the intention of the Four A's to return AGVA to its membership at the earliest date.

Rank-and-file members approved the step of the Four A's in ousting Matt Shelvey as AGVA head and gave a strong vote of confidence to Florine Bale, Pacific Coast director of the union.

A meeting to nominate eight delegates to the convention was set for March 8.

Spotlight Brightens

NEW YORK, Feb. 21.—Johnny Brown, of Spotlight Attractions, which has moved into lush new quarters in the same building it has been tenanting, announced this week the signing of personal management contracts with the Stardusters and Tiny Kaye. Both pacts are for two years. The agency now has 28 exclusive set-ups with acts.

Four A's Reps Test Reactions All Over U. S.

Small Turnouts Surprise

(Continued from page 3)

out various reactions in the different cities.

In New York some of the 125 who attended Monday (16) demanded of speaker Hy Faine why the Four A's neglected to step into AGVA's affairs sooner.

The Cincinnati chapter accepted Faine's speech and the question-and-answer period in non-committal manner. Of all those reported on, the Pittsburgh contingent was the most hostile to the Four A's representative, but grudgingly accepted Faine's plea to let the convention settle the differences. Hollywood gave George Heller and t'e Four A's unanimous indorsement. Jack Irving's backers insisted their man get consideration when the selection for new AGVA head reaches the talking stage.

The Boston session, addressed by Frank Reel, found a 250 unanimous vote backing the Four A's and asking for the retirement of the local representative, Fred Dale, according to Hy Faine of the New York office.

Cincy: Wilson Put on Griddle

CINCINNATI, Feb. 21.—Little reaction accompanied executive committeeman Hy Faine's talk before 23 members of the American Guild of Variety Artists (AGVA) here Tuesday (17). Members expressed themselves as satisfied with the national set-up idea, favored a house cleaning within the AGVA and declared against local autonomy.

Faine's speech was followed by a general free-for-all during which Al Wilson, local AGVA rep, came in for considerable criticism, charging him with lowering the scale in the territory and playing favorites with a certain agency. Wilson offered to resign, but Faine wouldn't hear of it.

Chi: Big Mitts To Jack Irving

CHICAGO, Feb. 21.—With Chairman Joe Wallace demanding consideration for local Secretary Jack Irving as leader of American Guild of Variety Artists (AGVA), the membership meeting addressed by executive committeeman George Heller this week was acquainted with facts of the Four A's duel with Matt Shelvey, deposed AGVA head.

Irving twice grabbed sock mitts, once after Wallace declared "we want Jack Irving to get consideration for the leadership of AGVA because we feel he knows the entertainers' and operators' side of the business," and later when Chick Schloss, a member, attempted to make a motion to the effect that the group of Chicago delegates go to the national convention instructed by local membership to see that Irving gets consideration when talk comes up about the selection of a new AGVA head.

The attendance, 125, was the best in years, altho the local has 1,400 paid-up members.

DOROTHY BLAINE



CURRENTLY
EMBASSY CLUB, NYC
Closing 4-Week
Engagement Feb. 26th

WALTER WINCHELL says:
"The Big Time: Dorothy Blaine's Vocal-lure at the Embassy."

DOROTHY KILGALLEN:
(N. Y. Journal-American)
"Tops in Town"

EARL WILSON N. Y. Post:
"A Big Hit!"

BILL SMITH Billboard:
"A Singer With Class and Ability"

GEAN ORLIN:
"Hail a New Star!"

Direction **SENIA GAMSJA**
1697 Broadway, N. Y. C. CO. 5-4210

NICK LUCAS

Opening NATIONAL ORANGE SHOW

San Bernardino, Calif.
March 11-12-13-14

Booked by
RUSS STAPLETON
FANCHON & MARCO
Paramount Theater Bldg., Los Angeles
P.S.: Watch for my latest Huckster Record,
"TIP-TOE THROUGH THE TULIPS"

VAUDEVILLE REVIEWS

Radio City Music Hall, New York

(Friday, February 20)

Capacity, 6,200. Price policy, 80 cents-\$2.40. Four shows daily, five Saturdays. House books, Leon Leonidoff. Show played by Alexander Smallens, conducting Music Hall Symphony Ork.

Production (Russell Markert), sets (Bruno Maine), costuming, music and all other factors making for a highly polished show are in evidence to such a point of near perfection in this yesteryear show (production theme built around the 1900's—as they are in most Music Hall shows) that it doesn't matter too much which individual standard acts are fitted into the over-all pattern. This same perfectionism, production-wise usually results in no single act's being able to draw a disproportionate or particularly heavy amount of audience reaction. Rather, palm-patting approval is spread fairly evenly from the house symphony ork's overture (Prelude Intermezzo) and finale (Cavalleria Rusticana), ably conducted by Alexander Smallens, right thru to the woman's suffrage production number, and the Yesterday finale in which, respectively, the Rockettes showcase their traditionally famous precision terping and the choral ensemble their highly disciplined tonsil work.

The Juvelys, if any single act does, gets the heaviest hand for their standard and literally sensational balancing routines. And Larry Storch sells his film star impersonations (Ronald Colman, Cary Grant, Humphrey Bogart, Akim Tamiroff, Gary Cooper and Frank Morgan) with consistent and solid effect. Storch has one edge over most mimics in that he gets a substantial part of his picture across with body work in addition to faithful voice and mugging duplications.

Paul Franke, William Shriner, Alfredo Luizzi and Lawrence Nickol help set the early 1900's mood by some excellent quarteting on ditties of that day sung with properly corny film slides.

Picture, *Double Life.* Joe Csida.

Strand, New York

(Friday, February 20)

Capacity, 2,700 seats. Price policy, 75 cents-\$1.50. Four shows daily, five Saturdays. House bookers, Harry Mayer and Milton Berger. Show played by band on the bill.

With every box-office click on the road (and there've been plenty of 'em during the current general b.-o. slump) Vaughn Monroe seems to gain more of what he and his ork had to hit the peak in the first place. At this showing Monroe's robust bary warbling of the first three ballads wrapped up the house and made it a cinch for every other act on the bill. Standout item in band's job, aside from the fronter's own informal batoneering and singing, was the fine staging of Bobby Trelease's piano work (with Monroe again on the vocal) of *Ballerina*, band's current high-riding RCA Victor disk.

Sideman Ziggy Talent had to comply with three of his novelty renditions in energetic voice before they accepted his beg-off. The *Moon Maids* (four girls) more than held their spot in a brace of harmony numbers. Curvacious Madelyn Russell, band vocalist, showed a pleasing personality and clear lung-power as she chirped two pops. Of the two *If You Were Mine* caught the biggest mitt.

Frank Fontaine's mimicry and impersonations seemed to go over solid with the gathering, but he seemed to be trying too hard. He could easily dispense with the Winston Churchill bit, which meant nothing. Mayo Brothers, in the second slot, came up with some swell rhythm-tap terps in a pat act.

Pic: *My Girl Tisa.* Jack Tell.

Paramount, New York

(Wednesday, February 18)

Capacity, 3,654. Prices, 55 cents-\$1.50. Number of shows, five daily. House booker, Harry Levine. Show played by band on bill.

If there's still a booker or buyer around who isn't aware that Louis Prima has a helluva theater band leave this be it. Abetted by just one standard act (Dick and Dot Remy) the Prima aggregation turns in a satisfying, entertaining and chuckle-loaded 45-minute stage show by remembering that a band on a house podium has to do more than just play music. Of the nine numbers done by the ork (not counting the *Robin Hood* intro and closer), and various vocalists, including Prima of course, five are built into miniature productions thru use of ideas and comic bits of business. *My Flame Went Out Last Night*, for example, is introed with a cute hassle among the sidemen over release date of the RCA Victor platter the band made of the tune. And a reprise of the number is worked into a rehearsal where the exasperated fronter, doing the vocal, can't get the lads to choralize behind him properly. *I Don't Want To Be Loved by Anyone Else But You* and *Apple Blossom Time* are tenderly warbled by ork chirp Cathy Allen, while Prima does a plaintive comic burn because she cozies up at the mike with sideman Lu Dell, when Prima presumed the first chorus of *Loved* was directed toward him. On *Too Fat Polka* six sidemen come down off their seats to jostle each other all over the joint, as do Lu and Jimmy Dell in their riff duet. All of which reads somewhat like cornbelt matter, and some of it actually is. But Prima is a seasoned showman with a solid sense of timing, and with the band boys doing the simple straight adequately, even the corn gets laughs.

In addition to Miss Allen's balladeering and the Dell boys' knock-about vocalistics, drummer Jimmy Vincent contris an effective rhythm vocal job on *Sheik of Araby*. The Remys acro-dance routines still get their somewhat startling effect from Dot's agility and loose-jointedness despite her not inconsiderable bulk. The duo's crocodile walk (handwalk with body almost parallel to the floor) draws deserved mitting.

S.r.o. biz at third show. Pic, Crosby-Hope-Lamour Road to Rio.

Joe Csida.

Roxy, New York

(Wednesday, February 18)

Capacity, 6,000. Price policy, 80 cents-\$1.50. Number of shows, five daily, six Saturday. House booker, Sam Rauch. Show played by Paul Ash's house band.

With the near-packed house stomping its feet in rhythmic accompaniment to the off-beats of *Rumble Boogie*, the keyboarding of Hazel Scott won a unanimous vote of approval. The white-gowned pianist had opened with a special arrangement of *Warsaw Concerto* to warm them up, then hit her peak with the sensational middle number. She tapered off, but by no means lost them, by chirping *Tell Me You Love Me* in four languages, effectively backed by the Paul Ash ork and Leopold Spitalny's choral ensemble. The remarkable pay-off at the end was more for the *Boogie* number on the 88's than for the warbling wind-up. It seems the rhythm bit had left an impress, and everything after was gravy.

Mary Raye and Naldi pack the same grace, timing and sure-footed routing as the last time caught. Current routines included a tango and lovely waltz terp whirlabouts. The team, framed by the Gae Foster Roxettes and Escorts, presented a

RKO Albee, Cincinnati

(Thursday Afternoon, February 19)

Capacity, 3,200 seats. Price policy, 50, 65 and 85 cents. Four shows daily; five on week-ends. House booker, Dan Friendly. Show played by Deke Moffitt house ork.

Altho the first package in under house's resumed intermittent stage policy headlines Yvonne DeCarlo, film starlet, it's comic Alan Carney and the venerable Joe Howard who give the show the necessary lift. Miss DeCarlo, luscious brunette, sports visual appeal, but her torso twisting and average throating as applied to *Babalu* didn't mean much to the opening-show audience. Displayed little commercialism in an ad lib comedy setto with ork leader Moffitt, but managed a fair run-off mitt for her stylized tonsiling of *Frankie and Johnny*.

Lathrop and Lee, good-looking boy and -girl tapsters, get things under way with above average cleating, best of which is a speedy cake walk tappy that garnered a sound mitt. Likeable, well-groomed duo works with verve and enthusiasm.

Virginia Austin, attractive marionetter, offers a diversified assortment of turns that please pew sitters, getting the juciest palms via easy manipulating of a tap duo and a life-size child puppet.

Ladd Lyon, hand balancer, is given able support from brother Bob, who supplies the comedy interludes. Duo makes the most difficult of turns look easy. Scored handsomely with varied balancing tricks, not the least of which are two-high, hand-to-hand lifts and a difficult hand-tap number at the blow-off.

Carney, well remembered here for previous appearances, loses little time grabbing stout laughs with his ace delivery, smart material and engaging manner. Socked 'em hard with keen impressions of film-dom's stalwarts, including Robinson, Barrymore and Wallace Berry, and brought down the house with take-offs on various political soap-box stumpers. Shattered the laugh meter with a bow-off a la Barry Fitzgerald.

Following Carney had no affect on Joe Howard, who grabbed a big hand at his appearance and worked it up to a terrific send-off via his saleable warbling of *Hello, My Baby*, the inevitable *I Wonder Who's Kissing Her Now* and *Take Me Out To the Ball Game*, with audience coming thru at his behest for community singing. On the recall, gave 'em *Strawberry Blonde* and *Goodbye, My Lady Love* and cake-walked to crescendoes.

Pic, *The Fabulous Texan.*

Bob Doepker.

MIAMI SEASON'S END

(Continued from page 40)

It's been a late season generally, and February and March may see the various spots recouping some of their losses.

In the final analysis, the decision of the clubs re staying open will depend largely on what the visiting firemen are prepared to contribute to the kitty in the next month to six weeks.

pretty picture in an aptly chosen *Moonlight Sonata* number to go off big.

The Don Henry Trio, using their sharp assortment of harmonicas, clicked in several pop and show tune numbers. Their special arrangement of *Four Leaf Clover*, altho seemingly a bit prolonged, rated an added nod from the enthusiastic patrons.

Gil Lamb, doing his standard act, having lost none of his versatility and expert delivery technique, held down the comedy spot with ease.

Pic: *Call Northside 777.*

Jack Tell.

SELAN'S
World's Largest
Creators of
HAIR STYLED PIECES
Write For
FREE CATALOG
Our Hair Goods are all
expertly made of the
finest first quality
HUMAN HAIR.
Write for our FREE
CATALOG and
WHOLESALE PRICE
LIST on latest style
Hair Pieces.

SELAN'S
HAIR GOODS CO.
32 N. State St.
Dept. T
Chicago 2, Illinois

- Waterfalls
- Chignons
- Boys Top
- Switches
- Toupees
- Braids
- Page-Curls
- Trans-formations
- Wigs

Steve Gibson's Original
RED CAPS
Held Over for 6 Weeks
LARRY POTTER'S SUPPER CLUB
NORTH HOLLYWOOD, CALIF.

JOLLY JOYCE
Earle Theater Bldg.
PHILADELPHIA, PA.

Write Wire Phone
WAlnut 2-4677
WAlnut 2-9451

W. LOUIS DAVIS
AGENCY
Specializing in the
BEST OF COLORED TALENT

Bands — Singles — Trios — Good Acts.
Out of town engagements invited.
Garriok Theatre Bldg. CENTRAL 6326.
64 W. Randolph St. Chicago 1, Ill.

Cafe Society Downtown, New York
(Tuesday, February 17)

Capacity, 210. Price policy, \$3 minimum. Shows at 9, 12 and 2. Booking, non-exclusive. Publicity, Marvin Kohn. Estimated budget this show, \$750. Estimated budget last show, \$800.

With holdovers Helen Humes and the Edmund Hall Sextet still operating and New Orleans keyboarder, Fats Pichon, thrown in, the faithful still get a generous helping of jazz, as well as copious quantities of music to the right and left of that idiom. Between Humes in the deuce spot and Pichon on for closing, there is a stage wait named Hal Sherman, who doesn't need a thing except new material, a better sense of timing and considerably more imagination to make his panto-comedy-dance routine passable.

Pichon, making his big city bow after building quite a rep in New Orleans (particularly at the Absinthe House), is being hailed by some aficionados as the successor to the late Fats Waller. At the opening dinner show Pichon evidenced an understandable uneasiness, but even making allowances for this, he doesn't impress as being in quite the same league with that Waller man. Most notably he lacks the genuine feeling Waller used to get into his vocalizing. On the piano Pichon comes much closer to filling Fats W's brogans. It is even possible, that as an 88-ing technician he surpasses Waller. But in view of his rather stiff and contrived singing style, it would probably be better for all interested parties to forget the Waller comparisons and let the man work on his own merits, and to concentrate far more on the keyboarding than the song-selling.

La Humes still pleases with assorted riff and race items, bluesers and an occasional highly stylized standard like *If I Could Be With You*. Solo and ensemble work by Hall's group (he on clary; Irv Randolph, trumpet; Henderson Chambers, trombone; Jimmy Crawford, drums; Ken Kurzy, piano, and Lloyd Trotman, bass) is uniformly excellent not only in the show-cutting department (except for playing too strong behind some of Humes' thinner items), but particularly as the opening act on the bill. Trotman's bass bowing is especially intriguing. Cliff Jackson plays a good unobtrusive piano between shows, and Johnny Gary hustles that mike on and off floor in one of the most energetic prop boy jobs seen in years. *Joe Csida.*

NIGHT CLUB REVIEWS

Ciro's, Hollywood
(Tuesday, February 17)

Capacity, 450. Price policy, \$3 cover. Shows at 9:30 and 12. Booking policy, non-exclusive. Owner-operator, H. D. Hover. Estimated budget this show, \$6,500.

Sunset strip swankery was packed to Kay Thompson capacity as show-biz biggies and regular patrons turned out en masse to greet the Peggy Lee-Dave Barbour opening with Xavier Cugat's ork. Currently riding high on the disk popularity charts, Miss Lee proved herself equally outstanding in this, one of her rare local personal appearances.

Enticingly garbed in a gown of shimmering silver, the lullaby lady wooed and won her audience with captivating song stylings and a gracious stage manner. Combining the multi-facets of her song personality, her offerings ranged from such cute novelties as *Let's Do It* and the currently high-riding *Manana* to romantically moving ballads of the *Golden Earrings* variety.

Backed by the smoothly fashioned instrumental blends of Dave Barbour's Quartet (Barbour, guitar; Hal Schaffer, piano; Harry Babison, bass, and Jackie Mills, drums), each of her selections sparkled with gem-like brilliance. Xavier Cugat's ork provided the Latin beats for the dance-minded customers. *Lee Zhito.*

La Martinique, New York
(Tuesday, February 17)

Capacity, 373. Price policy, \$3.50 minimum. Shows at 9:30, 12:30 and 2:30. Operators, Darlo, Jimmy Vernon. Booking policy, non-exclusive. Estimated budget this show, \$3,000. Estimated budget last show, \$4,500.

Dario could well subtitle this current booking "a contrast in comics," with the two funsters involved being Menasha Skulnick, from the Yiddish Theater, and Jack Carter, from the Stem's *Call Me Mister*. They offer two entirely different and contrasting brands of comedy working—and for the purposes of satisfying nitery audiences, each could benefit by using some of the technique employed by the other.

Skulnick is a deft and finished performer, but by pursuing a light and droll style he fails to generate a boff thruout. Carter, on the other hand, is a really funny guy, but by maintaining a rapid-fire, machine-gun type of delivery, he builds to a peak a moment after he's on and, despite his trip-hammer delivery, can't climb any higher. That, incidentally, seems characteristic of many young night club comics; they avoid any nuances, any change of pace. This is even more graphically demonstrated in the Skulnick-Carter juxtaposition.

For his end, Skulnick does a mouse-voiced routine, partly in song, partly in monolog, but they're strictly in the chuckle groove. As his material stands, it is not successful night club stuff.

Carter, on the other hand, muggs, boffs and insults his way to a good result, and some of his impressions are beauts. He'd do better if he'd pace himself with more finesse—and if he'd eliminate some ultra-blue lines.

Miguelito Valdez, one of the top attractions in his field, emsees the show, but doesn't do much—in fact, with his marquee value, not enough. He sandwiches in one song between Skulnick and Carter, but on the night caught didn't even mention the word, or song, *Babalu*. His spouse, Linda Lopez, opens with a piano number, played with the Ralph Font orchestra, and Rosetta Shaw does a vocal.

Other act is Lander and Holland, a better than average terp duo in standard ballroom offerings. The gal is a good looker, but goes thru her work with one of those studied, affected pans which seems to be part and parcel of so many ballroomers.

Ebony Club, New York
(Thursday, February 12)

Capacity, 300. Price policy, \$3.50 minimum. Number of shows, three nightly, at 10:30, 12:30 and 2:30. Booking policy, non-exclusive. Owner, Al Martin. Press representatives, Mike Hall and Frances Stillman. Estimated budget this show, \$2,500. Estimated budget last show, \$2,000.

The Stem's sole all-Negro spot, fast becoming a must on any stay-up-late's tour of clubs, keeps the wee hours jumping with the liveliest, hottest and most keep-you-awake show in town.

The only act not backed by the full blaring music of Buster Harding's sizzling jazz ork (8) was Billy Daniels', whose whispering torch tunes quelled the boisterous mob into pin-drop silence—a rare accomplishment. Daniels' topper, ranking with the best of any sweet singer's, is *That Old Black Magic*, a honey.

Most unusual sight performer was Tondelayo, whose anatomical cavortings in calypso routines backed by a trio of Afro-Cuban boys, highlighted the 90-minute package of sock entertainment. The torso ripples of this stately chick combined with her personable charm made for an easy wrap-up from walk-on to bow-off.

June Richmond, 225 pounds of vitality and know-how, belted across a trio of specialty pop arrangements interspersed with comedy terps and inimicable muggings for a big payoff.

Three Chocolateers kept interest alive in their spot with slapstick terps and low-down comedy repartee. On again after the finale, the boys did a terrific hokum-88 bit which had the packed house howling until the next show went on.

Jesse and James opened with a tray-balancing rhythm routine, doing fast stepping novelty hops over chairs and somersaulting while twirling the platters. It was a good warmer-upper.

The chorus (7) in bright panty outfits, did three zippy Archie Savage routines, of which the *Carnival* finale created excitement on the stage.

Marcelino Guerra's ork (10) filled in for rumba relief and had little difficulty filling the floor.

Jack Tell.

Must be a reason for this business, but it's not readily discernible.

Tito Rodriguez heads the relief outfit. Mucho maraccas.

Jerry Franken.

Starlit Room, Beverly Hills, California

(Wednesday, February 11)

Capacity, 160. Price policy, no cover or minimum. Shows at 9:30, 11:30 p.m. and 1:30 a.m. Owner-operator, Marty Brachfield. Booking policy, non-exclusive. Publicity, Bert Vine. Estimated budget this show, \$775. Estimated budget last show, \$1,500.

For a low-budget show Owner-Operator Marty Brachfield is giving patrons their buck's worth. Best on the bill is puppeteer Russ Clark. Customers particularly favored his dancing skeleton, a puppet take-off on a drunk lighting a cigarette, and for a sock walk-off, a stripper whose charms are illuminated after the final bow.

Running a close second is the youthful ventriloquist, Rickey Lane. Lad is quick and clever with ad libs and his asides are funnier than his regular material. The Four Girl Friends, a vocal group, are easy on the ears and eyes, getting a healthy response on *Peg o' My Heart* and *It's a Good Day*. However, there's an element of sameness in all their harmonies and arrangements which harbors dangerously on monotony.

Emsee Gordon Ayers lacks the ease and stage manner so important to juggling a show of this sort. His own gags fail to arouse chuckles, partially because of his poor delivery and their vintage. *Lee Zhito.*

Evelyn
WEST
America's Most Publicized Exotic Star
DIRECTION
ALEXANDER CHARLES
601 SO. VERMONT • LOS ANGELES, CALIF.

HER SUPER DISC RECORDS A BIG HIT!

★ YOU ARE IN LOVE WITH EVERYONE—#1047
★ HEY, STOP KISSING MY SISTER—#1052

Personal Management
MARTINEZ AGENCY
1587 B'way, N. Y. 19
Columbus 5-8439
WRITE • PHONE WIRE

4-Week Engagement
421 CLUB
W. Phila., Pa.

Viola Watkins

Sensational Singing-Pianist

"THE MAGICAL MENTALISTS"
Lucille and Eddie Roberts
4TH RETURN ENGAGEMENT
MT. ROYAL HOTEL Montreal
FEB. 27-MARCH 12
THANKS TO MAY JOHNSON
Personal Representative: HARRY GREEN • 1619 Broadway, N. Y. 19

HOWARD AND WANDA BELL

Currently
PARADISE ROOM — HENRY GRADY HOTEL
ATLANTA, GA.
MANAGEMENT, M.C.A.

THEATRICAL
and
RADIO
HEADQUARTERS

HALIFAX HOTEL

in the "HEART OF HOLLYWOOD"

Write or Wire
6376 YUCCA ST.
HOLLYWOOD 28, CALIF.

SPECIAL
ATTENTION
TO
BANDS

TOM McDERMOTT DUO



TOMMY AND CARLOS
"Begin Their Twenty-Third Week"
AT MONTANA'S FINEST DINING AND DANCE SPOT—THE EXCLUSIVE

3rd Return Engagement **ALTA CLUB** Miles City Montana
For Future Bookings Contact
FREDERICK BROS.' AGENCY, INC.
8584 Sunset Blvd., Hollywood 46, Calif.

PAUL & PAULETTE TRIO

Trampoliningly Yours
Playing Club Dates
Direction: **LOUIS W. COHAN**
203 No. Wabash Ave., Chicago 1

Confabs To Boom N. Y. Niteries

\$16,000,000 Hypo Seen in Conventions

Biggest Number Since '39

NEW YORK, Feb. 21.—The largest number of New York conventions since the World's Fair year of 1939 is expected to bolster Stem nitery biz this year by \$16,000,000, according to a report issued by Vice-President Royal Ryan, of the New York Convention and Visitors' Bureau (CVB). While all ops are aware of this trade and would like to get as much of it as possible, few do anything about it. Most ops don't know where to start to attract the convention loot, while others who do know are reluctant about laying out expenses attached.

Billy Rose attributes about 12 per cent of his Diamond Horseshoe's annual biz, or \$200,000, directly to parties, banquets and conventions, with conventions accounting for the bulk of the percentage. The club's banquet manager, Ben Gould, makes trips all over the country, contacting committeemen, delegates and members of organizations, setting up parties as far as a year in advance. According to Rose, while convention biz is not vital to the club, "this moo is all vigerish (extra) and, coming mostly during the summer when things are pretty much at a standstill, it helps us over the rough spots."

General Manager John Gruber, of Leon and Eddie's, is of the opinion that 30 or 40 per cent of the club's biz is from group bookings. This spot resorts to a mailing list exclusively, hitting officers as well as rank and file members of all organizations. The personal touch gets results in attracting singles, couples and small groups which wander in and go for above-minimum tabs.

LQ's Personal Follow Up

The Latin Quarter's Alfred Mack, who follows up his phone call and mail contacts with committeemen by personal association when the convention gets to town, has booked parties from one to 600 by this method, and owner Lew Walters is satisfied with results.

According to CVB statistics, the 650 conventions coming to New York in 1948 will bring 1,100,000 visitors to the city with an average of \$150 each to spend. Of this, 10 per cent or \$15, figures to go for cafe entertainment.

Typical of conventions skedded in the near future is the largest convention in the history of the candy industry taking place June 20-25. The Lions International will bring about 30,000 out-of-town delegates and guests July 25-30. Between August 9-12, the International Apple Association, meeting in New York for the first time in 16 years, will cater to more than 5,000 visiting firemen.

The American Oil Chemists' Society, which has met exclusively in the Midwest for the past 27 years, will bring over 1,000 chemists to the city November 15-17. A textile shindig, May 3-7, and a purchasing agents' affair, May 30-June 3, are others of the major conventions listed.

Cocktail Situation So-So But It Pays

(Continued from page 40)

far in advance. She admitted a slight salary slash all along the line, but said consecutive dates absorbed the slack. The office finds girl units most in demand, with trios the most convenient to place at present. These non-name but entertaining groups sell for \$450-\$500, with ops begging. Comedy singles of both sexes are next in line.

Bill Peterson, guiding the cocktail reins of the Musical Entertainment Agency, stated small rumba groups and teams are moving, especially in the Midwest. With most lounges reducing their budgets, some as much as 25 per cent, smart acts see the handwriting on the wall and are working for less, while the stubborn units are laying off. Trios in the \$375-\$400 class and singles in the \$125-\$175 group are being booked regularly, provided they have special material and novelties to offer.

The spokesman for Favorite Attractions was Walter Bloom, who concurred that specialty numbers are a must for a cocktail unit to get more than 10 weeks' work a year these days. The former \$450 trio now

Carnival's Folderoo Laid to Feeble Biz

NEW YORK, Feb. 21.—The sudden shuttering of Nickey Blair's Carnival last Sunday (16) was caused by nothing more nor less than bad biz, which hasn't been out of the red since Milton Berle played this spot. According to flack Harry Sobol, only the bar will remain open until a suitable \$7,500-per-week attraction can be obtained, sometime after Lent and probably about the middle of March.

working for \$400 should get about 40 weeks' work under present conditions while girl singles should lose only traveling time, the demand for them is so great. The Midwest, Bloom says, is still going strong for organ soloists and will pay a fair price for an average unit, but comedy is in greatest demand.

Johnny Brown, of Spotlight Attractions, which services cafes within a 100-mile radius of New York, has sold more comedy trios in the \$225-\$300 range during the past month than any other type of acts. Specialty singles, male and female, are moving next best, with straight music and singing units practically at a standstill.

New York:

Weather Offsets Lent Slumps; Cap 98G, Roxy 76, MH 120

NEW YORK, Feb. 21.—Favorable weather, averaging in the 30's thru-out the week, aided in counterbalancing the traditional lenten season slump in the five Stem vaude-pic houses, which grossed a good \$408,000. This represented a \$33,000 increase over the previous session.

Horace Heidt snapped the Capitol out of the doldrums, doing \$98,000, its heaviest take since last year's July 26 week. The other de luxers, all in their wind-up periods, held strong except the Paramount, which dipped to \$60,000.

Capitol (4,627 seats; average \$66,000) latched onto a stickout \$98,000 for the opening week of the Horace Heidt ork and Don Rice. Pic, *Three Daring Daughters*.

Strand (2,700 seats; average \$40,000) continued strong with \$54,000 in the fourth session, after preeming at a sock \$70,000, followed by handy \$68,000 and \$64,000 brackets. The four-week gross of \$256,000 was raked in by the Lionel Hampton ork, Red and Curly and *The Treasure of Sierra Madre*. The new show (reviewed this issue) has the Vaughn Monroe ork, Mayo Brothers, the Moonmaids, Frank Fontaine, Ziggy Talent, Madelyn Russell and Eddie Julian. Pic, *My Girl Tisa*.

Radio City Music Hall (6,200 seats; average \$115,000) climbed to \$120,000 in the sixth and final session, after grossing \$142,000, \$130,000 twice, \$126,000 and \$117,000 in respective weeks. The total for the run was \$765,000 with Ernie and Marquita, Ronalde, the Fredarrys Trio, Margaret Sande and George Tater. Pic, *The Paradine Case*. New show (reviewed this issue) has Larry Storch, Paul Franke, William Shriner, Alfred Luizzi and Lawrence Nickol, with *A Double Life*.

Roxy (6,000 seats; average \$89,000)

wound up a three-weeker at \$76,000, after opening with a strong \$117,000 and splitting to a fair \$83,000 for a total of \$276,000. Bill had the Louis Armstrong ork, Fred Robbins, Robert Lamouret and *You Were Meant for Me*. New show (reviewed this issue) has Hazel Scott, Gil Lamb, Raye and Naldi and the Don Henry Trio. Pic, *Call Northside 777*.

Paramount (3,654 seats; average \$76,000) slumped to a \$60,000 fourth session, after opening with a big \$90,000, then getting \$80,000 and \$66,000 in the middle stanzas. Total for the run was \$296,000 with Andy Russell, Helen Forrest, Jerry Wald's ork, Dick Wesson, Mack and Desmond and *I Walk Alone*. New show (reviewed this issue) has the Louis Prima ork, Dick and Dot Remy, Cathy Allen and *Road to Rio*.

Omaha:

Tiny Hill Pulls Hot 23G at Orpheum

OMAHA, Feb. 21.—Gross at the Orpheum Theater was \$23,000 this session, second only to the all-time Horace Heidt New Year's Eve week high.

The bill had Tiny Hill's *Village Barn Revue*, the Hoosier Hot Shots, Texas Tommy and his pony, Baby Doll, and June Hart with *Louisiana*.

MYSTIFYING! DRAMATIC! BEAUTIFUL! SPECTACULAR!

STROBLITE LUMINESCENT COLORS

GLOW IN DARK

The choice of leading theatres throuth the world. Countless intriguing and spectacular effects can be attained with startling Stroblite colors and U. V. Blacklight. For stage shows, theatre decorations, advertising displays, night clubs, etc.

STROBLITE CO.
Dept. B, 35 W. 52d St., New York 19.

NIGHT CLUB FOR SALE

Center City Philadelphia.
Price very reasonable.
Communicate with
JOSEPH OMINSKY
12 S. 12th Street
Philadelphia, Pa.

1948 FABRICS AND ACCESSORIES CATALOGUE!

This is the first catalogue we have put out in several years, and we will be happy to send you one. Write for it now!

ORIGINAL Cellophane HULA SKIRTS, Satins, Lanes, Sequins, Rhinestones, Taffetas and all of the gorgeous materials we have been hoping for the past few years. We can now supply your every need. If you are not on our list, let us hear from you today!

SOUTHERN IMPORTERS & EXPORTERS
200 Fannin Building HOUSTON 2, TEXAS

COMEDY PATTERN FUN-MASTER

"The Show-Biz Gag File"
Nos. 1 to 22 @ \$1.00 Ea.
10 Parodies for \$10.00.
"How To Be an Emcee"
\$3.00, including 2 Gag Files.

Send for list Comedy Material, Parodies, Comedy Songs, Minstrel Patter, Black-Outs, Bits, Skits, etc.

No C. O. D.'s.
PAULA SMITH
200 W. 54th St. New York 19

SINGERS — EMCEES — COCKTAIL UNITS

—ORIGINAL SOCKO MATERIAL—

Band Novelties — — Comedy Songs

PARODIES

Sample parody and Catalog, 10¢

MACK MUSIC COMPANY
808-B Hofman Bldg. Detroit 1, Mich.

Comedians—M. C.'s—All Acts!

Colossal Value! Professional INDEX CARDED Gag File & Monthly Service. (1) 2,000 Gags, Quips, Heckler Stoppers, Comedy Stunts, etc., on 3 by 5 inch INDEX CARDS, Classified 38 Subjects. (2) Portable File Cabinet. (3) Plastic TRANSPARENT Windowed Wallet holding 48 Gags VISIBLE for Quick Study on Trains, at Lunch, etc. OUTFIT as above, plus 3 Months' Service, Fresh Gags, etc. (LIMITED), \$10 postpaid. SAMPLE 600 Gags on Cards (January Issue), \$4. "PATTER-DEX" GAG-DEX, BOX 2 WOODSIDE, N. Y.

OUR PARTY LINES, No. 1

64 pages (8 1/2 x 11) of Comedy Material Gags, Jokes, Monologues, Minstrels, Acts, Male and Female, Ventriloquists, etc., PLUS Words and Music of

EIGHT NOVELTY SONGS

A handy Reference File of Modern COMEDY ONLY \$1.00 POSTPAID

DAWSON MUSIC CO., Inc.
1650 Broadway New York 19, N. Y.

THE WORLD'S LARGEST

Night Club, Cafe, Cocktail Lounge with party facilities; now featuring name bands, high-class food, four dressing rooms, large stage, show lighting, dance floor for 500; seating capacity, 1500; ultra modern kitchen, 10,000 cars parking on grounds, at junction of three highways, near race track, more than \$25,000 stock on hand, full liquor license, 15 minutes from downtown St. Louis, Mo. Price, \$85,000.00.

CONTINENTAL INV. SYSTEM
3740 LINDELL NEWstead 5181 ST. LOUIS, MO.

NLRB Rejects Claim Vs. Grips

WASHINGTON, Feb. 21.—Charges brought by the Children's Museum last fall against the International Alliance of Theatrical Stage Employees (IATSE), Local 22, have been dismissed by the Baltimore regional office of the National Labor Relations Board.

The museum puts on eight shows annually at Washington University's Lissner Auditorium and charged violations under the Taft-Hartley Act, contending that the union forced the use of a stage crew of nine for work which could be performed by three high school boys. It further charged IATSE discriminations against the school lads, with seeking to impose a closed shop and engaging in a jurisdictional strike.

The IATSE denied all charges, pointing out that it was employed by the university and had no relationship with the museum. The union stated that the university was well satisfied with services of skilled workers and did not wish to risk its backstage equipment to the hands of amateurs.

Attorney Harold P. Spivak, representing the union, described the effort to replace the skilled workers with school boys as a maneuver on the part of the museum to create an impression of labor strife, where none existed.

The NLRB decision held that there was insufficient evidence to warrant further proceedings. The museum has 10 days to file an appeal.

Springf'd, Mass., Org Gets House

SPRINGFIELD, Mass., Feb. 21.—The Playgoers of Springfield, Inc., has negotiated a new deal with E. M. Loew, lessee of the Court Square Theater, by which the theater is assured to the local organization for the rest of the season, whenever needed, for the first three days of the week in which to present roadshows.

For that reason, Playgoers' President Harvey Preston says the group will make no effort at this time to raise funds for a new playhouse—a matter discussed as a possible solution to its problems at the time that the Playgoers and Loew reached an impasse in negotiations to bring in roadshows.

Under the realignment, the Playgoers get open dates whenever it is possible to book in plays Mondays, Tuesdays and Wednesdays. First play to be brought here will be *The Glass Menagerie*, booked in for March 1-2.

ANTA Surveying 4 Cities for Benefits

NEW YORK, Feb. 21.—The American National Theater and Academy (ANTA) is surveying conditions in four cities with a view to holding all-star benefits there.

Nat Karson leaves for Hollywood soon to decide whether to hold a benefit in a theater or in the Hollywood Bowl, and Ina Claire has asked that the same benefit be shipped to San Francisco for presentation there. The ANTA group in Philadelphia is consulting with the mayor to set aside the blue law for one Sunday night so that the benefit can be held. And in Washington another outfit has approached ANTA to hold a benefit in Constitution Hall. The legit org is investigating to see whether Constitution Hall practices any Negro segregation before giving its okay to the proposal.



BROADWAY SHOWLOG

Performances Thru February 21, 1948

Dramas

	Opened	Perfs.
A Streetcar Named Desire (Barrymore)	12-3, '47	93
Antony and Cleopatra (Martin Beck)	11-26, '47	101
Born Yesterday (Lyceum)	2-4, '46	864
Command Decision (Fulton)	10-1, '47	165
For Love or Money (Henry Miller)	11-4, '47	127
Happy Birthday (Plymouth)	10-31, '46	544
Harvey (48th Street)	11-1, '44	1,398
Heiress, The (Biltmore)	9-29, '47	169
Man and Superman (Hudson)	10-8, '47	157
Medea (Royale)	10-20, '47	139
Skipper Next to God (Playhouse)	1-30, '48	27
Strange Bedfellows (Morosco)	1-14, '48	45
Winslow Boy, The (Empire)	10-29, '47	133

Musicals

Allegro (Majestic)	10-10, '47	155
Angel in the Wings (Coronet)	12-11, '47	84
Annie, Get Your Gun (Imperial)	5-16, '46	740
Brigadoon (Ziegfeld)	3-13, '47	396
D'Oyly Carte Opera Company (Century Theater)	12-29, '47	64
Finian's Rainbow (46th Street Theater)	1-10, '47	485
High Button Shoes (Century)	10-9, '47	156
Look, Ma, I'm Dancing (Adelphi)	1-29, '48	28
Make Mine Manhattan (Broadhurst)	1-15, '48	44
Oklahoma (St. James)	3-13, '43	2,212

ICE SHOWS

IceTime of 1948 (Center)	5-23, '47	310
--------------------------	-----------	-----

OPENED

Ghosts (Cort)	2-16, '48	7
Old Lady Says No, The (Mansfield)	2-17, '48	6
Mister Roberts (Alvin)	2-18, '48	5
Tonight at 8:30 (National)	2-20, '48	3

CLOSED

John Bull's Other Island (Mansfield)	2-10, '48	8
Sunday (15)		
Doctor Social (Booth)	2-1, '48	6
Saturday (14)		
Ghosts (Cort)	2-16, '48	8
Saturday (21)		
Old Lady Says No, The (Mansfield)	2-17, '48	8
Sunday (22)		

COMING UP

(Week of February 23, 1948)		
Tonight at 8:30 (National)	2-23, '48	
Second series of one-acters.		
Hedda Gabler (Cort)	2-4, '48	
Where Stars Walk (Mansfield)	2-24, '48	
Me and Molly (Belasco)	2-26, '48	

Equity Seeks Ether Plugs for Legit

NEW YORK, Feb. 21.—Council of Actors' Equity has requested that stars and featured players in Stem shows when doing a radio broadcast insist that their play and its theater be announced to the air audience. Equity figures this will help attract to legit patrons who might want to see the stars and not know of their theater engagement and also bring to the attention of the ether audience the fact that there is a different entertainment medium in which they might be interested.

It has been the practice for many years for movie stars to get free plugs for their shows when appearing on the radio. The idea was suggested to Equity by the League of New York Theaters.

Equity Cracks Down, Hayloft Managers Threaten To Rebel

(Continued from page 3)

among actors, because, rather than do that, the stock producers will use package shows. In using such shows, a variety of plays of different cast sizes which makes work for actors will not be done, and the result will be less employment among thespians. They also state that removing the regulation providing that each stock company maintain a minimum of six members will make for greater impetus to touring package shows. When booking such attractions only a stage manager is needed. Their viewpoint is that summer stock managers will book package shows exclusively instead of doing their own productions. This will build a summer touring circuit comparable to the winter road circuit and might bring the stagehands' union and the press agents' labor org into the stock picture. In addition, young actors will not be able to get the variety of training they previously received when they played in many plays under the old set-up. They will tour in one show for 10 weeks.

Rehearsal Salary Due

Furthermore, Equity has asked that a rehearsal salary of \$20 be paid to actors. The managers claim this will only lead to chiseling because, instead of actors getting \$100 for a week's work, they will get \$80 for the week's acting and \$20 for rehearsals. Once a touring unit finishes its rehearsals it's not allowed any more try-out prepping. This, the barn theater producers state, is stupid, because package shows play different stages in different places and need time to adjust themselves to the new conditions. Giving actors Social Security statements at the end of each season is viewed as a bad solution to the problem; managers claim they should be received at the end of the year.

Miss Hillson, a smaller stock op,

Orgs May Settle "Skipper" Fuss

NEW YORK, Feb. 21.—The dispute between Blevins Davis, producer of *Skipper Next to God*, and the legit unions which threatened to nip the career of the show may be settled. The labor orgs are willing to forego their demand for a new set for the show if the production is taken over by the American Theater and National Academy (ANTA).

The play was brought to Broadway from an Experimental Theater (ET) tryout and is now doing about \$15,500 weekly business. It carried its original set along with it. However, the unions claim that Davis promised to build new scenery when *Skipper* journeyed uptown and has since refused to comply with this request.

Davis took the show over from the ET and is turning his profits over to ANTA, the sponsor of ET. Now the unions want him to disassociate himself from the show and ANTA to act as the producer. The labor orgs are also on the spot because New Stages, another downtown producing group, is bringing its hit, Jean Paul Sartre's *The Respectful Prostitute*, to Broadway. New Stages has asked that it be allowed to use the scenery it is playing with now, but the unions have refused, reminding the org that the current scenery was built under stock conditions with concessions made. New Stages is financing its Broadway production from among its members. It will include Thornton Wilder's *Happy Journey From Trenton to Camden* instead of its present curtain raiser, Lennox Robinson's *Church Street*.

points out that unless Equity revises its new rules she will not renew her lease at Bridgehampton. She states that 60 per cent of the barn circuit is composed of small troupes, and they, too, will go out of business unless a change is made and quick.

"Roberta" Pulls 42G at Detroit

DETROIT, Feb. 21.—Last week's business for *Roberta*, second offering of the season by the Detroit Civic Light Opera Association at the Masonic Temple Auditorium, slumped 20 per cent under expectations to \$42,136 gross, running \$12,000 behind the opening week's *Rose Marie*. Starred in the *Roberta* production, which drew an estimated 23,500 attendance in eight performances, were Fritzi Scheff—who appeared in only a single scene—and Jack Goode.

Current week's show, *The Merry Widow*, starring Dorothy Sandlin and Walter Evans, is drawing a little better and is expected to gross close to \$45,000, with an attendance of about 25,000.

Dorothy Sandlin was signed Tuesday (17) for the lead role in *Two Hearts in Three-Quarter Time*, opening March 9. Managing Director Barrie O'Daniels made the deal.

Savory, Linenthal Org Hub Rep Corp.

NEW YORK, Feb. 21.—Gerald Savory and Michael Linenthal are organizing a repertory company which is tentatively skedded to open in Boston the middle of October. The troupe will do four plays for 10 weeks and extend the run if business warrants it. The producers are dickering for a theater. Savory, a playwright and director, will share the staging chores with another megger. The operation is capitalized at 51G, some of which already has been raised. The company calls itself the Boston Repertory Corporation and will get its dough by issuing 2,000 shares of 6 per cent preferred non-cumulative stock at \$25 a share. Linenthal has already bought 1,000 shares of common stock at \$1 each. Most of the stock selling will be done in Boston.

Linenthal and Savory will manage the company. It will be governed also by Samuel Saltonstall, Clarence Derwent, Mrs. Osgood Perkins, Professor Levin and Howard Le Sourd, who will serve with Savory and Linenthal on a board of directors.

Garfield Mulls ANTA Tour With Classics

NEW YORK, Feb. 21.—John Garfield may tour colleges and universities in *Peer Gynt* and in a modernized version of *Hamlet* next season for the American National Theater and Academy (ANTA). Garfield, now on the Stem in *Skipper Next to God*, has several flicker commitments this spring, but may find time in the fall to go out for a short season to try his wings in the classics.

ANTA also will have Charles Laughton under its sponsorship in the colleges for four years beginning with the 1948-'49 season. The Harter Theater was sponsored by ANTA this season, but the legit org will give the troupe from Virginia the once-over again this summer before giving it the green light.

TONIGHT AT 8:30

(Opened Friday, February 20)

NATIONAL THEATER

First group of one-acters by Noel Coward. Staged by Noel Coward. Sets, George Jenkins. Dances, Richard Barstow. Musical direction, Frank Tours. Company manager, Chandos Sweet. Stage manager, Robert Linden. Press representative, Harry Forwood. Presented by Homer Curran, Russell Lewis and Howard Young.

WAYS AND MEANS

Stella Cartwright.....Gertrude Lawrence
Toby Cartwright.....Graham Payn
Gaston.....Booth Colman
Lord Chapworth (Chaps).....William Roerick
Olive Lloyd-Ransome.....Sarah Burton
Princess Elena Krassloff.....Valerie Cossart
Murdoch.....Phillip Tonge
Nanny.....Norah Howard
Stevens.....Rhoderick Walker

FAMILY ALBUM

Jasper Featherways.....Graham Payn
Jane (His Wife).....Gertrude Lawrence
Lavinia (His Sister).....Sarah Burton
Harriet (His Sister).....Norah Howard
Emily (His Sister).....Valerie Cossart
Richard (His Brother).....William Roerick
Charles Winter (Harriet's Husband).....Rhoderick Walker
Edward Valance (Emily's Husband).....Booth Colman
Burrows.....Phillip Tonge

RED PEPPERS

Lilly Pepper.....Gertrude Lawrence
George Pepper.....Graham Payn
Alf.....Booth Colman
Bert Bentley.....Rhoderick Walker
Mr. Edwards.....Phillip Tonge
Mabel Grace.....Norah Howard
SONGS: Music Box, Hearts and Flowers, Drinking Song, Princes and Princesses, Has Anybody Seen Our Ship?, Men About Town.

After an hiatus of nearly 12 years, Gertrude Lawrence comes back to the nation in Noel Coward's series of one-acters, Tonight at 8:30. It is pleasant to report that passing time has put no bite on the amusement content of Coward's waspish little satires and it is likewise splendid to have Miss Lawrence back to do them again on Broadway. A new generation has grown up meantime, which will likely enjoy the brittle fare at the National as much as their predecessors.

The first group comprises that lampoon of Mayfair sculduggery, Ways and Means; the sardonic musical poke at Victorian morals, Family Album, and those lusty music halers, Red Peppers. Over-all it is a bill for a full evening's entertainment.

Coward has directed the revival, but has turned over his original acting stints to Graham Payn, who makes his Stem bow. Payn gets off to a slow start in the opener, Ways and Means. He is a bit too studiously bouncy and effervescent as the Riviera playboy. As a matter of fact, the Lawrence doesn't give the crackle of a dozen years ago to the other half of the deadbeat couple.

Payn Is Fresh

However, Payn has a fresh, ingenuous way with him. He can heel-and-toe it and sing a song admirably. So in Family Album and Red Peppers, where both are required, he comes into his own. Teamed with the star he gives an excellent debut account of himself as the ruffle-shirted Victorian eldest son and as the peppery cockney vaudevillian.

Album gives Miss Lawrence a chance to prove she can play the Coward brand of comedy and sing the Coward songs as well as ever. But Peppers, of course, is in the top bracket of old-fashioned Lawrence clowning. It and she are as funny as the day it was written. Miss Lawrence in gent's shorts and garters, a sailor suit and finally top hat and tails is a memory to be cherished.

Messrs. Curran, Lewis and Young have backed the revival with fine supporting players. Phillip Tonge contris a particularly fine brand of character work, and Sarah Burton, Valerie Cossart and Norah Howard are outstanding in their various stints. It is a well selected cast thruout.

George Jenkins rates a bow for his sets, especially for his Victorian drawing room, and Richard Barstow another for his dance patterns. There will be a lot of people anxious to welcome back Miss Lawrence. Tonight at 8:30 ought to do all right again at the National.

Bob Francis.

BROADWAY OPENINGS

MR. ROBERTS

(Opened Wednesday, February 18)

ALVIN THEATER

A drama by Thomas Hegglin and Joshua Logan, based on the Hegglin novel. Staged by Joshua Logan. Settings by Jo Mielziner. General manager, Herman Bernstein. Stage manager, William Hammerstein. Press representatives, Leo Freedman and June Green-wall. Presented by Leland Hayward.

Chief Johnson.....Rusty Lane
Lieutenant (j.g.) Roberts.....Henry Fonda
Doc.....Robert Keith
Dowdy.....Joe Marr
The Captain.....William Harrigan
Insigna.....Harvey Lembeck
Mannion.....Ralph Meeker
Lindstrom.....Karl Lukas
Stefanowski.....Steven Hill
Wiley.....Robert Baines
Schlemmer.....Lee Krieger
Reber.....John Campbell
Ensign Pulver.....David Wayne
Dolan.....Casey Walters
Gerhart.....Fred Barton
Payne.....James Sherwood
Lt. Ann Girard.....Jocelyn Brando
Shore Patrolman.....John Jordan
Military Policeman.....Marshall Jamison
Shore Patrol Officer.....Murray Hamilton

SEAMEN, FIREMEN AND OTHERS: Tiger Andrews, Joe Bernard, Ellis Erlinger, Mikel Kane, Bob Keith Jr., Walter Mullen, John (Red) Kullers, Jack Pierce, Len Smith Jr., and Sanders (Sandy) Turner.

At last a truly smash play has come out of World War II. Mr. Roberts, as lifted to the stage from the pages of Thomas Hegglin's novel by the author and Joshua Logan, comes close to theater perfection. It has gusty, uproarious humor and a tenderness to put a tear behind the laughter. It is so human and real that some of the saltiest language ever to be heard on a Stem stage seems exactly right. It boasts a cast in which no one could wish a single substitution and which has been directed with all of Logan's consummate canniness. Leland Hayward has had Jo Mielziner give it sets that match the reality of the matters which go on aboard the U. S. Navy cargo ship, AK 601. Roberts more than lives up to all the praise it received on its road break-in, and the colossal advance sale at the Alvin b. o. It is tops for the season so far.

Hegglin's story is simple and direct. It concerns the efforts of a young cargo officer to get himself transferred from an old bucket, playing in the back areas of the Pacific, into battle service in the navy. A cantankerous, up-from-the-ranks captain, who is out for brass promotion, won't let him go. How the lad manages it, with the help of a crew which idolizes him, is the basis for some of the most hilarious and poignant situations to be seen in a theater.

Four Top-Flight Actors

The four principal assignments are in the hands of Henry Fonda, David Wayne, Robert Keith and William Harrigan, and no more capable quartet could be found. In Lieutenant (j.g.) Roberts, Fonda has found a role which fits him like a glove, and he plays it with beautiful restraint and skill. Wayne adds another capital performance to his list as a screwball, sexy, young ensign. Keith is exactly what the doctor ordered as a ribald, cynical ship's medico, and Harrigan's stinker of a captain is an equal standout. Each of the four portraits complements the other.

There are so many splendid contributions in the lesser roles, that it seems almost unfair to single them out. But part of the roster of a lusty crew who make Roberts tick to the second are Rusty Lane, Joe Marr, Harvey Lembeck, Ralph Meeker, Karl Lukas, Steven Hill, Robert Baines, Lee Krieger and Casey Walters. Jocelyn Brando appears briefly and effectively as the show's only visible fem entanglement, and Murray Hamilton puts in an unforgettably amusing bit as a Deep South shore patrol officer.

So Leland Hayward has another smash hit and the Alvin a tenant for many, many months to come.

Bob Francis.

THE OLD LADY SAYS

"NO!"

(Opened Monday, February 16)

MANSFIELD THEATER

A drama by Denis Johnston. Staged and lighted by Hilton Edwards. Settings by Micheal MacLiammoir and Molly MacEwen. General manager, Raymond Percy. Stage manager, Norman Barrs. Press representatives, William Fields and Walter Alford. Presented by Aldrich and Myers in association with Brian Doherty.

The Speaker (Robert Emmet).....Micheal MacLiammoir
Sarah Curran.....Meriel Moore
Major Sirm.....Reginald Jarman
1st Redcoat.....Bryan Herbert
2nd Redcoat.....Liam Gaunon
The Other Ones: Roy Irving, Edward Golden, Denis Brennan, Patrick Nolan, William Dalzell, Nora O'Mahony, Helena Hughes, Betsy Bogues, Patricia Kennedy, Edna O'Rourke.

Despite a previously expressed hope that the Dublin Gate Theater Players would redeem themselves after a wrong-foot start with John Bull's Other Island, it must be reported that their current rep switch to Denis Johnston's The Old Lady Says "No!" leaves them substantially on the same foot. It is understood that Old Lady is sock theater in Dublin. Maybe so. But it's a bet that not more than one customer in 100 will understand what it is all about at the Mansfield.

It is evident that the Dubliners' management is aware of this, since copious program notes are supplied. But notes or no, the play is an esoteric excursion that frequently defies understanding by anyone not a native of the "other island." Lady is definitely of Dublin, for Dublin, and Dublin should keep it. Briefly, its proceedings begin with the playing of a hammy old melo about Robert Emmet and his sweetheart, Sarah Curran. The actor (Emmet) is knocked on the head by a redcoat. From there on, all that transpires is in the mind of the stunned player who, under the impression that he is really the national hero, wanders about modern Dublin trying to win scoffing cohorts back to the principles of the old romantic patriotism. Johnston takes swings in all directions—at stupidity, callous selfishness, social pretension and pseudo-culture. Thru the nightmare trails a sinister old woman, a sort of slum Cathleen Ni Houlihan, who may be presumed to typify modern Irish thinking. Emmet somehow keeps confusing her with his sweetheart Sarah. However, he isn't half as confused as most of the audience. Anyway, the old gal seems to be his nemesis. At least that is what this reporter thinks Johnston is driving at. But outside of Dublin, it's pretty much anybody's guess.

Micheal MacLiammoir plays Emmet and completely overcomes the faulty enunciation of which he was guilty in the previous Shaw diversion. It is a long, tough role and MacLiammoir comes out top-side all the way. Meriel Moore is briefly Sarah Curran in the first scene and thereafter gives a fine performance as the whining, degraded slattern. There are some good character bits contributed by other members of the troupe, but the program set-up makes it practically impossible to identify them by name.

For the sort of moody, diffuse fantasy that Lady is, Hilton Edwards's staging and lighting is intriguing, but Broadway's answer to the over-all is going to be just as definite as the old lady's.

Bob Francis.

June Clyde on Aussie Stage

SYDNEY, Feb. 21.—American screen and stage actress June Clyde is to play the lead in the play, Born Yesterday, slated to open at Theater Royal here next month. English-born actor Hartley Power is also being imported for the production.

GHOSTS

(Opened Monday, February 16)

CORT THEATER

A drama by Henrik Ibsen, translated by Eva Le Gallienne. Staged by Margaret Webster. Setting, Watson Barrett. Company manager, Edward O'Keefe. Stage manager, Thelma Chandler. Press representative, Maurice Turet. Presented by Louis J. Singer and the American Repertory Company.

Regina Engstrand.....Jean Hagen
Jacob Engstrand.....Robert Emhardt
Reverend Mr. Manders.....Herbert Berghof
Mrs. Helena Alving.....Eva Le Gallienne
Oswald Alving.....Alfred Ryder

Every once in so often in this era of revivals, something expected to be outmoded turns out to retain an impact to keep an audience upright in the pews. Substantially, that is what happens with the current refurbishing of Ghosts as sponsored by Louis J. Singer and the American Repertory Company.

When William Archer translated the Ibsen classic for somewhat shocked Victorian audiences, syphilis, via the sins of the fathers, was a raw-meat subject for the stage. So time passes and medical acumen progresses. The Italian sickness is no longer discussed in horrified whispers. Ghosts should creak rheumatically—according to present standards. But strangely enough Eva Le Gallienne's own translation, plus canny direction by Margaret Webster, gives it considerable sheen after nearly 70 years.

Finely Shaded Portrait

Granted that the Webster staging is sharp and knowing and that the Le Gallienne version is earthier than previously stilted approaches—gaited to more diffident ears—it is still hard to allocate the credit due. Both have brightened up the old shocker immeasurably. Also there is no question as to the excellence of Le Gallienne's Mrs. Alving. It is a finely shaded portrait thruout, and one to be remembered. If the ARC had included this in its rep last year, instead of fiddling around with John Gabriel Borkman, results might have been different.

Over-all the star gets fine support from the rest of the company. Alfred Ryder plays the tortured Oswald with effective restraint. Herbert Berghof's hypocritical reverend is a sharply drawn performance and Robert Emhardt's parasitic carpenter is likewise an excellent stint. Jean Hagen seems the single false note in the combination. Her Regina lacks the vixenish quality remembered in previous interpretations. However, this may be a deliberate result of the Le Gallienne scripting and Webster staging. In any event, the performance lacks salt.

Singer has given Ghosts a good production backgrounded by a somber, gloomy living room by Watson Barrett which is right in the groove of Ibsenian tradition. Bob Francis.

News Review

Student Thesps Shine in Tests

NEW YORK, Feb. 21.—A demonstration of the work of the American Theater Wing's (ATW) advanced acting class leads one to the conclusion that Broadway has more talent than it knows what to do with. On Tuesday and Wednesday (17-18) the ATW presented its students in various scenes from plays for agents and producers to view. Out of the 25 thespians presented 11 were of top-acting caliber and could step right into Stem shows. In addition, Joseph Anthony, the director, did a singularly professional job of staging, which tabs him as a coming stager.

The scenes from the plays were from the classics to modern comedy and showed the actors' range. Those particularly noteworthy were Jack Vaughan, Max Flowers, Marguerite Morrissey, Ben Irving, Jean Pugsley, Paul Ballantyne, Joseph Mego, Catharine Holst, John Hays, Si Oakland, Marion Noble, Stephan Slane, Ann Dunnigan and Dickinson Eastman.

Leon Morse.

Off-Broadway

RICHARD III

(Opened Friday, February 13)

LENOX HILL PLAYHOUSE

A tragedy by William Shakespeare. Staged by John Boyt. Costumes, Ruth Birnholz Morley. Stage manager, Richard A. Martin. Production manager, Randall Brooks. Presented by the Equity Library Theater.

Richard, Duke of Gloucester... Alexander Clark
 George, Duke of Clarence... Norman Roland
 Sir Richard Ratchiff... Robert Cromwell
 Lord Hastings... Joseph Hardy
 Lady Anne Neville... Lydia Clarke
 James Tyrrel... Bernard Kates
 Queen Elizabeth... Claire Stuart
 Earl of Rivers... Thomas Poston
 Duke of Buckingham... John Straub
 Earl of Stanley... Allen Stevenson
 Marquis of Dorset... Jack Cannon
 Queen Margaret... Marion Copp
 William Catesby... Steven Thomas
 First Murderer... James Morley
 Second Murderer... Carl Don
 King Edward IV... Raymond Christian
 Duchess of York... Goldie Bookhalter
 Young Clarence... Richard Marlow
 Lady Margaret Plantagenet... Jean Hanson
 First Citizen... Bill Butler
 Second Citizen... Joseph Gilbert
 Earl of Norfolk... Gerard Witt
 Lord Mayor of London... Alvin Sullum
 Cardinal Bouchier... George Habib
 Duke of York... Alan Masters
 Prince of Wales... George Drew
 Messenger... Joseph Gilbert
 Earl of Richmond... Keith Taylor
 Captain Blunt... Joseph Gilbert

In tackling a chore like *Richard III* the Equity Library Theater (ELT) started out with the score against it. And it does not militate against the ELT that in producing the opus it failed to bring it off. However, the fact remains that in spite of an unusually good performance from Alexander Clark in the title role, the show did not make the grade. The tragedy is one of the Bard's worst and brings to the stage neither that insight into character nor the poetry for which the playwright is justly famed. It merely makes Richard a black-hearted villain, the type of melo villain who, in another age, would probably twirl his mustache and gyp pennies from blind old ladies.

It is entirely to Clark's credit that he makes Richard a human being by underplaying. His reading is clear and understandable and his stint an evidence of talent that rates a break on Broadway. He is ably assisted by several top-flight supporting actors, including Norman Roland, Joseph Hardy, John Straub, Allen Stevenson, Keith Taylor and Alan Masters. Both James Morley and Carl Don were exceptionally good in wringing laughs from their parts as murderers.

Distaff Side Weak

However, the fem contingent found itself mostly on the debit side. Lydia Clarke, as Lady Anne Neville, did not seem to understand her part and thus both her reading and interpretation were off. As Queen Elizabeth, Claire Stuart found herself with a role much beyond her present ability. She paced herself too fast and also frequently injected a shrill note into the proceedings. Marion Copp was much the best of the actresses, but even she became too intense.

Except for the battle scene, which resembled a small 10th Avenue riot, John Boyt's staging was competent. Boyt rates an additional bow for his clever but simple backgrounds, using platforms and drapes to excellent effect. Costumes by Ruth Birnholz Morley were also top-flight.

Leon Morse.

'Survivors' Cast Pay Settled

NEW YORK, Feb. 21.—Actors' Equity has agreed to accept a half week's salary for the cast from Bernard Hart and Martin Gabel, producers of *The Survivors*, instead of going to arbitration. The show closed after a week's run, and actors claimed they were owed an additional week's wages, but the management alleged that that was covered by paying the thespians for a week's previews. The settlement will come to about \$2,500.

Hurok Signs Art Jr.'s For University Tour

NEW YORK, Feb. 21.—Contracts have been signed for Sol Hurok to book the American Repertory Theater junior company on the road next season. Hurok is guaranteeing the troupe of 23 thespians \$5,000 a week to cover all expenses and in return will receive up to 20 per cent of the company's share of the gross for handling them.

The company, touring by bus, will play colleges and universities exclusively for about 16 weeks during the season. Margaret Webster will direct. Hurok bid against Charles Green, of Consolidated Radio Artists, for the right to book the troupe and offered better terms.

5 Fellowships at Stanford; Applications Close Mar. 10

NEW YORK, Feb. 21.—For the second year of Stanford University's fellowship program, acting Prexy Alvin C. Eurich announces five \$1,000 fellowships in the department of speech and drama. Three are open to actors and two to stage technicians, costumers and designers. Grants have again been made possible by contributions from the National Theater Conference, the Stanford Players and the University's board of trustees.

Applications must be made before March 10 to Prof. Hubert C. Heffner, head of the speech and drama department. Requirements for acting fellowships call for a college degree in drama plus a two-year stint in professional or recognized amateur theater. Preference for technical fellowships will also be given to drama degree holders, but applications from students in accredited schools and colleges will also be considered. The term will run from March 29 to August 28.

New Firm Seeks Scripts

NEW YORK, Feb. 21.—Helen King and Anthony Parella, who operated the strawhatter at Sea Cliff, L. I., last summer, have joined forces for Stem legit production under the firm name, Theater Enterprises. The org is in the market for new scripts. Other execs of the firm are Fred Kelly, associate director; Aron Marshall, managing director, and Milton Marshall, publicity rep.

ROUTES

Dramatic and Musical

Annie Get Your Gun (Shubert) Chicago.
 Blossom Time (Nixon) Pittsburgh.
 Burlesque, with Bert Lahr (American) St. Louis.
 Carousel (Shubert) Philadelphia.
 Chocolate Soldier (Ford) Baltimore.
 Dunham, Katharine (Studebaker) Chicago.
 Hallams, The (Wilbur) Boston.
 Harvey, with Joe E. Brown (Hartman) Columbus, O., 23-25; (Memorial Auditorium) Louisville 26-28.
 Inspector Calls, An (Cox) Cincinnati.
 I Remember Mama (English) Indianapolis.
 Joy to the World (Forrest) Philadelphia.
 John Loves Mary (Harris) Chicago.
 Lady Windemere's Fan (Davidson) Milwaukee.
 Linden Tree (National) Washington.
 Mary Had a Little (Shubert Lafayette) Detroit.
 My Romance (Shubert) Boston.
 Oklahoma (Convention Hall) Tulsa, Okla.
 O Mistress Mine, with Lunt and Fontanne (Seiwyn) Chicago.
 Pick Up Girl (Locust St.) Philadelphia.
 Private Lives, with Tallulah Bankhead (Cass) Detroit.
 Red Mill (Blackstone) Chicago.
 San Carlo Opera Co. (Auditorium) Fresno, Calif., 26; (Philharmonic Aud.) Los Angeles 27-28; (Russ Aud.) San Diego 29; (Philharmonic Aud.) Los Angeles March 1-6.
 Student Prince (Royal Alexandra) Toronto.
 Showboat (KRNT Radio Theater) Des Moines, Ia., 23-25; (Music Hall) Kansas City, Mo., 26-28.
 Sweethearts, with Bobby Clark (Erlanger) Chicago.
 Shylock and his Daughter, with Maurice Schwartz (National) Washington.
 Song of Norway (Poche) New Orleans.
 Sleep It Off (Lyceum) Minneapolis 25-28.
 There Goes the Bride (Shubert) New Haven, Conn., 26-28.
 You Never Can Tell (Colonial) Boston.

OUT-OF-TOWN OPENINGS

JOY TO THE WORLD

(Opened Thursday, February 19)

SHUBERT THEATER, NEW HAVEN, CONN.

A new comedy by Allan Scott. Staged by Jules Dassin. Setting, Harry Horner. Costumes, Beverly Woodner. Lighting, Jean Rosenthal. Company manager, Michael Goldreyer. Press Representatives, Samuel J. Friedman and Lewis Harmon. Stage manager, Ben Ross Berenberg. Presented by John Houseman and William R. Katzell.
 Mary Magille... Mary Welch
 Floyd... Michael Dreiffuss
 Mildred... Lois Hall
 Edith Wham... Peggy Maley
 J. Newton McKeon... Myron McCormick
 Mortimer Behrman... Leslie Litomy
 Richard Stanton... Hugh Rennie
 Edward F. Gannon... Bert Freed
 Alexander Soren... Alfred Drake
 Barbara Benton... Nina Vale
 Henry Saintsbury... Walter F. Appler
 Tilworth... Harris Brown
 Dr. A. J. Wood... Marsha Hunt
 Steve Walton... Herbert Ratner
 Dimitri Oumansky... Kurt Kraszner
 Sampson... Hal Gerson
 Dr. Wilcox... Theodore Newton
 Harry... Sam Bonnell
 Sam Blumenfeld... Morris Carnovsky
MESSENGERS: Beverly Thaw, Blanche Zohar, Lucille Patton, Jeanne Jordan and Vicki Carlson.

Marsha Hunt was lucky in snaring the Allan Scott comedy, *Joy to the World*, as the vehicle for a Stem legit bow-in; it is definitely in. It's a happy, riotously funny, breezy opus that is bound to please its customers. While the subject is Hollywood and the flickers, this off-time played comedy routine is handled in a refreshing manner and while some of the characters and situations that abound in Hollywood stories are present, the angle is completely new and timely. It's the first of the movie-town comedies that makes a definite effort to defend the industry, and while Scott delivers a sermon thruout the play, it's never forced on the audience and a pew sitter can take it or leave it.

Marsha Hunt makes a fetching heroine, and altho her role isn't exactly an arduous one, she does creditably by it. Her technique still smacks too much of cinema, however, and she is given to broad gestures and a too noticeable tendency toward the broader facial expressions.

It's really Alfred Drake's show thruout, and the thesp does a sensational job with a difficult stint. He is on stage almost continually. As the boy-genius head of production in a major studio he is given to long, breathless speeches that never get out of hand, rapid dictation to his corps of secretaries, and domination of every scene. Drake's performance certainly elevates him to top ranks.

It remains for Morris Carnovsky, a trouper from way back, to give one scene at the tail end of the show a breadth and depth that earns a rousing reception on his exit. It is a great bit of theater and a magnificent piece of character work.

The producers have loaded the cast with excellent supporting players who do a noteworthy job with their roles. Despite the large cast (24) there is not a weak character in the show.

A special bow can be given to Harry Horner for the single setting, showing both the reception room and the producer's offices. Jules Dassin's direction is exceptionally good considering the large number of characters he is forced to work with and the rapidity of action and pace that is required. After a bit of smoothing, *Joy to the World* should be a welcome addition to Broadway's parade of hits, and a steady Stem tenant for many months to come. Sidney Golly.

New Ridgefield Manager

RIDGEFIELD, Conn., Feb. 21.—Anthony Lokot, of Chicago, has arrived here to become manager of the Ridgefield Playhouse, succeeding Eugene R. Alden. Alden has been promoted to the personnel management of the Prudential Circuit, which operates the local house. Alden, who has held the local post since 1942, will have offices in New York.

YOU NEVER CAN TELL

(Opened Monday, February 16)

COLONIAL THEATER, BOSTON

Comedy by George Bernard Shaw. Directed by Peter Ashmore. Settings and costumes, Stewart Chaney. Production supervised by Theresa Helburn and Lawrence Langner. Company manager, John Tuerk. Publicity director, Joseph Heldt. Stage manager, Buford Armitage. Presented by the Theater Guild in association with Alfred Fischer.
 Dolly... Patricia Kirkland
 Valentine... Tom Helmore
 Maid... Scott Douglas
 Philip... Nigel Stock
 Mrs. Clandon... Frieda Inescort
 Gloria... Faith Brook
 Crampton... Ralph Forbes
 McComas... Walter Hudd
 Waiter... Leo G. Carroll
 Bohun... William Devlin

From the evidence given us this season it is possible that we will go on having lengthening, periodic revivals of the dialectical stage pieces of George Bernard Shaw. The latest, *You Never Can Tell*, tho it does not depend upon topicality for interest, revolves around such long accepted but once controversial issues as women's suffrage that its dramatic structure seems pale and watery. Here, as in many another instance, Shaw is concerned with the genteel battle of the sexes and the inescapable dominance of the female.

Sometimes he's very funny about it, even by today's standards. But more often you can let your mind wander afield, return to the action on the stage minutes later and find that you have lost nothing of the thread of the story or the cant of the ideas. It's the same old Shaw wit and paradox, and one statement of it is as good as the next or the preceding.

His story structure is simple and uncluttered. Mrs. Clandon fled England and her crotchety husband, taking her three children to Maderia. She returned with them, nearly grown, and ran into her husband, whom the children have never known. She engaged in a battle of wits with him for the custody of the two younger, while the eldest daughter began tilting lances with an impoverished dentist. (Here is the second generation illustration of the battle between the sexes.) By fair means and foul she won her man. And all the while, in Shaw's best manner, he squirms wittily as he knuckles under.

The Theater Guild has mounted the comedy in high style with the assistance of Stewart Chaney's decidedly proper sets and costumes. The production has been directed at a swift pace, so as to get over the gabby sessions as painlessly as possible, and the cast performs with glib sharpness.

Frieda Inescort makes a fine lady of Mrs. Clandon. Patricia Kirkland and Nigel Stock are the bouncing youngsters. Faith Brook is a properly haughty elder daughter. Ralph Forbes brings a nice middle-age grumpiness to the father. But it is Leo G. Carroll, as the hovering, diplomatic waiter, of unlimited tact and wisdom, and Tom Helmore as the dentist who is bright and devious, who dominate the proceedings. Carroll's acting is a finely detailed performance and Helmore's is exuberant.

You Can Never Tell is talky, dogmatic and clever. For that reason contemporary audiences may find it slow going. On the other hand, it offers a lot of wit, and some sage comment on our current mores.

Bill Riley.

'There Goes Bride,' Hartford

HARTFORD, Conn., Feb. 21.—The farce comedy, *Here Today*, currently retitled *There Goes the Bride*, featuring Ilka Chase and Robert Alda, has been set for the Bushnell Memorial, Hartford, for one night only, March 1, at \$3.60 top.

The comedy is being presented by Harold J. Kennedy and Herbert Kennedy, in association with Robert K. Adams.

Magic

By Bill Sachs

L A FOLLETTE was one of the features of the Mystic Krewe of Gasparrilla at the Coronation Ball held in conjunction with the Florida State Fair at Tampa February 10. On February 27 he plays the Edison High School, Fort Myers, Fla., sponsored by the Parent-Teachers' Association, and March 26-27 he returns to St. Petersburg, Fla., for three shows for the benefit of the American Legion Crippled Children's Hospital, sponsored by Sunshine Ring 42, International Brotherhood of Magicians; the 40 and 8 Club, of the American Legion, and various civic clubs. Dick DuBois, Hal Haviland, Cliff Lestra and Bellcamp recently stopped off at LaFollette's magic shop in St. Pete. . . . J. C. Admire, now agenting Gordon the Wizard, typewrites that he has canceled all his dates in Southern Louisiana, Southern Mississippi and Southern Alabama, as "the \$\$\$ just ain't there." He has just finished a swing thru Northern Louisiana and Arkansas, where he says business is off 40 per cent compared to last year. Show has just invaded Oklahoma, where Admire says business has been good for him the last 12 winters. . . . Paul A. Leeb, Milwaukee attorney, reports that Howard Ralph Kahn, 16, an amateur magician of that city, disappeared from his home there February 8 and has not been heard from since. Young Kahn is 6 feet tall, weighs about 120 pounds and wears glasses. He has dark-brown hair; brown eyes and several moles on the right side of his face. When he left he took with him a suitcase full of magic equipment and it is feared he may have joined a magic act or other traveling show. When he disappeared, he wore black navy oxfords, brown trousers and a navy peacoat or zipper sport jacket. Anyone knowing his whereabouts is asked to contact the Magic Desk, as his parents are worried about his welfare. . . . Augustus Rapp, 77-year-old former magician, who trouped as pro for nearly 60 years, has moved from Nashville to Kalamazoo, Mich., where he is making his home with a daughter.

LORING CAMPBELL and wife, Kathryn, have been playing school dates in the Detroit area the last several weeks. . . . George Searls, after a stretch in Cleveland, working Zolar horoscopes at the Schulte-United dime store and doubling at nights reading palms at the Italian Village, has hopped to St. Louis for a similar stint. . . . Magicker Jimmy JiMae and Larry Weeks, juggler, appeared on the same bill at Fay's, Providence, last week. . . . L. Raymond Cox and Company recently played several dates for Byron Gosh's Auditorium Booking Company, with headquarters in Charleston, W. Va. . . . Schad the Magician scribbles that he has sold his home at Enid, Okla., and has purchased an eight-acre farm

COSTUMES

Rented, Sold or Made to Order for all occasions. Custom MADE GIFTS. Send 25¢ for Sequin and Net Hair Ornament and receive Circulars FREE THE COSTUMER 238 State St., Dept. 2 Schenectady 5, N. Y.



WANTED

EXOTIC DANCERS & STRIPS For Theatres and Clubs from New England to California.

Be a Booster for **MILTON SCHUSTER** 127 North Dearborn St. CHICAGO 2, ILL.

WANTED

Burlesque Performers

Specialty and Semi-Nude Dancers Write

PRESIDENT FOLLIES San Francisco 2, Calif. E. SKOLAK, Mgr.

Sunday Pix Voted In Mississippi; Is Liquor Next?

JACKSON, Miss., Feb. 21.—Passage by the Mississippi State House last week by a vote of 72 to 58 of a bill for return of Sunday flickers is considered as an initial victory for the wets of Mississippi in their planned battle to come out of the 1948 Legislature with some sort of liquor bill. It was surprising that the House voted in favor of blue law repeal only 24 hours after the same House had voted 62 to 59 to hold fast to the 140-year-old ban on Sabbath shows of all kinds.

Thus far two whisky bills* have been introduced, one in the Senate, one in the House. Both call for State-controlled package stores on a local option plan similar to that in Alabama. The Senate bill would divide profits from State stores equally between cities and State, the State's share to go to a State employment retirement fund, while the House bill would send 40 per cent of profits back to the general fund treasury of the State and divide the rest among counties and communities where stores were located. The fight will be bitter, both sides admit, but a vote is due any day.

Mississippi has been bone dry for years in the interior counties except in the delta region, while liquor has been openly sold right along on the Gulf Coast. Most of the flickers and carnival shows have continued on Sundays in the coastal counties, but attempts to play even Sunday baseball in some dry interior counties have brought arrests.

Free Debut for Longhairs

NEW YORK, Feb. 21.—The American Theater Wing is making possible thru awards the concert debuts of three young longhair singers this spring. The plan will give the 800 longhairs enrolled in the Wing music school for vets a chance to try for the recitals. Anyone who has attended two sessions is eligible. Each singer will be rated by top longhair judges and must chirp a variety of numbers, including representative songs of American composers. Generally, the cost of a recital retards singers many years. Applications are now available.

on highways 71-271-45, three miles south of Fort Smith, Ark., where he is readying his new show for the coming season. With it will be Fred Mitchell, back for his third season, and Lavinia Wells and Betty Andrews, newcomers. Burling (Volta) Hull sends us his latest *Patter-Dex*, an index-carded gag file for performers. Created originally for magicians, with 1,000 gags and quips, Hull has recently doubled the size to contain 2,000 laugh-getting items. Sold on a sort of subscription arrangement, *Patter-Dex* is packed in a portable-type filing case. First shipment contains over 600 gags and comedy bits, a second monthly allotment containing 700 more such items and a third monthly allotment containing 700 more will arrive thereafter, Hull says, completing the total of 2,000 laugh items. The whole deal goes for \$10. . . . Lee the Magician writes from his native Crawfordsville, Ind.: "Had the pleasure of catching the Birch show here. He has a clean and entertaining show and played to two sellout houses. I worked with Happy Holmes, the clown juggler, on two shows recently. He has a fast-moving act and was well received. Jimmy Trimble appears here February 21, sponsored by International Harvester Company. I have been busy all season on school assembly shows and sponsored dates for the VFW and American Legion."

Burlesque

By UNO

JULIE DORN, on her second season's tour of the Hirst Circuit, moved to the Gayety, Montreal, February 22 for an extra-attraction date and then back to wheel houses. . . . Herbie Faye changed from the Desert Inn nitery to the Burbank, also in Los Angeles, for 10 weeks, with an option for another 10. . . . Al Baker and Marcella, Mike Sachs and Alice Kennedy shift from the Hirst to the Midwest circuits, opening February 27 at the Palace, Buffalo. . . . Joe Hammond held over for his fifth week at Banny's Club, Buffalo. . . . Peggy Comer, former front-liner at the Roxy, Cleveland, who recently married rodeo rider Rocky Wayne in San Francisco, will work on a carnival this season with sister Dolly, another Roxyite. . . . June Leone, formerly of the Burbank, Los Angeles, is in *Babes on the Beach*, Leon Lord production at the Mayan Theater there, of which Charles Spaeth is house manager. Set to follow June is Ginger Healy. . . . Joe Forte, ex-burly, straight, is now in radio on the Coast.

RITA CORTEZ, who just finished a Hirst Circuit tour, opened February 15 at the Gayety, Norfolk, thru Jack Beck. . . . Aleene and Nona went into featured spots at the Follies, Los Angeles, upon the exit of Syra. . . . Mike Sachs has signed a year's contract with Crystal Tone Records, Boston, calling for one disk a month. . . . Bimbo Davis and Estella Montella having just completed a Hirst tour after two years of club and burly stock engagements on the Coast. They'll spend the next six weeks in Detroit on other club dates. . . . The recent death of Jack LaMont, straight man, has Jack LaMont, comic, busy notifying his friends that he, the comic, is still alive. . . . Bettie MacDonald is in her eighth week at the Famous Door, Manhattan. . . . Frances E. Merrill (Mrs. Joe Hammond) has been finished five weeks at the Club Rainbow and opened at Banny's, Buffalo, where co-principal is Diane. . . . Freddie Fulton, because of his efforts in lining up talent for shows to benefit veterans' hospitals, will be honored by Herbert H. Lehman at a dedication of colors by Peter Lehman Post 1646, Veterans of Foreign Wars, at Bronx Armory March 6. . . . The Avenue, Detroit, had Joe Del Rio, Columbia pic comic, as featured funstar last week. Billy House, and others of the roadshow cast of *Showboat* were recent Avenue visitors. . . . Kenny Brenna, of the Follies, Los Angeles, and Marion LaMarr have acquired a four-room trailer.

Ralph Edwards Pulls 20G At Davenport Food Show

DAVENPORT, Ia., Feb. 21.—With indications of a gross of \$20,000 for his seven-day stand, Ralph (*Truth or Consequences*) Edwards is making an exceptionally good hit at the First Annual Mississippi Valley Food and Trade Show, according to LaVerne G. Flambo, promotion manager of the exposition being held in Masonic Temple here. Flambo says the performances are in the black, with \$13,900 already checked in. Edwards will present his regular weekly air show in New York February 21 over the National Broadcasting Company (NBC).

While in Davenport the gag artist served as acting general manager of Station WOC. He originated three new programs for the Palmer Broadcasting outfit—including one for disabled G.I.'s, one for gripes against the radio station in the manner of Henry Morgan, and one for family participation.

36 Mich. Drive-Ins For Vaude, Legit, Music, Video, Pix

DETROIT, Feb. 21.—Unprecedented drive-in theater construction plans were disclosed Thursday (19) by L. E. Gordon, president of W. S. Butterfield Theaters, Inc., operating 100 theaters in up-State Michigan, with filing of articles of incorporation for Butterfield Drive-in Theaters, Inc.

Plans call for erection of large drive-in theaters adjacent to all 36 Michigan cities where the circuit now operates, clearly dominating the drive-in situation in the State outside of Detroit and probably establishing the largest concentrated drive-in operation in the country. Construction is to start immediately, according to Gordon.

The theaters will be new style, with large-scale equipment designed to handle not only flickers but vaudeville, dramatic, operatic, musical and television shows. They will offer tremendous new potentialities in outdoor entertainment in all major branches of show business.

Artists, Concerned Re "British Sets," Mull Run Limit

NEW YORK, Feb. 21.—Execs at the Scenic Artists' Union (SAU) are concerned over the influx of legit shows from England into Broadway houses. The theory is that such productions when they do not build their sets here not only take this work away from American scenic artists but also prove competition for producers with plays with American-built scenery on the Stem.

It was thought at one time that the union restrictions prohibited English shows from staying here more than 16 weeks. However, investigation proves that no such rule exists. If any action is taken by the SAU, it would allow an English-built show to play on Broadway a specific number of weeks, after which a new set would have to be made here. Nevertheless, in the matter of admitting British designers into the SAU, the union allows the same conditions to prevail as for Americans wishing admittance—they have to pass a test. Several have been admitted.

Sara Stamm Pays 35G for Newport Casino Strawhatter

NEWPORT, R. I., Feb. 21.—The Newport Casino Theater, designed by Stanford White, has been purchased by Sara Stamm, who since 1943 has conducted summer stock at the playhouse. The reported purchase price was about \$35,000. Miss Stamm, announcing the opening of the summer season at the Casino June 11 for 11 weeks, said she plans to enlarge the theater's seating capacity but doubted that this would be attempted this year in the face of high construction costs.

The Casino, built 60 years ago, was dark from 1904 to 1927, when it became one of the first strawhatter theaters in the country, operated by Lillian Barrett. It has since been in continuous summer operation, except for the season of 1942; for the last five years by Miss Stamm.

Minnie Showbiz's Heat Ache

ST. PAUL, Feb. 21.—Conversion by all enterprises, such as theaters, night clubs, danceries using oil as fuel to other forms of heating, was urged here by Gov. Luther W. Youngdahl. In a radio report to the State Youngdahl declared that homes would obviously have priority in any heating crisis.

ABAD—Francis Louis, 25, understudy in the road company of *Joan of Lorraine*, February 12 in St. Joseph, Mo., when the truck he was driving crashed into a tree.

ANDREWS—Paul Y., 50, concession operator at Aragon Ballroom, Lakewood, O., January 9 in City Hospital, Lakewood. Andrews was formerly connected with Lake Nipmuc Park, Mendon, Mass., and had toured with his brother, C. N. Andrews, with the J. L. Cronin, Benny Kraus and Bernardi Greater shows. Survived by his widow, Helen, Lakewood; a sister, Mrs. J. C. Lucas, Staunton, Va.; two brothers, William, Washington; C. N., Harrisonburg, Va., and two step-daughters, Mrs. Mildred Livingston and Joanne Wertz. Burial in Sunset Memorial Park Cemetery, Lakewood.

AVERY—Stephen M., 54, fiction and screen writer, February 10 in Los Angeles of a heart attack. His screen plays included *Wharf Angel*, *Our Little Girl*, *The Gay Deception*, *Annapolis Farewell*, *One Rainy Afternoon*, *The Gorgeous Hussy*, *Four Mothers* and *The Male Animal*. In recent weeks he was under contract to RKO-Radio Studios. Survived by his widow, a daughter and two brothers.

BAKER—Johnny (John J. Collins), 47, former vaude performer and for the past five years advertising and concessions manager at Edmonds Field, Sacramento, January 20 in Sylvan Corners (Roseville, Calif.) of a heart attack. Baker had the vaude acts of Baker and West, the Four Bakers and Johnny and Muriel Baker. Survived by his widow, Muriel; a son, John Jr.; sister, Mary James, all of Sylvan Corners, and a brother, William, of Ozone Park, N. Y. Burial in Sylvan Cemetery January 24.

BAYS—Speed, 41, orchestra leader, February 10 in Cairo, Ill. His band was playing the El Patio night club there when he was stricken.

BLUMBERG—Jacob, 67, Philadelphia theater owner, February 10 in Graduate Hospital, that city. He owned the President, Venice and Senate theaters. Survived are his widow, Bessie, and a son, Sol. Burial in Har Nebo Cemetery Philadelphia, February 11.

BREWER—Harry G., 53, motion picture projectionist, suddenly February 17 in Detroit. He worked first in Battle Creek, and since 1912 in Detroit, and was for a time in the motion picture supply business. Survived by his widow. Interment in Woodmere Cemetery, Detroit.

BRODERICK—Mrs. Emma K., 83, former light opera star and mother of Helen Broderick, stage and screen actress, and grandmother of Broderick Crawford, actor, February 16 in Sea Isle City, N. J. She and her husband, William E., basso, were one-time members of the Emma Abbott Opera Company.

BRODY—Lee, 30, actress and writer, February 15 in New York. She was a comedienne on radio with the Danny Kaye and other shows. Her father survives.

CASTLE—John R., 67, veteran outdoor showman and former carnival owner, at Pottinger's Sanitarium, Monrovia, Calif., February 17, of a complication of ailments. (For further details see Carnival Section, this issue.)

CULLINS—Olien L., 81, theater superintendent well known in Memphis showbiz circles, February 13 in that city.

EVERHART—William, 80, former juggler and vaude performer known as the Great Everhart, February 12 at his home in Wildwood, N. J., of a heart attack. Everhart started in show business at the age of 19 and toured Europe for three years where he gave a number of command performances.

FIELD—Margaret V., 70, organist and singer, in Detroit February 11. Survived by her husband and one son. Interment in Adrian, Mich.

THE FINAL CURTAIN

FIELDS—Mrs. Rose Harris, 73, widow of Lew Fields, a partner in the former vaude comedy team of Weber and Fields, February 18 in New York. She was the mother of Herbert and Dorothy Fields, authors of *Annie*, *Get Your Gun*, and of Joseph A. Fields playwright (*The Doughgirls*, *My Sister Eileen* and *Junior Miss*).

GILARD—Gus (Ginger), 58, former Ringling-Barnum clown, at his home in Chicago February 7. (Details in Circus Section.)

GUYTON—H. Joyce, 38, concessionaire with Alamo Exposition Shows the last six years, in Houston, February 10. (Details in Carnival Section.)

HAMPSHIRE—John, 35, actor and radio script writer, February 12 in Darien, Conn. Survived by his widow.

HOPSON—Jesse Allison, musician, in Norwalk, Conn., February 14. Survived by a sister, Mrs. Alice A. Hopson. Burial in Riverside Cemetery, Norwalk, February 17.

HOUSSELS—Mrs. Billie, 37, wife of Bob Houssels, outdoor show operator, February 4 of burns sustained in her trailer home in Brownsville, Tex. Besides her husband, she leaves one sister, Georgia Daugherty, of Sneedsville, Tenn.

HUNT—Mrs. Carrie T., 73, wife of Charles T. Hunt, circus owner, at her home in the Trenton, N. J., winter quarters February 13. (Details in Circus Section.)

HUNTER—Cornelius R., trainmaster with the Cetlin & Wilson Shows the past 15 years and formerly with the Harry Copping Shows in the same capacity, February 14 in Petersburg (Va.) Hospital following an operation. Burial in Blandford Cemetery, Petersburg.

JENKINS—William H., 56, executive veepee of the Earl Ferris public relations firm, February 12 in New York. He was formerly with the Young & Rubicam and the N. W. Ayer & Son ad agencies.

KLING—Peter, 37, carnival concessionaire, in San Antonio February 17. Services February 21 in San Antonio.

Springs, February 7 of a heart attack.

NEWMAN—Harry, advance man and manager of burlesque shows on the former Columbia Wheel, February 17 in Brooklyn. Surviving is his widow Sadie.

OBERHANSLI—Willie F., 55, carnival concessionaire, at his home in El Cerrito, Calif., February 13. In show business for some 30 years, he formerly was with the Foley & Burk and Golden West shows. Surviving are his widow, Ethel, and a daughter, Mrs. Lila Scott. He was a life member of Show Folks of America and the Pacific Coast Showmen's Association. Burial in El Cerrito.

PASTERNAKI—Charles, 51, Detroit magician, February 14 in that city of complications of pneumonia and a heart attack. He was a past president of the Harry Cecil Ring No. 22, International Brotherhood of Magicians, and a past vice-president of the Society of Detroit Magicians. Survived by his widow and four brothers, one of whom, Steve, is a Hollywood musical director.

PAULICK—Charles L., 69, former fair concessionaire and circus fan, in a Kenosha, Wis., hospital, February 14. Surviving is a sister, Mrs. Alex G. Ritter.

PERKINS—Rube (Arch Dickey), 66, circus, carnival and minstrel performer, January 20 at his home in Holton, Kan. Perkins had also worked a free act at fairs. He retired several years ago. Survived by his widow, Stella.

PICKENS—William, former burlesque theater manager, February 19 in Miami Beach, Fla. He supervised the City Theater, New York, for Sam Briskman; the Hudson, Union City, N. J., for Jules Leventhal and Izzy Hirst; operated theaters in Cleveland, and last managed the Garrick, St. Louis.

POLAREVIC—Alexander, 25, understudy in the road company of *Joan of Lorraine*, February 12 in St. Joseph, Mo., of injuries sustained when a truck in which he was riding crashed.

READING—E. Z. (Dad), 83, former owner-operator of the shows bearing his name, suddenly February 11 at his home in Nashville. Reading entered show business in 1902 and operated thru the Midwest before going to Tennessee in 1921. Survivors include two daughters. Burial in Memorial Cemetery, Nashville.

REILLY—Tommy, 45, pianist and nitery entertainer, February 15 in Hollywood.

REYNOLDS—Ben F., 57, pioneer motion picture cameraman, in Los Angeles February 14. Director of photography for all Norma Shearer and Eric Von Stroheim films, he had worked for Warner Bros., Paramount and Metro-Goldwyn-Mayer studios. He was a member of the American Society of Cinematographers, the Academy of Motion Picture Arts and Sciences, Elks and Masons. Survived by his widow. Burial in Inglewood, Calif., February 18.

ROBINSON—Edward E., 51, well known among outdoor showmen for 35 years, recently at La Grange, Ga., of a cerebral hemorrhage. Survived by his widow, Jean; a four-month-old son, Richard Roy; a son by a former marriage, Robert; his father, Robert H., of Chicago, and a brother, Robert C., Miami. Body was shipped to Chicago, where services were held at Lain's Funeral Home.

In Loving Memory of
ELMA KOSS
Who passed away February 21, 1944.
ADOLPH & VIRGINIA

MALEY—Stephen J., 73, father of George Hunter, announcer on WWJ, Detroit, February 4 in Philadelphia of a heart ailment. Survived by his widow and three other children. Interment in Philadelphia.

MASON—Ann, 50, legit actress, February 6 in New York of burns sustained in a fire in her home. She played leading parts in many Broadway successes, including *The Last Warning*, *The Acquittal*, *Fly Away Home*, *First Lady*, *Liliom* and *John Loves Mary*.

In Memory of Our Good Friend and Former Employer
JOHN T. McCASLIN
Who passed away Feb. 28, 1944.
Harry J. Bowen, Margie (Judy) Hofer, Al. Raymond, Gilbert Tracey.

MOORE—Richard, 61, of the former vaude team of Killian and Moore, February 9 in Saranac Lake, N. Y. He had also appeared in burlesque.

MYERS—Elmer C., ticket seller with King Bros.' Circus, in Hot

LOUIS SCHLOSSBERG
In Loving Memory on This Day,
February 27.
Sweet are the memories that never fade
Of one I loved but could not save.
Wife, Lena; Sons, Bob, Norman & Family

IN LOVING MEMORY

To Our Darling Son and Brother
LESLIE A. SCOTT
Who went to sleep February 22, 1947.
We was all the music and all the joy
He was all the lights of the world, our boy.
He was everything good we ever done,
And we pray the Lord to keep our Darling Son.
We miss you Son, oh, so much.
Mother, Father and Brother
MR. & MRS. LES SCOTT (THE PHILMERS)
& CHARLES

SIMPSON—Howard, 53, formerly with the Detroit Film Board of Trade, February 7 in Mount Carmel Hospital, Detroit. He had operated the Central Shipping Bureau, handling distribution of all motion picture film in the Detroit exchange center, for some 20 years. Survived by his widow, Grace, who was associated with him in the business, and four children. Interment in Acacia Park Cemetery.

TROUSDALE—Earle E., 71, one of the four Trousdale brothers who operated rep and stock companies thru-out the Midwest for 25 years, February 12 in St. Bernardino Hospital, San Bernardino, Calif. Survived by two brothers, Merle, of Dumont, Ia., and Boyd, who operates the Sterling Hotel, Denver. Burial in Amarillo, Tex.

WEBB—Mrs. Grace, 59, of the former vaude team, Frank and Grace Webb, comedy juggling and magic act, February 10 in Jackson, Miss. The act had played the leading vaude circuits and had been with the Clyde Beatty and King Bros.' circuses. She and her husband also operated the Great Lakes Booking Office in Buffalo for eight years. Survived by her husband, Frank and brother, Charles Ingles, Buffalo. Burial in Cedar Lawn Cemetery, Jackson.

WILLIAM—Herschel V., 69, father of Herschel Jr., playwright, February 16 in New Orleans. He also leaves his wife and two daughters.

WILSON—H. D. (Willie), 37, carnival concessionaire, in Grace Lutheran Hospital, San Antonio, February 15. Services February 16 in San Antonio.

WITTEN—John D., 40, assistant to the president of Young & Rubicam Advertising Agency, February 18 in New York. His widow and two children survive.

WOLF—Mrs. Ida Catherine, 85, professionally known as Ida C. Hoffman and mother of W. Rinaldo Reinhart, mentalist, February 12 in Peru, Ind. Survived by another son, Frederick. Services and burial in Peru.

WYNNE—Mrs. Margaret Hawkesworth, former ballroom dancer, February 14 in New York. Her sister, Mrs. Norris E. Moore, survives.

Marriages

BARNES - SAVASTANO—Cliff Barnes, AGVA representative in Providence area, and Ann Savastano, daughter of Mr. and Mrs. Anthony Savastano, of Pawtucket, R. I., February 14 in that city. Bride is singing accordionist known professionally as Ann Loring.

BERG-BABCOCK—Peter Van Berg and Celia Joan Babcock, legit actress, February 7 in New York.

CARR-MOORE—Gene Allen Carr, program director at WDIA, Memphis, and Louise Moore, radio and operetta singer, February 7 in Memphis.

LA FORM-ANTALEK—Everett (Buddy) La Form, of the Flying La Forms, and Valerie Antalek, of the Wallendas' high-wire act, January 3 in Honolulu.

O'BRIEN-PATTERSON—William O'Brien, manager of the West Coast office of the American Society of Composers, Authors and Publishers and Ruth Patterson February 7 in Pittsburgh.

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

Nat'l Sports Show Draws Huge Crowds

NEW YORK, Feb. 21.—The National Sportsmen's Show is getting the breaks in the weather and apparently is assured of record-breaking attendance. The show opened Saturday (14) at Grand Central Palace and drew a packed house. Fine weather over the week-end and balmy temperatures during the week brought crowds out daily.

This year's show, again handled by Campbell-Fairbanks Expositions, Inc., occupies four floors of Grand Central Palace and is by far the best staged since the end of the war, both from the number and quality of exhibits and the entertainment offered.

200 Exhibits

More than 200 firms offer exhibits this year and practically all of them present a good showing of their complete line—a sharp contrast to the meager exhibits in preceding post-war shows. While exhibits of the States of New York, New Hampshire, Maine and Vermont are outstanding in elaborateness and novelty, the strictly commercial booths this year get the bulk of attention from sports fans.

Most of the exhibits occupy the main and mezzanine floors, while the third and fourth floors are miniature county fairs, with everything from pitchmen to pony rides and guess-your-weight artists.

Hamid-owned movie horses, Smoky, Thunderhead and Flicka, are installed on the fourth floor, alongside a pony ride. Other attractions on this floor are May's tropical exhibit; Sasha Siemel, the "tiger man"; Indian village, dude ranch and an arena for badminton games and dog obedience exhibitions.

Entertainment Good

On the third floor are Joe La Flamme and his moose, Dave Irwin's Eskimo village, archery range, fishing game, skeet shooting, two shooting galleries, machine gun range, slingshot range and more than 20 coin-operated arcade machines.

The entertainment program is un- (See Sports Show Draws on page 91)

Wallenda Corp. Only Bankrupt, Says Leontini

TAMPA, Feb. 21.—Jack A. Leontini, secretary-treasurer of the Independent Circus Corporation, which operated the Wallenda Circus last season, was a witness in Federal Bankruptcy Court here last week at the first meeting of creditors.

Leontini said that previously published accounts about the proceeding required clarification, as neither Karl Wallenda nor Leontini were individually in bankruptcy.

"The corporation is bankrupt and Karl Wallenda and I are officers," he said, "but neither of us has filed individual petitions in bankruptcy."

Assets of the corporation, valued at about \$5,000, are covered by a \$15,000 mortgage held by Ted R. Davis, business man of Greenville, S. C., and a \$3,000 mortgage held by the Palmer National Bank, Sarasota, Fla. The circus org is represented in bankruptcy court by Paul M. Conaway, Macon, Ga., attorney, and Nathan R. Graham, Tampa attorney and former referee in bankruptcy here.

King Purchases Rumbaugh's Interest; Org Opens in April

MACON, Ga., Feb. 21.—A bitter battle for the ownership of King Bros.' Circus was ended here Friday (20) when Floyd King, veteran circus owner and one of the founders of the show, purchased the holdings of H. J. Rumbaugh. According to King, he assumes full control immediately.

The sale ended litigation between King and Rumbaugh which plagued the show for several weeks and threatened a piece-meal court sale of the properties. Rumbaugh initiated court action by demanding a receiver and sale. King countered with a \$100,000 slander suit. Both cases will be dismissed.

Another slander suit against Rumbaugh and his wife, Dorothy, brought by L. D. Hall, show's superintendent, for \$40,000, was not affected by the King-Rumbaugh settlement and is scheduled for trial this spring.

"Anyone in business who happens to have a partner, even tho it is his own brother, is sure to disagree and have misunderstandings," King said in commenting on the recent battle.

No official statement was issued as to the amount of money involved in the transaction.

The legal snarls failed to halt

winter quarters work and King said the show will open early in April.

Blevins Opens New Branch in Atlanta

ATLANTA, Feb. 21.—The Blevins Popcorn Company, Nashville, processor of popcorn and distributor of concession equipment, has opened a direct factory branch here. The new branch, located at 650 Murphy Avenue, S. W., Building E, Unit 8, is under the management of W. B. Jones.

Rogers Adds 2 Ill. Celes to '48 Route

JACKSON, Tenn., Feb. 21.—Rogers Greater Shows have been contracted to provide the midway attractions for the celebration to be held in City Park, Rantoul, Ill., June 28-July 3, and the July 4-5 celebration at Hoopeston, Ill., Owner H. V. Rogers announced from local quarters.

General Agent W. H. Lambert represented the shows in the negotiations, Rogers said.

Close-Ups:

Pioneer Fair Revue Producer Was 50% of What Today Is MCA

(This is the first of a series of articles on little-known facts about prominent people in the outdoor show business.)

ERNIE YOUNG is best known as the producer of the first revues for fairs—no small distinction because his pioneering with revues wrought widespread changes in fairs, transforming them over the years from strictly daytime affairs to day-and-night events. Less known is that the Chicago booker was one of the founders of a tiny band-booking enterprise which since has been parlayed into the giant Music Corporation of America, with Ernie on the outside but not looking in, as his eyes were turned elsewhere—to fairs and later to circuses.

But for a serious illness in 1919 Ernie probably would have continued in band booking and would have never produced revues for fairs. It was in that year that he was stricken seriously ill with an abscessed liver. The illness was so serious that Ernie figured he wasn't long for this world.

He and his partner, Jules Stein, then a Chicago dentist, had what is described as "a sort of buy-or-sell at \$500 arrangement."

"At least, I'll have that much to leave," reflected the stricken booker. Engaged in band booking up until then, "mostly as a hobby," to hear Ernie tell it, Stein was a willing buyer and he became sole owner.

Shortly after the transaction, Ernie's health rallied and Stein abandoned his medical career. Stein went on to build the mammoth MCA of today. And Ernie, needing fast action, turned his attention back to night club booking and ahead into the fair field.

Altho still not fully recovered from his illness, he attended the annual convention of the International Association of Fairs and Expositions in the old Auditorium Hotel. What he noted convinced him that there was a field for him in fairs.

His real start in the fair business came thru the late Fred Barnes, one of the founders of the present Chicago firm of Barnes-Carruthers Theatrical Enterprises. Fred asked him if he wouldn't be interested in putting a night-club type show into a fair. Up until then Ernie had booked a few acts into fairs but had produced many night club shows. He knew that fairs of that day were daytime events. The grandstands of that era were dead at night and, so too, were the entire grounds.

His quick reply was an "are you kidding?" But Barnes pointed out that (See Pioneer Fair on page 91)



St. Paul's Winter Show Succeeds Tho It Drops \$10,000

ST. PAUL, Feb. 21.—Despite a red ink figure of \$10,000 to \$15,000, this city's modern-day 11th annual Winter Carnival has been dubbed a "huge success" by carnival officials.

Based on the amount of good the festival did as a St. Paul booster, deficit isn't too great, according to Swampy Holmgren, flack for Saint-paulites, Inc., carnival sponsors.

Holmgren said production costs were well over \$100,000, with entertainment charges upping the nut considerably this year over last.

From an attendance standpoint, however, festival was a tremendous success. All but two of the six paid-admission events drew extremely well, Holmgren said.

Opening day (February 1) grand parade drew 8,900 paid admissions into St. Paul Auditorium to view the march. Carnival ball that night flopped with a mere 1,000 paid. Tuesday night's coronation ball attracted a full house of 9,000. Star of Boreas ball Wednesday night slumped to 3,000. Thursday night's torchlight parade had 8,500 seated in the auditorium, while the Don McNeil Breakfast Club show Friday night topped week's paid attendance with nearly 11,000. All events were held in the auditorium.

Holmgren said it was estimated that 750,000 persons viewed all of carnival's numerous events, including two city-wide parades, plus one sectional march.

Deficit will be made up from Saint-paulities, Inc., treasury and from contributions from members.

How To Become A Disk Jock Via Carny, Vaude, etc.

(Continued from page 4)

(then in my teens but looking older, my name was Garry Garretson). From there I went on as a carny, becoming interested in joints and working for such people as Joe Jacob Edwards, Bill Oberhansli and others. To me it was a chance to be around when something opened up in the show field.

In Side Shows

"I was probably the youngest member ever to join the Pacific Coast Showmen's Club in Los Angeles. Hort Campbell and Tom Baily were among those who gave me my first chance in the actual side show end of the business. So at that time I was more interested in the carny, circus and outdoor pages of *The Billboard*. I went on to work with Cal Lipes and eventually my own show (Col. Milton Hale and His Reptiles of the World).

"Thru difficulties of transportation during the war, I wound up with \$25, a big show and a rundown car that would no longer pull the trailer full of equipment. Going thru Burns, Ore., the car gave out completely. With the 25 bucks, I started a store. I had always been an avid reader in my spare time. I had learned to sing off of old phonograph records. Old sheet music held a great interest for me. With that trio in mind, I borrowed two tables from a second-hand store, bought up a lot of used magazines, paid two weeks' rent (it was ridiculously low by good fortune) in advance and begged a chance from the landlord to pay him the (See How to Become on page 66)

BIG SCORE FOR DAILEY BROS.

H-M M'phis Bow Is Big Success

Attendance 2,000 over '47 for first six days — weather ideal during run

MEMPHIS, Feb. 21.—Attendance at the Hamid-Morton Shrine Circus in the Auditorium here, under auspices of Alchymia Shrine, for the first six days, 12 performances, was 61,096, which was 2,000 over the mark of a year ago for a seven-day 14-performance run. Org opened here Saturday (14) and closed Friday night (20). The 61,906 figure does not include the two performances Friday.

Only the opening matinee Saturday and Monday night's performances failed to play to capacity. Weather thruout the engagement was ideal.

Vernon L. McReavy, who handled (See H-M Memphis Bow on page 94)

Polack Cincy Gate Up 20% Over '47 Run

CINCINNATI, Feb. 21.—Polack Bros.' Western Unit tonight concluded its local 10-day run under Syrian Temple auspices at Taft Auditorium (2,500 seats), with receipts for the 24 performances 20 per cent above last year's 10-day engagement.

Louis Stern, co-partner of the org with Irv J. Polack, said this year's increase was attributed to the hike in prices of seats on the ground floor. This year's tab for first floor ducats (See Cincy Up 20 Per Cent, page 89)

Frank Loftus Dies Of Heart Attack

OSWEGO, N. Y., Feb. 21.—Frank J. Loftus, 59, the past two years with Cole Bros.' Circus and at one time accountant for the Sells-Floto Circus, died Tuesday (10) of a heart attack at his home here.

Prior to the beginning of World War 11, he withdrew from the road to become manager of the taproom at the Hotel Pontiac here. Two years ago he joined the Cole show and this year was planning his third year with that circus.

Two sisters, Mrs. Ethel Lynch, Stockton, Calif., and Mrs. Laura Barry, this city; a brother, John Loftus, Kearny, N. J., and an uncle, James Murray of this city, survive. Interment was in St. Paul Cemetery here.

Carrie T. Hunt Dies; Wife of Circus Owner

TRENTON, N. J., Feb. 21. — Mrs. Carrie T. Hunt, 73, wife of Charles T. Hunt, circus owner, died at her home at winter quarters on Route 25 near here Friday night (13) after a lingering illness.

Besides her husband she leaves three sons, Charles Jr., Harry and Eddie; a daughter, Mrs. Charlotte Levine, several grandchildren, and a sister, Mrs. Lottie Euell, of Hartford, Conn.

Gil Gray Show Set For Bartlesville

BARTLESVILLE, Okla., Feb. 21.—The Gil Gray Shrine Circus is scheduled for its 1948 bow here March 1. Show, housed in the 2,000-seat Civic Center, will run three days.

Following the run here, show will move into Enid, Okla., then north into the Middlewest. Org returns to the Sooner State April 20 for a six-day run at Tulsa Coliseum. Tom Stevens is handling all promotions for the org and Frank Cervone will be band leader for all Gray's dates.

Among the feature acts will be the Zavatta Riding Act; the Gallaghers, teeterboard, and Will Hill's Elephants.

Clown Ginger Gilard Dies in Windy City

CHICAGO, Feb. 21.—Gus (Ginger) Gilard, 58, former clown with Ringling Bros. and Barnum & Bailey, died at his home, 4521 North Monitor Avenue, this city, February 7 of a heart attack.

Surviving are his widow; three daughters, Mrs. Marjorie Harrison, Los Angeles; Mrs. Vivian Heuer, Chicago, and Mrs. Lorraine Zuchel, Chicago, and a son, Leonard, who resides at the family home.

Funeral services were held Monday (16) in St. Robert's Bellarmine Catholic Church. Burial was in St. Joseph's Cemetery.

Born in Italy, December 1, 1889, (See Ginger Gilard Dies on page 92)

Charleston Thrill Show Goes Indoors

CHARLESTON, S. C., Feb. 21.—Plans for the eighth annual Hippodrome Thrill Circus, at County Hall (3,000 seats), under Junior Chamber of Commerce auspices, were completed this week, with 20 acts slated to participate. This year marks the first time the event will be held indoors, Walter I. Chapman Jr., announced. Show had been staged at the ball park here the last three years.

Six-day event, which gets under way March 8, again will be produced and directed by Edwin N. Williams, his fourth term in that capacity. Acts already under contract include Virginia Lynne, DeKohl Trio, the Great Weber, Latina and Rooney's Dogs.



BEV KELLEY, who resigned as general publicity director of the Ringling Bros. and Barnum & Bailey Circus last December after five years in that capacity, has been signed as public relations consultant with Dailey Bros. Circus this season. He will have as his aids Allen J. Lester, Sam Stratton and Frank Morrissey, who assisted him in the RB tub thumping department. Kelley will prepare press and radio material and generally oversee the department and will divide his time between the circus and his interests in Delaware, O., where he owns and operates a large furniture store.

Davenport Take At Cleveland Below '47 Stand

CLEVELAND, Feb. 21.—The Orrin Davenport - Shrine Circus, which opened here Monday (9) and closes Sunday (22) will have played to about 150,000 people in its 28 performance stand.

Gate receipts, while not official, are reported about 4 per cent lower than last season. Both Sunday matinee performances were presented for the benefit of the March of Dimes fund.

Adverse weather conditions hit the show the early part of last week with sub-zero temperatures keeping the first three days attendance below par. The end of the first week's stand had the weather breaking in the circus' favor with near-spring temperatures pulling over-average crowds. The hall holds 9,500.

A dozen new acts were added to the show when it left Detroit and (See Cleveland Under '47 on page 94)

Four Top R-B P.A.'s in Move

Kelley publicity chief, assisted by Morrissey, Stratton, Lester, Harvey says

GONZALES, Tex., Feb. 21.—Four top-drawer Ringling Bros. and Barnum & Bailey press agents, F. Beverley Kelley, Allen J. Lester, Sam Stratton and Frank Morrissey, have signed to comprise the publicity department of Dailey Bros. this season, R. M. Harvey, Dailey Bros. general agent, announced here today.

Decision of Lester, Stratton and Morrissey to leave the Big One for berths with a smaller railroad show doubtless was influenced by the fact that Ben Davenport, Dailey owner, signed Kelley as his public relations consultant. Kelley was publicity chief on the R-B show until he resigned in December. The other three flock (See Big Score for Dailey on page 89)

Minneapolis Shrine Circus Program Set By Noel Van Tilburg

MINNEAPOLIS, Feb. 21. — Terrell Jacobs's cats, the Cristianis, Captain Heyer and Starless Night, and the Four Flying LaMarrs head up the 30th annual Zuhrah Temple Shrine Circus which will play Minneapolis Auditorium March 1-6.

Noel Van Tilburg, producer and circus director, reports that talent for the current edition is all set and the display program has gone to the printery. Van Tilburg, who buys acts and sets up the show and then sells the package to Zuhrah, reported this year's nut would be 15 per cent higher than a year ago.

For the first time in years, Joe Ste. Marie has had to yield the circus general chairmanship to Bud (See Mpls. Shrine Set on page 94)

Wirth Sets Strong Show for Hartford

HARTFORD, Conn., Feb. 21.—A strong array of talent will be featured in the 16th annual Shrine Circus which opens a week's engagement at Bushnell Memorial Theater here tomorrow afternoon.

Show, booked and produced by Frank Wirth, New York, includes Capt. Joe Walsh, trained wild animals; Hunt Bros.' Circus, elephants; Mickey King; George Wong Troupe, tumblers; Jack and Charlie Brick, trampoline; Nana Woolford's dachshunds; Maschino Troupe, acrobats; St. Leon Troupe, teeterboard; A. Robbins, the "banana man;" Kay and Karol, jugglers; Gautier's Steeplechase; Laddie Lamont; Frank Cooke, high wire, and clowns.

Heretofore the show has always been held in the more suitable Armory. However, the change apparently has not affected the advance sale, which is reported as large as at any time in the past, and business for the engagement is expected to reach record proportions.

Wirth will be on hand to personally supervise the opening of the show.

IMPORTANT NOTICE TO OUTDOOR SHOWMEN

To take care of longer press runs, necessitated by increased circulation, and to maintain our early distribution schedules, it is no longer possible for us to accept last-minute Show ads on Monday morning.

Therefore, effective immediately
FINAL CLOSING TIME for these ads is

5 P.M. SUNDAY

(Eastern Standard Time)

EAGLES NAMED BEATTY G. A.

L.A. Man Takes Over in Texas

New exec makes announcement of change in California—replaces Reaver

LOS ANGELES, Feb. 21.—Paul Eagles, Los Angeles business man who has held executive posts on several circuses including Arthur Bros. and Al G. Barnes circuses, has been named general agent for the Clyde Beatty Circus, replacing Ver-



PAUL EAGLES

non Reaver, Eagles announced here this week.

Eagles took over the job at El Paso, Tex., Monday (16) and has already booked the show as far as Los Angeles. Due into L. A. early in April, Beatty will play an 11-day stand here.

Okay Beatty Application

NORTH HOLLYWOOD, Calif., Feb. 21.—Application of the Clyde Beatty Circus to play a one-day date here April 18 has been approved by the city council. Lot will be at the corner of Oxnard Street and Lankershim Boulevard. Show has occupied this lot on several previous local appearances.

WANTED

Young Man not taller than 5' 6" for high act who can work trapeze and perch; or young girl.

Salary, \$100 per week. Wardrobe and transportation free.

Write Box 283, The Billboard
1564 Broadway, New York City

ELASTIC NET OPERA HOSE

Black, Suntan and White, \$4.95. Elastic Net Tights, \$7.50. Rhinestones and Settings, Metal Spangles, all sizes and colors. Chainette Fringes. Other items. Folder? Yes.

C. GUYETTE

346 W. 45th St., New York 19, N. Y.
Phone: Circle 6-4137

WILL BUY DONKEY BASEBALL OUTFIT

Also want Trainer for same. Address
BOX NY-96
THE BILLBOARD
1564 Broadway, New York 19, N. Y.

DRESSING ROOM GOSSIP

Circo Atayde

The second program began February 20. New acts, including the Hugo Zacchini cannon act and the Therons, bicyclists, are expected any day. Salvadore Paneagua, whose name translated into English means Bread and Water, is doing a swell job as announcer. Senor Caudillo is fronting a real circus band. Org has 13 musicians.

Natcho Ibarra, half-twister of the middle bar, is in the routine. The trick really gets the applause. Pedro Garcia will have to buy the Behees a new set of uprights if he persists in letting them dismount from his horse. It isn't the dents in the tubing so much as it is the blood.

Alfred (Dicky) Bird, secretary of the British Circus Fans' Association, writes from London that the Bertram Mills Circus has sold out for the season.—BOB BEHEE.

Orrin Davenport

Cleveland Auditorium was a circus performer's dream. The dressing rooms were out of this world.

Tom, Winnie and Dot Gregory gave with their annual spread. Guests included Paul and Ruth Nelson, Freddie and Mickey Freeman, Bert and Corrine Dearo, Harry and Nina Thomas, Florence Tennyson, Georgia Sweet, Emmett Kelly, Felix Adler and Amelia Spence, last named a circus fan from Virginia.

Doc Krejci, one of the first Grotto Circus monarchs, entertained Mr. and Mrs. Orrin Davenport, Earl and Hattie Shipley and Mickey McDonald.

Here's one for the books: Elden and Joan Day have a cigarette lighter (See ORRIN DAVENPORT, page 56)

E. K. Fernandez

We are on the Island of Maui, our third spot since arriving in the Paradise of the Pacific. We flew here from Kauai aboard special chartered planes.

A parade was given February 6. All personnel rode in new jeeps. Every animal took part, too, even Tony, Josh Kitchen's chimp on horseback, with Empress, Modoc and Judy bringing up the rear in true elephant fashion.

Who says you can't keep a secret on a show? Valarie Antalek and Everett (Buddy) La Form were Mr. and Mrs. two weeks before even Mom and Pop knew about it.

Mark Anthony is busy with his dressing room coffee stand and coaching his shadow, Punch Jacobs, who (See E. K. FERNANDEZ on page 89)

Polack Bros. Western

Several members of *The Billboard* and the John Robinson-Loyal Repensky CFA Tent were on hand to greet the show upon its arrival in Cincinnati. Starr De Belle was scouting for talent for his One Horse and Upp and Ballyhoo Bros.' shows for the coming season.

The entire show being set on the stage of the Taft Theater proved no problem for boss props Soldier Longsdorf and his crew. Lack of space was the cause of an unexpected thrill opening night when Don Dorsey struck the Berosinis' high wire during his swinging routine.

Cincinnati was treated to a sneak preview of the show when WLW televised Dwight Moore and his canines. Glen and Mimi Tracy busied themselves all week making action sketches of the performance to be reproduced in oils, while Fan

C. G. (Dukie) Patterson entertained everyone with his collection of circus albums.

A bargain sale on white shirts was too much for drummer Rex Ronstrom and organist Wally Newberry, who purchased so many they had to go on a hamburger diet the remainder of the week. . . . Truzzi's popcorn gag backfired recently when an irritated customer threw the remainder of his coke at surprised Reggie Reppart. . . . Dennis (Princess Zoma) Stevens (See Polack Bros. on page 89)

Clyde Bros.

Recent visitors included Mrs. Ben Davenport, Jean Evans, Butch Cohen and Mr. and Mrs. Everett James. Jimmy Armstrong has been seen polishing his cornet for his home town, Oklahoma City. It also is the home town of Manager Howard Suesz. Shorty Lynn has done a good job in putting up the grandstand. Ervins, of the teeterboard act, is recovering from an injured back.—VAN WELLS.

Winter Quarters

F. C. Fisher & Sons

BURNIPS, Mich., Feb. 21.—Work is progressing on some new cage trailers. We are working on a new cat cage, a light plant trailer and a new semi for the ring stock. All cage trailers will have indirect fluorescent lighting.

Delivery has been made on a new 30 by 50 pit show top of white, trimmed in red, and delivery is expected within the next ten days on a new Royal Blue big top.

In previous years show-owned trucks had various sized wheels and tires, but this season all trailers, except the semis, are four-wheelers, using 600 by 16 tires.

The writer is in charge of quarters.—H. D. GOLDEN.

Clyde Beatty

SHREVEPORT, La., Feb. 21.—Walter D. Fleck, formerly of Polack Bros.' Circus, is handling publicity for the Shreveport Shrine engagement which we open March 11. Bill Lewis, last season the downtown ticket seller on the Sparks show, is in charge of the ticket sale.

Jack Voise and John Harris are working out with the Harold Voise flying act and Dick Anderson is expected to join them soon.

Mr. and Mrs. A. W. Kennard advise from the Islands that they will join us soon. Mrs. Kennard is better known as Dorothy Herbert.

Mark Anthony, producing clown, is expected to arrive soon. Mel Rennick, in charge of the wardrobe, is in Chicago, making purchases. Marvin Smith has framed a new side show.—JOHN (SPENDERS) CLINE.

King Bros.

MACON, Ga., Feb. 21.—Activities are at full speed with a complete quota of mechanics, carpenters, painters and trainers. Death of Elmer Myers, boss ticket seller for the past two years, was a shock to his many friends here.

Steve Fanning and Capt. Joe Cook, seriously injured while training a lion, are okay again after a month's hospitalization. Cook is visiting his family in Memphis. Frank L. Anders (See KING BROS. on page 56)

Polack Unhurt By Pre-Date In Camden

Sunbrock Is First In

CAMDEN, N. J., Feb. 21.—Polack Bros.' Eastern Unit closed a four-day stand at Convention Hall last night under auspices of the Tall Cedars of Lebanon Lodge. Good weather plus co-operation of local organizations brought out good attendance despite the fact that Larry Sunbrock's Rodeo and Thrill Circus had just wound up a nine-day run at the Camden Armory Sunday (15).

As usual Sunbrock made a strong bid for the juvenile trade with kid admissions set at half a buck for any seat, plus a bargain kiddy matinee Friday (13), with admission price of 25 cents. Polack Bros.' countered with advance display ads in the local papers carrying a coupon which entitled the small fry to admission to any matinee performance at 40 cents.

Promotion Good

Good promotion helped Polack's attendance, with local firms and civic groups sponsoring parties for the underprivileged kiddies while the local 40 and 8 Club played host to 75 wounded soldiers from nearby Tilton General Hospital at Wednesday's (18) performance.

Joining the show here were the Three Cathalis, rolling globe equilibrist, who were with the Ringling circus last summer. Gill Green, show's press agent, handled publicity here and in neighboring Philadelphia. Local papers went to town with stories and pix. Show was under the direction of Henry Barrett.

From Camden the Eastern Unit goes to Elizabeth, N. J., for a four-day stand, opening Wednesday (25), at the State Armory, under Tall Cedars auspices.

Pictorial section of *The Cincinnati Enquirer*, February 15, carried three shots of Harold Barnes, with Polack Bros.' Circus, who specializes in dancing on the wire.

WANTED

Acts of all types except Western, for week of March 30 to April 4, five cities in six days work, Michigan and Ohio cities. State lowest. Jimmy Troy, write. Phoneman also needed.

Patterson Bros.' Circus
General Delivery, Sandusky, Ohio

PHONEMEN

Book U.P.C. Tickets, Banners. Indoor Show. C.I.O. Council.

CHAIRMAN

671 1/2 Wabash Terre Haute, Ind.

HARRY S. BIGGS

Has money awaiting him from an estate in Memphis, Tennessee. Anyone able to give information, please communicate with
JAMES L. HUTTER JR., Attorney
1840 Exchange Building, Memphis, Tennessee

HAVE IMPORTANT INFORMATION FOR F. J. BRADY

Who was connected with Bailey Bros.' Carnival and Circus in 1945. Anyone knowing his whereabouts forward information to
BOX D-232
The Billboard, Cincinnati 22, O.

SPARKS CIRCUS

1947 Withholding Tax Statements are ready. Contact
DAVID M. SCHWARTZ
210 South Franklin St. Tampa, Fla.

JIMMIE LYNCH DEATH DODGERS

Need more Drivers, Clowns, Stuntmen, Billposters and Press Agents for at least 15 to 20 weeks' work due to increased bookings for 1948 season.

PUT IT ALL IN YOUR FIRST LETTER — EXPERIENCE, AGE, SALARY EXPECTED, PHOTO.

Our regular employees are not affected by this ad.

WRITE FULLY — DON'T WIRE

JIMMIE LYNCH DEATH DODGERS
231 WEST ADAMS STREET
JACKSONVILLE 2, FLORIDA

FOR SALE HERMAPHRODITE STEER

Most unusual and remarkable freak. Full description upon request. For details, write

RALPH A. WILLIAMS
Route #2, Republic, Ohio

FOR SALE WARDROBE FOR TOURNAMENT, HORSE BLANKETS AND COSTUMES. INQUIRE COLE BROS.' CIRCUS

State Fair Grounds Louisville, Kentucky

WANTED CHEVROLET MECHANIC

With tools. Also 2 Assistant Mechanics. Must be sober and join at once. State salary. Write to

JACK MILLS, MILLS BROS.' CIRCUS
2900 Edgemoor Road Cleveland Heights, Ohio

WANTED for DALE'S BROS.' CIRCUS

Billposters, Lithographers; must be able to cut it. J. C. Goddard, Elmer Kaufman, Pollack, contact me immediately.

JAMES DEFORREST
UNION, S. C.

DALE'S BROS.' CIRCUS WANTS

The following people: Mickey O'Brien, Hobe Cole, Doe Boy Cox, Iron Jaw Jordan. Contact General Delivery or Western Union, Punta Gorda, Florida.

STEVENS BROS.' CIRCUS WANTS

Capable People in all Departments, Acts, write Joe Ford, Gee Gee Engesser, write. Louis Englishmer, can place you. For Side Show: Six-Piece Colored Band and Entertainers, Acts, Scotch Band. Will book Pony Ride with own transportation. All answer

STEVENS BROS.' CIRCUS, HUGO, OKLA.

WILL LEASE FROZEN CUSTARD For James M. Cole Circus

Want Butchers. Good sleeping accommodations. Open in April in East. Contact
NORMAN ANDERSON
3028 Stanford Ave. VENICE, CALIF.

Under the Marquee

C. S. Primrose, formerly with Cole Bros., will be with Clyde Beatty this year.

Sunday performances represent a break with the fine old tradition—choosing day.

Lee Hinckley has been contracted to direct the big show band on Stevens Bros.' Circus this season.

Harry R. Mueller reports that John Ringling North is due back from Europe soon, with contracts on 40 new acts.

Rustic's imagination is at its wildest when he tells about a wild man's escape from a circus.

F. C. Fisher, of the F. C. Fisher & Sons Circus, is on a trip thru Texas, Georgia and Florida, visiting shows and winter quarters.

Wyatt Davies, who took in the Mardi Gras at New Orleans, cards that he will be in the Clyde Beatty Circus clown alley this season.

Nowadays a beginner in the business is all set, provided he knows of a job to go to after November 15.

The Flying Behees and the Knight Trio, now with the Atayde Circus in Mexico, are expected back in the U. S. early in March.

Art Mitchell, CFA, who has been seriously ill at his home, 68 Merritt Street, Battle Creek, Mich., is reported much improved.

Frankest circus ad ever printed was the one that read: "Will remain on the road as long as money comes in."

Albert Loeffler, fan of Waterbury, Conn., has been appointed aldermanic representative on the police board there by Mayor Raymond E. Snyder.

Bill Bailey, clown, visited with Rube Simonds and Jeff Murphee, of the Hamid-Morton Circus clown alley, when the show was in Memphis recently.

George M. Moore letters from Los Angeles that circus folks sighted there recently were Dwight J. Pepple, (See Under the Marquee on page 94)

Morton Circus Does Okay In One-Day Aussie Stands

SIDNEY, Feb. 21.—Tex Morton's Circus and Rodeo recently wound up a season of several months in Hobart, Tasmania, and environs, and, altho not a record-breaker it proved satisfactory.

At present the show is playing one-day stands in areas where population centers are not large enough to attract a big circus but where shows are a rarity and a small circus is practically assured of success.

Morton has not copied the old type of circus but features rough riding and other spectacular numbers which are a novelty and this formula has established his reputation in the areas played.

Colorado Springs Rodeo Adds Night to 1948 Run

COLORADO SPRINGS, Colo., Feb. 21.—The annual rodeo here will be held August 10-14, with five night performances instead of four, as last year, A. B. Barney, association president, announced this week.

Rodeo, which in 1947 drew a record attendance, again will be staged by Leo J. Cremer, Big Springs, Mont. Proceeds are used for care and relief of sick and disabled veterans.

CALL CLYDE BEATTY CIRCUS CALL

All people engaged be here March 6, 1948.
Show opens March 11.

WANTED

Working Men in All Departments

Big Top Men report to.....George Werner
Property MenRalph Wisnarski
Train MenFrancis (Buddy) Richards
UshersHoward Menz
Elephant MenSpencer Huntley
Ring Stock MenJack Gibson
Cook House MenJohn Staley
All other personnel to office

D. W. HELMS, General Supt., Clyde Beatty Circus
Fair Grounds, Shreveport, La.

KING BROS.' CIRCUS

WANTS FOR 1948 SEASON

FOR BIG SHOW: Outstanding Feature or Novelty, Riding Act, Double Trap, Dutch Comedy Rider, also man for Pete Jenkins. You must do two or more Acts.

FOR SIDE SHOW: Musical Act, Scotch Bagpiper, Accordionist, Fire Eater, Pin Head, Freaks and Oddities. Colored Musicians for Minstrel Band, Comedian. Address: CHESTER GREGORY, Mgr., SIDE SHOW, King Bros.' Circus, Macon, Ga.

BUTCHERS and CONCESSIONS: Address ARTHUR STAHLMAN, King Bros.' Circus, Macon, Ga.

BIG SHOW MUSICIANS: Address Jack Bell, Bandleader, 404 Highland Ave., Lexington, Mo.
BIG TOP MEN: Pole Riggers, Pushers, Seat Men, address ENOCH BRAFFORD, Supt. of Circus, King Bros.' Circus, Macon, Ga.

Circus opens early April in Macon. Meals and berths furnished all employees; the best. Always the longest season. Address:

FLOYD KING, KING BROS.' CIRCUS, MACON, GA.

WANTED

Cowboys, Girls, Indians, Clowns, Wild West Rodeo Performers with or without stock. Can use Western Movie Star or Names, Hillbilly for Name Feature. Rodeo Contestants Notice: We pay salary plus prize money. Open Grayson Stadium, Police Rodeo, Savannah, Ga., March 9 thru 14. Can use good Secretary, Phone Men and Butchers.

Have contracts for 16 solid weeks after open. All write, wire, pay yours.

T. RODIE EVANS, Arena Director
ROOM 620, WHITNEY HOTEL, SAVANNAH, GA.

MILLS BROS.' CIRCUS

CAN PLACE

For Big Show, Family Act strong enough to feature, Girls for Menage, Web, Traps, etc. Other Acts, write; also Clowns. Head Usher, Steward for Cookhouse; also Cook, Boss Props. Side Show Boss Canvasman. Ticket Sellers, Big Show Announcer, Candy Butchers. Can always place useful, sober and reliable people, men and women. Write, stating all in first letter. State lowest salary.

JACK MILLS

2900 EDGEHILL ROAD CLEVELAND HEIGHTS, OHIO

GRAN CIRCO AMERICANO

Offers year round work to

Reliable Leapers and Catcher in Flying Trapeze Act.
Serious Animal Man for Chimps and Elephants.

Will pay immediate cash for Trained Medium or Small Elephant.
Can also use Acts, two or more numbers; reasonable salary.

Wire — Write — Contact

JEROME O. WILSON, American Consulate, Managua, Nicaragua

STOCK TICKETS
One Roll\$ 1.00
Five Rolls 4.00
Ten Rolls 6.00
Fifty Rolls 20.00
100 Rolls 38.00

ROLLS 2,000 EACH.
Double Coupons.
Double Prices.
No C. O. D. Orders.
Size: Single Tkt. 1x2".

History Has Proved That Any Group Will Go to Extremes—If Permitted to Do So.

WE MANUFACTURE
TICKETS
OF EVERY DESCRIPTION
THE TOLEDO TICKET COMPANY
Toledo (Ticket City) 2, Ohio

SPECIAL PRINTED Cash With Order. Prices:
2,000\$ 6.80
4,000 7.45
6,000 8.30
8,000 9.15
10,000 10.00
30,000 14.00
50,000 18.00
100,000 28.00
500,000 108.00
1,000,000 208.00
Double coupons, Double prices.

OPS OVERLOOK SPECIAL EVENTS

Poll Proves Ideas Needed

Free acts and fireworks are old stand-by of most parkmen—some ignore "lure"

By Hank Hurley

CHICAGO, Feb. 21.—Have you as a park owner ever taken a poll of the people who patronize your park to find out what they like or dislike about your funspot? Chances are you never have but if you did you might discover that folks get tired of going to your amusement park simply because, as they put it, "there's never anything new out there."

That means only one thing, a lack of special events and promotions. A questionnaire sent out by *The Billboard* to find out, among other things, what parkmen were doing in the way of promotions or special events proves that this department is sadly lacking.

Fireworks, Acts Tops

To be sure, most of those answering said questionnaire reported they used fireworks and free acts. These two items topped the list. Others included radio shows and rodeos, free movies, band concerts and swimming and diving contests.

Nobody can deny that fireworks and free acts are good park promotions. By the same token, nobody can deny that week-end after week-end, fireworks and the same free acts get tiresome and people take the attitude they've been watching fireworks ever since they were kids and that they've seen the free act so many times they could almost do it themselves.

Surprising was the number of parkmen, in answering the questionnaire, who said, in so many words, "We plan nothing new in the way of special events, just the same things, fireworks and free acts that we've had in previous years." Surprising too, was the number that just came out with a blunt "no" to the question of whether they plan special events for certain days.

Thing of Past

Most parkmen will admit that special events and promotions are a must on any parkman's list if he's looking to keep patronage at his park. The old days of just opening your park gates and getting customers is long a thing of the past for many reasons, such as motion pictures, television, the automobile, etc.

To show the variance of how parkmen feel about promotions and special events, one owner of a large park said, "We will put more stress than ever on special events." This from a park owner who in past years has gone all out on every kind of a worthwhile promotion. On the other hand another funspot operator, owner of one of the large parks in the country, wrote a definite "no" to the question of whether he planned anything special to lure the customers to his amusement park.

Biz Too Good!

Surprising, to say the least, was the answer from another operator. His answer as to whether he planned special events on Sundays and holidays was, "We cannot take care of our (See OPS OVERLOOKING, page 56)

Sitting 'Round the Table

(Editor's Note: Here's the opening gun on the new question, "Are you in favor of reduced prices on rides and concessions for off nights? What nights do you consider as off nights?" What are your ideas on this subject? Certainly you want to know other parkmen's views and they want to know yours. Send your ideas on the subject to the Outdoor Editor, *The Billboard*, 155 North Clark Street, Chicago 1, Ill., and they will be printed in this column.

Off Nights Vary

In the first place, my conclusion is that off nights vary as to localities, but as a rule, as in the case of Glen Echo Park, Mondays are the off nights.

As to reduced prices on rides and concessions on off nights, my theory is that it is a mistake to cut prices on these nights, even tho they bolster attendance. Reaction probably would be less spending on other nights due to the cut in prices on any rides or concessions despite the fact that many parks have lower prices during weekdays and raise them on Saturdays and Sundays. I always have believed that if an established price is made it should be maintained at all times. When all is said and done, prices for rides in amusement parks always have been, and will continue to be, at a lower level than established by any other form of amusement.—LEONARD B. SCHLOSS, Glen Echo Park, Glen Echo, Md.

He's Agin' It

I am absolutely against cutting prices on so-called off nights. In cutting prices, the owner of the park is cheapening his business. This viewpoint also applies to small group picnics. The only time I am in favor of reduced prices is on kid days, and it's not a good idea to have too many of these in a season. When you have a kid day, go all out to attract business. I am in favor of giving reduced prices on rides to help get large picnics in the park.—L. C. BALCOM, Riverview Park, Sioux City, Ia.

Okay at Times

After being a ride concessionaire in some 11 amusement parks during the last 25 years, where I had opportunity to see the different cut-rate plans worked, I have come to the conclusion that the only events calling for price cuts are picnic groups, school outings and special kids' days, say one a week.

Speaking of a kiddie day once a week, this plan is now working out

N. E. Ass'n Nixes Banquet Speaking

BOSTON, Feb. 21.—President Harry Storin and Julian Norton, program chairman, New England Association of Amusement Parks and Beaches, have vetoed the appearance of a principal speaker at the evening banquet which will climax the association's annual meeting at the Parker House March 10. As a substitute Storin and Norton suggest that more emphasis be placed on fun following conclusion of the morning and afternoon business sessions. In line with this they are arranging for a longer floorshow with the George A. Hamid office.

Several speakers from outside the industry have been engaged and the program will provide forums on new promotions, price policies, insurance, new attractions and ideas, roller skating, and new riding devices.

President Edward L. Schott and Secretary Paul Huedepohl, National Association of Amusement Parks, Pools and Beaches, are expected to attend.

in a park where I have been a concessionaire for the last two years, the park management using the plan on Tuesdays. This day has been worked up to a very good business. I may say this park is in a rather small town. However, on Tuesdays you will see the mothers bringing their kiddies from every direction. After two years as a concessionaire at this park I am convinced the management has something in its Tuesday deal.—ROGER E. HANEY, Lake Lansing Park, Haslett, Mich.

Positively Not

Positively not. We are not in favor of reduced prices at any time. Our prices, we believe, are fair at all times. We have no off nights.—LEO G. HAENLEIN, Zoo Park, Columbus, O.

New Ballroom Is Scheduled For Riverside

AGAWAM, Mass., Feb. 21.—Expansion plans at Riverside Park here include a midget auto race track, a ballroom, better facilities for presenting specialty acts and shows and novel midway attractions.

The old Crystal Ballroom is being razed to make way for "something entirely new in the field," it was said, while plans for the race track and other innovations are still tentative.

Referring to the new ballroom, officials said, "we saw something we liked on a vacation trip last year. Plans are now on the drafting board. If they go thru, they will give us a 'first-in-the-East' and an A-1 attraction beyond any doubt."

If the race track is built, it is likely the new structure also will be used as a grandstand for fireworks displays, specialty acts and other feature events, since there has been need for such facilities.

Gruberg Skeds Week-End Operations for April-May

NEW YORK, Feb. 21.—Max Gruberg is preparing his new amusement park at Long Beach, Long Island, for opening the first week in April. Park will operate week-ends until Decoration Day when it will swing into its regular season.

Gruberg has 10 modern kiddie rides ready for installation and is lining up several large rides and concessions. Park is centrally located on the Boardwalk and Jackson Boulevard.

Mississippi Gulf Coast Concessions To Be Rebuilt

BATON ROUGE, La., Feb. 21.—Following the hurricane of last fall, which paralyzed recreation facilities of the Mississippi Gulf Coast, plans have been completed for rebuilding of most of the concessions that once lined the beaches. In addition, the season will be revived by plans of the State publicity department for a

Roton Point May Reopen

McKendry to have hearing before board of zoning appeals at Norwalk, Conn.

NORWALK, Conn., Feb. 21.—Simultaneously with the filing of a request for a waiver of zoning regulations, Roton Point Corporation disclosed plans to reopen Roton Point Park here as a public recreational and amusement resort. The board of zoning appeals granted George N. McKendry, president of the corporation, a hearing scheduled for next week, noting that the 14-acre park is in a residence B zone.

If granted a waiver to operate, the owners plan to renovate the former amusement park at a cost of \$100,000 and install the same type of recreational equipment used in former days. A Roller Coaster will not be included in the list of proposed rides, McKendry stated.

He made known that the Wilson Line, a steamship company which carried passengers from New York to Roton Point Park when the park was operating several years ago, has agreed to again run boats and will invest \$150,000 for a new carrier.

The former dancing pavilion will be opened. The grove will be used for picnics and the hotel will house a restaurant as in prior years. The 350 bathhouses used in connection with the beach will be made available. Since closing of the park and subsequent ownership by the present company, bathhouses have been rented to private interests.

Test Case Involving Vets Will Be Heard In Atlantic City

WILDWOOD, N. J., Feb. 21.—A far-reaching test case, involving the rights of veterans to sell merchandise on the beach here, is scheduled to be heard next week before Vice-Chancellor Vincent Haneman in near-by Atlantic City. The resort's city solicitor will oppose a restraining order obtained by four veterans who instituted action last August against the city.

The four veterans appeared here last summer, selling ice cream. They were ordered to refrain from so doing, under a local ordinance which bars selling of any kind of merchandise on the beach. The resort contends the beach is a restricted area and no permits ever have been issued for merchandise sales on the strand. Action to be advanced barring veterans or any other persons from the beach, officials said, also will be from a safety and health standpoint.

Other resorts in Southern New Jersey are keeping an eye on the court action. North Wildwood, Wildwood Crest and Cape May refused to grant permission to veterans last summer to peddle wares on the beach.

summer resort summer advertising campaign.

George W. Godwin, of Dixie Advertisers, Jackson, La., is in charge of the flack campaign.

WANTED

An experienced operator or manager of an amusement park or pier, to establish a new large-scale enterprise at a New Jersey seashore resort. Write, stating experience, background and giving references. Salary or percentage of earnings to be agreed upon. Be available to start soon for June opening.
Box 280, The Billboard, 1564 Broadway, New York, N. Y.

New Bay Shore Sets Preview Bow for May 23

BALTIMORE, Feb. 21.—With the work of setting up the funspot progressing rapidly, a preview opening of the New Bay Shore Park, Bay Island Beach, has been set for May 23, Reese H. Jones, public relations director, announced this week. Daily operation gets under way on Decoration Day.

Jones said that dredging operations to increase the parking area to provide space for another 5,000 cars will be resumed as soon as ice conditions in Chesapeake Bay permit. Instead of moving the Roller Coaster from the old Bay Shore Park site, George P. Mahoney, president of the new park corporation, said that a new intermediate-type Coaster will be built for the coming season, with the old one either being sold or relocated in 1949. This year's set-up, he said, includes nine park-owned rides in addition to the Coaster. It is also expected that a new Bug will be located here on a concession basis, following negotiations with Sidney Curtis, general manager of Summertime Amusements, Revere, Mass.

Final negotiations for all concessions are about set, with Sam Meyer and associates of New York already having been pacted to provide the game attractions on a long-term lease. Plans for a new bath house with locker accommodations for 12,000 bathers were completed this week. Construction also is slated to begin soon on the new novelty and bingo buildings. Park also will have a total of 14 concession stores.

Baltimore Transit Company is ex-

Slusky's New Spot At Council Bluffs Is Named Playland

COUNCIL BLUFFS, Ia., Feb. 21.—Abe and Louis Slusky, operators of Playland Park, Houston, who plan to build an amusement park on the Iowa side of the Missouri River, but linked closely to Omaha by two large bridges, will call the new park Playland.

This was revealed here when Abe Slusky, who will manage the new funspot, took out a city building permit for a \$35,000 Roller Coaster. The owning corporation will be Playland, Inc.

Construction of the new park is being held up by the weather. Slusky hopes to open in early May.

New arrivals at the Philadelphia Zoo include three storks, a pair of impallas, three dorcas gazelles, three wallaroos, two white-whiskered palm civets and four white-faced glossy ibises.

pected to announce scheduled bus transportation to the new spot as soon as its request is granted by the Public Service Commission. All that remains of the old Bay Shore Park, taken over recently by Bethlehem Steel Corporation, is the dance hall, Coaster and hotel.

Oscar Bittler, New York engineer in charge of construction, will resume supervision of activities March 1, and Edward T. Stevens has been named manager of the bath house. Walter D. Hyle Jr., will be park superintendent.

FOR SALE 4 ROLLER COASTER TRAINS

Consisting of three cars each, three trains in good running condition, the other used for parts. Made by National Amusement Device Co., operates on tract 34" inside measurement, trains equipped with safety bars.

PRICE \$1,000.00 F. O. B. SPOKANE
LLOYD VOGEL
NATATORIUM PARK
P. O. Box 1273, Spokane 5, Wash.

FOR SALE MECHANICAL GREYHOUND RACE
On Location. Seaside Heights Casino, Seaside Heights, New Jersey. Used one season. Owner has other interests. Good gross. Phone AL 4-8769.
BOX 285
The Billboard, 1564 Broadway, N. Y.

FOR SALE
Kentucky Derby Group Game, 33 tables and stools. Also Jigsaw Group Game, completely equipped, 40 tables and stools, with living quarters. Priced right, best locations on Boardwalk. Must sell due to illness. For information:
OSCAR TENENBAUM
3309 New Jersey Ave., Wildwood, N. J.
Phone: 2-3467

POOL MGR. WANTED
Strict References Required.
Must Know Filter Operations.
Abner C. Rosenzweig
20744 Gratiot East Detroit, Mich.

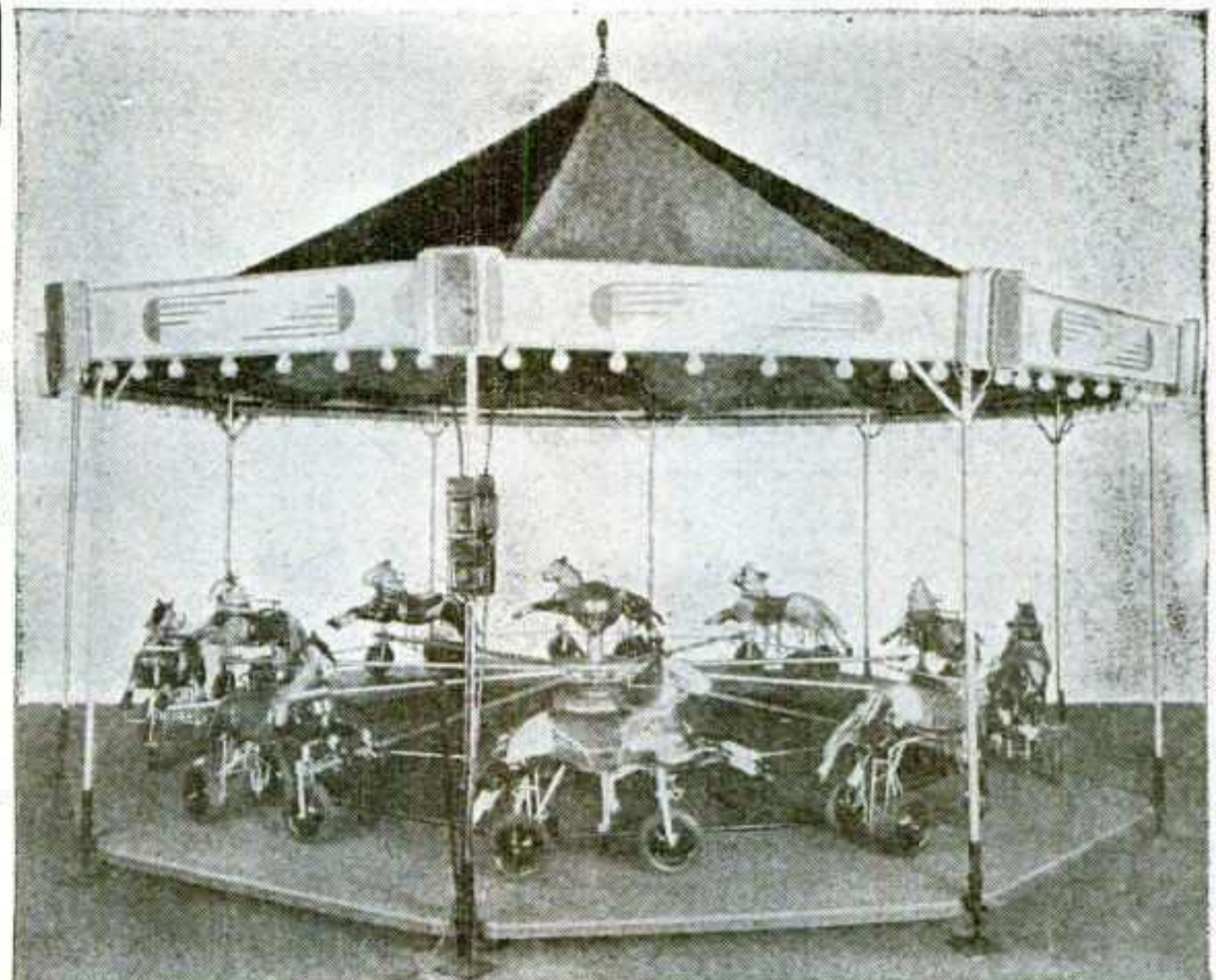
MINIATURE GOLF COURSE CONSULTING SPECIALIST
"Anything Pertaining to Miniature Golf"
PLANS DRAWN — LOW-PRICED PUTTERS.
Your correspondence invited.
COOL CREST GOLF COURSE
1402 Frdsbg. Rd. San Antonio 1, Texas

URGENT WANT
Park Size Ferris Wheel
No haggling—no fooling. Will put cash on the line anywhere. Phone, write or wire
Rocky Point Park, Inc.
Warwick Neck, R. I.

FISH-FROG FARM FOR SALE
90 acres, 1 1/2 mile good schools from town, all-weather road. Daily grocery delivery; electricity. 9-room house with fireplace. 15,000 lineal feet of piling on same. Numerous springs and two all-year streams. Access to 10,000 acres of out range for cattle. Acreage fronts on creek, can be subdivided; road through same. City water main crosses property. Double garage. \$10,000.00 cash or terms; insured title.
BOX 33, Delake, Oregon. Phone 343.

THE "HIT" OF THE SEASON - HERE IT IS!

HERE'S THE RIDE
"Up" or "Down" in an Hour and a Half
Loads on a 2-Wheel Trailer, Transported Back of a Car
HOBBY HORSE KIDDIE MERRY-GO-ROUND
Gaily Painted and Beautifully Illuminated
Terms Available
FOR SPRING DELIVERY ORDER NOW!



KIDDIES RIDE AND RIDE!
10 Plastic Horses, Every One in Motion
5 With Safety Saddles for 2 and 3 Year Olds
MERRY-GO-ROUND MAGIC FOR MINIATURE MIDWAYS
An Attractive Asset to Any Park or Carnival
A Top Money Maker for Your Kiddieland

THIS IS THE ONE YOU CAN'T AFFORD TO OVERLOOK!

WRITE, PHONE OR WIRE FOR LITERATURE
Jordan Enterprises, Inc.

R. T. WADE Distributor

16845 LINDSAY, DETROIT, 27, MICH.

TELEPHONE VERMONT 5-5232

FOR SALE

38 Scientific Pokerinos, like new, improved contacts
 4 36" Skee Ball Alleys
 1 14' Scientific Bowling Alley, mechanical pin rest
 5 Exhibit Rotarys, digger type, very good condition
 1 Bangdeer Rifle Game, .22 shorts
 1 Striking Clock Strength Tester
 1 Hoot Mon Golf
 1 Mystic Palmist

P. O. Box 214
 Seaside Heights, N. J.

ALL AROUND PARK MAN**WISHES TO MAKE CHANGE**

Will go anywhere in the East. Can Manage, do Public Relations, Book Picnics, Publicity and Promotion, and have own special days. 20-Year background, A-1 references.

WHAT HAVE YOU TO OFFER? Address

BOX D-235

The Billboard, Cincinnati 22, O.

**FOR SALE
ELECTRO-FREEZE CUSTARD
MACHINE**

Large model, 25 gal. per hour, with cabinet. Used one season.

W. E. MCGINNIS

348 Nahant Road, Nahant, Mass.

ACRES OF CONCESSION SPACE

For Rides, etc., available at Northern New York's finest and most popular bathing beach, Ballston Lake, N. Y. Address:

THE WHITE BEACH, Inc.

Suite #16, Arcade Bldg.
 SARATOGA SPRINGS, N. Y.

RIDES WANTED

ALSO LEGITIMATE CONCESSIONS AND SPEED BOATS. Bass Lake Resort, about 100,000 population within a radius of 25 miles. No competition. Wonderful opportunity for good operators. Right in the heart of the richest farming section in U. S. A.

BILL ODDEN

Box 266, Winnebago, Minn.

FREAKS, TALKERS AND SIDE SHOW ACTS

WANTED FOR

PALACE OF WONDERS, CONEY ISLAND, N. Y.

for Summer Season 1948

**POSITIVELY HIGHEST SALARY PAID TO THOSE
 WITH BOX-OFFICE APPEAL.
 IN FACT, MORE THAN YOU EVER RECEIVED BEFORE**

About 20 weeks in one spot—no jumps. Can use Fat Girl or any other unusual attraction.

DAVID ROSEN

3768 SURF AVE., CONEY ISLAND 24, N. Y.
 Phone: ES-planade 2-2178

**FOR SALE
AMUSEMENT PARK
IN MICHIGAN**

ESTABLISHED 28 YEARS

10 MAJOR RIDES

ALSO

(2 Major Rides — Kiddie Rides on Concession)

ROLLER RINK — PHOTO GALLERY — PENNY ARCADE

GAMES — REFRESHMENT BUILDINGS

Approximately 39½ Acres With Lake

C. H. DOERGE, c/o Wm. J. Mericka & Co., Inc.

Union Commerce Bldg.

Cleveland 14, Ohio

PARK LOCATIONS WANTED FOR NEW**FLY-O-PLANE and 16-CAR OCTOPUS**

Must be established park. Advise complete details.

FRED HOLLINGSWORTH

P. O. BOX 1861, SARASOTA, FLORIDA

PHONE 91-443

**A. C. Preps for '48
Miss America Show;
Prizes May Top 75G**

ATLANTIC CITY, Feb. 21.—Altho September 6, opening day for the annual Miss America beauty pageant, is still far distant, Lenora S. Slaughter, contest executive director, announced this week that preliminaries are already underway for this year's show. Forty-two States are now holding local contests, one entry has already been selected, and there is almost \$1,000 on hand for ticket reservations. Tickets for all events connected with the pageant, which ends September 11, went on sale Sunday (15).

Scholarship awards this year will reach an all-time high, possibly as much as \$75,000, Miss Slaughter said. In addition to the \$25,000 awarded to the winner and finalists, scholarships also will be awarded to many local contest winners. Canada has already announced \$10,000 in scholarships to the winner and runner-up in the Dominion contest and the State of Washington will give \$5,000 to its contestants on the same basis.

The pageant committee this year limited the number of entries to 50. About 90 per cent of the local contests this year will be sponsored by business, civic, and fraternal organizations.

Frank Amstutz, parade committee chairman, announced that arrangements have been completed for the construction of 50 contestants' floats by Leroy Vaughn, Minneapolis.

Following the engagement of Polack Bros.' Western Unit in Cincinnati February 21 Paul Jerome, clown, went to his home in Oklahoma City on business, and from there will go to Sarasota, Fla.

**Ops Overlooking
Special Events;
New Ideas Needed**

(Continued from page 54)

business on week-ends and holidays, so we can't try too hard for more business."

That certainly is out of the ordinary and many probably would like to be in his shoes. But most parkmen, regardless of how good their business on Sundays and holidays is, are always on the alert for ways and means of attracting customers, be it Sunday or Monday. And the majority of them will tell you that special events or attractions go a long way toward bringing people to their funspots. Why then are so many park owners and operators lax in this department?

Plenty of Ideas

There are any number of ideas for special attractions, in addition to the always good ones of fireworks, free acts, etc. To list a few, as being used by various parks thruout the country, there are bathing beauty parades, swimming events, boat races, drawings for prizes, midget auto racing, hillbilly music contests, amateur contests and a great many others.

"It doesn't have to be something costing a lot of money," one parkman said. "The important thing is to have something special on certain days or nights to lure the people. You just can't put up a few rides and concessions and expect people to flock to your park. These days you've got to give them something special and you've got to keep changing the lure. Special events and promotions bring people to my park and people in my park mean money in my pocket. What else am I in business for?"

ORRIN DAVENPORT

(Continued from page 52)

which they have lost seven times, and each time it has been returned. Senor Gabby De Koe is potentate of the Happy Hollow Five. Incidentally, activities of this org have been transferred from Club 29 to Club Alpine.

Birthdays were celebrated by Ortan Cristiani and Eleanor (Princess Mussetta) Velarde.

Add the names of Betty Huber, Dorrie Ortan and Princess Anita Akawa, who presents her big reptiles after the show, to the list of those doing a good job. And don't forget the boys who do the heavy work, Jonesy, Chuck and Clarence Marine, Ralph Winarski, Elden Day, Joe Remillette, Bill Larringer, Walter Cornell, Steve Hobbs, Ed Purvell and Tommy Clark.

Little Ronnie Rooks is hospitalized with pneumonia.

Among visitors in Cleveland were Tom, Win and Dot Gregory, Jack and Jake Mills, Pete Mardo, Eddie Jackson, Mr. and Mrs. Jinks Hoagland, Pat and Rose Miller, Ted Depish, Carlton and Mary Smith, Mickey King, Art and Antoinette Concello and Terrell Jacobs, the last named having his wagons on display in the menagerie.

Notes: June Cristiani loves classical music. . . . When Lucio, Oscar Daviso, Belmonte, Mogodar and Pete dash into the arena for their riding act you can hear the women spectators gasp. . . . La Lage, Eleanor and Louise make 'em (meaning the men, of course) gasp, too. . . . Joe Lewis, a new dealer, met the governor of Ohio. Aunty Davidson is still looking for riders in the jeep. . . . Curt Oranto, patient in Highland General Hospital, Detroit, is planning to play Washington. . . . Mr. and Mrs. Rink Wright are two of the most quiet folks on the show but they do a great act. — DICK LEWIS.

**Two Jersey Resorts
Seek Luxury Levy**

WILDWOOD, N. J., Feb. 21.—A 3 per cent luxury tax such as has provided Atlantic City much needed revenue for resort improvements is now being considered by this Southern Jersey resort. The city commission is planning to put the tax question on the ballot at the next election. The tax would be levied on all amusement admissions, hotel rentals and cigarettes.

Nearby Ocean City is considering a similar luxury tax. The proposed tax in both cities will be battled by the Allied Theater Owners of New Jersey, along with other amusement interests.

**Sunberg Gets Green Light
For Project in Conneaut, O.**

CONNEAUT, O., Feb. 21.—City officials, who have closed Conneaut to traveling outdoor amusement organizations for the past 10 years, have given A. E. Sundberg the go-ahead in his contemplated plans to establish an amusement section in Lakeview Park here, on the shore of Lake Erie within city limits.

Sundberg, who has been successful during the past two years in operating the Lakeview Park Restaurant, plans installation of a number of attractions. He reported that announcement of his plan brought wide public acceptance and that he looks to the season ahead with optimism because of the wide field from which he has to draw. Conneaut is located in a vacation area, drawing from such towns as Pittsburgh and Youngstown and Warren, O., and there are no near-by parks to offer competition.

**Sea Isle City, N. J., Nixes
Proposed Luxury Levy**

SEA ISLE CITY, N. J., Feb. 21.—Citizens of this resort, at an open meeting last week, unanimously rejected a proposal for levying a luxury tax similar to the one in effect at near-by Atlantic City.

Altho the tax would have brought in an estimated \$30,000 a year additional revenue, residents were reluctant to saddle summer visitors with what was characterized as a "nuisance tax."

KING BROS.

(Continued from page 52)

is convalescing from a major operation at St. Luke's Hospital, Chicago. The baggage wagons and semi-trailers again will be painted yellow, with red and blue decorations. Three new tractors have been added to the fleet. A new side show, side-show marquee, big-show marquee, banners and menagerie top were recently completed by the O. Henry Tent & Awning Company, Chicago.

Clay W. Reigle, Pottsville, Pa., representative of the musicians' union, visited several days last week and renewed a contract for the coming season. Chester Gregory, side-show manager, and wife, Sylva, recently arrived from their home at Charlotte, N. C. Arthur Stahlman, in charge of concessions, is expected soon from New York. Enoch Bradford returned to quarters after a visit to Florida. Franco Richards arrived from his home in Pensacola, Fla.—WALTER D. NEALAND.

FOR RENT

Ideal location for Kiddy Park with Auto Parking. Properly zoned. Only 2 miles from Chicago Northwest limits. Property bounded by 3 main highways.

P. BISCHOFF

6101 Dakin St. CHICAGO 34, ILL.

Clarifies Use Of California Centennial \$'s

Paid Events Nixed, WFA Told

SACRAMENTO, Feb. 21.—Four-day clinic for secretary-managers ended here Saturday night (14) when the Western Fairs Association, Inc., staged its all-fairs fiesta in the ballroom of Hotel Senator. Feature of the event was the contribution by fair men of products peculiar to their counties or districts. A floorshow, with talent supplied by various booking agencies, highlighted the event.

George Heinz, head of the centennial committee, addressed the group on the part fairs would take in the observance of the State's three-year celebration program. In an effort to clarify the somewhat muddled situation, Arthur P. Craner, one of a committee of seven executive members of the centennial committee of the Chamber of Commerce, asked: "Will matching money from the centennial commission be in the form of deficit financing?" Boiling it down further, Craner asked if the centennial fund would be used to match money put up by a town, county or district to stage an event.

For Floats, Exhibits

Heinz answered that an event financed this way must have a centennial theme and that no admission could be charged. Heinz, the leader of the State's centennial group, explained that floats or exhibits may be entered in fairs and expositions. He added that he had been a member of the committee for only two months and during that time had been busy staging the Coloma gold discovery program, which was held January 24.

Craner pushed the question of securing additional money for the observance of the discovery of gold. It was indicated that an additional \$2,000,000 will be asked when the Legislature meets March 1. No predictions were made as to whether or not it would be approved. Heinz is serving on a committee of seven, of which five were appointed by Governor Warren.

Talent Showcase

The all-fairs fiesta was a showcase for buying grandstand attractions. Appearing on the show were Edison and Louise, comedy musical artists; Patine and Rosa, acrobats and head slide; Monynes and Company, balancing and rollo-rollo artists; Symphonic Harmonizers Quartet; Skating Millers; Val Setz, juggler; Si Otis and his mule, Abner; Buck Eddy and Company, whip cracking, and Roy Clair's Sacramento convention and tourist bureau ensemble. Acts were supplied by Eddie Burke Attractions, (See Clarify Centenn \$'s on page 92)

2d Call, Bookers!

CHICAGO, Feb. 21.—Attraction bookers who have yet to submit information for the listing of agencies selling to fairs or amusement parks are urged to do so. The listing will be published in the spring issue of *The Billboard*. To assure representation, agencies are asked to submit their complete firm name, office address and their representatives selling to fairs and parks not later than March 1. Such information should be mailed to the Outdoor Department, *The Billboard*, 155 North Clark Street, Chicago 1, Ill.

Around the Grounds:

Sweeney-White at Tampa Again; To Run Stills at Aurora Downs

Al Sweeney and Gaylord White (National Speedways) recently crashed thru with two new contracts within a few days. Shortly after staging races at the Florida State Fair, Tampa, they were contracted to supply the auto races there again in 1949. A few days later at a press luncheon in Chicago, they broke the news that they had closed contracts to stage still date big car races this year at Aurora Downs, Aurora, Ill. Aurora track is a half-miler.

Automobile promoters operating or planning to operate under the AAA banner this year gathered Tuesday (17) in Chicago to discuss various problems posed by the coming season. Definite decisions on many points were delayed pending another meeting in the near future. Sam Nunis, who promotes auto races at Eastern fairs, was in attendance. So, too, were Jimmie Van Cise and Jimmie Lynch, of the Jimmie Lynch Death Dodgers.

Bill McGaw, one-time press agent for the late Lucky Teter and last year with B. Ward Beam's International Congress of Daredevils, is now with Joie Chitwood's Hell Drivers. He handled the publicity at the recent Florida State Fair, Tampa, where the unit pulled an unusually strong turnout.

Mel H. Moore, who bought the Oakland County Fairgrounds at Milford, Mich., three years ago, and has staged a fair there each year since, has moved from Detroit to Milford to be near his business activity. The grounds are also used extensively during the summer for auto racing.

Robert P. Trask, manager of Topsfield Fair and secretary of the Massachusetts Agricultural Fairs' Association, has been appointed State director of plant pest control and fairs.

Joseph H. Hughes, sales representative for the George A. Hamid office, continues to rate more personal publicity than most of the thrill acts he sells. Latest contribution to his scrapbook was a lengthy yarn, complete with photo, in *The Frederickton*, (N. B.) *Daily Gleaner*. Hughes was in that city to submit a show pro-

Empower Miss. Fair Commission To Take Over State Grounds

JACKSON, Miss., Feb. 21.—An act has been passed by the State Senate authorizing the Mississippi Agricultural and Industrial Exposition Commission to take over the fairgrounds here for the purpose of conducting a State-wide fair. Altho State-owned, the grounds have been in the possession of the city and have been used for a number of years as the site of an annual fair.

The grounds contain several buildings which were erected for fair purposes. These are included in the grant to the exposition commission since, it is claimed, they are situated on State-owned lands, were constructed from profits derived from previous annual fairs which were patronized by people throughout the State and were not erected from revenues raised by taxation on the inhabitants or property owners in the city of Jackson.

The commission is empowered to take over the property within 10 days after the passage and approval of the act.

gram for the Frederickton Centennial Celebration to be held in July.

Representing annuals in adjacent States at the recent meeting of New York fairmen in Albany were Arthur Porter, Rutland (Vt.) State Fair; Jim Muldowney, Rhode Island State Fair, Kingston; Mr. and Mrs. John Leahy, Danbury (Conn.) Fair, and Ed Carroll and Harry Storin, Great Barrington (Mass.) Fair.

Organize Circuit In Southwest Ia.

CORNING, Ia., Feb. 21.—A circuit of six fairs was organized into the Southwest Iowa Fair Circuit here recently. More than 30 fairmen attended the organization meeting.

The circuit represents a continuous string of annuals from July 26 to August 26. Taylor County leads off July 26-31, with Adams, August 2-6; Mills, August 10-13; Page, August 16-18; Ringold Fair and Mount Ayr Fall Festival, August 18-21, and the Adair Fair, August 23-26.

A. L. Gauthier, Adams County, was elected president for 1948 and Ken Fulk, Page County, was named secretary-treasurer. They will serve on the board of directors along with Wayne Harbour and Sid Webb, of the Taylor County Fair; Joe Hays, Adams County; Austin Bass and Dr. D. M. Kline, Mills County; Frank Coulter, Page County; John Thomas and Stuart Hoover, of the Ringold County Fair and Mount Ayr Festival, August 18-21, and the Adair, August 23-26.

Three of the fairs plan horse shows and at least three will offer horse races.

Ernest (Rube) Liebman represented Barnes-Carruthers Theatrical Enterprises, Chicago, and Marvin Beekman his attractions at the organization meeting.

Aussie Showmen Fight Fairground Rental Hike

SYDNEY, Feb. 21.—Fair at Newcastle, Australia, set for February 25-28, is threatened with a boycott by the Showmen's Guild of Australia if the fair committee does not settle several matters in dispute, major point of which is the ground rent which has been hiked from \$1.25 to \$2.50 per foot.

Showmen stress the point that there are other fairs under way at the same date which they can play. On the other hand, Newcastle Fair officials state they have received many applications for space from showmen, including some from officials of the SGA.

Arvada, Colo., Annual Re-Elects All Officers

ARVADA, Colo., Feb. 21.—John Casey, of Evergreen, Colo., recently was re-elected president of Jefferson County Fair Association. Also re-elected were Frank Rodgers, Arvada, vice-president; Paul Patridge of Lakewood, treasurer, and H. B. Brooks of Wheatridge, secretary.

Committee planning the 1948 fair consists of Ernest Ramstetter, of Golden, chairman; Jack Browne, Mountair, and Emil Schneider, Arvada. Paul Patridge was named chairman of a committee to prepare permanent fair plans. This committee includes Seth Greeley, of Lakewood, and James Teagarden, Fruitdale.

N. Y. Plans Token Fair

Commission cites building costs in recommending expanded State annual

ALBANY, Feb. 21.—C. Chester DuMond, commissioner of agriculture, announced Saturday (14) that a limited State fair would be conducted this year on the old Syracuse fairgrounds. The fair, which will be run for exhibition purposes only, will operate for one week beginning Labor Day. It will include a cattle show, junior agricultural exhibits and possible exhibits by the State Grange.

DuMond's announcement coincided with a recommendation by the State Fair Commission to Governor Dewey and the Legislature that a public benefit corporation be created to manage a greatly expanded State exposition near Syracuse which would represent all phases of the State's economic and agricultural life. It was also suggested that the major part of the construction work be deferred until building costs drop.

The decision to run a limited fair was the result of State-wide demand on the part of cattlemen's organizations and agricultural groups. Its operation will provide needed final competition for cattle which may then qualify for national judging. The interest displayed to date by various groups in the operation of a State fair is thought by many fair men to be a good indication of the widespread acceptance that awaits the proposed new State fair a year or two hence.

Grounds Deteriorated

Operation of a full-scale fair on the old grounds would necessitate the expenditure of considerable money because the grounds and buildings, which were used during the war by the army, have deteriorated considerably.

The commission believes that the proposed State fair, with proper management, could be self-liquidating and self-sustaining to a great degree. Buildings will be planned to be suitable for year-round use. Plans and estimates are being prepared by the State architect for submission next February.

The report recommends that the exposition include facilities for agriculture, industry, commerce, education, science, transportation, State agencies and "wholesome entertainment thru the medium of race tracks, an auditorium, sports arena, stadium and supplemental buildings."

Propose Name Change

It is proposed to change the name of the industrial exhibit authority, which owns part of the State fairgrounds and buildings and has a substantial bank balance, to the Empire State Exposition Corporation.

Membership of the new corporation may include State commissioners of agriculture, public works, education, commerce and conservation, the State fair director, representatives of the Legislature and representatives of the public to be appointed by the governor.

Greenfield, Ia., Dates Set

GREENFIELD, Ia., Feb. 21.—Directors of Adair County Fair have set August 23-26 as dates for the '48 event. Dean Don Carlos has been elected treasurer. A new feature will be a society horse show sponsored by the Adair Saddle Club.

Fairman's Fair Gives 62 Awards In WFA Contests

SACRAMENTO, Feb. 21.—Sixty-two awards were made in the three contests at the Western Fairs Association's Fairman's Fair, which closed here Saturday (14). Of these, 15 were awarded in the advertising-publicity contest, 11 in the publicity photo contest and 36 in the premium book contest.

First prize in the advertising-contest for large fairs went to the Grand National Livestock Show, San Francisco, with the Jumping Frog Jubilee and Calaveras County Fair, Angels Camp, Calif., taking premium honors in the competition for small fairs.

Monterey, San Jose Win

The Monterey County Fair, Monterey, Calif., was awarded first prize in the premium book contest, and the top prize in the publicity-photo contest went to the Santa Clara County Fair, San Jose, Calif.

Judges were John Long, president of the California Newspaper Publishers' Association; Major John J. Knezevich, publisher of *The Palos Verdes News*, and Sam Abbott, West Coast manager of *The Billboard*.

Many Lesser Awards

Other major awards in the advertising-publicity contest were won by Merced County Fair, Merced, Calif.; Pacific National Exposition, Vancouver, B. C.; Western Washington Fair, Puyallup, Wash.; Santa Clara County Fair, San Jose, Calif.; Siskiyou County Fair, Yreka, Calif.; Ventura County Fair, Ventura, Calif., and Kern County Fair, Bakersfield, Calif.

Blue ribbon awards in the same contest were won by the Plumas County Fair, Quincy, Calif.; Colusa County Fair, Colusa, Calif.; San Mateo County Fair, San Mateo, Calif.; Santa Cruz County Fair, Watsonville, Calif.; the Utah State Fair, Salt Lake City, and the Napa District Fair, Napa, Calif.

Additional major awards in the publicity-photo contest went to the San Mateo County Fair and Fiesta, San Mateo, Calif.; Pacific National Exposition; Western Washington Fair, Puyallup, and the Humboldt County Fair, Ferndale, Calif. Blue ribbon awards on this competition went to the Napa District Fair; California Mother Lode Fair, Sonoma, Calif.; Santa Cruz County Fair, Watsonville, Calif.; Utah State Fair, and the Ventura County Fair, Ventura, Calif.

In addition to the first prize in the premium book contest, other major awards in that contest were won by Merced County Fair, Merced, Calif.; Humboldt County Fair, Ferndale, Calif.; Kern County Fair, Bakersfield, Calif.; Stanislaus County Fair, Turlock, Calif.; Placer County Fair, Susanville, Calif.; Glenn County Fair, Orland, Calif.; Grand National Livestock Exposition, San Francisco; Yuba-Sutter County Fair, Yuba City, Calif.; Western Washington Fair, Puyallup; the Farmers Fair and Festival, Hemet, Calif.; Santa Barbara County Fair, Santa Maria, Calif., and the National Date Festival and Riverside County Fair, Riverside, Calif.

Blue ribbon awards in this contest were won by the Grape and Wine Festival, Lodi, Calif.; Del Norte County Fair, Del Norte, Calif.; Pacific National Exposition, Vancouver, B. C.; Placer District Fair, Auburn, Calif.; Mendocino County Fair and Apple Show, Booneville, Calif.; Sacramento County Fair, Galt, Calif.; Colusa County Fair, Colusa, Calif.; Utah State Fair, Salt Lake City; Amador County Fair, Plymouth, Calif.; Santa Clara County Fair, San Jose, Calif.; Modoc County Fair, Cedarville, Calif.; Napa County Fair, Calistoga, Calif.; El Dorado County Fair, Placerville, Calif.; Nevada County Fair, Grass

Seen, Heard at Fairman's Fair

By Sam Abbott

SACRAMENTO, Feb. 21. — Notes from the Fairman's Fair here: Pat Lizza brought up a display of fireworks to show the work he's doing at the Golden State Fireworks Manufacturing Company. Pat is back in this business following a creditable showing in war work. Lizza saw the handwriting on the wall during the war days and advertised, "Let's send Golden State Ammunition to bomb Tokyo." The next week Lizza reported in his advertising "Golden State Ammunition Used on Tokyo." Pat has his facts and his ammunition right.

Larry Klump is expanding his business of printing for outdoor events. . . . Monte Brooks, of Portland, again making the fair meeting, thus keeping his attendance record perfect. . . . Hap Young making arrangements for his concessions for 1948. He has played California State Fair for 35 years. . . . J. L. Stuart, San Francisco canvas man, expects tents to be available this year. His firm took a \$137,000 loss at the Cow Palace event in 1946.

Bob Downie, Los Angeles tent man, came up for a few of the sessions. . . . Joe Bren, Neal Abel and Bert Nelson brought a 16mm. color movie of 10 acts and showed it as talent company's pitch. Reel is well made and ought to snag a lot of sales.

Ted Levitt, general agent for California Amusement Company, made the rounds of the fair secretaries. When he left, his pocket was bulging with contracts. . . . Harry Seber, general agent for Centennial Greater Shows, formerly McCloskey Shows, returned early to San Francisco to conduct the funeral of Dusty Rhodes, who was killed in a plunge from Golden Gate Bridge. Show Folks of America were in charge of arrangements.

Margaret McCloskey, who had plenty of publicity as Zorima, talking for her own carnival. . . . Louis Leos up from Los Banos to talk for the West Coast Shows. . . . Carl Mills and Al Trivel-piece, secretary-manager and press agent respectively of the Calaveras County Fair, carried off publicity honors again. They snagged more free publicity than any other fair. Angels Camp has now become a by-line.

That top showman, Ernie Hulick, and wife, Grace, knocked off 710 miles Sunday in driving from Sacramento to San Diego. Accompanying them on the return trip were Mabel and Eddie Brown. . . . L. G. Chapman, of Foley & Burk Shows, was at his own booth in Governor's Hall to tell them about plans for 1948. . . . Marie O'Shaughnessy, wife of Joe O'Shaughnessy, of Madera County Fair, was forced to pass up the all-fair fiesta because of illness. Arriving with Mrs. O'Shaughnessy from Madera was Clay Daulton, member of the board and outstanding breeder of Hereford cattle.

Russ Pettit, of Santa Clara County Fair, snagged some picture coverage by bringing prunes wrapped like candy kisses. . . . Tom Dodge had small boxes of raisins distributed to let people know what Fresno County does. . . . Carl Mills was ruled out on his trick. Hearing that those at-

Valley, Calif.; Santa Cruz County Fair, Watsonville, Calif.; Ninth District Agricultural Fair, Stock Show, Horse Show and Rodeo, Eureka, Calif.; Jumping Frog Jubilee and Calaveras County Fair, Calaveras, Calif.; Chowchilla Junior Fair, Chowchilla, Calif.; Butte County Fair, Gridley, Calif.; Napa District Fair, Napa, and Ventura County Fair, Ven-

tending the meeting could take home products of the various counties that were represented, he offered to put a display of Calaveras' in the Senator lobby. It was to have been 150 sacks of Calaveras cement, each weighing 98 pounds. Anyone willing to lug them on the train could have had them.

Charles Pressley, of Celebrations, Inc., on hand with some valuable scrapbooks of his past events. . . . Lisle Sheldon, who handles the Kern County Fair and radio for Los Angeles County Fair, handled the radio for the meeting and did a creditable job. He was assisted by Ida Russell. . . . Curtis Dean and Ann Thompson talked streamlined designs for E. H. Daniels & Associates. . . . Madge Washburne, wife of Dick Washburne, public relations director, WFA, in Sacramento for the shindig. . . . Martin Sword, of Plumas County Fair in Quincy scouting for a carnival. . . . Stuart Waite is just about set with his midway attraction. It will be West Coast Shows again.

Pat Treanor, well-known novelty man, on the job to get concessions. Pat just returned from a trip to Ireland and was busy telling everyone about it. . . . Leona Stone, of Horseman's Exchange Service, had an attractive display. . . . Howard Vaughn, of Los Angeles Stamp & Stationery, returned to his home on the lake outside of Fresno for a few days' recuperation following the four-day meeting. . . . Bud Paine, of WFA, making the run from the Senator to the fairgrounds in his new car.

J. H. McMurray, of Western Washington Fair, off to San Francisco before returning to Puyallup. . . . Roy Driscoll, of Los Angeles County Fair publicity department, was showing the new member of the department, Dick Day, the ropes. . . . Lee Clark, of Kern County Fair, making his first meeting. . . . Roy L. Welch, of Peach Bowl Festival, attending his first WFA spring meeting. . . . H. J. Adams, of Central Washington Fair, Yakima, received a valentine while he was at the WFA meeting. It was signed—very formally—Linda Adams, like H. J. would have never guessed who sent it. . . . Dave Cavagnaro, the Napa king, on hand, anticipating the parade that sets Napa in a class by itself.

Eddie Burke, San Francisco talent agent, attended with his bride of almost two months. Mrs. Burke, nee Maria Del Moure, tells it now that she was a lieutenant during World War II. The Burkes motored to Los Angeles following the Fairman's Fair. . . . Russ Stapleton, of Fanchon & Marco, was assisted by Burt Jones. Stapleton had to take off early from the meeting to get talent lined up for the National Orange Show. Immediately upon his return, he signed Nick Lucas to appear there.

Midway Face-Lifting Plan

Set Up for Aussie Annual

SYDNEY, Feb. 21.—Royal Agricultural Society of New South Wales is planning a radical midway face-lifting for this year's show at Easter. Amusements are to be of better quality, with side shows featuring freaks or trained animals out. Plans also call for elimination of nondescript midway tents. They will be replaced by permanent buildings.

Applications for amusement permits will be closely scrutinized by a committee, and only those which meet requirements will be given permits. Amusements favored are attractions such as miniature speedways, Merry-Go-Rounds, Scooters, mirror mazes, ghost trains and Fun-houses.

Name E. E. Dean 1948 President Of Miss. Ass'n

JACKSON, Miss., Feb. 21.—Carnival representatives almost outnumbered fair delegates at the convention of the Mississippi Association of Fairs and Livestock Shows here Thursday (12). Only eight of the almost 50 fairs in the State were represented.

Sleet and snow cut heavily into attendance of fairmen. The convention program, drafted by J. M. Dean, association secretary, limited speakers to 10 minutes each. The session was speeded up further, as many of the fair execs wished to attend Gov. Fielding Wright's mass meeting in protest to President Truman's stand on Negroes.

J. M. Dean Re-Elected

Chief convention talks were given by Assistant Attorney General James T. Kendall on *Public Liability at Fairs*, and Dr. Felix J. Underwood, of the State board of health, who discussed *Sanitation At Our Fairs*. Other speakers included professors of Mississippi State College and Mayor Speed of this city. W. R. Cannady, association president, presided.

E. E. Dean, Hattiesburg, was elected president for '48. Other officers named were R. B. Jeffries, Laurel, first vice-president, and Ray T. Stennett Kosciusko, second vice-president. J. M. Dean was re-elected secretary.

Legislators Attend

Banquet in the evening was attended by members of the Legislature, with Si Curley, State commissioner of agriculture, introducing each of the legislators. Also present were Governor Wright and Lt. Gov. Tom Lumpkins.

Included among those registered at the convention were:

Si Curley, Jackson; R. S. (Sunny) Withen, Jackson; Ransom Aldrich, Michigan City; J. M. Dean, Jackson; W. R. Canady, president, and C. L. Robinson, director, Mississippi Fair and Dairy Show, Meridian; J. M. Savery, secretary, and F. S. Whutson, director, Mississippi-Alabama Fair and Dairy Show, Tupelo; R. B. Jeffries, secretary, South Mississippi Fair, Laurel, and D. M. Lavender, manager, Columbus Fair and Livestock Show, Columbus.

E. E. Dean, Forest County Livestock Show, Hattiesburg; H. S. Cassell, R. E. Cooley and Robert Sanderson, Wayne County Fair and Livestock Show, Waynesboro; Alfred W. Faulk, Mississippi-Louisiana Exposition, Vicksburg; Ray T. Stennett, secretary, J. O. Graham, W. C. Leonard, J. R. Stinson, H. S. Simmons and Louis F. Gregory, Central Mississippi Fair and Livestock Show, Kosciusko.

Louie Berger, representing Hennies Bros.' Shows, Cavalcade of Amusements, and Imperial Exposition; Robert Kline, John R. Ward Shows; Mike G. Drensen, Tivoli Exposition Shows; Eddie Moran and Marty Michels, Southern Valley Shows; Frank Owens, Magic Empire Shows; Oscar Bloom, Turner Bros.' Shows; Walter B. Fox, Page Bros.' Shows; Mr. and Mrs. H. V. Rogers and Bob Suckles, Roger Greater Shows; Barney Lamb, L. B. Lamb Shows, and Frank Sutton Jr., and Leo Allen, Great Sutton Shows.

Graves H. Perry, W. C. Kaus Shows; Fred Caswell, Lawrence Helzer and Joe W. Stoneman, John McKee Shows; Danny Arnett, American Eagle Shows; E. E. Farrow and Dale Smith, Wallace Bros.' Shows; M. W. Smith, concessionaire; W. E. Mahaffey Text Company, Memphis, and George B. Flint, Boyle Woolfolk Agency, Chicago.

Winter Fairs

CALIFORNIA

Imperial—Calif. Mid-Winter Fair, Feb. 28-March 7. D. V. Stewart.
San Bernardino—National Orange Show, March 11-21. Russell Z. Smith, Box 29.

FLORIDA

Belle Glade—Everglades Fair, Last week in March. American Legion.
Eustis—Fla. Sportsmen's Expo. & Lake Co. Fair, March 15-20. Karl Lehmann.
Homestead—Redland Dist. Fruit & Vegetable Festival, Feb. 22-March 1. Mont J. Baker, Box 396.
Lakeland—Polk Co. Fair, March 18-27. Carl Linton, Veterans of Foreign Wars.
Lake Worth—Elks' Fair, March 4-13.
Miami—Dade Co. Fair & Expo, March 5-14. Ross Jordan.
Orlando—Central Fla. Expo, Feb. 23-28. C. T. Bickford.
Ruskin—Florida Tomato Festival, April 27-May 1. George Buchanan.
Sebring—Highlands Co. Fair, March 2-6. Louis Alsmeyer.

NOTHING can appear much larger than the blank, empty floor space of a three-acre building—and nothing more challenging than a visualization of those three acres of space filled with interesting, attractive exhibits of manufactured products, so presented as to produce tangible benefits for the exhibitors. The Industrial Arts Building at the Eastern States Exposition was still in the hands of the War Assets Administration when the 1947 space sales plan was developed. Less than 10 months later the building was well filled with interesting and attractive exhibits, and reports from exhibitors indicate a gratifying volume of business.

We realize fully that we have two types of customers in the Industrial Arts Building. These are (1) the exhibitors, who spend appreciable sums of money to present their wares, and (2) the visitors who come to the exposition to see the newest developments in agriculture, education and manufactured products.

Analyzed Customers

With this dual service to render, an analysis was made of our problems. We did a bit of customer research and, as a result learned that our New England folk were contem-

Fair Management:

**Flexibility Vs. Regimentation
In Comm. Exhibit Floor Plans**

By Adrian L. Potter

Assistant to the General Manager, Eastern States Exposition,
Springfield, Mass.

plating the investment of money in remodeling and re-equipping their homes and that our farm folk were planning new buildings and the remodeling of older structures. We also learned that they wanted new labor-saving machinery. The best factor is that they had the money to pay for what they bought.

When we applied this type of research to our other class of customers—the potential exhibitor—we found that shortages of raw materials, low production rates and shortage of personnel would make it unwise, in some cases, to plan an exhibit. A six-year interlude gave us no immediately preceding year with which to “point with pride,” nor from which to quote statistics.

Radical Departure

So we started with a clean slate! It was felt that this was the time to establish plans and policies for future guidance. We felt that essentially the problem was one which could best be solved by the application of principles of good public relations. W. E. Peck, of Colgate University, has given us a good definition of p.r. He says, “Public relations is the continued process of keying policies, services and actions to the best interests of those individuals and groups whose confidence and good will an individual or institution prizes, and secondly, it is the interpretation of these policies, services and sections to assure complete understanding and appreciation.

With these thoughts in mind, a new floor plan was designed for the Industrial Arts Building, predecessor, in shape of the well-publicized Pentagon Building at Washington. The new layout was a radical departure from previous plans. Instead of aisles of great length broken only by cross-aisles of almost equal length at right angles, we planned shorter aisles converging from the perimeter of the building toward an information booth in the approximate center. By this means, we developed forty-three large exhibit areas which could be subdivided to meet requirements.

Restrictions Lifted

The customary exhibition set-up restricts the flexibility of an exhibitor's ideas, and in our case in previous years, limited his opportunities to the use of one or more stalls or booths of 180 square feet each. The standard booth had a frontage of 12 feet and a depth of 15 feet.

In the new layout, we offered the exhibitor free range of his desires in layout and shape of his exhibit, limited only by the boundaries of an area. This made it possible for his display to be visible and accessible from as many as four sides and generally from three sides. We gave the exhibitor a long-awaited break in presenting his products to the potential customer who came to look them over.

The change in layout also encouraged many to devise new types of presentation. To conform to the new plan we eliminated posts and rails as space boundaries. This took away the crutch on which some exhibitors formerly leaned instead of planning a well-conceived presentation of his specific product. It produced more attractive exhibits and developed many splendid merchandising ideas.

With the best interests of the exhibitor in mind, we increased the maximum height to which a display might be erected from 4 feet 10 inches to 8 feet. This made it possible for manufacturers to use displays either

planned for or used earlier in trade shows of national scope. These pre-built and portable displays added improved quality to the exhibits. Such standard units were used as the core around which the remainder of the display was set up.

End to Big Signs

The use of backgrounds eight feet high made it practicable to eliminate the standard 8 feet by 18-inch signs hung from the ceiling at the standard height of 10 feet formerly required, and permitted incorporation of the name of the exhibitor in the display itself—thereby, thru proximity, identifying the product and name of manufacturer more definitely. This proved effective from the exhibitor's point of view, and the money he thus saved for signs formerly required was available for doing a better job on his background.

Elimination of the suspended signs avoided an overhead maze and kept the customer's attention focused on the display. This increase in height of the back panels gave the exhibitor 60 per cent more space in which to tell his story. Moreover, this space was at or slightly above eyeline, space more valuable to the exhibitor than the low 4 feet 10 inches he was formerly allowed and which was largely concealed by the products on display, none of which was visible to those in the third or fourth row of spectators trying to see what the folk in front were hiding. This additional vertical space was used effectively by all exhibitors and the change helped greatly in developing attractive and interesting displays.

Added to Visibility

Exhibits were seen in echelon as one passed thru radial aisles to or from the information center, with varying perspectives dependent upon the direction in which one walked. In the process of greatly lessening the tendency to regiment the exhibitors, we relieved the spectators from rigid restrictions to their progress thru the building. Whereas these thousands of visitors were required by the former layout to follow long aisles with only an occasional opportunity to turn to the right or left, under the new set-up there were frequent chances to change direction as some new feature attracted attention. Instead of lines of men, women and children shuffling down one aisle and up the next doing a sort of “eyes right” and actually seeing very little but saying, when they had checked the final aisle, “Let's go, we've seen it all,” we found that we had interested families moving freely and going to those exhibits which offered something they wanted to see.

It may be said that the new layout made for confusion, and it did, but it was a good confusion, one which gave the visitor much greater independence of action than formerly. This independence of action made for greater interest and this heightened interest made it possible for the exhibitor to hold the attention of his potential customers and produced more sales.

Concessions in the building were restricted to 11, each of a different

type, and with the exception of Colleen Moore's doll house, all were at the perimeter of the building. That they were not scattered thru the general exhibits was appreciated by the commercial exhibitors.

Grouped by Classes

The new layout lent itself well to the grouping of exhibits into several categories: smaller farm equipment and feeds, heating, air conditioning and refrigeration; sports, recreation and hobbies; home equipment and appliances. This grouping of kindred exhibits had ready acceptance by both exhibitors and potential purchasers. Several educational exhibits by the U. S. Department of Agriculture, National Livestock and Meat Board, the U. S. Army and Navy were easily and effectively arranged in the areas made possible under the new layout.

Another change this year was the construction of a conference hall within the Industrial Arts Building. Seating 300 and equipped with a complete projection room and facilities, it was used this year for showing movies furnished by our exhibitors. (See FLEXIBILITY on Page 92)

action thrills

Selden
THE STRATOSPHERE MAN

• Performing his daring action on a high swaying pole—The World's Highest Aerial Act. Feats that bring gasps to the fans who pack the grandstand to see this "Wonder of the Amusement World."
c/o The Billboard
Cincinnati 22, Ohio

TENTS FOR RENT!

We do the complete job — we DELIVER, ERECT, and when the show is over DISMANTLE. All with our own crew. One contract price covers whole job.

MAHAFFEY BROS.
Tent & Awning Company
195 SOUTH PAULINE ST.
MEMPHIS, TENNESSEE
"Comfort and Protection"

**FAIR SECRETARIES
CELEBRATION COMMITTEES
ARRANGE FOR
FIREWORKS NOW**

• WRITE FOR SPECIAL DISPLAY PROGRAMS
• JOBBERS, ATTENTION ALL KINDS IMPORTED AND DOMESTIC FIREWORKS
• WRITE FOR DIS-COUNTS

RICH BROS. FIREWORKS CO.
Write Dept. 8, Box 514, Sioux Falls, S. D.

Tell and Sell with POSTERS!

Immediate service

PARKS, CARNIVALS, FAIRS, CIRCUSES

CARDS AND POSTERS FOR EVERY PURPOSE

FOR PROVEN RESULTS CONTACT

Posters INCORPORATED
835 CHERRY ST. PHILA. 7, PA.
CHANGE TO POSTERS AND FEEL THE DIFFERENCE!

ATTENTION FAIR SECRETARIES

CONTACT
ERNIE YOUNG
For Your Grand Stand Show
155 N. Clark St.
CHICAGO 1, ILLINOIS

AMERICAN THEATRICAL AGENCY, INC.

Suite 1806, 203 N. Wabash Ave., Chicago 1

WARD (FLASH) WILLIAMS **ATA** **EDGAR I. SCHOOLEY**

SOME DATES STILL OPEN FOR THE HELICOPTER SHOW, RODEO OR THRILL SHOW

Write-Wire-Phone Andover 6087-6088
Cable Address: ATAINC

FAIR SECRETARIES
and Celebration Committees in Kansas and Oklahoma. We have a few open dates in September and October.

INTERNATIONAL SHOWS
COLEMAN LEE, Mgr.
Box 171, Hope, Ark.

ST. LOUIS OPPORTUNITY AMUSEMENT PARK-FAIR GROUNDS

Amusement Park tie-in with Greater St. Louis Fair. Midnet Racing, half-mile track. Complete Amusement Park set-up proposed. 2,500,000 potential to draw from. Inquiries solicited from financially responsible parties able to take active part in operation Fair and Park. Address

VERNON M. HUFF, St. Louis Fair Assn., Inc.
320 N. GRAND, ROOM 401, ST. LOUIS 3, MO.

COAST SHOWMEN ORGANIZE

Association Plans Better Fair, Show Rep Relations

Aim to secure better co-operation with fairs, guard against high licenses—Cohn, Le Fors and Brandon named to confer with Lou Merrill, WFA general manager

SACRAMENTO, Feb. 21.—A definite step toward organizing a carnival association was taken here by show owners when those attending the Fairman's Fair, of the Western Fairs Association, met February 13 on the mezzanine of the Senator Hotel. Altho plans were only briefly outlined, the main point was to seek co-operation between fair secretary-managers and carnival representatives. Nathan Fisher Cohn, Golden West Shows, outlined the work that an organization could do for the carnival owners. He pointed out that many communities were levying high licenses and ordinances controlling the playing of their towns.

Mike Krekos, general manager of West Coast Amusement Company, pointed out that at one time the show owners had been associate members of the Western Fairs Association. The category of membership was dropped several years ago. Arthur P. Craner discussed the past history of shows in securing 10-day permits during the war. He emphasized that during the times when gasoline tickets and play permits were hard to get that only one show owner had supported the move to secure recognition for the shows. This owner, Craner said, was Krekos.

Once in WFA

A committee of three—Cohn, Ted LeFors, Pacific United Shows, and Lee Brandon, Craft Shows—was named to meet with Louis S. Merrill, general manager of WFA. Cohn and LeFors sought to have show owners appear on the WFA program early in the meeting. In the past, the carnival operators have put in their pitch the morning of the closing day. Generally, when the carnival owners were given time, a large percentage of the secretary-managers had checked out.

Merrill told *The Billboard* that carnival members were dropped from WFA for the reason that the fair group is a non-profit organization. He suggested that carnival operators form a non-profit association which could then be associated with WFA.

Now Give to Fairs' Org

Carnival owners have been contributing to WFA activities. Fee for attending this year's event ran about \$150. Carnival men protested on the grounds that this sum was high and that they were unable to make their (See *Coast Org Formed on page 91*)

Court Awards \$449 In Suit Vs. Endy

WILMINGTON, Del., Feb. 21.—A jury of inquisition in Superior Court Wednesday (4) brought in a verdict awarding \$449.35 to Loura Cholodanco for damage allegedly caused by Endy Bros.' Shows, Inc., a Delaware corporation, to the South Market Street property leased by her from Delaware Power & Light Company.

The carnival played from April 28 to May 4, 1947, on a lot adjoining the Cholodanco property. According to the complaint filed by Herman Cohen, Wilmington attorney, on May 4 between midnight and 9 a.m., the defendant, Endy Bros.' Shows, without the knowledge and consent of the plaintiff, moved vehicles and transported equipment over the property leased by the plaintiff.

John R. Castle Dies Following Extended Illness

LOS ANGELES, Feb. 21.—John R. Castle, veteran outdoor showman and former part owner of the Morris & Castle Shows, died at Pottinger's Sanitarium, Monrovia, Calif., Tuesday (17) after a long illness. His death was due to a complication of ailments.

Born in Jackson County, Missouri, May 19, 1880, near the home of the Harry Truman family, Castle was a lifelong friend of the President and Mrs. Truman, who was also a neighbor in his youth. It was at Castle's behest that the President became a lifetime member of the Regular Associated Troupers Club, of Los Angeles, several years ago.

With Many Shows

Castle spent most of his adult life in outdoor show business. He was a contemporary of Jerry Mugivan and for some years was associated with the Mugivan, Bowers & Ballard show enterprises. Among the shows with which he was connected during his long career were Al Wagner's Great Lakes Exposition, Hennies Bros.' Shows and Howe's Great London. He was associated with Bill Hirsch, secretary-manager of the Louisiana State Fair, Shreveport, for some years and was with the Clarence Wortham Shows for five years.

Operated Show 15 Years

As a carnival owner, he operated the Morris & Castle Shows, which for 15 years was one of the nation's largest traveling shows. At one time

Mrs Billie Houssels Dies in Trailer Fire

BROWNSVILLE, Tex., Feb. 21.—Mrs. Billie Houssels, 37, wife of Bob Houssels, operator of Unborn and Freak shows with Victory Exposition Shows, died of burns here Wednesday (4) shortly after flames were extinguished in her trailer home on the show lot at 10th and Van Buren Streets.

Besides her husband, she leaves one sister, Georgia Daugherty, Sneedville, Tenn. Interment was in this city.

Royal Crown Midway For Sebring Annual

WINTER HAVEN, Fla. Feb. 21.—Dolly Young, of Eddie Young's Royal Crown Shows, this week said that the org holds the midway contract for the fair to be held in Sebring, Fla., March 2-6, thus scotching rumors to the effect that the annual would not employ an organized show this year.

Mrs. Young says that Ray T. Graddy, fair secretary, and J. P. Light-hieser, president, affixed their signatures to the midway pact giving the shows exclusive rights to the fair, fence-to-fence.

Guyton, Alamo Exposition Concessionaire, Dies at 38

HOUSTON, Feb. 21.—H. Joyce (Heavy) Guyton, 38, for the last six years a concessionaire with Alamo Exposition Shows, and for a year a concessionaire with Hill Bros.' Shows, dropped dead on a downtown street here Tuesday (10). Guyton was here to attend the Fat Stock Show.

Surviving are his widow, Hazel, three brothers and two sisters. Funeral services were held Thursday (12) in Vernon, Tex.

Guyton was a member of Masonic Lodge Triune No. 15, San Antonio, and the San Antonio Scottish Rite and Alzafar Temple Shrine.

he toured the Canadian circuit and held top place in this phase of the industry for seven consecutive years.

At the time of his death he was active in outdoor show business activities in San Diego and Los Angeles.

Castle was a past president of the Heart of America Showmen's Club (See *John R. Castle Dies on page 91*)

IMPORTANT NOTICE TO OUTDOOR SHOWMEN

To take care of longer press runs, necessitated by increased circulation, and to maintain our early distribution schedules, it is no longer possible for us to accept last-minute Show ads on Monday morning.

Therefore, effective immediately
FINAL CLOSING TIME for these ads is

5 P.M. SUNDAY

(Eastern Standard Time)

Imperial and Ward Contract Miss. Annuals

Three Fairs in Date Jam

JACKSON, Miss., Feb. 21.—Two Mississippi fair contracts were closed by railroad shows during the annual convention of the Mississippi Association of Fairs and Livestock Shows here Thursday (12). Louie Berger, representing Imperial Exposition Shows, closed for that org to play Central Mississippi Fair and Livestock Show, Kosciusko, while Robert R. Kline, general agent of the John R. Ward Shows, contracted the Columbus Fair and Livestock Show.

Further contracting by railroad shows was delayed because three fairs, which have conflicting dates, failed to do anything about the conflict. They are Laurel, Tupelo and Meridian. Laurel and Tupelo are reported committed to the same carnival. Meridian has not signed a show.

C&W's 11 Fairs For '48 Is Par With Last Year

SPARTANBURG, S. C., Feb. 21.—The signing this week of a contract for Cetlin & Wilson Shows to play the Athens (Ga.) Fair brings C&W's number of 1948 fairs to 11, the same number the outfit played last year, according to R. C. McCarter, general agent. Several new ones have been added this year.

Manager John W. Wilson and Issy Cetlin, assistant manager, left Petersburg, Va., quarters February 2 for a Miami vacation. En route they planned stops at the Tampa Fair and a hop to Sarasota, Fla., to inspect some railroad cars before joining Mrs. Wilson in Miami. During their absence quarters are under the supervision of William Hartzman, treasurer.

Plans are set for the building of an elaborate front for this year's girl show, to be produced by Raynelle, formerly of Royal American Shows. Earl Chambers is in quarters breaking monkeys for his monkey circus, and Earl Purcell is building a modernistic front for his Motordrome.

McCarter arrived home here Sunday (1) in the new Cadillac of Ralph Lockett, co-owner of Johnny J. Jones Exposition, who was en route to his De Land, Fla., quarters but stayed over for Sunday dinner with the McCarters.

Charles Noell Signs 'Em For Victory Exposition

HOT SPRINGS, Feb. 21.—Charles S. Noell, general agent of Victory Exposition Shows, returned from an extended booking tour, during which he closed contracts for the org to furnish midways at the annual July 4 Celebration at Mount Vernon, Ill., opening July 3; the North Arkansas District Fair, Blytheville, Ark.; the Burlington, Ia., Fair, and North Central Missouri Fair, Trenton, Mo.

Also inked was La Clede County Free Fair, Lebanon, Mo.



"jump"

**INTO THAT
BIG SPRING MARKET**

IT'S WIDE OPEN TO YOUR BUSINESS

Spring is just around the corner. With it comes the opening of the '48 buying parade. Purchasers of rides, power units, light plants, neon lighting, floodlights, trucks, trailers, portable buildings, sound equipment, insecticides, fire extinguishers, turnstiles, fireworks, tents, decorations, show printing, tickets, concession games, arcade machines, shooting galleries, cookhouse and juice equipment, popcorn, frozen custard and candy floss machines will have their eyes open for the newest products in their field. Actually spring buying has started already. Manufacturers and jobbers are

receiving their first large orders of the season. THE BILLBOARD'S BIG ANNUAL SPRING SPECIAL AND OUTDOOR EQUIPMENT REVIEW will be the catalog for the coming season. Special lists, feature articles, widespread coverage, plus extra advertising, make it required reading for all prospective purchasers. It will be kept close at hand for ready reference. All readers . . . and there will be many . . . are prospects for products illustrated and described in the Spring Special. Sell them with a large, well-illustrated fact-filled advertisement.

**RESERVE YOUR SPACE NOW.
LAST FORMS CLOSE
MARCH 17**

EQUIPMENT SUPPLEMENT

This big feature section of the Spring Special is designed especially for equipment advertising. Minimum space sold in Equipment Supplement is 1/8 page (single or double column).

**FORMS FOR THIS SECTION
CLOSE MARCH 15**

THE BILLBOARD PUBLISHING COMPANY

In New York
1564 Broadway
Phone: Plaza 7-2800

In Chicago
155 North Clark St.
Phone: Central 8761

In Cincinnati
2160 Patterson St.
Phone: Dunbar 6450

In Hollywood
6000 Sunset Blvd.
Phone: Hollywood 5831

In St. Louis
390 Arcade Bldg.
Phone: Chestnut 0443

In Detroit
1009 Fox Theatre Bldg.
Phone: Randolph 1100

MIDWAY CONFAB

Mr. and Mrs. Claude Tenney are visiting friends in Phoenix, Ariz.

An optimist is a lot man who lays out an exceptionally wide lot in a one-horse burg.

G. C. (Bink) Loar is reportedly in serious condition in Kansas City (Mo.) General Hospital.

George Dean left Kansas City, Mo., recently for California, and Ellis White has departed for Florida.

Raymond and Charlotte Clayton, Kansas City, Mo., hopped to Lansing, Mich., recently on a business trip.

When showmen get into a name-calling brawl—it's a sign that they're hep to each other.

Willie Levine, novelty shop operator of Kansas City, Mo., is planning a Hot Springs vacation.

Harry C. Commodore and Burton A. Richmond, Detroit, announce they are entering the popcorn supply field this season in the Midwest.

Leo Levin, Midwest Merchandise Company, Kansas City, Mo., has returned from a two-week vacation in Kentucky.

Mr. and Mrs. Edward (Slim) Johnson are due back in Kansas City, Mo., soon from a honeymoon trip to Arizona and the West Coast.

Mr. and Mrs. Zeiger left their Phoenix, Ariz., headquarters recently for Los Angeles where they plan to visit friends.

The problem of budgeting a showman's income is neatly solved by the closing of shows, which eliminates the income.

Eugene Lefebure, who spent the winter in Laconia, N. H., repairing automobile radiators, is readying his concessions for the 1948 tour.

Jimmy D. Anders, currently in Minneapolis producing the *Hollywood Revue*, is making plans to return to the road as a concessionaire.

Jimmy Fay, now appearing at Bonga Bonga Club, Trenton, N. J., advises that he has contracted to operate his side show on the George Clyde Smith Shows this season.

Raymond A. Walton has contracted to present his Wild Life and Snake shows on the Larry Nolan Shows this season. Org will open in Denver in late April.

Midway business is seasonal. The ball of fire recently seen in the sky above Vermont had nothing to do with midways.

Ralph Lockett, general agent of the Johnny J. Jones Exposition, cards from Miami Beach, where he is vacationing, that Ida Cohen and Bernie Mendelson are there.

Pete Siebrand, co-owner of Siebrand Shows, returned to his Phoenix, Ariz., quarters last week after attending fair meetings in North Dakota, Montana and Idaho.

Mr. and Mrs. D. C. Sullivan, well-known concessionaires, have booked their string with Tennessee Valley Amusement Company for 1948, Theodore R. Meadows Jr., reports.

Rudy Maytong reports six weeks of good biz with Al Zellers' Indoor Bazaar in Renton, Pa. Maytong is taking his magic show into the Pittsburgh territory, where he plans to store his concessions.

Sportiest part of contacting a special agent in his room is guessing whether he will see you from 10 to 12 a.m. or p.m.

Dee and Biletza Ni-Fong were entertained recently by Mr. and Mrs. Harold De Wolfe, former carnival and circus troupers, at the latter's Detroit home. Biletza is currently appearing at the Club Ramrod.

Jean (Jo Ann) Renee, who closes at the Club Lido, Youngstown, O., February 29, will join Gary Hern in Phoenix, Ariz. Hern is contracted to provide three shows for the Larry Nolan Shows' midway this season.

Mona Von Kamp's costume, which was described by the Mobile, Ala., Secret Carnival Committee as being "the most fantastic ever worn," won first prize at the Mardi Gras in the Alabama city recently.

Mr. and Mrs. Doc Swan have booked their concessions with Tennessee Valley Amusement Company and will join the org when Mrs.

LIMITED PRODUCTION IN 1948!

TO BE SURE OF PROFITS IN THE COMING SEASON, PLACE YOUR ORDER NOW FOR THESE TIME-TESTED, SURE-FIRE

MONEY MAKERS by EVANS!

- EVANS' JUMBO DICE WHEEL
- EVANS' HORSE RACE WHEEL
- EVANS' CANDY RACE TRACK
- EVANS' HIGH STRIKER
- IMPROVED COUNTRY STORE WHEEL
- AUTOMATIC DEVIL'S BOWLING ALLEY
- EVANS' AUTOMATIC ROLL DOWN
- EVANS' 7-11 BASEBALL GAME
- IMPROVED BEE HIVE
- EVANS' AUTO BUMP GAME
- EVANS' CHUCK CAGES
- EVANS' SHOOTING GALLERY SUPPLIES
- EVANS' WALKING CHARLEY
- EVANS' MONKEY SPEEDWAY
- ADD-A-BALL GAME
- PADDLE WHEELS
- RAFFLE WHEELS
- EVANS' BALTIMORE WHEELS (Any Combination)
- PONY TRACKS

Write for Complete Catalog

CARNIVAL SUPPLIES, EQUIPMENT, GAMES, ETC.

H. C. EVANS & CO.
1928 W. Adams St., Chicago 7, Illinois



PENNY PITCH GAMES
Size 46x46", Price \$37.50.
Size 48x48", With 1 Jack Pot, \$45.00.
Size 48x48", with 5 Jack Pots, \$50.00.

PARK SPECIAL WHEELS
30" in Diameter. Beautifully Painted. We carry in stock 12-15-20-24-and-30-number Wheels. Price\$22.50

BINGO GAMES
75-Player Complete\$6.00
100-Player Complete 8.00

1/3 Deposit on All Orders.
SLACK MFG. CO.
116-122 W. Illinois St. CHICAGO, ILL.

ASTRO FORECASTS

All Readings Complete for 1948
Crystal Balls; Imported
On hand in these sizes: 2 1/2; 3 inch; 3 3/16; 4 3/16. Write for prices.
Single Sheets, 8 1/2 x 14, Typewritten, Per M. \$5.00
4-p. Goldfish Pamphlet, 8 1/2 x 11, 12 Signs, Any Quantity, Each 1 1/2
"WHAT IS WRITTEN IN THE STARS." Folding Booklet, 12 P. 3x5. Contains all 12 Analyses. Very Well Written, \$5.00 per 100; sample 10¢
FORECAST AND ANALYSIS, 10-p., Fancy Covers, Ea. 5¢
Sample of each of the above 4 items for 25¢
No. 1, 45 Pages. Assorted Color Covers 50¢

NEW DREAM BOOK
180 Pages, 2 Sets Numbers, Clearing and Polley, 1200 Dreams. Bound in Heavy Gold Paper Covers, Good Quality Paper. Sample 20¢
HOW TO WIN AT ANY KIND OF SPECULATION, 24-p., Well Bound, 8 1/2 x 11 25¢
PACK OF 78 EGYPTIAN F. T. CARDS, Answers All Questions, Lucky Numbers, etc. 50¢
Signs Cards, Illustrated. Pack of 36 15¢
Graphology Charts, 9x17. Sam. 5¢. Per 1000 \$7.50
MENTAL TELEPATHY, Booklet, 21 P. 25¢
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. Sample postpaid prices. Orders are P.P. Extra.

SIMMONS & CO.
19 West Jackson Blvd. CHICAGO 4, ILL.
Send for Wholesale Prices.

BOOMERANG
1948 MODEL INCLUDES MANY NEW INNOVATIONS INTRODUCED AT CONEY ISLAND 1947



WRITE FOR CATALOG, ETC.
W. S. RIDING DEVICES CORP.
HARRY WITT
298 Junius St., Brooklyn, N. Y.

America's Pioneer Manufacturer of Corn-Popping Machines



CRETORS
Since 1885

SHRUNKEN HEADS
As the natives of the jungle prepare them. Whitenativeand others. Female heads with long hair, prepaid \$8.00. Male heads prepaid \$6.00. Many other manufactured attractions: Wolf Boy, Fish Girl, Ape Boy, Cannibal Heads and Bodies, Shrunk Bodies, life-size Mummies and Bodies. Attractions made to order. Write for Prices and Photos.
TATE'S CURIOSITY SHOP
5240 EAST VAN BUREN PHOENIX, ARIZONA



New Saratoga Kettle Popper
ALL ALUMINUM Meets all State health requirements, 12-qt. capacity of 1/2" aluminum. \$20.00 Each. Terms: 25% with order, balance on delivery. F. O. B. Toledo.
Concession Supply Co.
3916 Secor Road Toledo 6, Ohio



POPCORN HEADQUARTERS

TOP-POP Hybrid Popcorn is backed by a Money back guarantee if you are not completely satisfied in every respect. Send your order in today. Finest quality roasted peanuts—attractive circus bags.
5 sizes boxes—cones—bags—snow cones—floss papers—colors—napkins—spoons—ready-to-use flavors—apple sticks.
Immediate Delivery Star Poppers. Midway Marvel Candy Floss Machines—All-rubber shock-mounted. Stay ahead with Sno-King Ice Shavers—capacity 500 lbs. per hour. Used Popcorn and Peanut Machines bought and sold. Guaranteed trouble free. Big money makers.

CHUNK-E-NUT PRODUCTS CO.

Serving You From Coast to Coast

MATTY MILLER 231 N. Second St. Philadelphia 6, Pa.	HANK THEODORE 2908-14 Smallman St. Pittsburgh 1, Pa.	JOE MOSS 1261 E. Sixth St. Los Angeles 21, Cal.
--	--	---

FLYING SCOOTERS

QUEEN OF THE FLYING RIDES
With 1948 Streamlined Cars

EIGHT RIDE	STATIONARY & ELEVATED PARK RIDE	NEW JET KIDDIE RIDE
-------------------	--	----------------------------

BISCH-ROCCO AMUSEMENT COMPANY
5441 S. COTTAGE GROVE CHICAGO 15, ILL.

1948 IMPROVED SUNSHINE CHOO CHOO TRAIN
Biggest money maker on any Midway for labor required, space needed and money invested. Prices—Three Cars, 18 passenger, \$1800.00; Four Cars, 24 passenger, \$1955.00; Five Cars, 30 passenger, \$2100.00; all F. O. B. Tampa, Fla. Fast truck delivery and set up for 15 cents mile one way. Send dollar for large photo and complete description.



SUNSHINE MFG. CO.
2105 E. CHELSEA ST. TAMPA, FLA.
Member Tampa Chamber of Commerce

OHIO SUPER YELLOW and DWARF WHITE HULLESS POPCORN
In 50 and 100-lb. moisture-proof bags. Also Cans and Supplies. Write for catalog.
BETTY ZANE CORN PRODUCTS, INC.
688 Bellefontaine Ave. MARION, OHIO

NEW FORTUNE
Buddha Papers on **NEW WHITE** Paper
MASTER OUTFITS NOW AVAILABLE. S. BOWER
Belle Mead, N. J.



ATTENTION BALL GAME OPERATORS
Dolls and Punks, \$2.50 and \$3.00 each. Samples on request. Require one-third deposit with order.
L. G. SPAIN
717 Gary Rd., N. W., Atlanta, Ga.

WANTED
Man and wife to take full charge for the season of small Bingo. Will work fifty-fifty. Also want 3 P.C. Agents and 2 Grind Store Agents. Write or wire
S. B. WEINTROUB
Care B. & H. AMUSEMENT CO. Sumter, S. C.

WANTED SHOWMEN
Have the new look with our **GABARDINE SHIRTS**. Good appearance, good business. Pleat middle back, three-button shank cuff, \$7.50 each; three, \$20.00. **SNAP BUTTONS**, 50¢ extra per shirt. Write for samples. Also Baseball, Softball, Industrial Uniforms. **STYLE-SELECT MFG. CO.**
39 1/2 S. Main St. Council Bluffs, Iowa

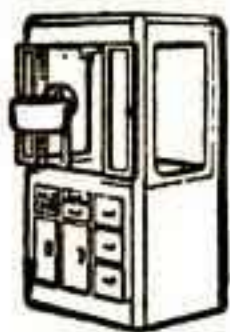
FREE!!

**\$100.00 WORTH OF
POPCORN SUPPLIES**

FOR A LIMITED TIME ONLY!

With the purchase of a NEW 1948 VIKING DE LUXE POPCORN MACHINE

You receive **ABSOLUTELY FREE:**
4 100-lb. bags Hybrid Corn
12 gals. Popcorn Seasoning
48 lbs. Popcorn Salt
THIS IS OVER \$400.00 AT RETAIL! WHAT A SAVINGS!!



The New VIKING has:
● All stainless steel
● Overhead Feed and Storage
● Thermostatic Control
● Easy to Clean
● Direct Drive on Kettle

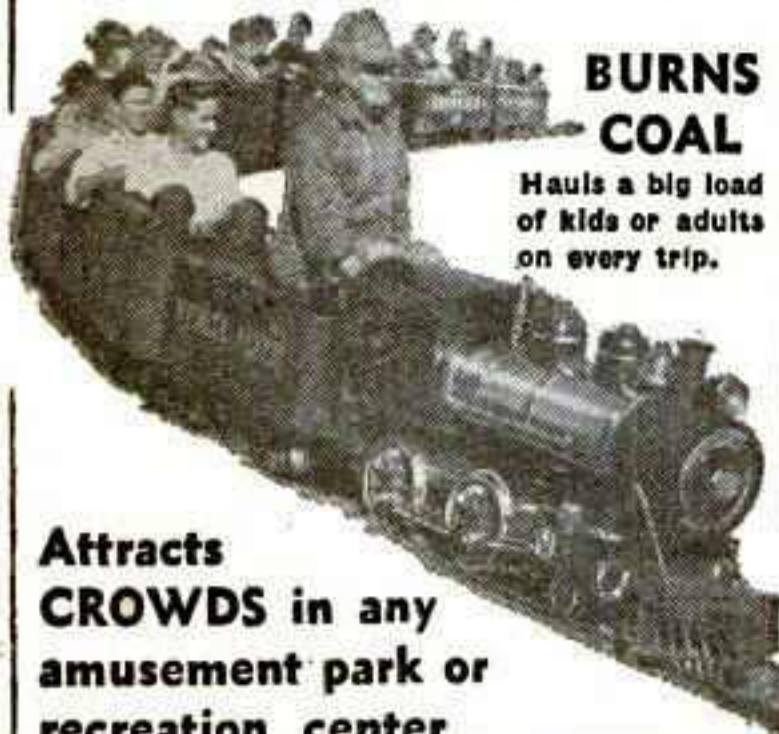
\$695.00

F. O. B. Factory
Hundreds of Satisfied Customers!

POPPERS SUPPLY COMPANY

1315 Vine St. Philadelphia 7, Pa.

STEAM TRAIN



**BURNS
COAL**

Hauls a big load of kids or adults on every trip.

Attracts **CROWDS** in any amusement park or recreation center

You can't beat steam for appeal and repeat rides; it will outdraw any other type of train. Walter Foster, Concession Operator, says: "Grossed from \$75.00 to \$300.00 per day with M. A. Sdrader Shows."

OTTAWAY AMUSEMENT COMPANY

Mfrs. Steam Trains and Kiddie Auto Rides
224 W. Douglas Wichita 2, Kansas

LIGHT UP!



WITH A UNIVERSAL LIGHT PLANT. Brighten up for more business! Make your own electricity at less than city rates. Universals are reliable, economical—handle from 10 to 500 bulbs. Light in weight, compact, low in price—a Universal will pay for itself in short time. Get free literature!



UNIVERSAL MOTOR COMPANY
426 Universal Drive • Oshkosh, Wisconsin

FOR SALE MINIATURE RAILROAD

Gasoline engine and 16-passenger 2 cars.
Very reasonable.

C. D. FRENCH

316 E. Lincoln Way Lisbon, Ohio

EDWARD BAKER

Formerly of Peppers All States Shows, please contact immediately

SAPP & MOORE, Attorneys
Greensboro, North Carolina. Urgent.

Swan returns from a visit with relatives and friends in Florida.

Walking highways looking for a winter job is a sure way to learn economics—even if you forget the lesson after April 1.

Babe Montana has returned to New York from Chicago where he visited Peter King, who has recovered from a recent illness. Montana infoes that he plans to visit Bobby Kork at Trenton, N. J., soon.

Bozo and Mrs. Harrell, en route from Florida to New York to play Sportsmen's shows, stopped in Dayton, O., to see their new granddaughter, Datha Jean, daughter of Dona Rose and Woody Wood.

Mr. and Mrs. John Moran are visiting Mrs. Moran's relatives in Rochester, N. Y. They also visited Tampa during the fair. Moran is with the Cavalcade of Amusements.

Harry, Pete and Max Madison, of Madison Bros.' Shows, advise they intend putting their five rides in a permanent amusement park on U. S. Highway 90, near Biloxi, Miss., for the summer.

Linda Lopez, after closing her winter home in Tampa, hopped to New Orleans for the Mardi Gras. She later visited Cleo Renee and Minnie Meyers and then joined the Wonder City Shows with two girl shows.

C. L. Wilson, veteran carnival concessionaire and ride man, Bakersfield, Calif., is in Los Angeles booking concessions in the area. He has booked his Caterpillar for the season on the Foley & Burk Show.

Currently clicking in Worcester, Mass., night spots with her snake dance, Suzette, operator of snake and girl shows, is setting a new freak show to be titled Sandra, Half-Human and Half-Beast. Line-up will include Steve and Flo Shepard.

Having sold everyone on the story that he cleared \$20,000 last season, a booth agent will relax and borrow enough money on the strength of it to tide him over until opening day.

Max Kassow, who last year opened his own equipment and supply company, reports that he is busy booking bazaars and celebrations in and around New York. He recently completed a doings for the Veterans of Foreign Wars, Peekskill, N. Y.

Thayer (Red) Turner letters from San Pablo, Calif., that many were the jackpots cut up on the occasion of the unveiling of the 1948 model of the Golden Gate trailers, one of which were purchased by Tommy and (See Midway Confab on page 64)

BAKER'S GAME SHOP

IMMEDIATE SHIPMENT

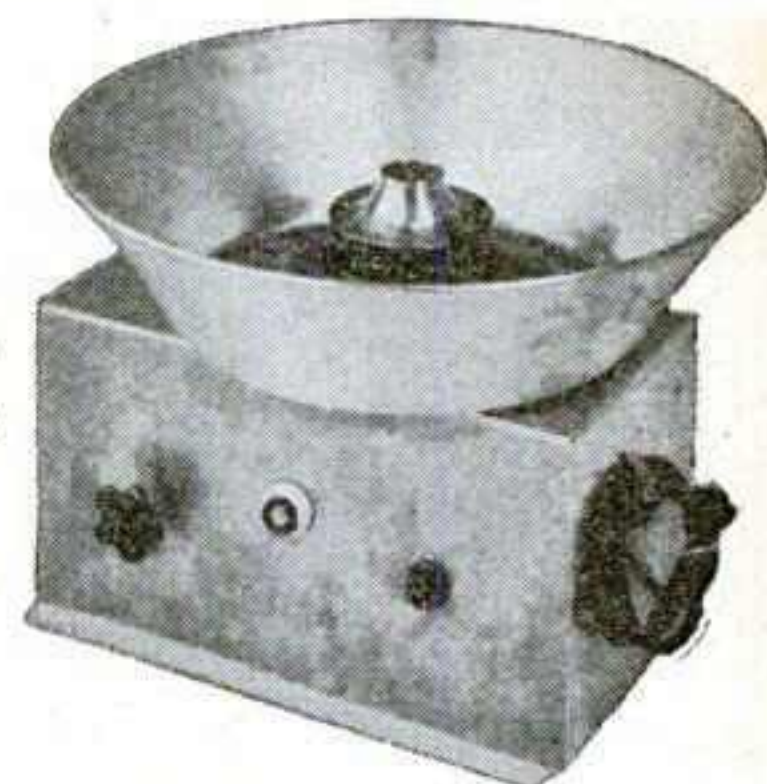
Wheels, All Kinds.
Big Six Wheels, 48 Inch.
Big Race Horse Wheels, 48 Inch.
Ball Chuck Wheels, 30 and 36 Inch.
P.C.'s and Small Chuck Wheels.
Skillos and Spindles.
12 Horse Tracks.
15 Horse Tracks.
24 Horse Tracks.
Bingo Blowers. Water Fall Blowers.
Soup Pegs and Rings to Fit.
Buckets—Four Ball Type.
Roll Downs, Big and Little Dice.
Milk Bottles, Steel and Aluminum.
Chuck Logs and Count Store Blocks.
Pea Pool End Tables, complete.
Huckley Buck Kegs.
Laydowns, All Lengths.
Under and Over Clothes, Penny Pitches.
NEW Front Counter Blowers.
NEW Hardwood Razzies, Complete.
NEW Slum Bumpers for Front Counter.
NEW Style Dice Razzies, complete.
NEW Point Charts for Count Stores.
NEW Counter Wheel Posts.

Catalog If You Are in the
Business

8108 Desoto, UN. 2-0464, Detroit, Mich.

HERE IT IS, FOLKS!!! MODEL 120 THE FLOSS MACHINE THAT EVERYONE'S WAITING FOR!

IT'S GOT EVERYTHING



1. Direct drive variable speed vertical motor.
2. Rubbed Mounted — No Vibration.
3. Production — Good as the best — Better than the rest.
4. Compact — Base 18"x10"x10".
5. Machined cast aluminum spinnerhead.
6. Our "Original" 1-piece self-centering double band.
7. Heavy Duty collector rings.
8. Heavy gauge 25" spun aluminum pan.
9. Motor speed regulation rheostat.
10. Heat regulation rheostat.
11. Fused for line overload—No burn out.
12. Easily operated—Handy switches on working panel.
13. All aluminum enclosed case.
14. "Flash" on any Midway.
15. Many other refinements.

A MONEY MAKER WHEREVER
THERE'S A CROWD

\$275.00 F. O. B. TOLEDO
25% Deposit, Balance on Delivery.

CONCESSION SUPPLY CO.

3916 SECOR ROAD

TOLEDO 6, OHIO

HEADQUARTERS

for

SOUTH AMERICAN
HYBRID CORN

First Year Purdue
Hybrid 31-32.
From 100 Lb. Bags
to Carloads.

COCOANUT and
PEANUT OIL

5 Gal. Containers, Drums
and Tank Cars.
From a 5-Gal. Can to a
Carload.

BUY NOW AND SAVE!

Prices on Request

Carload Buyers, Write for Quotations or Call
HARRISON 0997

POPPERS BOY PRODUCTS CO.

60 E. 13TH ST.
CHICAGO 5

REBUILT LIGHT PLANTS

We have a few **GENERAL MOTORS DIESEL Plants** that we have traded in this season that either have been or will be **COMPLETELY RECONDITIONED** and will carry a

NEW MACHINE WARRANTY

These are offered at
**VERY ATTRACTIVE PRICES,
FOR IMMEDIATE DELIVERY,
SUBJECT TO PRIOR SALE**

Phone - Wire - Write

LEWIS-DIESEL ENGINE CO.
MEMPHIS TENNESSEE

"WE LIGHT THE MIDWAYS OF AMERICA!"

DUCKS! DUCKS! DUCKS!

Duck store men, take notice!
We are going to have ducks in March!

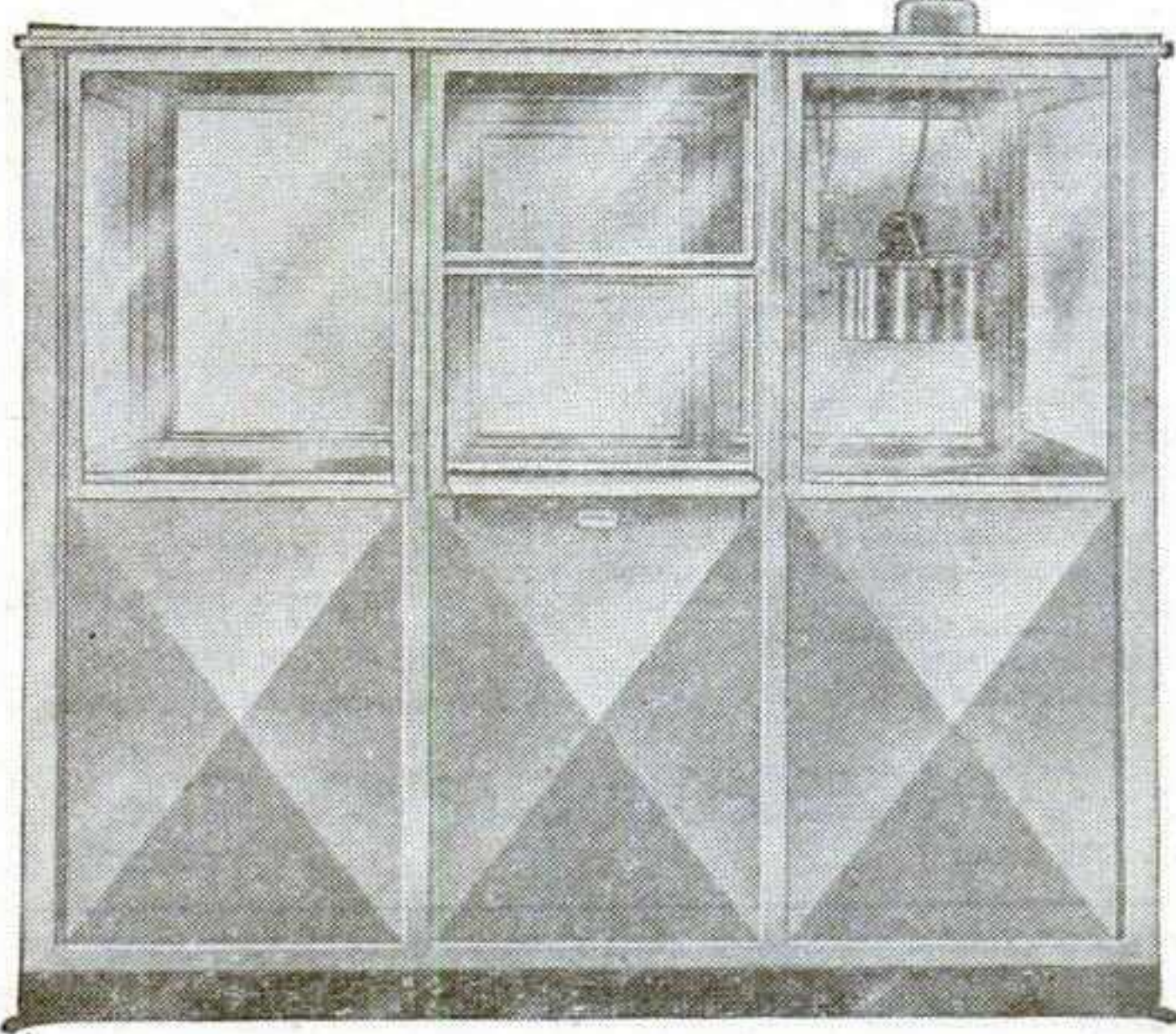
Weekly hatches! Contact us at once and don't be disappointed! Book your season's supply now! All orders must be accompanied by a deposit of 50%. Prices will vary with egg costs. Ducks are now 40c, but may be cheaper as egg prices come down. All advance orders will receive benefit of any drop in price!

RIVERVIEW HATCHERY

215 Roberts Lane

Bakersfield, California

The "POP" of them all
and "A POPPIN" money-maker anywhere
THE ORIGINAL BROWN POPPER
AND POPULAR 4'X8' PORTABLE STAND



Also Popular Are the Theater, Concession and Custom-Built Models

Manufactured by

CHURCH MANUFACTURING CO., INC.

BUILDERS OF

MID-KRAFT BOATS AND MID-KRAFT TRAILER COACHES

EAST WARREN ST.

MIDDLEBURY, INDIANA

NOW!

Complete Blevins Stocks and Service in

ATLANTA and NASHVILLE

- ★ BEE-HIVE Popcorn
- ★ Pops-Rite Seasoning
- ★ Bags and Boxes
- ★ Popcorn Machines
- ★ Ice Ball Machines
- ★ Snow Cone Supplies
- ★ Candy Floss Machines
- ★ Treatum Trailers
- ★ Coleman Equipment
- ★ French Waffle Irons
- ★ Corn Orls
- ★ Food Equipment
- ★ Peanut Roasters
- ★ Kettle Kleaning Kits

BLEVINS POPCORN CO., Inc.

In Southeastern Industrial District
650 Murphy Ave., S. W., Unit 8, Bldg. E
Phone: Amherst 7141 Atlanta, Ga.

In Popcorn Village
3098 Charlotte Ave.
Phone: 7-3272 Nashville, Tenn.

Popcorn and Supplies in Public Warehouses in
New Orleans, Louisville, Memphis

The **TILT-A-WHIRL** Ride

A Man That Owns One Says:

"I am sure that we will enjoy the best
of success with our new Tilt-A-Whirl"

Manufactured by

SELLNER MFG. CO. Faribault, Minnesota



CONCESSION TRAILERS

This sturdy Trailer has masonite body 10 ft. long, 88 inches wide. Full price, \$490.00 plus tax. Immediate delivery. Write for catalog showing 35 new models.

KING AMUSEMENT CO.

82 Orchard St.
Mt. Clemens, Mich.

WANT FAT PEOPLE WANT

STATE WEIGHT, AGE AND SALARY EXPECTED.
LONG SEASON.

Address:

CLIFFORD S. KARN, Route 1, Jacksonville, Ark.

Midway Confab

(Continued from page 63)

Louise Sylvester, of West Coast Shows. Numerous concessionaires and their agents were on hand for the event emceed by Carl Davis. Factory employees also were guests of the management at the unveiling, as were many showfolk from the San Francisco Bay area and Southern California.

Frank Lewis, formerly of Gold Medal Shows and the past two seasons with L. B. Lamb Shows, again is a patient in Veterans' Hospital, Ward 12, Bed 56, at Wood, Wis. He plans to return to the Lamb Shows with his scale and age concession this year.

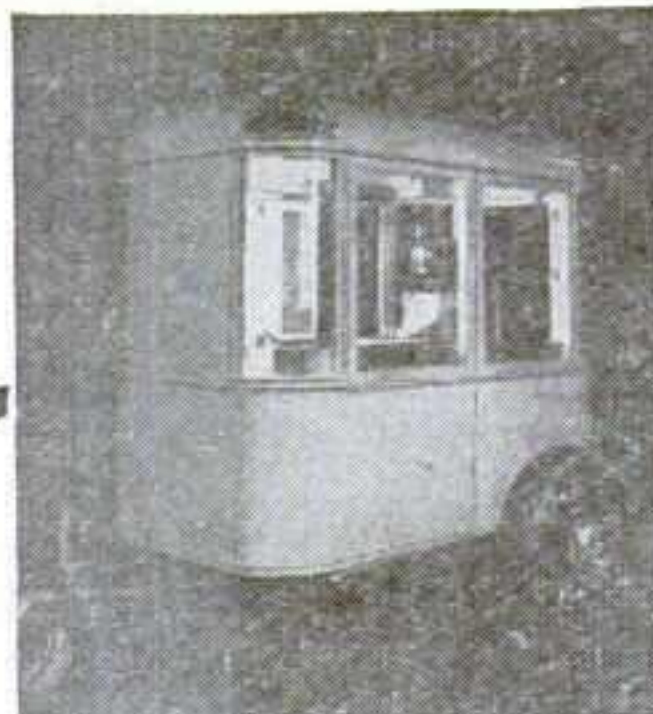
"Those were the good old days, before loud-speakers," sighed an old-time talker, wishing he could again be alone on a bally when the clacking of his upper and lower plates didn't drown out his talking.

Carnival men wintering in St. John, N. B., include Len (Kid) Dryden, Cecil Wiggins, Bucky Harris, Eldon Wilson, Bert Ganter, Frank and Albert Dougherty, Jimmy Mott, Joe Zed, Charlie Josephs; Bill Whitebone and son, Russell; John Sullivan, Walter O'Toole and Joe Peters.

Yank Landry, Halifax, N. S., veteran carnival operator, has been discharged from the hospital following an operation and is now recuperating at his home in Halifax. Landry, assistant to Howard Morash, manager of the Bill Lynch Shows No. 2 Unit, expects to be able to take to the road with the org this spring.

L. C. (Ted) Miller was promotion manager of the Tri-County Fair and Exposition held at the Du Bois, Pa., Arena February 4-10. Despite sub-zero weather thruout the run, event pulled a good attendance. Date, sponsored by the Du Bois Baseball Club, was given strong support by Station WCED and *The Courier-Express*.

John Gecoma, general manager of Bright Lights Exposition Shows and associated with Frank Cervone in a Pittsburgh talent agency, infoes that he has an exclusive contract with Elaine Drew, contortionist. Miss Drew took part in the show which was staged in connection with the banquet at the recent Pennsylvania fair meeting, Reading.



The
Crystal Coach Jr.
1948 MODEL

Fully equipped for popcorn. Includes exhaust fan, dispensing corn bin . . . infra-red heater optional.

Immediately Available Through
Our Distributors or Write Dept. B
The Calumet Coach Co.
11575 S. Wabash Ave., Chicago 28

CARBONS

for

60" Searchlights

A very advantageous purchase of SEARCHLIGHTS CARBONS from surplus stocks permits us to offer them to you at a fraction of their normal cost.

These Carbons are for 60" searchlights, and are manufactured by the National Carbon Co. They are type 1, which is a high intensity, white flame.

Each set consists of one Positive 16mm. x 22" and one negative 11mm. x 12". There are 25 sets to a metal container. These are factory packed 20 containers to a wood case. In excellent condition.

\$4.00

Per Container,
when purchased in case lots, as long as stock lasts.

Terms: Net Cash,
F. O. B. Los Angeles.

R. M. B. CORPORATION

Wholesale Distributors

1505 E. 1st St. Los Angeles 33, Calif.



POP CORN MACHINE OPERATORS

If you wish a sample of Hoosier Pride Hybrid large yellow bulk pop corn, or if interested in an Excel Pop Corn Machine for \$79.50, write. We have samples for you and will be pleased to mail or call personally.

INDIANA POP CORN CO.

MUNCIE, IND.

MAKE \$100.00 A DAY ON CANDY FLOSS



This is the SUPER WIZARD you hear so much about and see so many places. The most profitable and fastest money maker of all times. Be your own boss—send us your order NOW.

ELECTRIC CANDY FLOSS MACHINE CO.
202 Twelfth Ave., So.
Nashville 4, Tenn.

**Frozen Custard Machines
CONCESSION TRAILERS**

Order now for sure spring delivery.
Write for latest free catalogue.

Frank Thomas

GENERAL EQUIPMENT SALES, INC.

814-824 South West Street
Indianapolis 2, Indiana

FOR SALE

1934 ton and one-half Ford, moving van body, 18 ft. long, and new motor, \$650.00; Toledo Candy Floss, double head with extra head, 6x6 push pole top, 3 ft. 6 in. awning, filled corners, portable panel frame, used 2 months, \$300.00 complete; Duck Pond complete with celluloid ducks, top 10x10, Fairbanks-Morse motor and pump combined, no belt, \$265.00; Candy Apple copper kettle and Coleman stove for same, both \$45.00.

C. J. HOWE

504 E. 6th St., Little Rock, Ark.

SECOND-HAND SHOW PROPERTY FOR SALE

\$25.00 Set 5 Swiss Musical Hand Bells.
\$65.00 Folding Organ, 3 1/2 Octave, fine condition.
\$35.00 Skeleton & Coffin, life size. Fun House prop.
\$26.00 Wax Head Ichiro Akimoto, Hermit, Tokyo.
Glass case.

WEIL'S CURIOSITY SHOP
20 So. 2nd St. Philadelphia 6, Pa.



"KOOL-AIDE" COOLER
FOR NON-CARBONATED BEVERAGES

Silver plated on brass fittings. Uses 1, 2, 3, and 5 gallon bottles. One piece aluminum ice chamber. Non-rusting. 25 lb. ice capacity. Rock Wool insulation—will not sweat. Vitreous crock chills 1 gallon constantly. Shipping weight, 21 lbs.

NO BOTTLE INCLUDED
● IMMEDIATE DELIVERY ●
● WRITE FOR PRICES ●

Steel City Company
190 N. Meridian Road
YOUNGSTOWN 9, OHIO

MODEL 247

MARKS SHOWS
MILE LONG PLEASURE TRAIL
OPENING EARLY IN APRIL!

WANT SHOWS | **GLASS HOUSE**
MONKEY SHOW
MOTORDROME
TRANSPORTATION FURNISHED

Have opening for experienced Publicity Agent!

Want—Legitimate Merchandise Concessions of all types!

—CONTACT—
JOHN H. MARKS, P. O. Box 771, Richmond 7, Virginia

LAST CALL
FOR
LAKE WORTH, FLORIDA
STARTING MARCH 4

Right on Dixie No. 1 Highway in Town—Bigger and Better Than Ever

Can place anything and everything worth while. Write or wire this week, Northeast 2nd Avenue and 75th Street, Miami, Fla.

BARNEY TASSELL UNIT SHOW

Frank W. Babcock UNITED SHOWS
WANT
ATTRACTIONS THAT DO NOT CONFLICT—MERCHANDISE CONCESSIONS

Contact as per route
REDLANDS, Calif., week of Feb. 23; SAN BERNARDINO, Calif., week of March 1 (Base Line & Waterman); RIVERSIDE, Calif., week of March 8, or permanent address: CHANDLER HOTEL, 834 S. MAIN ST., LOS ANGELES 14, CALIF.

UNITED EXPOSITION SHOWS
WANT
SHOWS—Mechanical, Fun House, Glass House, Wild Life, any other show with own transportation.
CONCESSIONS—Can use few more Hanky Panks. Girls for Ball Games. Opening March 1. Fair secretaries, have few open dates.
Box 97, Galveston, Texas.
PS.: Ely Johns, wire.

SOUTHERN VALLEY SHOWS
Natchitoches, La., February 25 through March 6; with De Ridder, Mansfield, Delhi, La., Stock Shows to follow.

Can use few more Stock Concessions, Shows with own outfits, Agents for Hit-and-Miss, Bottle Outfits, Bingo Help, Ride Help (must drive truck). Want to book Spitfire and Chairplane for season. Show leaves winter quarters Feb. 22nd. All wires and letters to **EDDIE MORAN, SOUTHERN VALLEY SHOWS, Natchitoches, La.**

a chip off the old block!



THE ALLAN HERSCHELL KIDDIE MERRY-GO-ROUND

Allan Herschell's master craftsmen have made this Kiddie Merry-Go-Round a near-perfect reproduction of the famous AH "Ideal" carousel — in everything but size! Rolls on same high quality bearings. Sturdily constructed, with structural steel sweeps and crossrails. Ride is equipped with 20 all-aluminum jumping horses, two chariots, has brilliant fluorescent lighting. Only 11 ft. high, 20 ft. in diameter. Loads easily on 14 ft. truck. Write, wire or phone today for price and delivery schedule.

★ Made by the makers of the
LOOPER
CATERPILLAR
MOON ROCKET
KIDDIE AUTO RIDE
HURRICANE
WATER SCOOTER
CARROUSELS
and other famous rides

ALLAN HERSCHELL COMPANY, Inc.
NORTH TONAWANDA, NEW YORK
World's largest manufacturers of amusement rides

CARNIVALS CONCESSIONAIRES PARKS

ELECTRIC RACE HORSE GROUP GAME

SCIENCE & SKILL **DERBY WINNER** SCIENCE & SKILL

WITH IMPROVED "EQUALIZED PLAY"

SELL - LEASE - BOOK

FOR SALE—10-Unit "Turf," completely overhauled, Plexiglass Panel Front, new Play Boxes, new Contact Points with 20x10 Top, Frame and P. A., all ready to go, \$1,300.00. First \$300.00 deposit takes it.

METRO-ELECTRONIC COMPANY
3025 EAST 10TH ST. INDIANAPOLIS 1, IND.

Camel **SHOW TENTS**
have the rest Beat a Mile!



Camel HAS BOTH THE EXPERIENCE AND FACILITIES FOR MAKING ANYTHING FROM A SMALL CONCESSION TO A CIRCUS "BIG TOP"!

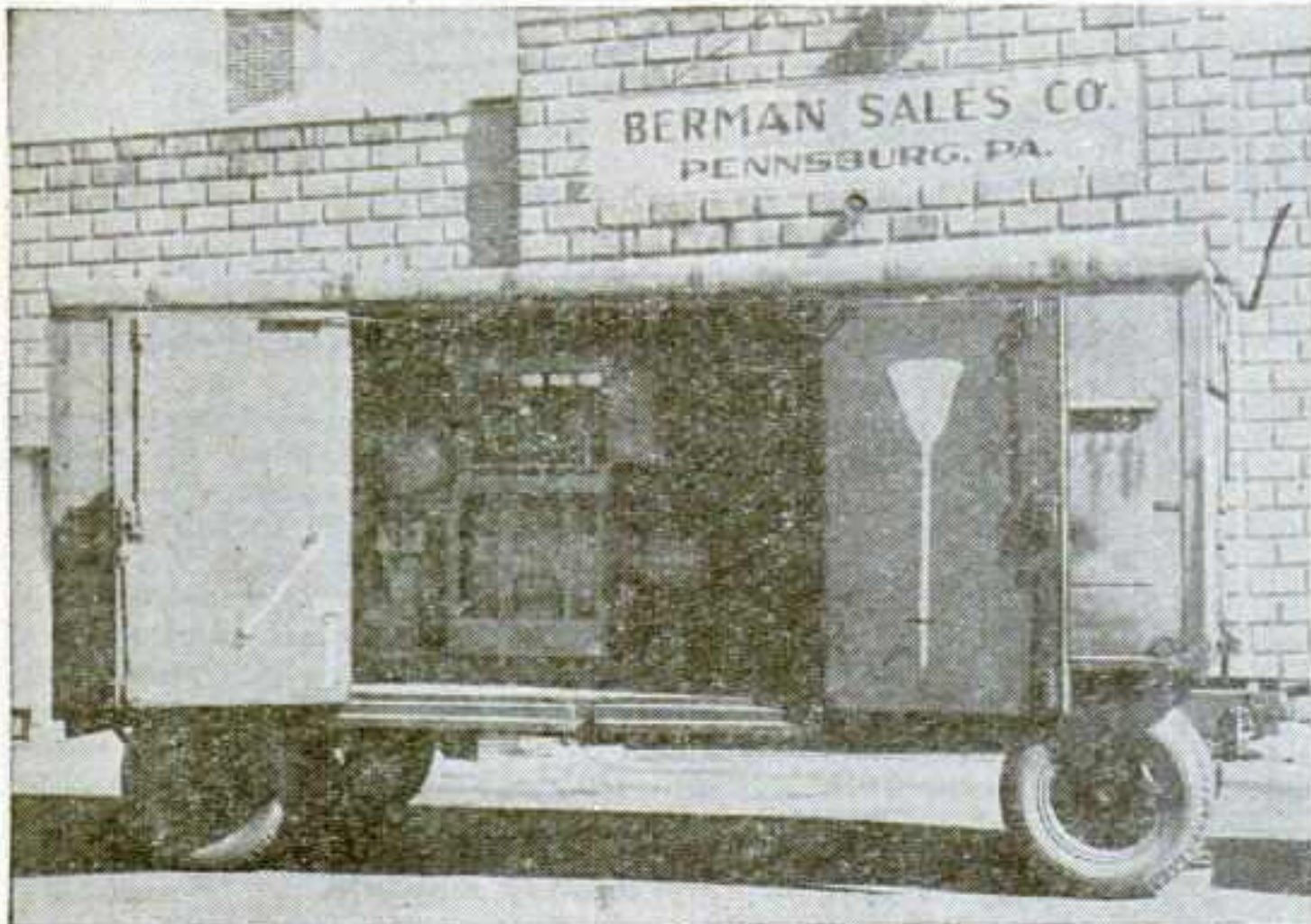
WRITE FOR OUR FREE LIST.
DESCRIBING ALL SIZES, COLORS, STYLES AND TRIMMINGS. OUR DUCK IS WATER PROOF, MILDEW PROOF & WEATHER PROOF.
Quick Delivery!
COMPLETE OFFERING OF CAMP EQUIPMENT

CAMEL Mfg. Co.
329 S. CENTRAL STREET KNOXVILLE 60, TENNESSEE

Serving Showmen Of The Southeast SINCE 1919

WANTED - WANTED - WANTED
One of the Best Summer Locations in Southern California by the Biggest Training Camp in the World.
BOOKING NOW!
Ferris Wheel, Tilt-a-Whirl, Merry-Go-Round, also Kiddie Rides.
BOOKING: All Stock Concessions. No Flat Stores. Contact.
Mouroe (Moe) Eisenman—1050 Union St., San Diego, Calif.
OPENING IN APRIL

Ready for EMERGENCIES?



Emergency and stand-by power is as necessary for the show as the regular generator units. Is your show ready for these unexpected situations?

**25 KVA WESTINGHOUSE
ELECTRIC GENERATOR UNITS \$750**
Units complete, ready to hook up.
Enclosed trailer available at extra cost.

BERMAN SALES CO.

PHONE: PENNSBURG 521

PENNSBURG, PA.

BOB WHITE Wants

FOR SHOW OPENING IN MARCH

Girls who are experienced strippers, Rhumba Dancers, Hula Dancers, Models, or if you have youth and figure will teach inexperienced girls. Also want Talker, Canvasmen, Ticket Sellers. Best treatment and salaries. No hold-backs, pay every week rain or shine. Address all replies to

BOB WHITE

2001 River Ave. Phone Emerson 5-2330W Camden, N. J.

T. J. TIDWELL MODERN MIDWAY

OPENING LATE MARCH, SWEETWATER, TEXAS

TWO SATURDAYS — DOWNTOWN

Want to hear from reliable Show People. Have Tops and Fronts for two or three more Shows. What have you?

Have openings for a few reliable Agents.

Can Place—Ridee-O Foreman, Octopus Foreman, and Foreman for Twin Ferris Wheels.

All new Rolling Stock. Bill Fisher, Building Supt., has kept a crew busy all winter rebuilding Show. Everything new but the name. This Show knows its territory. All reply—

T. J. TIDWELL, Mgr., Box 954, Sweetwater, Texas

TICKETS PRINTED TO YOUR ORDER **100,000—\$24.70**

ROLL — FOLDED — CASH WITH ORDER — SAVE

Minimum Order Each Wording. Price per Color 10,000 Tickets. COLLINSVILLE, ILL.

10,000	\$8.50
Each Additional 10,000	1.80
Same Order	3.00
Price Change	3.00
Color Change	60

DALY TICKET CO.

How To Become a Disk Jock--Via Carney, Vaude, Juke Boxes, Wax

(Continued from page 50)

rest when I could. He was a swell guy who felt sure that I could do something if given a chance. With just enough to eat on for a few days if pinched right, I opened 'Hale's Big Top Fun Shop' an began trading magazines and books and, of course, selling. Later novelties were added, jokes, tricks, curios, etc. That's where the merchandise section of *The Billboard* came in handy. Little had I dreamed that I'd ever be using it.

"Novelties were merely a quick turnover line to help me stay in business and grow into what I had in mind. The name of the shop was changed to Hale's Fun Show and later the final change to House of Hale was made. That's how it now stands. For a time I got into the juke box field in a small way and needed parts. The Coin Machine Department in *The Billboard* helped there.

Biz Is a Hobby

"Little by little the plan I had in mind took form. The House of Hale grew until it became, as it is now, a business which is in reality a hobby. I specialize in locating hard to get items in sheet music, phonograph records and books. Yes, I handle new records. That finally brought me to the Music Department of *The Billboard*. If it wasn't for the help of that department I would never have gotten as far as I have in the record business. I stock records of 124 labels for retail and am now distributing three of those labels as a wholesaler.

"During the past year word got around a bit at a time about my great stock in records and the fact that we would hunt for what a person wanted in records. Word also got around that we bought stocks of records, new and used, from other dealers (acting as a remainderers and overstock clearing house). Radio stations began giving human interest stories of this 'oasis of music records and books way up on the high desert of Oregon'. KFI in Los Angeles has given me a pile of publicity thru occasions when we popped up with a much needed disk. Newspapers here and there carried tales of the 'fabulous Hale, of Burns, Ore.'

"It hasn't been easy, but it's been fun working with the things I enjoy, studying the lore of the recording stars of yesteryear and getting the thrill of making a buyer happy with a record, a book or a piece of sheet music that he couldn't find thru ordinary channels.

Now He's a Jock

"In November of this past year I made two guest appearances on the Al Poska show, *Midnight Flyer*, aired via KFI. Poska, incidentally, is the fellow that I wrote to *The Billboard* about sometime ago, stating that he deserved some attention as an outstanding disk jockey. Then about three weeks ago Steve Allen of KNX, Hollywood, gave out with a big comment on me and my business-hobby. Mr. Earl Glade Jr., associate manager of KDSH, Boise, Idaho, heard the story and wrote to ask if I would consider supplying old disks for a series of old record programs that they were going to air. Deciding that I'd like to run the program, I approached Mr. Glade with my ideas on a show and went on the air.

"This brings us to the radio department of *The Billboard*. Yours truly is now a disk jockey. The main show is my three-quarter-hour of *Caravan of Memories* on KDSH at 11:15 p.m. every Wednesday. A second program has been added. I call it *Hodge Podge*, a scrapbook of recorded and spoken

"odds 'n' ends" (titles are being copyrighted) on which a wide variety of types and styles of music are played, interspersed with comments and entertaining bits of poems. The time on it is 9 p.m. every Wednesday. Times are mountain standard.

"My town of Burns is a honey for remoteness. I'm probably the only disk jockey in the country who commutes nearly 400 miles every week to do two shows. It is about 189 miles from here to Boise. Page Mr. Ripley.

And He's Only 26!

"So there you have it. This writer is now in his 26th year. Yes, only 26 years old. How many people have had the opportunity to make such wide use of the pages of *The Billboard* as has been my pleasure in 18 years? I say with all sincerity, if ever anyone owed a debt of gratitude to *The Billboard*, it is me! I might add that I neglected to mention the great assistance that the mail list has been many times during these years, and I don't think I gave credit to the ads in the 16mm. film department. I own and operate (for special shows) 16mm. movie projectors bought thru *The Billboard* ads for another party and I kept them when he couldn't buy. Some good films have been purchased from such ads, also.

"Well, Mr. Editor, thanks for your time. What the next 18 years will bring for all of us, *The Billboard* and this disciple, time will tell. . . . But I'm sure it will be interesting! And the next time you compile one of those disk jockey listings in *Encyclopedia of Music* or some such thing, I hope I may be deserving enough to be included.

MILT HALE."

SODA & ACID ENGINES

Size: 40 gallon. Test: 400 lbs. Type: Outdoor, with steel spokes and wheels. Wide tread. Complete with hose and nozzle. Condition: USED—GOOD. Mfd. by Fyr-Fyter Co. Underwriters approved for Class A Fires.

\$175.00 each

Delivered

FIRE EXTINGUISHER

C. O. 2 Squeeze Grip Mfd. by the following companies: American La France, Walter Kidde, C. O. Two and General. SIZE: 15 lbs. Color, RED. Fully charged. Complete with hose and horn. Packed in individual cartons. Navy approved. Approved by L. A. Board of Fire Comm. CONDITION: NEW.

\$39.50

Delivered

FIRE EXTINGUISHER

"ALL OUT" Mfd. by National Powder Extinguisher Co. Model A-16. Color, O. D. Fully charged. Complete with hose and horn. UNDERWRITERS' LABEL. Packed in individual cartons. CONDITION: NEW.

\$32.50

Delivered

TERMS: NET CASH.

R. M. B. CORPORATION

Wholesale Distributors
1505 E. 1st St. Los Angeles 33, Calif.

FOR SALE

SMALL MOTORIZED CIRCUS

CASH DEAL ONLY. Reply

BOX D-233

The Billboard, Cincinnati 22, O.

BUTCH GOFF WANTS

Agents for Dart Balloon, Bumper, Age and Weight, Pea Pool, Beat the Dealer. Help for small Cook House. Opening San Angelo, Texas, Stock Show, March 3.

SUNFLOWER STATE SHOWS

San Angelo, Texas

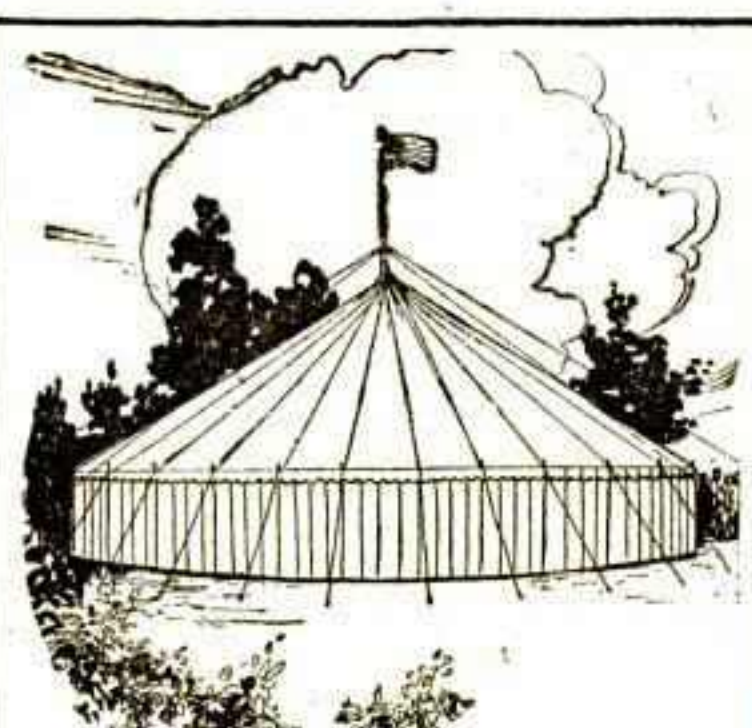
TENTS SHOW CANVAS

CARNIVAL, CONCESSION, CIRCUS
Prompt delivery any type tents to order.

Tents of Royal Blue, Forest Green and Khaki Dyed or Flameproofed. Red, Blue and Orange for trim.

S. T. JESSOP at
Sarasota, Hotel Sarasota,
Feb. 14th to Mar. 1st
Hoopers Flameproofing Compound

UNITED STATES TENT & AWNING CO.
2315-21 W. Huron CHICAGO 12
Chicago's Big Tent House Since 1870



TENTS FOR SALE

80x200, 1 year old. Priced right, \$4,800.00.
Other sizes available.
R. LAACKE COMPANY
1025 W. Walnut St. Milwaukee 5, Wis.
Tents for Rent.

"AMERICA'S FINEST SHOW CANVAS"
We use 1st Grade MANILA ROPE exclusively in our tents.
ORDER NOW FOR 1948
Tents—Side Show Banners
The Best Flameproofed Fabric Available.
● Forest Green
● Royal Blue
● Orange
● Khaki
BERNIE MENDELSON—CHARLES DRIVER

O. Henry Tent & Awning Co.
4862 N. CLARK ST. CHICAGO 40

SIDEWALL

NEW WATERPROOF FLAMEPROOF
Following finished sizes, complete with Grommets. Made of double filled duck or twill.
6'x100' ... \$54.66 8'x100' ... \$80.00
7'x100' ... 63.04 10'x100' ... 88.48
8'x100' ... \$71.52
Made in any length at the above rate per running foot.
● Satisfaction Guaranteed. Prompt Delivery.
"If It's Made of Canvas, We Make It."
25% Deposit—Balance C. O. D.
MICHIGAN SALVAGE
417 W. Jefferson Ave., Detroit 26, Mich.

D. M. KERR MFG. CO.
TENTS
1954 W. GRAND AVENUE
CHICAGO 22, ILLINOIS

CONCESSION TENTS
Immediate delivery.
DELTA TENT & AWNING CO.
475 Beale Memphis 3, Tenn.

CLUB ACTIVITIES

Showmen's League of America

400 So. State St., Chicago

CHICAGO, Feb. 21.—Mike Wright was selected to preside at the February 19 meeting in the absence of other officers. With him at the table were Treasurer Walter F. Driver, Secretary Joe Streibich and Past President Fred H. Kressmann.

The welfare committee reports that Al Latto continues "resting nicely" in the American Hospital; Vice-President Lou Keller recuperating after an operation; W. C. Deneke still confined at San Antonio; Tom Vollmer in Soldiers' Home, La Fayette; Frank Berry feeling much better, and Jack Duffield with his foot still in a cast.

Death has claimed three members. H. D. (Willie) Wilson died at San Antonio February 15; Pete Kling at San Antonio February 17, and John R. Castle the same day.

Elmer Byrnes is making plans for the club's St. Patrick's Day event.

Membership application of Alvin T. Lewis was presented by Samuel J. Solomon.

Max Sharp, Al Kaufman and Julius Wagner are back from their Tampa sojourn. Other callers included Harry Rost, Larry O'Keefe, Charles H. Hall, Sam Pers, Max Jaffe, Sam Beyers, Bob Sugar, Lou Weiss, John Wuff, Bernard Sherman, Jack Levine, Petey Pivor, George Brooks, William Meyers, Cecil Meyers and Ed Levinson. Chick Bohdan went to Detroit on business.

No further report has been received from St. Louis on the condition of John T. Sweeney.

Heart of America Showmen's Club

931A Broadway, Kansas City, Mo.

KANSAS CITY, Mo., Feb. 21.—President Harold Elliott was in the chair at the regular weekly meeting, with George Carpenter, treasurer, and Homer Pennington, secretary, on the rostrum.

Sheridan E. Ferrell, manager of the Hotel Phillips, was elected to membership. The club voted to contribute to the March of Dimes, the Red Cross and the Damon Runyon cancer fund.

National Showmen's Association

1564 Broadway, New York

NEW YORK, Feb. 21.—Walter K. Sibley, executive secretary, is at Rex Hospital, Raleigh, N. C., recuperating from an illness. Others on the sick list are Harry Meyers, Pratt General Hospital, East Coral Gables, Fla.; George Nichols, 178 Union Avenue, Belleville, N. J.; John G. Whitehurst, Tuberculosis Hospital, Leech Farm, Pittsburgh; James Cox, Pawling Sanitarium, Wynantskill, N. Y.; Philip Groden, Kings County Hospital, Brooklyn; Harry Koretsky and Sam Weisser, Veterans' Camp, Mount McGregor, N. Y.; Eugene Gutman, 9 Church Street, Saranac Lake, N. Y.; Richard Neugent, 128 Huron Street, Syracuse; Earl H. Feek, 323 Clinton Street, Syracuse, and True Perkins, Farm Colony, Staten Island, N. Y.

Plans are in the making by entertainment committee chairman David Brown for a barn dance in the club rooms March 20. There will be door prizes.

Eligibility committee has approved the following for membership; Joseph Kerman and Eugene Lasky, sponsored by David Brown; George Clyde Smith, by Ben Braunstein; Frank A. Lambo, by Joseph Prell; Louis Peregoff, by Joseph McKee, and Charles Buchbaum, by Morris Glass.

Gerald Snellens is the first to bring in ads for our 1948 year book.

Oscar Buck headed for his winter quarters in Troy, N. Y., from Florida. Herman Robinson in from the Coast after an absence of several months. Eddie and Mrs. Elkins vacationing in Florida. Max Gruberg wrote from Florida that he has recovered from his illness. Letters were also received from Joseph De Siata, George Van Hayden and Eddie Elkins.

Clubroom visitors were Saul Eichen, Louis Ulrich, Casper Sargent, Saul Gillis, Stanley Wathon, Aaron Hymes, Jack Hornfeld, Max Eichholz, Justin Van Vliet, Ralph Goldstone, Morris Levi, Ben Merson, Irving Berk, Joe Prell, Harry Horner, Matty Gervase, Michael Ferrone, Joseph Agule and Carl Manthey Jr.

Advertising in the Billboard Since 1905

ROLL OR FOLDED TICKETS DAY & NIGHT SERVICE
SPECIALLY PRINTED
CASH WITH ORDER PRICES --- 10M, \$10.00 --- ADDITIONAL 10M'S AT SAME ORDER, \$2.00
Above prices for any wording desired. For each change of wording and color add \$3.75. For change of color only, add 75c. No order for less than 10,000 tickets of a kind or color.
STOCK TICKETS **WELDON, WILLIAMS & LICK**
1 ROLL \$1.00
5 ROLLS @ 75c
10 ROLLS @ 60c
FORT SMITH, ARKANSAS
Tickets Subject to Fed. Tax Must Show Name of Place, Established price, Tax and Total. Must be Consecutively Numbered from 1 up or from your Last Number

BOOKING NOW
For my regular summer season, only one concession of a kind, shows that are worth while.
Will buy, book or rent Two Abreast Merry-Go-Round. Write—Wire:
BARNEY TASSELL Miami, Fla.
115 N. E. 71st

TIP-TOP SHOWS
NOW BOOKING FOR EXCELLENT ROUTE OF CELEBRATIONS IN NEW YORK AND PENNSYLVANIA
Some Concessions open. What have you? Will book Plane, Merry-Go-Round, or any non-conflicting Ride with own transportation. Good proposition in good ride territory. Will buy 2-Abreast Merry-Go-Round in good condition. State all in first letter. Want Lot Man-Electrician that can handle Light Plant. Can use wife as Agent.
DICK NEUGENT Syracuse, N. Y.
128 Huron St. Phone: 48255

GIRLS - - GIRLS - - GIRLS WANTED
Opening in Savannah, Ga., March 1st, with J. J. Kirkwood Shows. Need Girls for 2 Girl Shows, Hula, Strip and Oriental Dancers. Experience not necessary; must be young and attractive. Wardrobe and transportation supplied. Get paid rain or shine; highest salaries and nightly bonus. Also want Canvasman and Truck Driver. Write or wire
JIMMIE FERENZI
c/o SAVANNAH HOTEL, SAVANNAH, GA.

AMPLIFIER



Brand new, Sound, Inc., hi-fidelity, 30 watt, 4 channel amplifiers for use in homes, stores, auditoriums, churches, and especially suited as hi-fidelity amplifier for FM. Regular price, \$175.00. A special purchase makes these units available to you at only

EACH **\$75.**

F. O. B. SAN DIEGO
Remit only \$25.00 deposit, balance shipped C. O. D.

LEE DISTRIBUTING COMPANY
424 WEST BEECH ST.
SAN DIEGO 1, CALIFORNIA

SHOW CIRCUS CONCESSION
MERRY-GO-ROUND TENTS
CENTRAL
Canvas Company
HARRY SOMMERVILLE—FORREST GILL
121 West 5th Street Kansas City 6, Mo.

ALLEN (DUDE) BREWER
WANTS AGENTS
For Count Store, Percentage Dealer, Six Arrows; Help Grab Outfit. RAY PING, contact me. Open with Rogers Greater Shows.
R. F. D. 4, Jackson, Tenn.

Lawrence Greater Shows
Now booking FAIRS, CELEBRATIONS and SPECIAL EVENTS
also
SHOWS—RIDES—CONCESSIONS
CAN ALWAYS PLACE
Useful Show People in all Departments.
WINTER QUARTERS, KINGSTREE, S. C.

WANTED
FOR LEXINGTON, GA.
AMERICAN LEGION JUBILEE WEEK
CONCESSIONS: Cook House or Grab, Cork Gallery, String Game, Clothes Pin, Ball Games, Heart Pitch, High Striker, Mug Outfit, Long Range Gallery, Center Hoop-La. Will book Tilt-a-Whirl or any Flat Rides for season, 25 percent to office. Agents for office owned outfits. Butler, answer.
DIXIELAND SHOWS
McIntyre, Ga., Feb. 23-28;
Lexington, Ga., March 1-6.

ALPHA VOL. FIRE CO.
35TH ANNIVERSARY
NOW BOOKING CARNIVAL
For the first or second week in August.
Parades and Fireworks.
MICHAEL POLGARDY
ALPHA, N. J.

SHOOTING GALLERIES
And Supplies for Eastern and Western Type Galleries.
EST. 1927. WRITE FOR CIRCULAR.
H. W. TERPENING
187-199 Marine St. OCEAN PARK, CALIF.

EWART RIDES...
are proven
MONEY MAKERS!

- ★ Merry-Go-Round
- ★ Cast Aluminum Horses
- ★ Kiddies' Airplane Ride
- ★ Kiddies' Whirl-a-gig
- ★ Kiddies' Ferris Wheel
- ★ Kiddies' Street Car
- ★ Kiddies' Auto Ride

WRITE TODAY for further information.

H. E. EWART CO.
4300 LONG BEACH BOULEVARD
LONG BEACH 7, CALIF.

**WINTER QUARTERS WILL OPEN ON MARCH 1
PETERSBURG, VA.**

WANT—Can use Working Men in all departments, Men who are sober and reliable.

WANT—Foreman for Spitfire Ride, also Working Men who are experienced.

WANT—Tractor Drivers, Mule and Caterpillar Drivers.

WANT—Train Hands, Chaulkers and Polers.

ALL ADDRESS

CETLIN & WILSON SHOWS
BOX 787
PETERSBURG, VA.

Help Solve Storage-Housing Problems

New TENTS Gov't Surplus
12.29 Oz. DUCK-WATER AND FLAME PROOFED
50' x 16'
COMPLETE with POLES and PINS

Shipping Weight ★ Regular Value Over \$500 \$165.00 F.O.B. Appr. 600 Lbs. Special Price Each Chicago

MANNIE & CO. 2437 SOUTH WABASH AVENUE
CHICAGO 16, ILLINOIS

9 RIDES **7 SHOWS** **40 Concessions**

Opening Downtown Nashville, Saturday, March 27th

CAN PLACE CAN PLACE CAN PLACE

Stock Concessions of all kinds except Cookhouse, Pop Corn, Diggers, Custard, Bingo and Percentage. Good opening for Photo Gallery.

SHOWS—Have new 20x80 ft. Side Show Top with 110 ft. banner line. Want someone to take charge of same. New Snake Show and Posing Show. Marie McAllister, contact. Good opening for Class or Funhouse.

Foreman for Octopus, also Second Men on all Rides; must drive semi. All replies:

J. L. KEEF, 525 3rd Avenue, No., Nashville, Tenn.
P.S.: For Sale—One set of 10 Buckley Diggers, complete, ready to go; one 8 by 15 Concession Trailer, complete with Star Jumbo Popcorn Unit; also Penny Arcade, complete with Truck.

T-E-N-T-S

CARNIVAL, CONCESSIONS, CIRCUS, SKATING RINK.
"Tents With That New Look."
Individually designed by Jimmy Morrissey. Beautiful lustrous colors.
Write—Wire—Phone

ALL-STATE TENT & AWNING CO.
300 E. 9TH ST. (Phone: Harrison 6867) KANSAS CITY, MO.

TENTS

All Sizes—NEW AND USED—All Styles.
BRIGHT FLAME-PROOF FABRICS—Khaki, Blue, Forest Green, Olive Green, Tangerine.

E. G. CAMPBELL TENT & AWNING CO.
100 CENTRAL AVE. (Phone 38885) ALTON, ILLINOIS

TENTS

TENTS—Concession, Gypsy, Camping. Flashy trimmings. Tents of all sizes. Merry-Go-Round and Caterpillar Tops, Big Tops.

ANYTHING IN CANVAS

Now is the time to order tents! Any color. Flame-proof or regular.

WIRE, WRITE OR PHONE
TENTCO CANVAS, INC.
130 GREENE STREET Phone: Walker 5-1299 NEW YORK 12, N. Y.

GOLDEN RULE SHOW
OPENING MARCH 12TH, BISHOPVILLE, S. C.
Two Fridays, two Saturdays, American Legion and V. F. W. Combined Spring Festival.

WANT CONCESSIONS—Penny Pitch, French Fries, Ball Games, High Striker, String Game, Bingo, Short and Long Range Shooting Galleries.

SHOWS—Monkey, Illusion, Mechanical City, any Shows with own transportation.

RIDES—Any Rides not conflicting with what we have. Good proposition for Kiddie Ride. Can use Ride Help, all Rides.

Playing Firemen's Fairs and Celebrations in Pennsylvania and New Jersey.

A. L. BLACKMON, Mgr.
GEN. DEL., ST. GEORGE, S. C., UNTIL MARCH 6TH.

OCTOPUS ROLLOPLANE FLY-O-PLANE
World's Most Popular Rides

EYERLY AIRCRAFT CO., Inc., Manufacturers, Salem, Ore.

SNOW CONES-POPCORN

Our 1948 Catalogue on Concession Supplies will be ready in a few weeks, over 50 pages of items for the Snow Cone, Popcorn, Candy Floss and Candy Apple stand, the biggest and most complete line in the business. Be sure you get your copy, everything you need at money-saving prices. Many new items, scarce items and valuable information. Get your name on our list today.

GOLD MEDAL PRODUCTS CO.
318 E. THIRD ST., CINCINNATI 2, OHIO

TRUCK-TRAILERS

Used Platforms—22' to 30' Used Vans—22' to 32'

- 1946 Ford COE Tractor (Used 5,000 Miles)
- 1946 Chevrolet COE Tractor (Used 6,000 Miles)
- 1944 International K-7 Tractor (Good Condition)

New GREAT DANE Commercial Trailer Vans and Platforms—All sizes or built to order

CARLEY TRAILER AND EQUIPMENT CO.
Phone—CALhoun 2181 COLLEGE PARK, GEORGIA

MARION GREATER SHOWS
Opening Early in March in South Carolina

Now booking legitimate Concessions of all kind. Will sell exclusive on Custard, Diggers, Novelties, High Striker, French Fries, Cotton Candy. Can use P.C. Agents. ATTENTION, SHOW OPERATORS: We want party to take charge of Animal Show. This is a new show, well framed. We have new tops and banners for any worth-while attraction. Reliable Showmen, contact us at once. Minstrel Show Performers and Musicians. Join at once, as we are now rehearsing. RIDE HELP—Want Ride Help for our 5 Rides. Winter Quarters now open. Free parking, light and water. Following people, contact at once: Harry Harris, Jim Hodges, Harry McElroy, Paul Naples, Charles Grant, Blackie Henry, O. C. McClain.

All replies to MARION GREATER SHOWS

M. H. SPILLERS, Owner
Winter Quarters, Bowman, S. C.

S. E. SPAIN, Bus. Mgr.
Residence, 2301 Main St., Columbia, S. C.

MAJESTIC

GREATER SHOWS



OFFICIAL OPENING — AUGUSTA, GA., MARCH 15

CAN PLACE FOR LONG SEASON

RIDES—Chairplane, set of Kiddie Rides.

SHOWS—With own equipment—Snake, Jig, Wild Life, Arcade, Fun or Glass House, Grind Shows.

WANT Manager with Riders to take complete charge of Silodrome. Speedy Drags, Walter Petoskey, contact.

CONCESSIONS—Penny Pitch, Ball Games, Balloon Darts, Long-Range Gallery, Hoopla. Frank Randall and Jack Lydick, contact Leonard Gould. Address:

SAM GOLDSTEIN

Ft. Lauderdale, Fla., this week.

JOSEPH J. KIRKWOOD SHOWS

AMERICA'S BEST ADVERTISED MIDWAY

RALPH DECKER presents

LAST CALL LAST CALL

OPEN SAVANNAH, GA., MONDAY, MARCH 1

RIDES—Owing to disappointment, will book set of Kiddie Rides or any single one. Will book any new major ride. Long season.

CAN PLACE CATERPILLAR FOREMAN for new ride, guarantee you thirty-six week season; top salary.

SHOWS—Place Motordrome, give you more people and best route of any truck show.

CONCESSIONS—Place Palmistry, Photos, Age, Scale, Ball Games, Fish Pond, Hoopla, any store that works for stock.

Wire or phone, no time to write. Address:

RALPH DECKER, Manager

Savannah Hotel, Savannah, Ga.

W.G. WADE

Shows



WANT FOR SEASON'S WORK

OCTOPUS RIDE

Must be in excellent condition, with transportation. Double unit preferred.

To operate last of March to middle of October in Michigan, Ohio and Indiana.

Can also place Reptile and Animal Show.

Privileges now being accepted for Legitimate Stock Concessions. All communications to:

W. G. WADE SHOWS G. P. O. Box 1488, Detroit 31, Mich.

EXPOSITION

at HOME SHOWS

High Class Attractions for Fairs and Celebrations

DUE TO DISAPPOINTMENT—WANT

Good General Agent. Pop Corn, Apples, Floss, Custard, French Fries, Palmistry, Cook House catering to show people. Concessions of all kinds. Bingo and Free Act booked for season. **SHOWS**—Want complete Side Show, small percentage. Have brand-new outfit for Minstrel Show. Book any Shows not conflicting. Want to book Spitfire, Octopus or Tilt. **HELP**—Loop Foreman, must be driver. Opening Savannah, Ga., March 5-13.

ROX GATTO, Owner

SAVANNAH HOTEL

SAVANNAH, GA.

FOR SALE

One 30 ft. Merry-Go-Round with 20 jumping horses and 2 chariots—horses are aluminum, 54 in. long; one 36 ft. Merry-Go-Round, same as one above; one Allan Herschell 40 ft. Merry-Go-Round, 26 wooden horses and 2 chariots, newly painted, new engine, new top—price of this machine, just overhauled, \$5,000. Sold one to Crystal Exposition Shows; one to F. C. Butterfield, Hartford, Conn.; one to Virgil Craine, Topeka, Kansas; one to Strang's Amusement Co. in Nebraska; Old Dominion Shows, Richmond, Va. All Rides sold for cash. Can make delivery on any Merry-Go-Round in 20 days at any time.

JAY WARNER

BOX 181

PHONE: 9121

BAY ST. LOUIS, MISS.



ACCIDENT INSURANCE

One of the biggest risks in the Amusement Field is accidents.

Accidents cost the Amusement Field thousands of dollars every year. This may mean profit or complete loss to you if you do not have the proper kind of insurance.

28 Years of selling and servicing the Amusement Field has given me the experience to advise the right kind of insurance for individual needs. Contact:

CHAS. A. LENZ THE SHOWMAN'S INSURANCE MAN

A1338 Insurance Exchange
Chicago, Illinois

1728 First St., N.
St. Petersburg, Florida
Phone 5914



CAVALCADE OF AMUSEMENTS

The Nations Largest and Finest Midway

Have opening for Motor Drome Operator (must have own equipment). We furnish you with new Drome. On account of disappointment, will place Penny Arcade. Must be high class and neatly framed. Will furnish wagons for same. Want Foreman for Caterpillar and Octopus. (Sam Herrington, write; also Jerry Parker.) Johnny Brewster, come on at once.

HAVE FOR SALE

Stateroom Cars, fully equipped; also Dining Car and Privilege Car. We are replacing same with new equipment. These Cars are priced to sell. Have Ten-Car Allan Herschell Kiddie Auto Ride for sale. In good condition. Reason for selling: replacing with new Ride.

ADDRESS:

CAVALCADE OF AMUSEMENTS, MOBILE, ALA., RALPH CLAWSON, MGR.

WOLFE amusement co.

HIGH-CLASS ATTRACTIONS FOR FAIRS AND CELEBRATIONS

— 2 — **OPENING** — 2 —

SATURDAYS MARCH 27—ROYSTON, GA. SATURDAYS

CAN PLACE—Foremen on Octopus and Merry-Go-Round and Rotary Whips; Second Men on all Rides; must be sober, reliable and drive Semis.

WILL BOOK—Shows that can get money. Must have own equipment and transportation, 25%. This is good territory for Fun House, Animals, Minstrels, or Mechanical Shows.

CONCESSIONS—Photos, Diggers, Mitt Camps, French Fries, Custard, Long Range or Short Gallery, Ball Games, all Legitimate Concessions open. Bill Warren, get in touch with me. **FOR SALE, VERY CHEAP**—One Chairplane, complete and ready to operate. Ernie Sylvester can place Help on Bingo and Clothes Pin Agent.

BEN WOLFE, Royston, Ga.

CETLIN & WILSON SHOWS

BIG CIRCUS SIDE SHOW

CAN PLACE FOR SEASON OF 1948

One more Feature Freak, must be outstanding. Can also place several more Bally Girls and entertaining Novelty Acts of all description. Have opening for Second Opener, Ticket Sellers, Truck Drivers and Boss Canvasman. Can use several more Runts for Bally. State all in first letter. Write

AL TOMAINI

c/o GIANT'S TOURIST COURT, GIBSONTON, FLA.

TRIANGLE SHOWS

OPEN 5TH OF APRIL

Want Agents for Roll Down, Razzle Dazzle, Slum Skillo, Bean Wheel. Will book Swinging Balls, Six Cats, Nail Store, Clothes Pin, Bowling Alley, and any kind of Slum Concession; also Penny Arcade. Have for sale, new Caterpillar, new Octopus, and 20x30 Cook House complete, new last year.

WILLIE LEWIS

4900 CHAMBERLAYNE AVE.

RICHMOND, VA.

FOR SALE

Feltman's Shooting Gallery, Complete

7 Machine Guns, plenty of B-B's, and in good condition. Compressor and Motor. Seven (7) Scientific Pokerino Tables. Ten (10) Whirl-o-Ball Alleys. Sixteen (16) Ferris Wheel Crates.

BOX D-238

c/o THE BILLBOARD

CINCINNATI 22, OHIO



DUMONT SHOWS

FEATURING "THE GREAT WILNO" FOR 1948
 OPENING SOUTH HILL, VA., MARCH 29, WITH NORFOLK
 AND RICHMOND TO FOLLOW

WANT: Legitimate Concessions, Ball Games, Cotton Candy, Fish Pond, Duck Pond, Coke Bottles, Shooting Gallery, American Palmistry, Photos, Hoop-La, Penny Pitches, Huckley Buck or any Stock Concessions.

WANT to book Kiddie Train Ride. Will book any Show not conflicting with what we have.

WANT: Ride Help that drive.

WANT: Side Show Attractions (address Doc Burns).

WINTER QUARTERS OPEN MARCH 1. ADDRESS:

LOU RILEY, Mgr., Dumont Shows, South Hill, Va.

B&C'S EXPO SHOWS

PLAYLAND ON PARADE

Opening
 April 28

Playland on Parade

Opening
 April 28

BOOKING FOR 1948

BOOKING FOR 1948

RIDES—Will book one more Major Ride that does not conflict with what we have; also one more Punk Ride, with or without transportation.

SHOWS—10-in-1, Girls for Girl Show.

CONCESSIONS—Arcade, all Grind open. What have you?

HELP—OFFICE Help, Ride Superintendent on salary and P.C.; also Help for all Rides. Top salary to all if you are sober and can drive.

FOR SALE OR TRADE—ROCKET, NEW IN JUNE, WITH OR WITHOUT

TRANSPORTATION. PRICED TO SELL, OR WILL TRADE FOR TILT.

BOX 88, HEMLOCK, NEW YORK

DADE COUNTY SHRINE FAIR

MIAMI

OPEN MARCH 5—10 DAYS

CAN PLACE—All Legitimate Concessions, any new Attractions, Midgets, Fat People, Fun House, Skooter, for entire season.

HAVE FOR SALE—Fly-o-Plane, 8-Car Octopus, one complete Cook House, one EZE-Freeze Custard Machine. All can be seen operating here.

Answer

DAVID B. ENDY, ENDY BROS.' SHOWS

743 SEYBOLD BLDG.

MIAMI, FLA.

Crystal

EXPOSITION SHOWS

WORLD'S CLEANEST MIDWAY

Opening Lake City, Fla., March 12

Two Fridays and Saturdays, V. F. W. Spring Festival, with Fernandina Agricultural Exposition, Fernandina, Fla., and Brunswick, Ga., following.

Can place for season, Shows with equipment. Have Snake Show, want capable man to take charge. Can place Legitimate Concessions of all kinds. Want Agent for Fish Pond. Want man to take charge of Fun House. Can place Banner Man and Billposter with own transportation. Want Ride Men who can drive Semi Trailers. This Show plays the best coal mining sections of Southern Kentucky and Western Virginia. Address all mail:

W. E. BUNTS

Crystal River, Fla.

WALLACE UNITED SHOWS

All people contracted, report Crawfordville, Ark., March 16.

SHOW OPENS SATURDAY, MARCH 20TH, WITH A-NO. 1 ROUTE TO OFFER

Book Adult Chairplane, Train, Pony Ride, Tilt, Spitfire, Caterpillar. Opening for Side Show, Monkey, Fun House, Animal, Posing, Snake, Iron Lung. Showmen with own outfits, wire. Man take charge Auto, Kiddie Chairplane. Sober Ride Help, Electrician, Lady Agents for Ball Game, Penny Pitch, Bob Lands, wire. Legitimate Concessions all kinds open: Photo, Bingo, Fish Pond, Bowling Alley, Ball Games, High Striker, Scales, Percentage open to party with 3 or more Stock Concessions.

ADDRESS: CRAWFORDVILLE, ARK.

P.S.: Fair Secretaries and Committees, we have few open dates.

McCOWN MIDWAY SHOWS

NOW BOOKING FOR 1948

ROUTE THROUGH MISSOURI AND ARKANSAS

Will book Monkey, Girl, Snake or Mechanical Show. Will book 1 Octopus. Have 5 office-owned Rides. Will book Novelties, Darts, Clothes Pins, Blocks, Lead Gallery, Diggers, Pan Game, or any other Legitimate Concession. Want Concessioner to take charge of all P.C. Notice, Fair and Celebration Committees: Have open dates in Missouri and Northern Arkansas. All Show People that have been with us, contact us now. Show opens April 15.

E. J. McCOWN, Owner

Headquarters, 206 East Jackson, Windsor, Mo.

FOR LEASE

First class Cook House. None nicer or more convenient. Kitchen built on 30-ft. truck with top and sides adjoining, which covers stools and tables, seating 15. Equipped with bottle gas, two grills, burners for cooking, coffee urn, deep fat fryer, steam table, hot water, sink, ice box, soft drink coolers, pots, pans, dishes, cushioned stools, in fact everything needed. Brand new deep freeze. Just painted inside and out, and motor and tires in excellent shape. Reasonable lease to reliable operator for season or will sell. Contact.

J. HAYDEN WIGGS

BOX 505

SELMA, N. C.

L. L. HEATH Shows

cleanest show on earth

CAN PLACE FOR SEASON OF 1948

SHOWS: Account disappointment want Side Show (will furnish complete outfit, book on low percentage); organized Colored Minstrel, Girl Show, Snake Show; have outfits for above. Motor Drome, Fun House, Monkey Show, Wildlife or small Animal Show, low percentage. Will furnish outfits for any worth-while attraction.

RIDES: Kiddie Train, Pretzel or Dark Ride, Live Pony Ride.

HELP: Tilt-a-Whirl Foreman for new Ride, Merry-Go-Round Help, Ferris Wheel Operators, Caterpillar Help, Octopus Help, man to take charge of Kiddie Rides; all Ride Help must be Truck Drivers.

CONCESSIONS: Penny Arcade, Frozen Custard, Novelties, Age and Scales, Pronto Pups, French Fries and other Hunky Panks.

Have For Sale: Office Trailer Complete, Evans Big Six Wheel, Top and Frame.

SHOW OPENS ITS 1948 SEASON IN BIRMINGHAM
 IN MARCH

Winter quarters now open.

All replies:

Winter Quarters

North Birmingham, Ala.

FERRIS RIDES AND SHOWS

CARL D. FERRIS
 Owner & Gen. Mgr.

RUTH FERRIS
 Sec. & Treas.

J. J. HORNFIELD
 Bus. Mgr.

OPENING ABOUT MAY 1ST
 WANT

CONCESSIONS • Custard, Photos, Long and Short Range Galleries, Popcorn, Candy Apples, Taffey, Floss, French Fries, Ball Games, Bowling Alley, String Games, Fish Pond, Duck Pond, Scales, Guess-Your-Age, Cork Gallery, Dart Game, High Striker, Pitch-Till-U-Win. No Racket or Mitt Camps.

SHOWS • Hillbilly, Wild Life, Five-in-One, Motordrome, Penny Arcade, Fun House.

RIDES • Book, buy or lease No. 5 ELI WHEEL, ROLL-O-PLANE, KIDDIE RIDES.

NOTICE—Fair Secretaries and Committees in Western New York State and Pennsylvania, contact us for open dates.

The following get in touch with J. J. Hornfeld:
 Nick Evano, Harry Hoffman, Pete Kobbler

ADDRESS: CARL D. FERRIS or J. J. HORNFIELD
 Medina, N. Y. 712 W. 175th St. (Wa. 3-4822) N.Y. 33, N.Y.

COASTAL PLAN SHOWS

CLEAN ENTERTAINMENT

OPENING MARCH 20TH, NEAR HERE; TWO SATURDAYS

Concessions all open except Bingo. Will sell "X" on two Mitt Camps, Custard, Apples, Floss and Pop Corn. Place a good size Cook House that caters to Show People, Diggers and Arcade. Place good Agents, Slum and P.C., Ride Help Foremen for Merry-Go-Round, Chairplane, Wheel, Second Men on all Rides. Place Electrician, man to take care of Front. Want Sound Truck.

SHOWS: Monkey, Wild Animal, anyone of merit, 25% of gross.

Due to change in territory, will book one more Flat Ride. Following people get in touch with us: Robert Seymour, R. L. White, Thomas Shingledecker, Paul Smith, Red Sherron, Jimmie Ross, Chester C. Harner, Sam Sjell, Want Legal Adjuster that will stay sober. Charlie Sutton, H. W. Thomas, answer. Everybody address:

C. V. (BILL) COX

222 WEST ST. JAMES ST.

TARBORO, N. C.

WANT EDDIE L. WHEELER SHOWS WANT

FOR OPENING DOWNTOWN BOWDON, GA., MARCH 27

CONCESSIONS: Merchandise Concessions of all kinds. Will sell Exclusive on Bingo, Photos, Diggers, two Mitt Camps. Will place four Grind Stores as Razzle Dazzle, Skillo, Clothes Pins, Bowling Alley to party having two or more Slum Stores. CONCESSION AGENTS: For office owned Skillo, Roll Down, Swinger, Slum Sets. SHOWS: Good opening for Side Show, Walk Thru and Fun House, 25%. Want party to take charge of Snake Show, or will book same. Have Taps for parties with worth-while Attractions. RIDES: Will book any Flat Ride. RIDE HELP: Foremen and Second Men for Wheel and Chair-o-Plane. (Blackie Collins, answer.) Also man to take charge of Kiddie Auto Ride.

Show carries five Rides, four Shows. Playing Georgia, Tennessee, Alabama, Kentucky, Virginia, West Virginia Fairs and Celebrations. Have some open dates. Fair Committees, contact.

ALL REPLIES TO

EDDIE L. WHEELER
 ROUTE 2, CALHOUN RD., ROME, GA.

P.S.: Want Sound Car. Prefer party also having Concessions.

FIRST CALL - FIRST CALL - FIRST CALL

GEORGIA AMUSEMENT CO.

OPENING MARCH 15, 1948, CORNELIA, GA.

WILL BOOK FOLLOWING CONCESSIONS—Heart Pitch, Fish Pond, Glass Pitch, Bowling Alley, Short and Long Range Galleries, Balloon Dart, Basket Ball, Hit-Miss, Milk Bottles, Hoop-La, String Game, Bingo, Grab, Pop Corn, Candy Floss, Snow Balls, or what have you? Hunky Panks, \$15.00. P.C., Pan Game, Under and Over, Red and Black, and Keely. SHOWS—Five-in-One, Snake and Fat Show. Ed. Harris, Mike and Rosie, and all others contracted, acknowledge immediately. Yes, we have contracts for Dahonega, Clarksville, Cleveland, Hjawassee, Clayton, Lavonia, Union Point, Crawfordville. Reply to

H. H. SCOTT, Owner-Mgr.

ROUTE #1, AYERSVILLE, GA.

WANT TO BOOK
Rides and good, clean Shows for Police Pension Fund Carnival, to be held July 12 to 17. Give complete particulars in first letter.
Address
LAWRENCE L. KENDIG, Chief of Police
Borough of Plymouth, Luzerne County, Pa.

CARNIVAL WANTED
FIREMEN'S ANNUAL CELEBRATION
ANY WEEK IN AUGUST
Large drawing power. No grift.
PERCY COE, Pres.
Plantville, Pa.

WANT CARNIVAL
With six or more Rides, including Merry-Go-Round, in connection with giant July 4th Celebration for week June 27.
HUGH COTTON, Chr.
Harrison Junior Chamber of Commerce
Harrison, Ark.

KIDDIE RIDES WANTED
WANT TO BUY
8 or 10-Car Auto Ride, also Roto-Whip. Have for sale, one 20x30 Top and Sidewall, A-1 shape.
W. J. WILLIAMS
Box 518, Nashville, Tenn.

Lodges, Clubs & Schools
Additional revenue from amateur entertainments. Write for souvenir copy of music, musical skit and revenue plan—\$1.00 postpaid.
THE NEWTOWNE NOVELTY CO.
BOX 868 ELMIRA, N. Y.

Tampa Visitors Register at Maddox

TAMPA, Feb. 21.—The cigar and sundry stand operated by Earl Maddox at 2706 Munro Street was the meeting point for show folk during the recent Florida State Fair. Among show people from various fields who signed the registration book maintained by Maddox were:

William Rossier Posey, Mickey Gradis, William O. Pierce, Jimmie Wolf Jr., Rick Sherwood, Richie Mader, Floyd L. Cooper, Fred Cartrell, Fred (Whitey) Reynolds, Sonny Howard, Fred O. Howey, William Heinman, Moe Eberstein, Mr. and Mrs. F. W. McGuey, Henry E. I. Zeynold, Ross Manning, O. C. Buck, Harry Schwartz, Whitey Sutton, Jimmie Van Cise and Lanse P. O'Rourke.
Ida E. Cohen, Blue Osurbaugh, Sol Wasserman, Bilkie Garlins, A. Kasin, George (Red) White, Gene Lynch, C. A. (Red) Sonnenberg, Ed Rayeroff, Tony Baress, Woodrow Jones, Paul D. Sprague, Gus Signer, Tony Noxle, Red Larkin, Matthew J. Riley, Mr. and Mrs. Eddie Kirkman, Mr. and Mrs. Jack Russell, Roy M. Larsen, Murray Zand, Pete Burkhardt, Whitey Hinckley, A. T. Fitchett, Charles Gunter, Babe Alvarez, Babe Antuono, Charles Gross, Chester Mays, R. C. (Bob) Edwards, Joseph Gaylord Hoffman and Bernie Mendelsohn.
Carl Holzappel, Abe Gross, Dick Moore, Tom Ely, Mr. and Mrs. Deibert, Dr. and Mrs. Smith, Lee R. Kennerly, Ernest Wesczick, Bill Clain, Skeeter Helams, Mabel Campbell, Mickey Wesczick, Gene Berni, A. W. Morris, Charles Cohens, Larry (Monkey) Banthin, Lewis J. Horton, Joe Gelli, James L. De Carro, Eddie Decker, Eddie Jayler, Ray Berni, Perry Williams, Eddie Young, Harry (Irish) Gaughn, James T. Kennan, S. Craden, M. T. Gordon, Zeke Shumway, Norman Henry, Jerry O. Reilly and Mickey T. Reilly.
Tommy Calk, Buff Buffington, Cliff and Betty Bammel, Sam Anderson, John C. Lemoine, Mary Jane Miller, Sol Wasserman, Andy Markham, James Moehler, Dick Ford, Ira J. and Sylvia Watkins, I. L. (Leo) Hout, J. T. Reittloffer, Charles W. Ague, Reid Mc-

Donald, Tom Armstrong, Marie Burkett, Georgiana Sundwall and Joseph L. Stroyhorn. George A. and Raynell Golden, Johnny and Jean Carson, Edwin Bowen, Charles T. Goss, C. Guy Dodson, Richie Mader, Harris Wringfield, Cecil C. Rice, Tige Hale, J. D. Powell, Clyde Warbritton, W. O. Royal, Morris Khan-troff, Joe Lane, John T. Tinsley, H. S. Thomson, Joe Brown, Gene Dunall, E. Witte, Jack Lewis and Buster Chericco.
William Webster, Carl L. Hanson, E. J. (Spud) Murphy, George Opaheim Jr., Nich Mikloski, Joseph Sciortino, William Cain, Joseph Metz, R. J. Airlett, James Reed, Bill Poole, Francine Jones, Sidney Goodman, Jimmie Foss II, Sid T. Jessop, H. T. (Doc) and Betty Hartwick, Dr. and Mrs. La Marr, Mr. and Mrs. Harold Oesler, Ned and Louis Torti, Nick and June De Felice and Mr. and Mrs. John Quinn.
D. Rex Barnes and A. M. Schuck, of Kentland (Ind.) Fair; H. T. Wilson, L. C. Fil-gona, Homer Wood, Mr. and Mrs. B. A. Stephens, B. A. Stephens Jr., Carl O. Meiter, Kay O. Edds, J. L. Keefe, Mrs. Evelyn Jones, Mr. and Mrs. Wayne W. Kingsley, Jimmie Brown, Tex Copeland, John G. Kilpatrick, William Locke, and William de L'horbe Jr., Norman Watkins, Izzy Abramovitz and Nat Lorow.
Douglas Bush, Jack (Okie) Tavlin, Mr. and Mrs. J. E. Wallace, Josephine and Ralph A. (Buddy) Hankinson, Dot Schaeffer, Bob Sall, Bob Green, L. G. (Foggy) Calloway, Pop Lewis, Howard Miller, Harold Roller and Eddie Dally.

NOW READY!
Cats for Punk Racks in 8 Flashy Colors. Well stuffed, well sewed, 4" best grade wool all around. Washable, and after a season's use can be made to look like new again. This is the best punk ever made.
Send \$2.50 for Sample
Price \$27.00 Doz.
P.S.: Send deposit with order if I don't know you.
RAY OAKES & SONS
Box 106 Brookfield, Ill.
Phone: Brookfield 7624

H. C. (BINGO) LEWIS
Call or wire me quick, have important Bingo proposition for you.
J. P. BOLT
ROYAL EXPOSITION SHOWS
HOMESTEAD, FLA.

FOR SALE
NO. 5 ELI
Used less than four months, perfect condition, \$7500.00 with transportation.
C. A. WOODIN
R. #1, Box 421 JOPLIN, MO.
Telephone 4623M2

WANTED
Concessions and Rides for
FIREMEN'S HOMECOMING AND STREET CARNIVAL
July 14, 15, 16 and 17, 1948.
Mail offers to
R. E. GOODMAN
Bettsville, Ohio

WANTED
A Merry-Go-Round, Ferris Wheel, Air Ride and good Kiddie Ride for American Legion Celebration, June 5th and 6th, at McGregor, Iowa. Contact
C. E. DOUGLAS
McGregor, Iowa

L. J. HETH SHOWS
NOW BOOKING FOR 1948
Shows, Rides, Concessions, Acts.
WINTER QUARTERS
North Birmingham, Ala.

FOR SALE
8-Car Auto Ride, built last year, price \$350.00; one 16MM Victor Projector and six Shows, used very little, first \$300.00 takes it; 4 Roll Downs, 2 very nice, 2 fair, \$25.00 for all four; 6x8 Top, good, \$35.00; 8x12 Top and Frame, \$60.00; 18x16 complete Ball Game, \$300.00. Have Truck, P.C. Outfits, Wheels and other Equipment. Come and see. **F. B. DENNIS, Mountain View, Okla.**

WANTED
TO BOOK RIDES FOR
ANNUAL PICNIC
IN MIDDLE OF JULY. Contact
C. W. WATSON, Sec'y & Treas.
Sullivan Booster Club, Inc., Sullivan, Mo.

-AVAILABLE-
"SILLY-SULLY"—THE GREAT STRIP-TEASE KING
A new and different comic strip with lots of laughs. Burlesk experience; prefer carnival. Notify before February 28th.
ALBERT SCULLY
9156 Bryden Ave. Detroit 4, Mich.

WANTED **WANTED**
CANNON BALL
Man shot from cannon. No experience required. Help that can drive semi-trailers. Long season.
F. O. GREGG, Plymouth, Wis.

INDEPENDENT BOOKING
For Carnival Rides. Buckley American Legion Annual Carnival, Aug. 5, 6, 7 and 8. Contact
L. J. MARTIN
Buckley, Ill.

M. A. SRADER SHOWS
Booking for 1948; good proposition for Penny Arcade or Crazy House. Few Concessions open. This show will play 12 Fairs and Celebrations. Will open in April. Address:
Box 1895, Wichita, Kansas.

Carnival Routes
Send to
2160 Patterson St., Cincinnati 22, O.

(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)
American Midway: Crystal City, Tex.
Babcock, Frank W., United: Redlands, Calif.
B. & H. Am. Co.: Sumter, S. C., March 1-6.
Bohn & Sons United: Bernice, La.
Borderland: Dilley, Tex.
Brewer United: (West Dallas St.) Houston, Tex.
Central States: New Braunfels, Tex., March 1-6.
Crafts 20 Big: Imperial, Calif., 28-March 8.
Craig's Heart of Texas: Brownwood, Tex., 28-March 7.
D. & H.: Ludowici, Ga.; Lumber City March 1-6.
Dixieland: McIntyre, Ga.; Lexington March 1-6.
Dupree, Jimmie: Mesilla, N. M., March 1-6.
Edy Bros.: Miami, Fla.
Exposition at Home: Savannah, Ga., March 1-6.
Gentsch, J. A.: Natchez, Miss.
Greater United: Laredo, Tex.
Haywood: Texarkana, Tex.
Judy Am. Co.: Ehrhardt, S. C.
Kirkwood, Joseph J.: Savannah, Ga., March 1-6.
Magic Valley: Rock Springs, Tex.
Majestic: Fort Lauderdale, Fla.
Midwestern Expo.: Orange, Tex.
Orange Blossom: Valdosta, Ga.
Palmetto Expo.: Spartanburg, S. C.
Pleasureland: Pavo, Ga.
P. & P. Am. Co.: La Paloma, Tex.
Robertson Bros.: Dothan, Ala.
Rocky Mountain Am. Co.: Casa Grande, Ariz.
Royal American: Orlando, Fla.
Royal Amusement Co.: Shellman, Ga.
Royal Crown: (Fair) Palmetto, Fla.; (Fair) Sebring March 1-6.
Silver States: Freeport, Tex.
Southern Valley: Natchitoches, La.
Sunflower State: San Angelo, Tex., March 3-6.
Tassell, Barney: Miami, Fla.
Tri-State: Romeville, La.
Tropical Am. Co.: Bainbridge, Ga.; Blakely March 1-6.
W. E. Attrs.: Collins, Ga.
Wonder City: Waynesboro, Miss.; Quitman March 1-6.

Circus Routes
Send to
2160 Patterson St., Cincinnati 22, O.

Clyde Bros.: Oklahoma City, Okla., 23-25; Abilene, Tex., 27-March 1; Midland 2-4.
Gran Circo Americano: Leon, Nicaragua, Feb. 24-29; Panama City, Panama, March 5-21.
Hamid-Morton: Milwaukee, Wis., 23-28; Kansas City, Mo., March 2-6.
Polack Bros. (Eastern) (Auditorium) Elizabeth, N. J., 25-28; (Armory) Akron, O., March 3-11.
Polack Bros. (Western): (Medinah Temple) Chicago, Ill., 27-March 14.
Rogers Bros.: Edinburg, Tex., 24; Alamo 25; Weslaco 26; Mercedes 27; La Feria 28.

Misc. Routes
Send to
2160 Patterson St., Cincinnati 22, O.

Holiday on Ice (Armory) Tampa, Fla., 24-March 3; (Gater Bowl) Jacksonville 5-11.
Ice Capades: St. Paul, Minn., 25-March 2; St. Louis, Mo., 4-14.
Miller's, Irvin C., Brown-Skin Models (Lincoln) Orlando, Fla., 25-26; (Ace) Sarasota 27; (Liberty) Fort Lauderdale March 2; (Modern) Miami 3-4; (Liberty) Miami 5-6.
Plunkett's Stage Show: Elsa, Tex., 26-28; Pharr March 1-3; Edinburg 4-6.
Skating Vanities (Olympia) Detroit, Mich., 27-March 7.

IMPORTANT NOTICE TO OUTDOOR SHOWMEN
To take care of longer press runs, necessitated by increased circulation, and to maintain our early distribution schedules, it is no longer possible for us to accept last-minute Show ads on Monday morning.
Therefore, effective immediately
FINAL CLOSING TIME for these ads is 5 P.M. SUNDAY
(Eastern Standard Time)

FOR SALE **FOR SALE**
FLY-O-PLANE and 16-CAR OCTOPUS
1947 models, complete with Allis-Chalmers engines, ticket booths, etc. New 1947 Trucks and Trailers available if desired.
FRED HOLLINGSWORTH
P. O. BOX 1861, SARASOTA, FLORIDA PHONE 91-443

JOHN F. REID PRESENTS
Happyland Shows
THE BEST IN OUTDOOR AMUSEMENTS
NOW BOOKING FOR OUR 20TH SEASON—1948—RIDES, SHOWS, CONCESSIONS
Opening vicinity of Detroit, Mich., in April.
3635 SEYBURN, DETROIT 14, MICH. PHONE: PLaza 7924

FOR PROFIT AND FLASH
SPITFIRE **HI-BALL**
WORLD'S MOST BEAUTIFUL RIDE **WORLD'S MOST MODERN RIDE**
Always a Money Maker **For Parks and Carnivals**
WRITE FOR DESCRIPTIVE CIRCULARS
FRANK HRUBETZ & CO., Salem, Oregon

CAVALCADE OF AMUSEMENTS
CAN PLACE HIGH-CLASS PAINTER (must be good letterer). Year around position.
CAN PLACE PRETZEL RIDE (will furnish wagons for same). HAVE OPENING FOR
MOTORDROME OPERATOR (this is a new Drome). All address:
RALPH CLAWSON, Mgr.
BOX 66, MOBILE, ALA. (PHONE: 2-9546)

Opening
PACIFIC UNITED SHOWS March 15
 Have already booked
FAIRS AND CELEBRATIONS
 CONCESSIONS WANTED—BALL GAMES, NOVELTIES, GRAB, HOOPLA, PITCH TILL YOU WIN, CORN, GUN, AGE and SCALE, STRING OR ANYTHING NOT CONFLICTING.
 RIDE HELP—FOREMAN ON WHEEL AND MERRY-GO-ROUND. MUST BE SEMI DRIVERS.
 WILL BOOK GRIND SHOWS, SMALL P.C., ALSO ROLL-O-PLANE AND FLAT RIDE.
TONY SOARES, GEORGE SACKSON
 Owners
 2121 SHIELAH WAY, SACRAMENTO, CALIF.
TED LeFORS
 Gen'l Agent

JONES GREATER SHOWS
WANT FOR THE BEST SPOTS IN WEST VIRGINIA
SHOWS—Side Show, Monkey Show, Fun or Glass House, Mechanical. Have Side Show Top and Banner Line with transportation if you have Banners and something to put inside. Mark Williams, Blondy Mack and Doc Warner, write.
RIDES—Can place Tilt or Spitfire.
CONCESSIONS—Want Penny Arcade. A few other choice Concessions open. Mr. Hanson, Mr. Mitchell, write.
HELP—Want Ride Help for Merry-Go-Round, Wheel, Octopus, Roll-o-Plane and Roto Whip.
 Have for Sale, Kiddie Aero Swing. All address
JONES GREATER SHOWS
 727 6TH AVE., HUNTINGTON, W. VA.

C.C. (SPECKS) GROSCURTH PRESENTS
BLUE GRASS SHOWS
FEATURING THOROUGHbred ENTERTAINMENT
OPENING LAST OF MARCH IN GEORGIA
 Can place Concessions of all kind. Age, Scales, Ball Games, String Game, Hoop-La, Coke Bottles, Devil's Bowling Alley, Country Store, Hi-Striker, Long and Short Range Galleries, Balloon Darts, Basketball, Bumper, Novelty or any Stock or Slum Concession. Will place any Show with own outfit and transportation. Have good proposition for Penny Arcade. Can place good Show Painter and Builder at once. Winterquarters now open. Bob Robison, please wire. MR. SHOWMAN AND CONCESSIONAIRE . . . if you're looking for a high type organization that carries no rackets and advertises like a circus and whose Saturday Kid Matinees are like a County Fair, it would pay you to investigate this organization. All Concession People and Showmen with us last year let us hear from you at once.
 All Address:
C. C. GROSCURTH, Gen. Mgr.
 AUGUSTA, GA., GENERAL DELIVERY

GAIETY SHOWS
NOW BOOKING CONCESSIONS FOR 1948 SEASON
20 WEEKS OF CELEBRATIONS—ALL RED ONES
HELP WANTED—Electrician; First and Second Men on all Rides—Ferris Wheel, Merry-Go-Round, Chairplane, Tilt and Kiddie Rides.
WANT Shows of all kinds with own tops and transportation. Good territory.
FOR SALE—9-Car Tilt, in good running order, no repairs, ready to go to work with brand-new International motor, on rubber, used 10 weeks. Will sell with or without transportation. Will book buyer with show for season.
CONCESSION MGR.
ANTHONY SANTILLO
 106 Madison St., East Rochester, N. Y.
 Phone 534-J
RIDE MGR. AND TILT SELLER
V. L. PECK
 North Rose, N. Y.
 Phone 3561

★★★ **I. K. WALLACE ATTRACTIONS** ★★★
Opening middle of April, playing Virginia, West Virginia, Pennsylvania and New York State
 Want Monkey, Snake, Illusion, 10-in-1 or any clean Show with own equipment. (We play Celebrations, Fairs, etc. Long season, low percentage.) Concessions—Can place Custard, Penny Arcade, Photos, Duck and Fish Ponds, Cigarette Gallery, Bowling Alley, String Game, Dart Balloons, Pitch-Till-Win, Clothes Pins, High Striker or any Grind Store not conflicting. Want to buy Guess Your Weight Scale, chair type; must be in good condition. Committees, have some open dates; contact if interested.
L. K. WALLACE, 1316 Spruce Street, Philadelphia 7, Pa.

LEE BECHT SHOWS
A Midway of Moral and Refined Attractions
 Can place a few more Stock Concessions: small Bingo, Fish Pond, Duck Pond, Darts, String Game, Box Ball, Photo Gallery, or any other Legitimate Concession that works for stock. Due to disappointment, can also use Foreman for #12 Eli Wheel, also any useful Ride Help. Drunks, chasers, save your time and mine, you won't last. Will buy, lease or book small Two-Abreast Merry-Go-Round. All replies to
LEE BECHT SHOWS
 P. O. Box 92 Mt. Healthy, Ohio

FOR SALE TRAILERS FOR SALE
 10 1946 Fruehauf Van Trailers, full rear doors, curbside door, reconditioned.
 20 Springfield Drop Frame Van Trailers. Priced to sell.
 Contact **ORSCHLON BROTHERS' TRUCK LINE** Moberly, Missouri
 or **"WHITEY" ELLIOTT** Heart of America Showman's Club
 Kansas City, Missouri
 The above trailers are now in operation and can be seen at any of the Orschlon Bros.' Truck Line terminals, either at 1318 North Eighteenth Street, St. Louis; 617 East Seventeenth Street, Kansas City, or 415 Spring Street, Quincy, Illinois; or any of our other terminals throughout Missouri or Illinois.

LOOK!
PARKER DOES IT AGAIN!
 YES! We are the first to announce a flat cut of 10%. This is in keeping with our policy of always being out front and always giving the best for the least.
A FLAT 10% REDUCTION IS EFFECTIVE THIS DATE AND RETROACTIVE ON ALL CONTRACTS DELIVERED OR YET TO BE DELIVERED THIS SEASON!
 We can make spring delivery on two more Carry-Us-Alls. 2-abreast now sells for only \$7,987.00 complete, ready to set up and run, with 20 metal horses and 2 finely decorated and upholstered chariots; handsomely decorated inside scenery, fluorescent lighting.
C. W. PARKER AMUSEMENT COMPANY
World's Largest Manufacturer of Amusement Devices
LEAVENWORTH, KANSAS
 P. S.—Order that set of Metal Horses now to bring your machine up to date. They fit any make.

FOR SALE — FOR SALE
 ONE ANCHOR, 20x80, ROYAL BLUE SIDE SHOW, complete 100-foot BANNER LINE WITH BANNERS, BALLY AND TICKET BOXES, same as new, used only three months. This show cost \$3,000.00 to build. Priced to go at \$1,200.00.
 SNAKE SHOW COMPLETE, 20x20 Top, 50-foot Banner Line, Pit, Ticket Box, new Banners, complete, ready to operate. Will sell and book on show. Priced \$300.00.
 ONE SUNSHINE CHOO CHOO TRAIN, four coaches. This train is new, used less than 60 days. Cost of delivery to my winter quarters, \$1,780.00. Will sell for \$1,500.00 cash, but cannot book on show.
 One complete set of SEVEN TUB TILT-A-WHIRL. Bull plates and intermediates, with all irons on same, in excellent condition. Priced to go, \$350.00.
All above equipment can be seen at my winter quarters.
W. R. GEREN
 GREENSBURG, INDIANA

MATTHEW J. RILEY ENTERPRISES
OPENING APRIL 12TH
LONG SEASON—SHORT JUMPS—GOOD TERRITORY
 Want to book for season, Major Rides not conflicting. Want to book, buy or lease Ferris Wheel for season. Want Ride Foremen and Ride Help. Want Concessions that work for Ten Cents, Fish Pond, Bowling Alley and any Grind Concessions. Want capable Shows of merit with own transportation. Address all to
MATTHEW J. RILEY
 P. O. BOX 1525 MIAMI, FLORIDA

PINE STATE SHOWS
 Opening Saturday, Feb. 28, 5 weeks in Macon, Ga. Thousands of Civilian Defense Workers and Soldiers. Can place Stock Concessions of all kinds. What have you? No Flats. Eating and Drinking Stands open. Good proposition for Penny Arcade, Custard, Diggers, Bingo.
RIDES—One Flat Ride, Roll-o-Plane, two Kiddie Rides.
SHOWS—Fun House, Ten-in-One, any Show not conflicting, two Girl Shows, one Athletic, one Snake.
RIDE HELP—Who can drive Semis. Agents, can place you.
MARIE ZACCHINI, contact HARRY BESMER
 ALL REPLIES MGR., PINE STATE SHOWS, MACON, GA.

BOB MEYERS
WANTS FOR LAUREL, MISS. — OPENING MARCH 5TH — 8 BIG DAYS
 With Gulfport, Pascogoula, Biloxi, Hattiesburg to follow; then North. Guarantee 20 bona fide Fairs and big July 4th Celebration.
 Want—Legitimate Concessions of all kinds, Agents for Grind Stores, Wheels, Skillos. Will book or lease for long season, Fly-o-Plane, Roll-o-Plane, Octopus, Spitfire, Caterpillar, Looper, Fun House, Arcade, Drome, Big Snake with own equipment.
 Wire **BOB MEYERS**, care Western Union, Light House Cafe, Hattiesburg, Miss. Telephone 9490.

FOR SALE
 No. 5 Eli, V belt, like new; Merry-Go-Round, Spillman Double Loop-o-Plane, Kiddie Airplane Ride. For sale as unit or separately.
 Jimmy Fish, contact Walter.
BOX 55, STATION E, TOLEDO, OHIO

Communications to 2160 Patterson St., Cincinnati 22, O.

Russell Food Chain Installs Miniature Pix in 12 Stores

TRENTON, N. J., February 21.—What promises to open a new area of non-theatrical showings of 16mm. motion pictures is evidenced here in the innovation of Russell Markets, chain of self-service food markets, reserving a section of the stores for the showings of such film for children. Designed to stimulate store traffic, the super-market chain has established miniature movie houses in 12 stores and promises to extend the plan to the entire chain.

Children must be accompanied by adults for admission to the section of the store where the films are shown. For the beginning films are being shown three days a week, including Saturday mornings. The free movies are being advertised extensively throught the city. Store officials point out that in keeping the children occupied, the parents are able to do their shopping better. Moreover, the promotion is helping to bring many new customers into the stores. It is also pointed out that many department stores operate play rooms to occupy the children when parents are busy shopping in the store and the use of films by the Russell Markets is in line with such service for patrons.

Marty Lynch Recalls Culhane-Chace Cast

SYRACUSE, Feb. 21.—Marty Lynch, old-time minstrel who is making his home here, said this week that, if memory serves him, the Culhane & Chace Minstrels carried about 20 people in 1905.

Among the group were Billy Chace, Billy DeRue, Bobby Faye, Bob McLaughlin, Reese Williams, Rice and Adams, Bernie McGraw, Harry Lindecker, Art De Lore, George Wilson, Ed O'Conner, Ross and Bliss, Billy Lewis and Ed Quinlan.

Lynch says that he believes that the show opened in Florida, N. Y., in September and closed suddenly in Hackettstown, N. J., in February the following year because of continual snow storms.

"Seabee" Hayworth To Enter Hospital

PINK HILL, N. C., Feb. 21.—"Seabee" Hayworth is at his home here awaiting admittance to North Carolina Baptist Hospital where he plans to undergo a 30-day treatment for what physicians there have diagnosed as sugar diabetes, sciatic rheumatism and leukemia.

Hayworth, who has been in ill health for the last four years, returned last week from a physical check-up at the Winston-Salem hospital. His drive-in and tent theaters continue to play to satisfactory business.

The SLOUT SHOW

Have opening for 1948 Tent Season. **YOUNG INGENUE** with specialties, **Character Man** to handle stage, **Gen. Bus. Actor** doubling orchestra or vaudeville, one more feature **NOVELTY VAUDEVILLE Act** (must change for week), **CAPABLE MAN** to handle tent and outfit. Rehearsals in April. Can place few dependable workmen. Tell all first letter. Actors and Vaudeville Acts, send photo.

BOX 97, Vermontville, Michigan

DRAMATIC PEOPLE

Wanted for all lines, for Texas tour one-nights. Ticket, if we know you. Contact

JOE ESTES--SAM PARK
445 E. Commerce San Antonio, Texas
Phone: C-8853

St. Louis Winner For Mello Tenters Before Pix Arrival

ADRIAN, Mich., Feb. 21.—Fred H. Wood, old-time rep and tent performer, who was the subject of an enlightening article in the February issue of *The Eagle* mag tabbed *Melodrama Lives*, by Manny Meyers, this week reviewed the path he trod in what he terms the "happy days of the road." "Who," he asks, "can remember the many tent melodrama shows that were in St. Louis in the time of the early movies and airdromes?"

"We actors," says Wood, "then were working 12 months a year. Remember Fred Wehrenberg's tent at the corner of Grand and Cherokee streets; the Magnolia Stock Company on South Broadway? In those days we did one a night ad lib with change of scenery and electrical effects for each night's show."

"Who remembers when the theatrical camp of the Woodman was comprised of all those mello performers who worked tents in St. Louis and included such standouts as Hal Blank, Harry Silverstone, Edward Orr, McKinnon and Kastner? The Gwen Lewis Stock Company, with Richard Stanton, was a well-known rep show then. Those were the days of the perennial tours out of that city of the Pop Fontinelle Show, Bill Fortner and many others.

\$15 Per Week

"Who in St. Louis remembers Bedelia, who played them all giving a local imitation of the Cherry Sisters? The Novelty Theater at Easton, near Grand, was the scene of many good melodramas, with J. L. Sweeney as house manager, and Lucille Reichman, the orchestra leader. The shows were good because we were happy and enjoyed our work regardless of the remuneration. Fifteen dollars per week for a leading man was good money in those days.

"Who recalls the Pelham Show, with Mabel Pelham; Slater and Finch, Hugo Imig, Kitty Pelham, Barry Donnelly, the Picket Stock Company and Gorman Ford and W. I. Swain, who trouped with the Jones and Crane attractions out of Chicago? Those were the days when Fred Flood had Vic Crane's Weary Willie Walker Show."

"We can recall, too, the old Ernie Marks Concert Company in Canada, with Bill Desmond; Will Phillips, Adelaide Secord and Camille Sarrazin; the Jack Bessey Company with Claudia White and George Roberson, and the Virgil Pritchard Players, with Una Carpenter. Names that many will remember are Louis Mitchell, Charlie Emery, Julia Merton, Dora Woodruff and Bert Southern."

Arnte Unit to Harrison

COLUMBIA, S. C., Feb. 21.—Diamond Tooth Billy Arnte, who celebrated his 73d birthday at his home here February 9, said this week that he has booked his *Carolina Follies*, 22-people minstrel unit, with Harrison Greater Shows for a summer tour.

Harvey Sets April Opener

TITUSVILLE, Pa., Feb. 21.—Albert E. Harvey, owner of Harvey's Show, announced from local quarters that he has completed plans to open under canvas near Bedford, Va., April 1. Current plans call for the unit to present religious and other films.

McHenry Unit for West Tex.

EL PASO, Tex., Feb. 21.—McHenry Brothers, currently presenting vaude and film bills at local school and halls, are readying a unit to play E. F. Hannan's *Hotel De Bunk* thru Western Texas.

Rep Ripples

TEMPLETON PLAYERS, four people, active around Atchison, Kan., report sponsored bookings in St. Louis territory for March and April. . . . Butler's Show has been working halls in Central New York with pix. . . . Fred C. Maxey, Portland, Ore., will open his tent show, presenting rep bills, at Pullman, Wash., late in April. . . . Frank and Daniel Townsend have 16mm. films in the Athol, Mass., area. . . . Temple Players have been around Portland, Me., recently. . . . Wilbur Tyler is in his fourth month of school and sponsored appearances and has trouped from Boston to Butte, Mont. He is in the Toronto section with his two-people unit. . . . Bird's Show is in Southwest Oklahoma. . . . Gretna Players are around Louisville. . . . Dilloy Players are around Alexandria, Va.

Williams Family First With Vaude, Says Fannie Mason

CINCINNATI, Feb. 21.—Bruce Rinaldo's recent observations on some of the tent operas of other years and his recalling that the Williams family was among the first such orgs on record this week brought the following reaction from Fannie Williams Mason, who makes her home in Jacksonville, Fla.

"It was a grand surprise to read in the columns of *The Billboard* the recollections of my old friend, Bruce Rinaldo. Why don't we all get with it, old-timers and newcomers to the field alike, and let each other know what is doing via the Repertoire Department? Like Rinaldo, I believe that my parents, Tom and Fannie Williams, owned and presented the first tent opera on the road under canvas. I believe they also were the first to introduce vaudeville between acts.

"Since there were 10 children in the family, we would sing, dance and do our acts between the regular show acts. I remember when Dad used gasoline torches for lights, then switched to lamps and still later added electric lights. My husband, Dick Mason, worked for my Dad, as did all my brothers-in-law. When Dick and I were married we branched out for ourselves and owned and managed the Mason Stock Company. We also were known for years in vaudeville as the Dancing Masons.

"Dick passed away in 1924 and our two children, Dick and Mabel Mason, are in Hollywood, where the former is in the picture business. Dick Mason III is proving to be quite a dancer. Mabel is the wife of Harry Harvey, and their son, Harry Jr., is under contract to RKO Pictures."

Tibbetts Planning Tenter

SPOKANE, Wash., Feb. 21.—Teller Tibbetts said here this week that he has completed 12 weeks of sponsored dates with a flesh show and will wind up the current tour with dates booked in Eastern Washington. He plans to try out a tent show for the summer with straight rep and no concessions or concert.

Seavey Bows in March

NEW ORLEANS, Feb. 21.—Charles Seavey said here this week that he has framed a colored tent show, plus pic attractions, and will open near this city late in March. He plans to play week stands, with a nightly change in bill.

CINCINNATI, Feb. 21.—Nick Hyam is readying a small flesh trick to play New England territory with E. F. Hannan's *Her Step Husband*.

Laramie Dates Okay for Robb

LARAMIE, Wyo., Feb. 21.—Robb's Show, under direction of Manager D. D. Robinson, has been playing school and hall dates in this sector to good business.

Beginning June 1, org plans to play rep bills under canvas.

Chi Junior Miss Title Awarded to Penny McGuiggan

CHICAGO, Feb. 21.—Penny McGuiggan, of the Howard Rooney Masquer Players, has been chosen Miss Junior Chicago for 1948, having won the award in a contest sponsored by Teen-Agers of America, Inc. Penny is half of the dance team of Penny and Marvin.

Miss McGuiggan will compete for the title of Miss Junior America in final competitions slated to be held in the Palladium, Hollywood, in May. She has been appearing with her partner in the Howard Rooney *High Lights Revue*, under American Red Cross auspices.

Thomas, Clayton Set Pic Tent Unit For Pennsy Jaunt

CINCINNATI, Feb. 21.—Thomas and Clayton, who have been showing 16mm. pix around St. Lawrence County, New York, are framing plans to present a tent film unit in Pennsylvania this summer, with Reading the base of operations.

Thomas said plans call for the presentation of *Uncle Tom's Cabin* in a six-reeler.

AUTO THEATRE EQUIPMENT

Complete new equipment for small Drive-Ins Theatres as low as \$2,975.00.

Also equipment for large Drive-Ins, including DeLuxe All-Cast Aluminum In-the-Car Speakers and complete Towers. Free advisory service. Write today for literature.

THEATRE EQUIPMENT CO.

109 Michigan St. Toledo 2, Ohio

16MM. SOUND PROJECTOR BARGAINS

DeVry, RS, Perfect\$190.00
Nafco 3015, Perfect 200.00
Ampro Century 10, LN 285.00
Nafco 3019, New 289.00
Ampro Pre-20, LN 410.00

All the above are in first class operating condition and require no repairs.

Delta Visual Service, Inc.
815 Poydras Street, New Orleans 13, La.

16mm. ROADSHOWMEN, ATTENTION:
Write now for new 1948 Catalog
BIGGEST AND LATEST ASSORTMENT
Westerns — Features — Roadshow
Attractions ever offered.

Southern Visual Film Co.
686 Shrine Bldg. MEMPHIS, TENN.
Tel.: 8-4870

BARGAIN SALE

Universal 35mm. sound projector complete with sound system, only \$195.00; large list of 35mm. and 16mm. features at \$50.00 each; 16mm. single reels, price \$7.50 per reel; Ampro 16mm. sound outfit, \$295.00. Rental programs at \$7.50 two days. Free lists.

SIMPSON FILMS
156 High St., Dayton, O.

LaTella Offers Suggestions To Clear Skate Discussion

COLUMBUS, Tex., Feb. 21.—Much confusion in the minds of rink operators is accompanying the discussion of the flexible skate versus the scooter in the opinion of J. D. LaTella, manager of Columbus Arena, who offers a program for solution of the problem while discussing its pros and cons.

LaTella, who has had 13 years' experience in the skating business, 10 of which were spent in teaching international-style skating, has been a three-time visitor to the Perry B. Rawson laboratory at Asbury Park, N. J., and while he praises the work Rawson has done in skating, he believes some basic program should be established to clarify the flexible skate subject of uncertainties.

LaTella takes the view that the operators should be the analyzers of the problem. "For the most part," he says, "they do not skate at all, and if they do, their average age is high in comparison with that of their patrons." These operators, he claims, do not skate with the same degree of physical exertion as do younger skaters.

Everyone seems to be overlooking three factors that make up the problem, LaTella says, while voicing his belief that converting to a flexible

skate does not involve only the substitution of soft rubber for hard rubber in cushions. The logical points to consider, he says, are:

1. Strength of the individual skater.
2. Speed at which he skates.
3. The weight placed over the skate.

The Analysis

A fast dance or free-style skater over a soft cushion and flexed skate is "as uncertain as an automobile taking a curve at high speed with a loosened front end—to say nothing of what would be the case if the rear end were loosened," says LaTella. "On the other hand," he continues, "an old person or a juvenile puts less power into a side push. He generates less speed in a glide, with a consequent elimination of wobble. An old person or a juvenile on a tight skate will scoot, and what I mean when I say 'tight' is a properly adjusted skate with a hard rubber cushion. The young man or woman on this type of skate will break action and skate as beautiful and as true an edge as the old person or juvenile on a skate made more flexible with soft rubber, and weight on a hard cushion will help that much more." Therefore, LaTella reasons that every skater would have to be fitted according to individual weight, strength and speed and in accordance with the type of skating he wishes to do.

School the Pros

Thus, LaTella believes that the proper procedure lies in the schooling of professionals so that they will be able to recommend the type of skate to which individuals are suited so that they will be able to produce the desired edges. Along with this, he believes that consideration must be given to the fact that dance skating requires only a certain degree of flexibility to execute prescribed edges; that free skating requires edges running to extremes, and that figure skating, as developed on the forced circle, requires a certain amount of scooting so that it may be executed within competitive rules.

LaTella offers the suggestion that operators (those who skate) and professionals form a committee to meet and make a thoro study of the problem. Thus, he says, a decision could be reached that would form the basis for a teaching program on the local level.

Combs Biz Good in Texas

CORPUS CHRISTI, Tex., Feb. 21.—Business remains good for W. C. Combs, who is operating North Beach Roller Rink here the year-round, reports Fred Landrus, a recent visitor at the rink. Combs has a 40 by 100-foot maple floor and lighting and sound systems at the beach, which is slated to reopen March 14. A recent Valentine party proved a big draw and Combs now plans to hold a tackie party soon. He also plans a skating party for members of the Corpus Christi Boystown.

Bill and Eldora Best, who recently severed connections as pros with the America on Wheels chain of rinks, are vacationing in Florida.

'Twasn't Mr. Hush

The article, *Pros and Cons of Search for Those Illusive Bucks*, which appeared in the February 21 issue of *The Billboard*, failed to carry the author's byline owing to an inadvertent omission. *The Billboard* takes this opportunity to notify the trade that the article was authored by C. V. (Cap) Sefferino, of Sefferino Rollerdrome, Cincinnati.

Chi Oldtimer Party At Riverview Draws Top Crowd of 1,000

CHICAGO, Feb. 21.—An overflow crowd of more than 1,000 skaters attended the recent ninth anniversary party of the Oldtimers' Roller Skating Club of Chicago at I. J. Paul's Riverside Roller Rink here, reports Bill Henning, a club member.

Among oldtimers attending were Sally Jordan, of the Jordan skating act; Joe Laurey, veteran racer, and Vic Frasch, Riverview's assistant manager. There were door prizes and trophies were awarded winners of races and graceful skating contests.

At a recent meeting club members elected Jules Cook, president; Fred Von Hof, vice-president; Gwen Dell, treasurer; Charlotte Rodlein, secretary; Florence Werner, corresponding secretary, and John Kalhoun, sergeant-at-arms. The board is composed of Elmer Schierbaum, Harry Gasparine, George Corbeil, Robert Prill and Otto Granon.

Fernwood's Benefit Nets \$107 in Dimes; Travel Club Active

PEORIA, Ill., Feb. 21.—The March of Dimes campaign has been enriched by nearly \$107, proceeds from a recent benefit skating show staged by Fernwood Roller Club of Oscar Jessie's Fernwood Roller Rink here, reports Earnest A. Hunt. Some 350 people saw the show, which was headed by Caroline Buchmann and directed by Bob Gillan. Skaters from Decatur, Springfield and Kankakee, Ill., also took part.

Fernwood Travel Club, organized about six weeks ago, now has some 50 members and it continues to grow, says Hunt. The club visits one rink a month and already has paid calls at the Dome Rink, Dixon, and Fairway Roller Rink, Sandwich. Members have scheduled a February 28 visit to Ing Skating Palace, Rockford.

Once monthly the club holds a party at Fernwood, staging five races each night. At the season's end in May skaters will select a Peoria queen of rollers who will award trophies to the boy and girl with the best racing records.

Van Horns Have Daughter

MINEOLA, L. I., N. Y., Feb. 21.—An eight-pound daughter, Gretchen Christina, was born recently to Mr. and Mrs. Earl Van Horn, of Mineola Roller Rink. Mrs. Van Horn is the former Jean White, who was a Mineola pro.

AOW Chain Dropping Link?

PERTH AMBOY, N. J., Feb. 21.—Perth Amboy Arena will be dropped as a link in the American on Wheels chain of rinks effective February 29, it is reported, the building to be used as a factory.

J. Britton Sets Plans for 150G Tennessee Spot

CHATTANOOGA, Feb. 21.—Plans were announced this week by Jack Britton, operator of Warner Park Roller Rink here, for construction of a \$150,000 rink on Brainerd Road to be known as Southland Roller Rink. A contract for construction has been awarded, said Britton, and work is to start immediately on the establishment, which is expected to be completed in about four months.

The new 100 by 200-foot building, to accommodate 1,500 skaters and spectators, will have nearly four times the area of Britton's present building, which measures 50 by 100 feet and has a 45 by 100-foot skating surface. The 80 by 180-foot skating floor in the new rink will accommodate more than three times the capacity of the old surface. Design of the new building is such that other forms of entertainment may be offered, and Britton said that name bands may be booked in for dancing on a once-a-month basis. There will also be complete restaurant and fountain service in the new structure.

Britton, who has been an instructor and operator for more than 25 years, has operated here since about 1935 and is a past president of the Roller Skating Rink Operators' Association of the United States. He plans to bring in an organist for an electric organ to be installed in the new rink and will also have two professionals to handle class work in dance and figure skating.

Britton now offers three dance classes weekly at Warner Park Rink, two for beginners and one for advanced skaters who number more than 100. On another night there is a class for competitive skaters. A large number of skaters are now bronze medalists, said Britton, and another group is slated to take bronze and silver tests at the Southern RSROA regional meet in Tampa, April 16-19.

Bally Bag Works Overtime In Maine Rural District

HARTLAND, Me., Feb. 21.—"With a population of less than 1,000 in this agricultural area and staff competition in the form of a smaller rink 21 miles to the south, a small one to the north and a larger summer rink to the east, we have to dig into the bally bag to keep turnstiles clicking," says Frank B. Allen Jr., of Skateland here. "We turn every possible occasion into a specialty for increasing attendance," he writes.

A case in point is plans for a party promotion if Hawaii becomes a State in 1948. Allen has placed a large United States flag at one end of the rink together with a large star bearing the words "49 in '48," as part of his advance advertising program.

The First Best Skate



QUALITY

RICHARDSON BALLBEARING SKATE CO.

Established 1884
3312-3313 Ravenswood Ave. Chicago, Ill.

The Best Skate Today

ops
AT EVERY RINK

A complete line of those famous
Betty Lytle
and Hyde Roller Shoes — mounted on those famous
'CHICAGO' SKATES

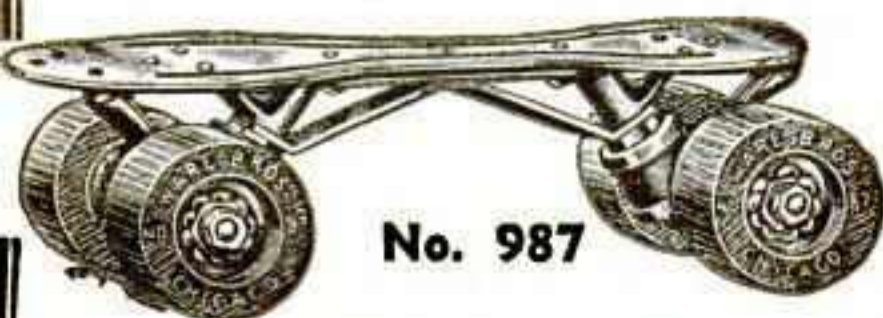
HYDE
ATHLETIC SHOE CO.
CAMBRIDGE, MASSACHUSETTS

It's a PLEASURE to ROLLER SKATE on

"CHICAGO" RINK SKATES

They're true and easy with a wide range of action. TRY THEM!

CHICAGO ROLLER SKATE CO.
4427 W. Lake St. CHICAGO, ILL.



No. 987

Video Theater, Radio Program Prove Potent Twin City Draws

ELIZABETH, N. J., Feb. 21.—The America on Wheels Twin City Arena here has recently inaugurated two features—a television theater and Friday radio party nights—that are proving thumping successes from the box-office standpoint, according to General Manager William Schmitz.

The tele theater was born of the realization that the majority of video sets now in use are either in the homes of well-to-do people or in the tavern, the latter a type of establishment which when combined with the televising of sporting events, TV's most important stock in trade at present, proves a potent lure for the young people who make up a good portion of the patronage rinks depend upon for existence.

Twin City's theater is open nightly to all patrons at no charge. It occupies a 15 by 45-foot sound-in-

ulated room with 60 theater seats and standing room. The set has a 120-square-inch screen.

Friday party nights feature a radio broadcast direct from the arena. According to General Manager Schmitz, the broadcasts are "the answer to everyone's suppressed desire to get on the air." Skaters are the chief participants as the announcers, without interrupting the skating session, mingle among the patrons for interviews. There is also a description by announcers Wayne Nelson and Ed Kobak of the skating session and a weekly special event.

Benefit Revue Set For Monterey Spot

MONTEREY, Calif., Feb. 21.—Del Monte Skating Club of Del Monte Rollerrome here has received a sanction from the United States Amateur Roller Skating Association to stage a show, *Stars of Tomorrow*, February 29 by which the club hopes to raise funds to send skaters to the 1948 State meet, reported Rollerrome Manager Paul J. Gilbert, who is directing the production.

Some 50 skaters will take part in the show, to be made up of four chorus numbers and 15 acts. Its theme will be the 100th anniversary of the discovery of gold in California.

Cast will include Barbara Ziem, Barbara Henriksen, Frances Manning, Rose Marinello, Eva Doran, Eileen Jackson, Margorie Tomasini, Rexford Murray, Kenneth Merker and Gilbert.

The junior skating club held a matinee Valentine party February 12. Members were admitted free and were permitted to bring a guest. Prize games were played.

New Toe Brake Offered

CINCINNATI, Feb. 21.—Newest version of a toe brake is the Pro-Tek-Toe stop offered by Pro-Tek-Toe Skate Stop Company, St. Louis. With emphasis on streamlined design, the white rubber brake is said to have the double advantage of protecting the skater's shoe and leaving the floor streakless. Pro-Tek-Toe is said to fit any shoe and its manufacturers claim a hidden steel washer makes the product more durable.

Tampa Gets RSROA Regional

TAMPA, Feb. 21.—Skaters from five States are expected to compete in the Southern regional championships of the Roller Skating Rink Operators' Association of the United States, scheduled to be held April 16-19 in Harry J. Warner's Coliseum Skating Rink here. Competition will be held in dance, figure, pair and speed skating. Winners will be eligible to compete in the association's nationals, to be held in Cleveland in July.

Saffels Join Ludwig Rollery

CARROLL, Ia., Feb. 21.—The Saffels, trick skaters, have been engaged by Charles C. Ludwig, operator of Parkview Roller Skating Palace here, as professionals in charge of the floor and class work. They have already started classes for beginners and advanced skaters and will also direct activities of the Carroll Roller Skating Club and the show its members stage annually here and at nearby rinks.

Announcing ANOTHER EXTRA DIVIDEND!

MADE POSSIBLE BY THE TREMENDOUS INCREASE IN SKATING RHYTHMS SALES DURING THE LAST FEW MONTHS

Here Is Your Dividend:

THAT ALL TIMES POPULAR EASTER HOLIDAY RECORD NO. 298-A, B
Easter Parade . . . and
Put On Your Old Grey Bonnet
FREE WITH PURCHASE OF ANY 12 RECORDS

Don't Fail To Order Our Special St. Patrick's Day Record . . .

NO. 218 { WHEN IRISH EYES ARE SMILING
BELIEVE ME IF ALL THOSE ENDEARING YOUNG CHARMS

Have You Ordered Our Latest Release?

LOOK OVER THIS LIST OF THE FINEST AND MOST POPULAR TUNES ON THE MARKET TODAY BY

GLENN DAVIS

That All-Time Popular and Nationally Famous Organist

HERE IS OUR LATEST RELEASE:

No.	Name	Dance Tempo	No.	Name	Dance Tempo
*SR-273-A	Ballerina	Fox Trot 92	†SR-280-A	Arkansas, My Arkansas	March 100
*SR-273-B	New Orleans	Fox Trot 92	†SR-280-B	I Want To Be a U. S. Soldier	March 100
*SR-274-A	And Mimi	Fox Trot 92	†SR-281-A	Gimme, Gimme Gimme, Some . . . All-Skate	Fox Trot 100
*SR-274-B	Whistle the Blues Away	Fox Trot 92	†SR-281-B	All Dressed Up With a Broken Heart . . . All Skate	Fox Trot 100
†SR-275-A	Eenee Meenee Mynee Moe	Two-Step 92	†SR-282-A	The Balcony Waltz	Waltz 168
†SR-275-B	Take Me Back (To Dixieland)	Two-Step 92	†SR-282-B	Skating Our Way To Love	Waltz 168
*SR-276-A	Golden Earrings	Fox Trot 92	*SR-283-A	Too Fat Polka	Polka 100
*SR-276-B	How Soon?	Fox Trot 92	*SR-283-B	Pennsylvania Polka	Polka 100
*SR-277-A	Serenade of the Bells	Collegiate 92	*SR-284-A	Sippin' Cider With My Ida	Two-Step 92
*SR-277-B	So Far	Collegiate 92	†SR-284-B	Gonna Get a Girl	Two-Step 92
†SR-278-A	Barbara Ann	Waltz 92	†SR-285-A	I'm Gonna Getcha, I Betcha	Fox Trot 100
†SR-278-B	My First Love Letter From You	Waltz 92	†SR-285-B	Mamma's Gonna Getcha	Fox Trot 100
*SR-279-A	A Blues Serenade	Collegiate 92			
*SR-279-B	For Me and My Gal	Collegiate 92			

SPECIAL! — 12 Records, Plus One Easter Holiday Record, for \$11.00, Plus \$1.10 Tax. **TOTAL \$12.10.**
SINGLE RECORDS—\$1.00 EACH PLUS 10¢ TAX—POSTAGE EXTRA
IMPORTANT—Save C. O. D. charges by sending check with order. No orders less than 4 records.

Skating Rhythms Recording Company

P. O. BOX 1838, SANTA ANA, CALIF.
Your Skaters Are Entitled to the Best—Don't Give Them Less

SKATE CASES AT A NEW LOW

* STEEL CASES (Metal Over Wood)—Assorted color combinations. Finest made. \$29.64 Doz. Sample \$2.47.
* ALL ALUMINUM CASES—The Feather-weight Champion. Light, sturdy, with satin finish. Former OPA ceiling \$6.50. NOW \$36.00 Doz. Sample, \$3.00.
L & L PRODUCTS
7018 Glenwood St. Chicago 26, Ill.
Distributors of Holsler Products, Midwest and Skating Rhythm Records, Champ Skate Brakes, Skaters' Jewelry, Stickers, Laces, etc. Write for price list.

WANTED

Operators for 3 portable rinks. One will be new, others new Spring of 1947. Must be able to furnish references and know portable rink business. Would prefer man and wife. Will operate soon as weather permits. Also have for sale, 1 new 45x90 portable floor, only. Address
BOX D-239
Billboard, 2160 Patterson St., Cincinnati 22, O.

FOR SALE

130 PAIRS OF CHICAGO RINK SKATES
With original fiber wheels, 1 public address system with four speakers, all in good condition.
MR. JOHN KOLACZ
335 Fairport St., Newton Falls, Ohio

FULLY EQUIPPED ROLLER RINK

And Dance Pavilion with Modern Restaurant. On Arterial Highway in busy College City. Three lots with good building, 83x60 foot floor space, balcony living apartments. \$15,000.00 will handle. Wonderful opportunity for right parties.

Merryland Roller Rink

South Main, Ellensburg, Washington

FOR SALE

DUCK PIN ALLEYS
6, in excellent condition, Scoreboards and Balls. A Bargain.
WINTER GARDEN
520 DeBaliviere Ave., St. Louis 12, Mo.

WANT TO BUY

GOOD PORTABLE ROLLER RINK
Approximate Floor Size, 60'x100', 50'x100', or what have you? Address:
Fred D. Knight, Quincy Roller Rink
1284 Sea Street QUINCY, MASS.

FOR SALE, SKATING RINK

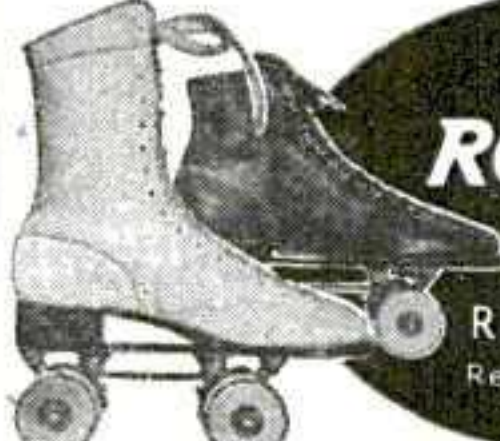
70x150, over 100 pair of shoe skates and plenty clamp skates, Hammond organ and P. A. system, new shoe skates, skate grinder and tools. Doing good business. Building leased, \$250.00 per month. Specific reasons for selling. \$15,000.00 will handle. Have to be seen to be appreciated.
G. B. MORAN, 2004 Pearl Ave., Fort Worth, Texas

HIT PARADE

in
SKATING RHYTHMS
PRICE 75¢, PLUS TAX
Write for List.
MARS RECORD CO.
719 N. Atlantic, Compton, Calif.
For information about

CURVECREST "RINK COTE"

THE PLASTIC RINK SURFACE
Write
PERRY B. GILES, Pres.
Curvecrest, Inc., Muskegon, Mich.
Originator and Sole Distributor.



OFFICIAL
ROLLER DERBY
RINK SKATES
Reg. U.S. Pat. Off

The Most Famous
RINK SKATES
in the world

Advertised to many millions in the Official Roller Derby competition. Manufactured to highest quality standards.
MODEL "B" ROLO-WAY Precision Dance Skates with the Patented Cushioning.
ROLLER DERBY SKATE CO. 4533 Payne Ave. Cleveland 3, Ohio

COMPLETE PORTABLE RINKS SECTIONAL FLOORS

The World's Largest Manufacturers of Complete Portable Rinks and Northern Rock Hard Maple Floors. Roll Skating Mats a Specialty.
BILT-RITE FLOORS AND RINKS
Dealers in Hard Maple Flooring
Mailing address: 1413 Crescent Drive, Tyler, Texas Phone: 2968
Factory: 1016 East Locust St., Tyler, Texas Night Phone: 719-W

ENROLL NOW

DETROIT SCHOOL FOR ROLLER SKATING TEACHERS

"Licensed by the State of Michigan"—G. I. Approval, Veterans' Administration, P.L. 348
BODY CONTROL SKATE DANCING BUSINESS ADMINISTRATION
FIGURE SKATING & JUDGING RINK MANAGEMENT
FREE STYLE MUSIC SHOW PRODUCTION
For information write Miss Vivian Heard, S.R.S.T.A., affiliated with R.S.R.O.A.
ARCADIA ROLLER RINK, 3527 Woodward, Detroit 1, Mich.

WANTED SKATING RINK

Can promise location for several weeks and month, especially in connection with National Soybean Festival and Exposition. Any time from Sept. 1st and on. Please quote size and type of floor and condition of equipment. Contact
JOSEPH DeLISLE
Portageville Junior Chamber of Commerce
Portageville, Missouri

WE BUY AND SELL

New and Used Rink Roller Skates
Advise Make, Sizes, Condition and Quantity. Also Best Price.
JOHNNY JONES, JR.
51 Chatham St. PITTSBURGH, PA.

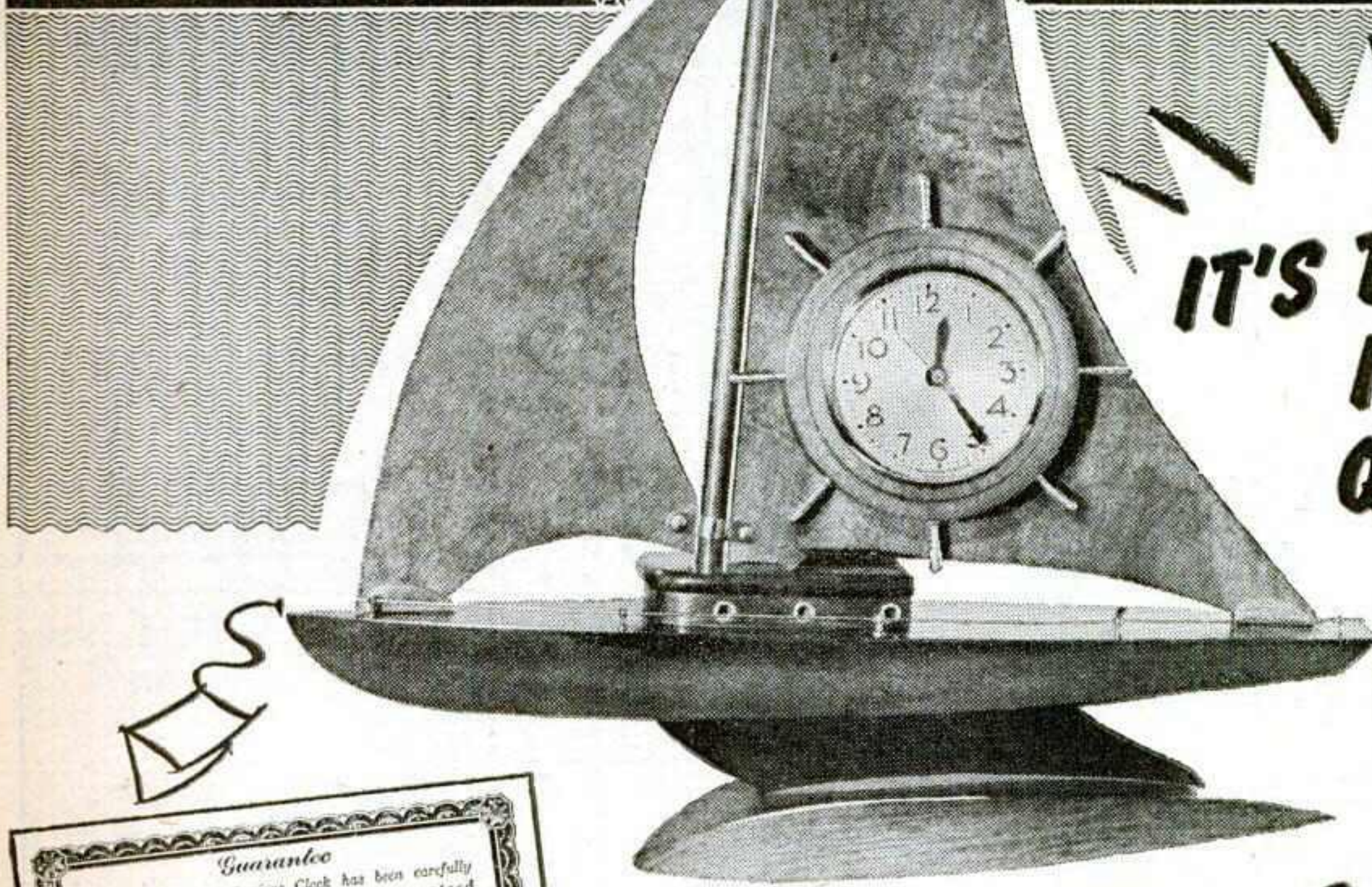
FOR SALE CHEAP

40 X 100 PORTABLE SKATING RINK
Complete in every way, with 200 pair Clamp, 80 pair Shoe Skates, Music System, flameproof Tent. This equipment is 14 months old, now operating at Wetumka, Okla.
JACK GRAY

FOR SALE

Established Roller Rink, Greater Cincinnati, Floor, 40'x100'—ample aisle space, etc. Frame building, insulated. Gas automatic heat, 110 pra. Chicago Rink Skates, 40 pra. Shoe Skates. Now netting \$600.00 per month. Opportunity—\$12,750.00 complete.
W. G. SCHMIDT, 950 Elberon Ave., Cincinnati 6, O.

Sail into big profits!



IT'S TERRIFIC! IT'S TOP QUALITY!

NATIONAL CLOCK CORP.'S "SURF QUEEN"

Sailboat Clock

IN FINE-GRAINED POLISHED MAHOGANY OR
MAPLE FINISH WITH NATIONALLY ADVERTISED
"SESSIONS" CLOCK

Once-in-a-blue-moon... an item that's taken the country by storm!... an item that's quality throughout from the fine "Sessions" clock to the beautiful craftsmanship... an item that you (yourself) would be proud to have on your mantel or in your den! 'Nuf said... IT'S HOT!

Guarantee
This self starting Sessions Clock has been carefully tested at our factory. It is guaranteed against defects of material and workmanship for one year unless damaged or mishandled.
The Sessions Clock Co.
Forestrills, Conn.

21" HIGH, 20 1/2" LONG, 4 1/2" WIDE
with "Sessions" self-starting Electric Clock... guaranteed movement. In Mahogany or Maple... hand rubbed finish! Lacquered brass fittings!

GET ON BOARD NOW!

SAMPLE DEAL
Sample \$14.75 ea.
4 to 11 quantity 13.50 ea.
1 Dozen or more 12.50 ea.
F.O.B. PORTLAND, ORE.

QUALITY PRICES

CLOCK	CLOCK	CLOCK	CLOCK
\$13.00	\$12.50	\$11.00	50¢

PUNCH BOARD DEAL
BOARD TAKES IN \$150.00
Consolation prizes . \$18.00
3 Sailboat Clocks . 37.50
Cost you \$55.50
Your profit . 94.50
Less cost of board \$4.15!

PUSH CARD DEAL
TAKES IN \$39.80
Costs you (one clock for lucky name under seal... one clock to handler) \$25.00
Your profit \$14.80
Push Cards . . 5c Each

ALL MERCHANDISE FOR RESALE ONLY!
ALL PRICES F.O.B. Portland, Oregon

Manufactured by
NATIONAL CLOCK CORP.
61 Bennett St., Lynn, Mass.

Recognized Distributors and Jobbers
WRITE, WIRE or PHONE

HARRY ARNSBERG

WESTERN DISTRIBUTOR — 625 S.W. 12th Avenue • Portland 5, Ore.
Phone — ATwater 6385

RINGS

NEW BIG SELLERS!



4R65—Gold Filled \$27.00 Doz.
4R64—Sterling 22.50 Doz.

2R268—Gold Filled, \$10.80 Doz.
2R268—Sterling, \$9.00 Doz.

2R249—Gold Filled, \$9.00 Doz.
2R256—Sterling, \$7.20 Doz.

2R255—Gold Filled, \$7.80 Doz. ...
2R254—Sterling, \$6.75 Doz.

2R307—Gold Filled, \$6.75 Doz.
2R301—Sterling, \$6.00 Doz.

STATE YOUR BUSINESS

HARRY PAKULA & CO.
5 NORTH WABASH AVENUE
CHICAGO 2, ILLINOIS

SEMI-TRAILER—35 FEET WITH 1941 FORD Truck. Formerly used as army passenger bus, now converted for concession use. Suitable for cookhouse or any type of show. Two entrances, side and rear. Only one foot road clearance makes entering and departing easy. \$2250. M. Feen, 11870 Ohio Ave., Detroit 4, Mich.

SHORT RANGE GALLERY ON TRAILER—All-steel lead trap, good canopy, good tires, fully equipped, including three rifles. Has chuck, beat-dealer table frames and flys. Price, \$700; or \$625 without tables. W. E. Bunts, Crystal Exposition, Crystal River, Fla.

START BUILDING FROM TESTED PLANS—Kiddie Auto, 20-passenger Airplane; 12-passenger Chairplane; 24-passenger Boat Ride Plans, \$5 each. Free catalog. Brill, 228-B North University, Peoria, Ill.

TENTS, SCENERY, COSTUMES, BAND COATS, Portable Stages, Maskings, Middles, Ends, Poles, Wiring, Footlights. Write what you want. Ludwig, Carroll, Iowa.

THEATER SEATS—PROJECTORS, SCREENS, Folding Chairs, Tents, Stage, 16mm. Film Fiber Cases. Lone Star Film Co., Dallas, Tex.

USED TENTS—50x100, 40x80, 40x70, 40x60. Sigmund Bros., Keokuk, Iowa. mh20

16MM. FILMS RENTED, \$5—ADVERTISING furnished. Used 16mm., 35mm. Projector bargains. Ace Camera, Florence, S. C. ap10

16MM. SOUND WESTERN FEATURES—TOP stars; money-making roadshow attractions. New prints. Low prices. Write! Grand, 2506B 52nd, Kenosha, Wis. apr3

35 AND 16MM. FILMS FOR SALE—FEA-tures, Westerns and Shorts. Harry Whitestone, Fair Mount, Ga. mh6

35MM. SOUND FEATURES, SERIALS, SHORTS. New listings. Low prices. Also rental service. Oakley Films, 242 Kontner, Nelsonville, O. fe28

40x90 MAPLE FLOOR, 225 PAIR NEW CHI-cago Skates. Need 40x90 Top. F. Shafer, Washington, Ind.

1946 SUPER ROLL-O-PLANE WITH 3-PHASE motors, A-1 shape, \$5,000. Large Root Beer Barrel and Carbonator, \$100. Burch Counter Model Popcorn Machine, A-1 shape, \$200. One Eli Van Trailer with rack inside to hang Merry-Go-Round Horses. Two Panel Girl Show Fronts, with actual life size photo-poses. Also side poles and other show property. Frank Burke, 214 North Walnut St., El Paso, Tex.

HELP WANTED

ALL ROUND VAUDEVILLE TEAM — FOR week stand show. Early spring opening. Also projectionist for Power's machines. Prefer teams with trailers. 1947 House Trailer for sale. Rusty Williams Show, Lucama, N. C.

ATTRACTIVE GIRL TO ASSIST MAGICIAN—Standard act, theaters and clubs. Box 157, c/o Billboard, Chicago.

CARNIVAL WANTED—RIDES, SHOWS, CON-cessions. The biggest celebration in Southwest Nebraska. Free gate. July 1, 2, 3. Address: Clink's Park, Box 476, Alma, Neb. mh13

DANCE MUSICIANS—PERMANENT JOBS; territory bands, \$50-\$75 weekly. Jimmy Barnett Orchestras, Sioux Falls, S. D. fe28

DANCE MUSICIANS — LEAD ALTO, JAZZ tenor, piano, drummer, others. Sleeper bus, salary. Carl Colby, Alexandria, Minn. mh6

DEMONSTRATORS, EXPERIENCED (FEMALE)—On open demonstrations only. To sell horoscopes in chain stores. \$40 week and commissions. Give references and phone number. Zolar Publishing Co., Inc., 33 West 60th St., New York 23, N. Y. mh6

FLOOR MANAGER WANTED—MUST BE GOOD skater, able to instruct and take full charge of rink when needed. Must be clean cut, sober, and reliable. This is a permanent rink, steady job and good pay. Write Johnny Jones, Sea-graves, Tex.

NAVY PUBLICATION—22 YEARS OLD, DE-sires special edition and phone men or women. Liberal commissions with expenses. Those with labor and veteran publication experience preferred. United States Navy Magazine, 12 So. 12th St., Philadelphia, Pa. fe28

NEED PIANO MAN—TOP SALARY. REX Pine Orch., Glencoe, Minn., Box 94. mh6

NEED RELIABLE PIANO MAN—STEADY year around salary. Tenor band. Hank Winder, 8333 Cass St., Omaha, Neb.

ORGANIST FOR DANCE BAND—WILL TAKE good Piano Man who is willing to learn. Don Strickland, 506 10th, Mankato, Minn. mh13

PEOPLE—ALL LINES. SPECIALTIES. 45-minute circle stock. String music. Spring opening. K. Toomey, Holly Inn, Pinehurst, N. C.

PIANIST—FOR ALL-AROUND COMMERCIAL band. Piano featured. Others contact Ralph Harrison, Grande Courts, Orange, Tex.

TENOR MAN THAT SINGS BALLADS FOR commercial tenor band, now on long location. Must be strictly sober, reliable. Sammy Graham, Rotisserie Restaurant, Jackson, Miss.

TENOR, CLARINETTE—FOR STEADY WORK. Combo, read, fake, sober, appearance, union. Commercial minded. Write details, Box C-441, c/o Billboard, Cincinnati 22, O.

TROMBONIST DOUBLING BALLAD VOCALS—Other instrumentalists that sing, please write. Established band; salary. Box C-448, care the Billboard, Cincinnati. fe28

WANT SOCIETY PIANIST IMMEDIATELY. Band Leader, Greater Dallas Club, 106 S. Field St., Dallas, Texas.

WANTED—MED. SHOW PERFORMERS, ALL lines. Novelty acts, magician, small animal acts; two week stands, long season, early opening. Write details, salary wanted. Dawson Players, Metropolis, Ill. fe28

WILL BOOK FERRIS WHEEL OR TILT-A-Whirl for season. Write for particulars. Jay Van Gilder, 138 S. Gordon, Wichita, Kan.

YOUNG NEAT APPEARING MAN—TO WORK front of beautifully flashed Girl Show. Must put up and down. Write Zora, care Steblar's Greater Shows, Bamberg, S. C.

YOUNG AMBITIOUS DANCE MUSICIANS—One month road, then resort location. State all. Send photo. Box C-457, care Billboard, Cincinnati.

JUST ARRIVED!

Gov't Surplus

A large quantity of

**ELGIN
WALTHAM
BULOVA**



16 jewel sweep-second wrist watch with stop-watch feature. Stainless steel-back case and stainless steel expansion band.

Watch and Band
16⁷⁵
Complete

Send for FREE illustrated catalog on your business letterhead.

nesper INC.
WHOLESALE JEWELERS
JEWELRY TRADES BUILDING
818 & SANSON STREETS PHILADELPHIA 6, PA.

**West Coast Headquarters
For Carnival Supplies**

OAK MICKEY MOUSE TOSS-UP AND HEAD BALLOONS—the hot balloon numbers for 1948.

MOTTLED AND BUGS BUNNY BALLOONS FOR EASTER

Monkey on Stick \$24.00 Gr.
Lancaster R., W. & B. Batons. 18.00 Gr.
Chinese Snake 12.70 Gr.
Tip Whips 15.00 Gr.
Mexican Spiders 15.00 100

Celebration Hats in Many Styles
SINGING CANARY BIRDS .. \$ 8.00 Gr.
Oak Dart Balloons 1.00 Gr.

Always plenty of slum and closeout merchandise on hand.
Quantity discounts to quantity users.
25% deposit with order, balance C. O. D.

PICO NOVELTY CO.
807 1/2 S. FLOWER, LOS ANGELES, CALIF.

CHEWING GUM

WHOLESALE ONLY



Fine quality. Popular flavors. 5-stick packs — also 4 multi-color "BUBBLINGUMS."

AMERICAN CHEWING PRODUCTS CORP.
4th and Mt. Pleasant Ave., NEWARK 4, N. J.

Never Before - Never Again!

EVERSHARP
RETRACTIBLE

\$15 Value
\$2.50
PLUS 20% EXCISE TAX



EVERSHARP

BEAUTIFUL LEATHERETTE COVERED, SATIN LINED DISPLAY BOX INCLUDED WITH EACH PEN

Beautiful 14-K. Gold Filled Cap and Barrel End. Choice of Colors.

ROLLS INK ON DRY . . . "WORLD'S FASTEST, SMOOTHEST, EASIEST WRITING PEN"

Give EVERSHARP—and you give the finest!

DESIGNED EXPRESSLY FOR PREMIUM USE

Service Guaranteed Forever. If your EVERSHARP ever needs service and is returned to EVERSHARP, we will put it in good working order functionally for only 35c, except for missing parts, accidental or willful damage. This service is guaranteed, not for years, not for life, but Guaranteed Forever.

PRODUCED BY **EVERSHARP** EXCLUSIVELY FOR
HEX MANUFACTURING CO.
468 470 SENECA ST. BUFFALO 4, NEW YORK
SOLE DISTRIBUTORS

SENSATION OF THE YEAR
For Quality — Price — Eye Appeal

JOSEPH BROS. Offers Men's and Women's Beautiful CHATON WATCHES
with RHINESTONE DIALS that look like real diamonds.



Assorted dials: black, white or white with red stones.

\$9⁹⁵

LOWEST PRICE IN 10 YEARS
6 or 7 Jewel.....

15 JEWEL, \$10.95 17 JEWEL, \$12.95
Reconditioned like new.

Also available in Benrus, Bulova, Gruen, Elgin, Waltham at slightly additional. Write for new Free Catalog.

ORDER TODAY (3 WATCHES MINIMUM ORDER). 25% with order—balance C.O.D.
None sold retail—wholesale only.

JOSEPH BROS. MEMBER JEWELERS' BOARD OF TRADE
59 E. Madison St., Dept. B-28, Chicago 3, Ill.

BRAND NEW FLASH ITEM!

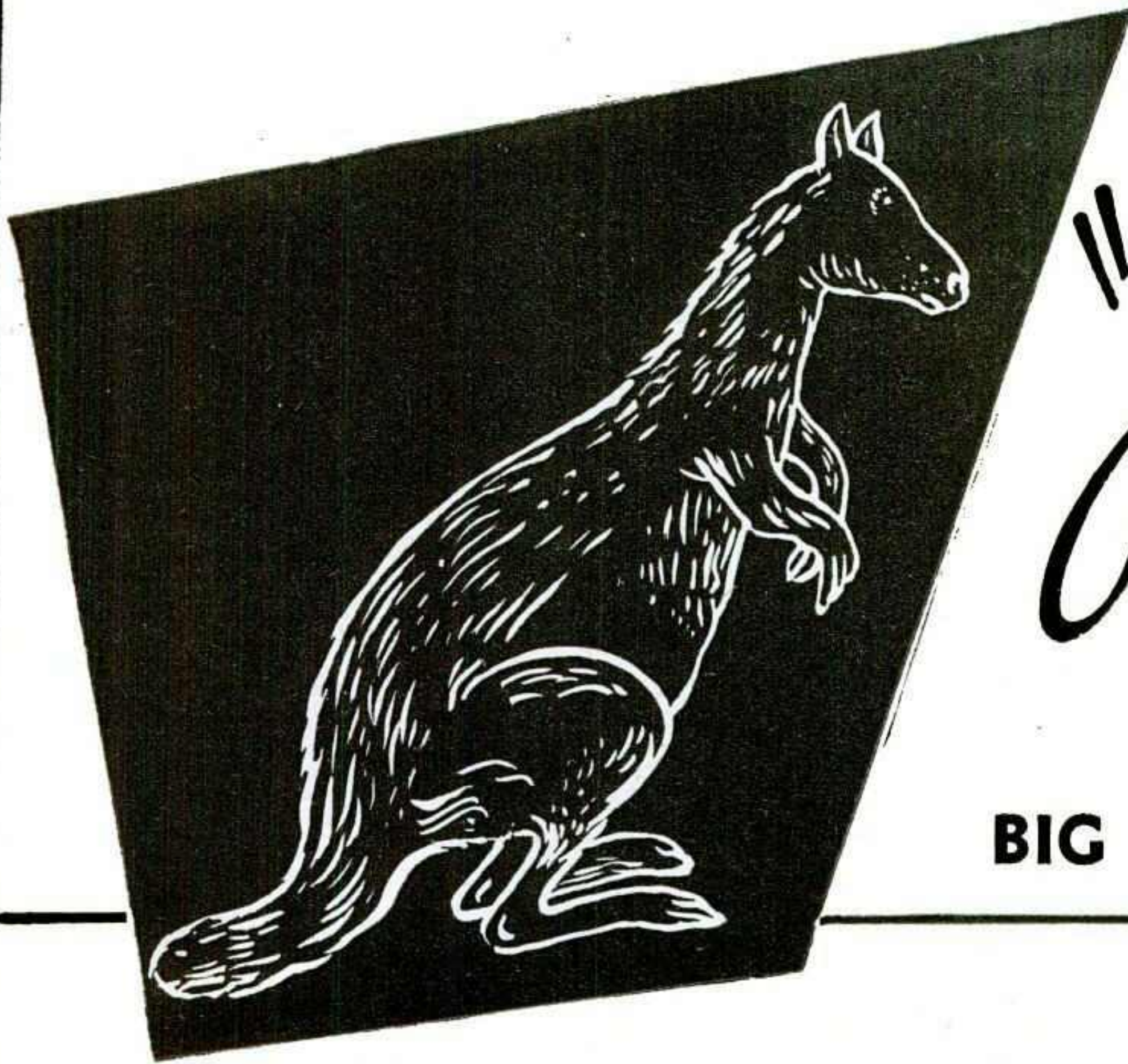


No. 120 Airplane Lamp. All-Metal Chrome-Plated Glass Cabin. Colors: White or Blue. Jack Front finish as per illustration. Length, 12 1/2"; Wing Spread, 13"; Height, 7 1/2". Packed individually, 6 to master carton. Wt.: 3 1/4 lbs., set up complete with tubular bulb.

BE FIRST IN YOUR TERRITORY TO FEATURE THIS SPECTACULAR ITEM

Sample \$3.75 Each
Lots of 6 or more 3.65 Each
50% Deposit on all C. O. D. Shipments.

M. K. BRODY, 1116 S. Halsted St., Chicago 7, Ill.
Send for FREE Catalog. In Business in Chicago for over 34 Years.



"jump"

INTO THAT BIG SPRING MARKET

IT'S WIDE OPEN TO YOUR BUSINESS

Spring is just around the corner. With it comes the opening of the '48 buying parade. Agents, Salesmen, Demonstrators, Concessionaires, Salesboard Operators, Premium Users, Variety Stores, Novelty Dealers, Arcade Owners, Souvenir Stands and Resorts will be wide open for all kinds of products . . . jewelry, souvenirs, gadgets, novelties, premiums; in fact, every kind of merchandise. Actually spring buying has started already. Manufacturer and jobber are already receiving their first large orders of the season.

THE BILLBOARD'S BIG ANNUAL SPRING SPECIAL will be the catalog for the coming season. Special lists, feature articles, widespread coverage, plus extra advertising make it required reading for all prospective purchasers. It will be kept close at hand for ready reference. All readers . . . and there will be many . . . are prospects for merchandise illustrated and described in the Spring Special. Sell them with a large, well illustrated, fact-filled advertisement.

**RESERVE YOUR SPACE NOW
LAST FORMS CLOSE
MARCH 17**

**THE SPRING SPECIAL
IS THE
BIG ISSUE
FOR YOUR
BIG AD**

THE BILLBOARD PUBLISHING COMPANY

In New York
1564 Broadway
Phone: Plaza 7-2800

In Chicago
155 North Clark St.
Phone: Central 8761

In Cincinnati
2160 Patterson St.
Phone: Dunbar 6450

In Hollywood
6000 Sunset Blvd.
Phone: Hollywood 5831

In St. Louis
390 Arcade Bldg.
Phone: Chestnut 0443

In Detroit
1009 Fox Theatre Bldg.
Phone: Randolph 1100

Benjamin, Mildred L.
Boyer, Chick
Brazell, Matt
Brockney, Mrs. Pat
Cadona, Lula
Caranzio, Queenie
Crabtree, Jack
Del Ray, Monya
Edwards, Don
Fuller, Dorothy, Marion
Goley, Larry
Goodman, Bert
Green, Col. Bill E.
Jacquets, Mr.
Illinois
Kroll, Herman
Lamon, Harry
La Plante, Joe
Lorraine, Blanche
Lush, Edgar Burr
Maleata, Ruth
Manors, Pete & Lura
Marlowe, Sam
Marshall, Bill
Martin, Daisy

McGair, Charles
Miller, Lewis
Nadia, Jean
Newman, H.
Nicholas, J.
Northrop, Anna
O'Dare, Jack
Old, Meribeth
Petine, Tommy
Rector, Patricia
Rice, Edw. Leroy
Robinson, B. F.
Sanborn, Beatrice
Scanlon, Matt
Schubert, Erwin
Smithy, Diamond
Tooth
Storms, Harry
Swenson, Joel
Thomas, Eugenia
Thundersky, Richard
Whitree, Victor
Wilson, Marriot
Wilson, Theodore
Williams, Mabel
Zorac, Stanley
Zubryn, Emil

Thomas, Ray E.
Tint, Al
Troth, Harry
Vaughn, W. M., J.
Vorrhees, Iva
Patrick, T. W.
(Bill)
Paxton, Mr. & Mrs. Pat
Perry, Bob
Peyton, Steward
Phillips, Charles E.
Pierce, Jack
Pierce, Mrs. Jessie
Pope, Carl V.
Powell, Charles M.
Prell, Abe
Price, Art
Ragan, Mary E.
Randall, Archie L.
Randolph, H. F.
Rayard, Tex
Riggins, Ennis
Robin the Great
Ruanbaugh, H. J.
Schmidt, Mrs.
Sheehan, Edward P.

MAIL ON HAND AT CHICAGO OFFICE
155 No. Clark St.,
Chicago 1, Ill.
Aldre, Arlette
Allrich, Miss M.
Andrews, Frank
Arnold, Floyd
Barclay, Robert
Benner, Larry
Boyd, Bob (CHIEF)
Burke, Mr. & Mrs. Ernie
Byners, Mr. & Mrs. Sammy
Carter, W. T.
Corwin, George
Dalton, J. C.
Daniles, Richard
Day, Arlene
De Seo, Gloria
Dick, Billie
Fuetz, Eddie
Hale, Walter
Hammers, Clyde
Kirk
Harley, Henry J.
Healey, Margie

MAIL ON HAND AT ST. LOUIS OFFICE
390 Arcade Bldg.,
St. Louis 1, Mo.
Aldrich, Dee
Allen, Master
Allen, Master
Anthony, Marvel L.
Baravold, A. E.
Bassett, D. Dennis
Bates, Mrs. Anna
Bell-Vinson Shows
Bergen, Harry (Slim)
Berry, Arthur J.
Bennett, Charles
Boatwright, B. E.
Bowling, Joseph H.
Brady, Evangeline
Buck, Buddy
Buck, Miss
Dottella
Budha, Prince
Byers, Jimmy
Carrigan, Kid
Carter, Wm. M.
Clemmons, A. B.
Coutier, Catherine
Collins, Ed
Cotter, Ernest L.
Courtwright, Edith
Davies, John C.
DeBarrie, William
Edwin
Derrickson, George W.
Dickerson, Harry
Dixon, Earl
Drake, Joseph
Edwards, Donald
Elmarte, Don M.
Evans, James
Fields, Clyde A.
Breeman, Mrs.
Bonnie
Frenzel, Mrs. M.
Fox, Thomas Jr.
Good, Charley
Gorman, Miss
Reinde E.
Hall, Edward T.

Grimes, Lewis
Delevan
Hartley, William
Harvey, Harold C.
Haun, Mr. & Mrs. Y. D.
Hensley, Carlis W.
Howard, Johnny
Humphrey, C. W.
Hunt, Harry T.
Hutzler, Mrs. Margaret
James, George
Jehovey, G.
Jeter, Mrs. Myrtle
Jeter, Van L.
Kathe, Mary
Ragan
Lambert, Harold A.
Lampe, Fred G.
Lazella, Ariel
Levine, Joe B.
Levine, Sam
Littler, James L.
Loyal, Jules
MacBride, A. W.
MacDonald, M. D.
MacDonald, Mac
McCormick, D. J.
Marko, James E.
Marlowe, Sam
Martin, James
Edward
Mason, James
Matson, Peter O.
Melton, Geo. W.
Meredith, Irena A.
Miller, Barney
Miller, B. E.
Miller, Jacob E.
Minshall, Nellie
Frances
Morgan, B. P.
Morgan, Wm. P.
Musgrove, Ross
Neill, Lucille Kitta
O'Bryan, Jack
O'Leary, Dennis
Palmer, Earl

DEMONSTRATORS—JEWELRY WORKERS—ATTENTION!

No. 3R239 Per Doz., \$5.25
No. 3R180 Per Doz., \$4.50
No. 4R279 Per Doz., \$27.00
No. 4R269 Per Doz., \$12.00

WE CARRY THE MOST COMPLETE LINE OF ENGRAVING JEWELRY!

No. 4X3—Gold Finish \$2.10 Dozen
No. 2X1 \$22.50 Per Gross
No. 4X14—GOLD FINISH... \$2.65 DOZ. | NO. 4X15—WHITE FINISH... \$2.65 DOZ.

Over 1001 different ring numbers in stock!!!
WRITE FOR CATALOG—STATE YOUR BUSINESS
BIELER-LEVINE, 5 N. Wabash Ave., Chicago 2, Ill.

BIG SCORE FOR DAILEY
(Continued from page 51)
men were Kelley's assistants on the Big Show.
Kelley, it was said, in his publicity capacity for the Dailey org, will prepare press and radio material and generally will oversee the department and divide his time between the circus and his interests in Delaware, O., where he owns and operates a large furniture store.
Davenport and Kelley both come from Delaware, O., and both attended Ohio Wesleyan University, where Kelley is at present a trustee.
"A factor weighing heavily in favor of the Dailey show," Kelley said, "is its enterprising owner's global expeditions in search of animals and other attractions. He has sent two expeditions to Asia in little over a year and the most recent, in charge of his elephant boss, Louis Reed, brought back the smallest baby elephant in America. The Davenporters are raising the infant on their sun porch here in Gonzales. The Dailey show has 25 elephants, more than 100 horses and travels on 25 railroad cars."
The National Geographic Magazine for March contains a circus story by Kelley, with color photographs. This marks the second time the circus author has cracked major publications.

CINCY UP 20%
(Continued from page 51)
was set at a flat \$2.40, as compared with the \$1.80-\$2.40 price range which prevailed in 1947.
Stern said that most of the houses the final week hit capacity, with turn-aways prevailing at several performances. Bolstering the gate receipts were two night performances staged last night in addition to yesterday's matinee and two matinees and a night performance today. Two matinees and a night performance also were given Saturday (14), with two night and a matinee performance on Friday (13). Org left here for Chicago where it opens under Medinah Shrine Temple February 27 for a 17-day engagement.

E. K. FERNANDEZ
(Continued from page 52)
wants to be a clown but gets angry if anyone laughs at him.
Carl Wallenda and Joe La Form celebrated birthdays at a sewing bee we had after the blowdown. Merritt

POLACK BROS.
(Continued from page 52)
was a Valentine Day gift to Cincinnati, so stated Ed Raymond, clown band leader. . . . Since Count Ernie Wiswell made an appearance be-decked in gown, long wig and "that" hat, his title has been changed from president to that of worthy matron of the NPLSP-ers. . . . Dukie Anderson reports that he, too, is planning to switch to Calvert's. . . . Shorty (Bring 'Em Back Alive) Gebhart is spending most of his time training a wild white mouse for clown alley. . . . Dorita Konyot was on the sick list for two shows.
Members of the Cincy fans were hosts to the dressing room personnel at a banquet. The party was emceed by Jack Klein who announced that all members of the NPLSP who walked out during his singing specialty would be fined \$1 each. Note: Thirty-three dollar bills were added to the club's treasury. Thanks, Jack. Slivers and Josephine Madison celebrated a double-header the night of the banquet—Slivers' birthday and the couple's seventh wedding anniversary.
Frank Shepherd pens that he was released from the City Hospital, Akron, February 12 after 10 months in a body cast. He hopes to remove all braces from his leg within four months.
Visitors noted were E. Walter Evans, Roger Littleford Jr., Charles Wirth, Bob Doepker and Bill Sachs from The Billboard; the Nelson Sisters, currently at the Lookout House, and Mr. and Mrs. Bobby McCune (Roberta and Mack) from the Latin Quarter; Eugene Randow Jr. and Chester Stanley from the Eastern unit; Blondie, Bruce and Mary Ellen LaBlonde; Terrell Jacobs; Gene Haerlin, of the Dayton Shrine committee; Jack Randall, cartoonist; Bill Ballantine, Toni Martin, Betty Russell and Bob Mason, of the Cole show.—**HAROLD BARNES.**

and Nita Belew are scoring with their new act. Betty Escalante should copyright her new and original rumba-hula dance. Pete Kortez is back with his side show, looking good in spite of a recent illness.
With only one show at night on week-days, everyone is spending his time sight-seeing, swimming and relaxing like rich tourists. The temperature never goes below 70.—**DOLLY JACOBS.**

PRICES SMASHED!
Fine Quality
New Tableware
Highly polished — popular styles — sparkling beauty

Teaspoons - - - - - \$.75 Dozen
Forks - - - - - 1.00 Dozen
Soup Spoons - - - - - 1.00 Dozen

Limited supply—rush order.
25% deposit with order, balance C. O. D.
GREAT AMERICAN SALES CO.
2226 Silverton Way, Dept. D-101,
Chicago 16, Ill.

BE FIRST
CALLING ALL PIN BALL AND SALES-BOARD OPERATORS' ATTENTION.
RAYON PLUSH RABBITS, BUNNIES, CHICKS AND ROOSTERS — ALL SIZES.
BEAUTIFUL TWO-TONE PASTEL SHADES
UNSURPASSED IN WORKMANSHIP.

We urge you to write immediately for our full descriptive and illustrated folder on the above and other popular numbers. Sample orders on most popular numbers will receive our prompt attention. State sizes and amount of samples you are interested in. This line of stuffed toy Easter Specials is not to be confused with the general line of the past war years. All numbers in new high map Rayon Plush with well-shaped soft bodies and fancy bow trim.

WISCONSIN DE LUXE CO.
1902-12 N. THIRD ST. MILWAUKEE 12, WIS.

LOOK! IT'S COMING . . . LOOK!
The HOTTEST Novelty you have EVER SEEN. Be sure to get your Name in for the Preview Showing. Take our word for it, it's H-O-T. The Circular Tells the Story. Write for Copy Today.
LAKEVIEW SALES, Dept. B
180 W. RANDOLPH ST. CHICAGO 1, ILLINOIS

WRITE FOR OUR SPRING CIRCULAR—NUMBER 248
MIDWEST MERCHANDISE CO. 1010 BROADWAY KANSAS CITY MO

PITCHMEN! DEMONSTRATORS!
Back Again—Perfected PUNCH NEEDLES!
One of the biggest pre-war sellers now available for immediate delivery. Comes complete with Holder and 4 Nickel-Plated Steel Needles . . . \$22.00 per hundred sets.
Sample set, \$1.00—Cash with order.
Terms: 25% deposit, balance C. O. D., F. O. B. Chicago.
We also carry a complete line of Muslin Patterns, Embroidery Hoops and other accessories.
HOME ART and NOVELTY CO.
1160 Farwell Ave. CHICAGO 26, ILL.

Pioneer Fair Revue Producer Was 50% of What Today Is MCA

(Continued from page 50)

the fair he had in mind was not the run-of-the-mill type; it was the Los Angeles Pageant of Progress, and the show would be in for 10 nights. This changed Ernie's decision. He put a show in the L.A. event, and it was a huge success.

Meet Resistance

Thus emboldened, efforts were made the following year to sell revues to fairs as a night grandstand attraction, something entirely new to them. The resistance was strong. Fair men as a whole couldn't see it. Fairs, to their way of thinking, had always been a daytime affair and, they figured, the folks wouldn't come out at night.

There were some venturesome fair men, however, who decided to give it a try. And the revues caught on at those fairs, attendance boomed and the popularity of the feature spread across the country until now night attendance at many fairs equals, if not exceeds, daytime gates.

Before the revue era, relatively few fairs had a charge at the front gate at night, nor did night business amount to much. Now, practically all fairs charge at the outside gate at night, light plants have been extended and modernized, and the night midway play is big.

Joan Crawford Line Gal

"We packed all of our scenery in a nifty two trunks and only two trunks were required for the entire wardrobe," Ernie says in recalling the first revue. "The lighting was terrible. The scenery consisted of little more than a curtain. The costuming didn't amount to anything. But the folks at the fairs ate it up; they never had seen anything like a revue."

Today the revues are richly, colorfully costumed; the scenery is massive and eye-holding, the lighting is brilliant, the sound is effective, and the music, in most instances, excellent.

In the development of these revues, Ernie pioneered and he continues among the leaders in that field. Chief among the name stars of today who came out of some of the early revue lines is the motion picture picture headliner, Joan Crawford, who worked for him then as Billie Cassin. Other well-known gals who worked in Young-produced shows in niteries, however, were Billie Beck, none other than Sally Rand, and Ruth Etting, who later became a singing star with the Ziegfeld Follies.

Two Revues This Year

This year he will have two fair revues out. One of these, which will play the Western Canada Class A Fair Circuit as well as U. S. annuals, will have 15 weeks time, an exceptionally long run for an outdoor unit.

His wife, the former Lucille Dorman, one-time singer at the St. Louis Municipal Opera, handles one of the units and Ernie the other. Both shows he builds himself. In addition to revues, he does a brisk act booking business, not only to fairs but also with sponsored circuses, principally those presented by Tom Packs.

Ernie has booked most of the headline outdoor acts in his more than a quarter of a century in the fair booking business. Of those acts which no longer exist or are not in this country, he rates six as being the most outstanding. These are the Codonas, flying; Demnatti-Liazed Troupe, Arabian tumblers-acrobats; Joe Jackson Sr., comedy bicycle; Evans and Perez, perch act; Joe Thomas Saxtette, musical, and Duncan's Collies.

His most heartening experience he said was in being the first to book Roscoe (Fatty) Arbuckle after the

latter's scandal. "It was at the Marigold Garden (a Chicago niterie, long since out of business), and as Fatty entered on stage with a half-hearted smile, a little girl strolled over to present him with a rose. The comedian went down on his knees and with tears streaming down his face he kissed the child in gratitude. The entire audience, including myself, was in tears," Ernie recalls.

At one time he booked as many as 40 night spots. He was instrumental in giving several budding stars, such as Ukulele Ike, their first booking. He also handled many big names, among them Rudolph Valentino.

Ernie received a thoro grounding in selling the hard way. Born in Chillicothe, Mo., in 1886, he took off from home at an early age and obtained his first job as a peanut vendor in a St. Louis theater. Later he obtained the gallery concession at another theater, and, there, he recalled, "I sold old apples, bought for almost nothing, to the customers to peg at some of the acts who worked behind a scrim. Pelting some acts was quite the rage then, and it was profitable — for me," Ernie recounts.

Worked With Pitchmen

One of his most unusual early selling experiences was when he was hired by a transient pitchman to play the piano in between pitches in which his boss sold what he called "electric belts." It was claimed that these belts would cure all aches and pains. The belt sold for \$25, quite a sum in those days.

"You soak the belt in vinegar and tie it around your waist," instructed the pitchman.

"The funny part of it was that not a few of the people were actually relieved of the pains they had. The vinegar burned into them so, it must have burned out the pain," Ernie reflects.

Early in his youth Ernie took out a card in the American Federation of Musicians' union because of his piano playing. He still holds the card, but his piano playing is confined chiefly to his own entertainment.

During his years in the fair booking business, Ernie has been on his own all of the time excepting for a short stint with the World Amusement Company which consisted of Frank and Charles Duffield, the late Alex Sloan, Mike Barnes and the late Fred Barnes, Sam Levy and Ed Carruthers and a period of about two years with the Barnes-Carruthers Theatrical Enterprises.

He is a past president of the Showmen's League of America, a life member of the Shrine and a member of the Missouri Showmen's League and the BPOE.

This year he faces one of his busiest seasons. His organization is strictly

a one-man deal. His act bookings, both for fairs and circuses, are quite heavy and he faces the task of building two grandstand revues and of handling one of these on tour.

JOHN R. CASTLE DIES

(Continued from page 60)

in Kansas City, Mo.; a member of the Pacific Coast Showmen's Association and the Regular Associated Troupers, both of Los Angeles, in addition to belonging to a number of other organizations and lodges.

He is survived by two brothers and a sister.

Services, under the direction of the PCSA were held in Los Angeles today with burial in Showmen's Rest, Evergreen Cemetery here.

Pallbearers included his two brothers, Dave and Harry; Sammy Dolman, Joe Lohrman, Moe Eisenman and Elmer Hanscomb.

SPORTS SHOW DRAWS

(Continued from page 50)

usually good, featuring Mark Huling's seal, Sharkey; Oldfield and Ware, acro comics; the Gibsons, knife throwing; Carlell and Rose, boomerangs and whips; Diana Dixon, bird calls, and Russ Dotson and Company, comedy diving.

Special features include Babe Didrikson Zaharias (golf tricks), Ken Wilhelm (archery) and Milligan (slingshot ace). Emsees are Chief Needahbeh and Jack Montez. While quality of the attractions is tops and costly, the presentation is bad—acts working on a platform alongside a large tank set up on the main floor can be viewed by only a limited number of spectators on the main floor and by those able to get to vantage points on the mezzanine.

The show is getting plenty of publicity in daily papers and on the air. Press is again being handled by Jim Hurley, outdoor editor of *The New York Daily Mirror*. The show runs thru Monday (23).

COAST ORG FORMED

(Continued from page 60)

pitches under good conditions. Some suggested that secretary-managers attend WFA meetings with authority to book their shows. It was pointed out that one fairman had suggested that an agent visit him within two weeks after the closing of this fair meeting, which was scheduled to eliminate leg work, because he would then be in a position to book the show.

A minority of fairs have proved expensive to book in recent years because of lack of co-ordination. Carnival operators hope to eliminate this practice and put things on a more business-like basis.

Among those attending were Til Taylor, Joe Krug, Tony Soares, George Sackson, C. A. Wrightsman, Ted Levitt, Harry (Polish) Fisher, Bob Schoonover, J. Ed Brown, Harry Taylor, and Sam Abbott, *The Billboard*.

hampered operations of many of the boys and girls making the varied events and that even store workers have been finding it a bit difficult.

PAT HARRIS . . .
is still spending the winter playing night spots around Oklahoma City.

DAVE AND MARY FREEDMAN . . .
are getting the geedus plying yuke oil in Sam's Store, Detroit.

Seeing a farmer driving a team of mules hitched to a wagon, a sheetwriter wildly waving a map, rushed onto the street yelling: "Hey! Did you get one yet?" Without stopping his team the rustic answered: "Nope, just toss it into the wagon. I'll look at it when I get home."

TURNING GOOD TIPS . . .
with his layout in a Neisner neighborhood Detroit store is Phil Hassman.

DOC DEWITT SHANKS . . .
old-time pitchman of note, is making his home in Knoxville, where he's interested in the advertising business.

Early-day pitchman's ditty: "I turned the tip, then tipped the turn. A pitchman has a lot to learn."

FLASHES FROM . . .
the West Coast tell us that Joe Thomas is working cards, paddles and paper tricks to big passouts in Los Angeles.

Rapid Ralph says: "Your nightmares aren't any truer than your dreams."

IT ACTUALLY BRAYS
The best selling political novelty of the year
SELLS FAST AT 65c
DON'T WAIT . . . ORDER NOW
Price \$25.80 Per Gross
E. COLE
P. O. Box 522 Evansville 2, Ind.

MEN'S HOSIERY
\$2.00 Per Doz.—\$21 Gross. Fancies, Mill Imperfects, #1 Grade.
\$1.75 Per Doz.—\$18 Gross. Fancies, Mill Imperfects, #2 Grade.
Ladies' Nylons, Rayons, and Children's Hosiery—Lowest Prices.
DAN KITZMILLER
26 S. 7th Street READING, PA.

COLLECT AND GROW RICH!
Here's YOUR opportunity to learn about a life-time, spare or full-time office business in which earnings run as high as \$5,000-\$15,000 yearly! In this dignified profession, BIG profits are made by having thousands of others work for you. A copy of "Collect and Grow Rich"—the booklet that tells the full story—is yours for the asking. No cost or obligation.
T. J. SURFACE, Pres., Dept. 303-B, Roanoke 4, Va.

WE MANUFACTURE SHRINE CIRCUS FEZ
Perfectly Blocked—Looks like real Fez. Also PENNANTS for All Occasions.
THE G. B. FELD COMPANY
2137 E. 90th St. Chicago 17, Ill.
Phone: BAYport 8429

FIREWORKS
ATTENTION, DEALERS AND JOBBERS
For Lowest Prices write Today for complete Price List.
MID-WEST FIREWORKS
114 W. SECOND ST. SEDALIA, MO.

IT'S A HUMMER! TOY KAZOO MUSICAL INSTRUMENTS

The Big Show Used 100 Gr. During Last Engagement

TROMBONE . . . \$21.60 (Actually Slides) 14" long extended GR.	CLARINET OR BUGLE \$16.50 (11½" long) GR.
--	--

TERMS: 25% Deposit With Order, Balance C. O. D., F. O. B. Pittsburgh, Pa.

THE JOHN ROBBINS CO.
340 Third Ave. COurt 5445 Pittsburgh 22, Pa.

Flexibility Vs. Regimentation In Comm. Exhibit Floor Plans

(Continued from page 59)

These were shown on a regular timed schedule, planned and announced in advance.

Tickets were required for admission, but they were free, of course, and were distributed by the exhibitor whose film was being shown. These tickets were printed by the exposition and given to the exhibitors for distribution. Each carried the day, date and time of showing as well as a "show number." Changing the schedule of showings each day made it possible to offer the films having the best draw to morning, afternoon and evening crowds on different days.

Complete operation of the theater was in the hands of three college men experienced in projection and sound work. They inspected each film when it was delivered to us, cleaned it and made necessary repairs. They also rated the films for guidance in preparation of the schedule.

One astonishing fact concerning these is that of the approximately 40 films turned over to us for use by exhibitors, not more than six were of a quality to justify the investment made in them. In several the sound track was not up to scratch; in others, the continuity was broken, and in a few, principles of salesmanship were missing.

Generally speaking, however, the

innovation of this additional service to exhibitors was well received and made it possible for those who had films available to tell their stories to potential customers in a 20 to 30-minute presentation in a way it could not be done in the exhibit space. The service was appreciated by the visitors, too, who grasped the opportunity if for no other reason than to have a chance to sit down for a half hour.

Each film was carefully inspected, repaired and cleaned before it was returned to the exhibitor. This was an added service to the exhibitor, but helped to improve the quality of our exhibits by eliminating the use of many automatic projectors in the exhibits themselves. These continuous projectors are good crowd stoppers, but generally result in traffic congestion. The elimination of this cause of congestion contributed much to the free flow of traffic.

Information Center Aids

The information center, staffed by personable young ladies, greatly aided prospective customers in finding those exhibits which were of greatest interest to them. The booth itself was attractively designed and so planned that no posts interfered with vision along the radial aisles. In the process of eliminating the effect of regimentation, we discontinued the use of booth numbers.

Many exhibitors in their advertising referred to the area in which their exhibits were located. There were no area signs, however, so prospective customers seeking a definite display went directly to the information center for guidance. If they sought milking machines, for example, the information clerk was able, thru the use of cross-reference cards, to tell them where such products were on display and who was exhibiting them, or if one wanted to locate a specific type of sail boat, or scooter, or rifle or any one of hundreds of items in the Industrial Arts Building, these young ladies would

send them to the exhibit by the shortest route.

Paging System

We found that the information center was essential with the new layout and proved its value in many ways. From this point, we operated a paging system, with a microphone in the booth and many speakers around the building. We used this to locate parents of lost children, to bring exhibitors to the telephone located in the booth and to fill the building with soft music from time to time. In general, the attendants represented the Eastern States Exposition in creating good will for the organization by making it possible for both exhibitors and visitors to find what they wanted with a maximum of ease.

The exhibitors liked the new layout, the public enjoyed it, and we are satisfied that it paid dividends and was worth its development. More than 70 per cent of last year's exhibitors have requested space in 1948.

Daily Bulletin

Their reasons are, perhaps, to be found in the following excerpts from our daily *Exhibitor's Bulletin*, which was mimeographed and delivered to each exhibitor at opening time daily. It contained important announcements, a report of the attendance of the preceding day and general pep talk. It also carried a schedule of film showings for the day. Typical items carried included the following:

1. "National Live Stock & Meat Board reports 1,500 women from 242 cities in 11 States have filed entries in their meat identification contest and that it takes an average of 20 minutes to complete each questionnaire."
2. "Our coffee exhibitor and sampler... sold more coffee than at any former Eastern States Exposition and expects that total sales will be in excess of those at any Fair in their history."
3. "We have had several visitors from manufacturers who are not exhibiting with us this year. They are here to check up on us and our present exhibitors. At least three of them report that their home offices are requesting space in 1948."
4. "An exhibitor of large freezers and walk-ins reports this to be the most satisfactory show they have entered—from the point of view of sales, new dealer contacts and public acceptance."
5. "One of our exhibitors reports the sales of \$1,000 worth of sewing machines each day."
6. "A garden tractor manufacturer reports the establishment of many new dealers and many sales."
7. "Still another exhibitor has sold two carloads of paper bags for \$15,800."
8. "Our exhibitor of electro-plated products landed a \$100,000 contract today—a production job that will give him quite a bit of work over a two-year period."
9. "Navy reports many former service men signing up for naval reserve and army indicates many applying for enlistment."

Like most new projects, this layout presented many problems in putting it across. The information center, the opportunity for exhibitors to have their educational films shown on a regular schedule in a completely equipped and comfortable theater without cost; the increasing of display heights from 4 feet 10 inches to 8 feet; the elimination of standard signs at a fixed height from the floor; the installation of a paging system, and the limitation to a minimum of restricting rules and regulations were helpful in approaching prospective exhibitors. The reputation for quality established over a long period of years by the Eastern States Exposition, the splendid attendance in other years and the excellent market afforded by these North Atlantic States gave us assurance that we were well justified in urging the Industrial Arts Building as a fine place for exhibits by manufacturers of consumer goods during the 1947 exposition.

Required Selling Job

Our selling problem was not an easy one, however, for we were offering space on a new basis. Advertising and sales managers found it much easier, under the old plan probably, to say, after listening to a sales talk, "Okay, we'll take a booth." Our sales plan required a great deal of new thinking on the part of the space buyer. First, he had to decide what type of product his exhibit would feature—whether he wanted space in the farm equipment, home-makers' supplies, sports and recreation or other sections. Second, he had to have an idea what items he

GINGER GILARD DIES

(Continued from page 51)

Gilard came to this country at the age of 5. He started clowning at 14 and continued it up until four days before his death. He was with Ringling-Barnum two years, 1909-1911, and last year clowned in the St. Louis Police Circus. He was with various other shows, and did a stint on the stage, teaming with Henry Coy in an acrobatic act. In late years he has been clowning at various functions, his last job being at Lane Tech High School in Chicago February 7. His full-time trade in late years was a motion picture operator.

Gilard was a member of Show Folks of America, Chicago Chapter; American Guild of Variety Artists (AGVA), Woodmen of the World and the motion picture operators union, IATSE.

CLARIFY CENTENN \$\$\$

(Continued from page 57)

San Francisco, and Joe Bren Talent Company, Hollywood.

Importance of selling to fairs was indicated by the first annual Fairman's Fair, held in the auditorium of Governor's Hall.

Showing here were:

- Reuter Display & Decorating Co., Stockton; Joe Bren Talent Co., Hollywood; Great Lakes Steel Corporation, San Francisco; Sports Shop, Red Bluff, Calif.; Music Corporation of America, Beverly Hills; Larry Klump, Stockton; Eddie Burke Attractions, San Francisco; West Coast Poultry Equipment, Hayward; Sutter Sign Co., Sacramento; Paramount Manufacturing Jewelers, San Francisco; Paramount Flag Co., San Francisco; BBB Puppeteers, Chula Vista, Calif.; Perey Turnstiles, San Marino; J. L. Stuart Manufacturing Co., San Francisco; Valley Decorating Co., Fresno; Steel Engineering Co., Salt Lake City; Floats, Inc., Pasadena; Monte Brooks Attractions, Portland; Golden State Fireworks Manufacturing Co., Redondo Beach; E. H. Daniels Associates, Pasadena; Addressograph-Multigraph, Sacramento, and Fanchon & Marco, Los Angeles.
- Also Lodi Tent & Awning Co., Lodi; E. M. Kemp Co., Sacramento; Western Badge & Trophy Co., Los Angeles; Knight & Parker, Hollywood; Acme Displays, Oakland; Crafts Shows, North Hollywood; Los Angeles Stamp & Stationery Co., Fresno; Bert Lvey Circuit, San Francisco; Charles T. Warren, Fresno; Foley & Burk Shows, Davis; California Polytechnic College, San Luis Obispo; E. O. Livingston Co., Paso Robles; Southern California Trophy Co., Los Angeles; Golden West Fireworks Manufacturing Co., Delhi; Celebrations, Inc., Hollywood; Harry B. Ogle & Associates, Sacramento; Coast Supply Co., San Francisco; Hancock Bros., San Francisco; McCurry Photo Co., Sacramento; Horsemen's Exchange Service, San Francisco; Slater Display Service, Fresno; Rod Overton, Inc., Oakland; Anchor Post Fence Co., San Francisco; Smiths, Oakland; Cyclone Fence Co., Oakland; American Seating Co., Sacramento; Duggans Concessions, Santa Monica, and Utility Metal Craft Works, El Monte.

The exiting of F. Beverly Kelley from the ranks of circus tub-thumpers was lamented in a lengthy poem by H. L. Phillips in his column, *The Sun Dial*, in the Friday (20) edition of *The New York Sun*.

would plan to exhibit and how much floor space they would occupy. Because we advocated open exhibits thru which visitors could circulate, the buyer also had to have an idea concerning the number of persons he would like to have in his exhibit at a time and this, in a measure, prescribed the number of attendants he should plan to have on duty.

These factors made the buying job more difficult and as a result, made our selling job one of greater detail and much more time-consuming. The changes proved to be well worth the effort, however, and with the first show operated on the new plan a part of history, the generous acceptance and approval of the layout by both the exhibitor and the public leads us to believe that following the tenets of good public relations in "keying policies, services and actions in the best interests" of space buying exhibitors and the admission-paying public has paid dividends and has assured the success of future shows in the Industrial Arts Building and has given added prestige to the Eastern States Exposition.

MAKE GREATER PROFIT WITH RINGS FROM STERLING!



HEAVY GOLD FILLED MEN'S RING
No. 4012 \$17.00 Per Doz.

This popular seller is available in any combination of white or ruby stones. Just compare its value and order today—only Sterling offers such low prices!

Immediate delivery — free catalog.
STERLING JEWELERS
85 E. Gay St. Columbus 15, Ohio

NEW 1948 FOBETTES, AND WE DO MEAN NEW!

No. 501-1 Football	No. 502-1 Baseball
No. 503-1 Basketball	No. 504-1 Bowling Ball
No. 505-1 Boxing Glove	No. 506-1 Roller Skates
No. 507-1 Ice Skates	

PER DOZEN { ALL MERCHANDISE } PER GROSS
\$1.85 { INDIVIDUALLY CARDED } \$21.00
{ AND CELLOPHANED }

ORDER YOUR SAMPLES FROM THIS AD — 25% DEPOSIT REQUIRED ON ALL C. O. D. SHIPMENTS — STATE YOUR BUSINESS. WATCH THE BILLBOARD FOR OTHER NEW ITEMS.

Frisco Pete Enterprises, Inc. 604 W. LAKE STREET CHICAGO 6, ILL.
MANUFACTURERS OF ENGRAVING JEWELRY

Merchandise You Have Been Looking For

Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys, Every kind of Glassware, Blankets, Hampers, Hassocks, Plaster, Slum, Flying Birds, Whips, Belloons, Hats, Canes, Ball Game Specials, Bingo Merchandise.

Catalog Now Ready — Write for Copy Today

IMPORTANT To Obtain the Proper Listings, Be Sure and State in Detail Your Business and Type of Goods You Are Interested In.

ACME PREMIUM SUPPLY CORP.
1111 South 12th St. Louis 4, Mo.

NOTICE

ARE YOU IN NEED OF A PURCHASING AGENCY?

We will act in the capacity of purchasing agents for business establishments for all kinds of merchandise, new or used, manufactured or warehoused in New England. We have very extensive connections here in New England with manufacturers and jobbers. Write us regarding your needs.

NATIONAL METAL CO.
188 NORTH MAIN STREET FALL RIVER, MASS.

SALESBOARD SIDELIGHTS

Harold Boex, Pioneer Manufacturing Company (Chicago) vice-president, returned from a cold trip along the East Coast Monday (16)—cold in this instance meaning temperature (22 below). Business activity was warmer. Firm's new line of playing cardboards is pulling well; the Hearts & Diamonds and Spades & Clubs boards are both popular. There are 26 regular playing cards stapled in cellophane envelopes to a separate board that accompanies the 1,000-hole salesboard. Idea is that winning numbers pull the cards. Another new Pioneer salesboard, Lot-o-Winners, features 25 numbers on each quarter play; five numbers are on each of the five tickets in each hole.

Universal Manufacturing Company (Kansas City, Mo.) is quite pleased over the reception of its new fast action, 720-ticket Pot-a-Tik item. Joseph Berkowitz, firm's head, feels it is slated to go places. . . . Jack Morley, head of Superior Products, Chicago, is in St. Louis this week; will be back in a few days. Jack J. Katz, well-known figure in the board business and one of the first men with Superior some 10 years ago, rejoined the firm this week as sales supervisor of the Eastern Division. Jack was not with the firm for the last three years.

Robert H. Kolinsky, sales manager, says business took a decided spurt during the last several days; overall picture is very encouraging, he adds.

Triangle seals are continuing to be the big subject over at Harlich Manufacturing Company (Chicago). Sales manager Sam Feldman reports a growing number of customer and operator comments on the three-cornered tear-offs. Manny Gutterman, sales director, arrived back in Chicago this week from his Southern jaunt. . . . Walter McNamara, of The McNamara Company, Chicago, announced the addition of a new board, Modernique, to its line of pellet stand boards. There will be three more new numbers out within the next two weeks, he said. . . . Irv Seore, of Seore & Seore, popped back into Chicago headquarters today (21), after completing his Eastern jaunt.

Mounting interest in Gardner & Company's (Chicago) Varga Girl salesboards is evident from the number going out every day. Firm officials say the Varga idea of board illustration is really centering all eyes (they mean that literally) on the six new numbers bearing the attractive gals. Charles Leedy, sales manager, comments on the perk-up in business during recent weeks, and looks for continuance of same.

Irving Sax, Consolidated Manufacturing Company (Chicago) general sales manager, cut short his trip thru Tennessee and Arkansas to attend the Novelty Manufacturers' Credit Bureau (NMBC) meet in Chicago (February 10-11) last week. He'll start right off on the trip this week, taking in all of the Western States. Irving is an enthusiastic booster of NMBC; he says the bureau is accomplishing the best possible thing for the salesboard industry—its members are working in greater accord than before and are working out industry problems on a friendly, constructive basis.

Marty Frankel, production manager at Peerless Products, Chicago, paid the plant a visit last week—his first in several months. Marty, who is recuperating from a recent illness and hospitalization, expects to be back at his post the first week in March.

EMPIRE
FOR THE *Finest*
in SALES BOARDS
WRITE FOR CATALOGUE
EMPIRE PRESS
637 SOUTH DEARBORN ST.
CHICAGO 5, ILLINOIS

PUSH CARD OPERATORS
Send for our circulars on exclusive irresistible novelties that sell on sight, complete with special cards.
ECONOMY DISTRIBUTING CO.
Our Deals Are Repeating
601 Wilshire Bldg., 328 W. Superior Ave.,
Cleveland 13, O.

THIS DEAL HAS BEEN ADV. IN BILLBOARD FOR THE PAST 45 ISSUES. OUR OPERATORS ARE DOING A REPEAT BUSINESS . . . GET YOURS NOW - - IT'S REALLY HOT!!

Make \$250 to \$500 a week
BE YOUR OWN OPERATOR OF PUSH CARDS
A once-in-a-lifetime opportunity to make \$250 to \$500 a week with little investment. These watches have outstanding, high-priced features. Precision built, imported Swiss watches. Handsome case. Red sweep second hand. Genuine leather band.
Watches Styled for Beauty and Built for Accuracy!
Place these Push Cards in factories, clubs, taverns and cigar stores. They will sell for themselves. Quick turnover, card sells out in 2 or 3 days. You can place hundreds of these cards each week.
25% Deposit with Order, Bal. C.O.D., F.O.B. Chicago

PUSH CARD WITH 2 WATCHES
1 Watch to the seller and 1 Watch to the winning seal.
Push Card Takes in \$21.
Your Cost \$10.
EXTRA PUSH CARDS 10c EA.

Your Profit \$17.00

Write **J & M SALES CO.**—708 S. STATE ST.—CHICAGO 5, ILL.

WANTED • BOARD SALESMEN
. . . Aggressive young men, here is your opportunity to increase your earning power by representing Pioneer Mfg. Co. with their outstanding line of salesboards.
Your application will be accepted either by mail or in person.
PLEASE STATE QUALIFICATIONS
PIONEER MANUFACTURING CO.
2352 W. Cermak Road, Chicago 8, Ill.

Exclusive! New!

GENUINE VARGA GIRL BOARDS

IN BEAUTIFUL COLORS



ORDER AS
720 SUNSHINE SALLY
3 TICKETS IN A HOLE
10¢ PER HOLE
AVERAGE PROFIT \$40.16

6 - NEW - 6
VARGA GIRL BOARDS
NOW READY
IN 6 TICKET GIANT HOLES
IN 3 TICKET JUMBO HOLES
MORE COMING SOON

**SIMPLY BEAUTIFUL!
VERY PROFITABLE!**

GARDNER & CO. 2222 S. MICHIGAN AVE. CHICAGO, 16, ILL.

EASY \$500
YES YOU CAN BE YOUR OWN PUSH CARD OPERATOR
That's right. You can make an easy \$500 a week with this hot deal. Small investment. These beautiful, all-plastic radios have 4 tubes and outstanding tone qualities. All fully guaranteed. Six extra \$1 ball pens included for quicker sales.

A Beautifully Styled Plastic Radio
Place these new fast sellers in clubs, taverns, factories, etc. They will sell on sight. Six extra number winners included with each deal. You can place hundreds of these cards and quick! Order NOW.
50% deposit with order, Bal. C.O.D. F.O.B. Chicago.

PUSH CARD WITH
2—RADIOS
6—BALL PENS
Card Takes in \$39.95
Your Cost \$21.95
EXTRA PUSH CARDS 10c EA.

Your Profit \$18.00

MUTUAL MDSE. CO.—1310 N. WELLS—CHICAGO 1, ILL.

SALESBOARDS AND TICKETS

ALL ORDERS SHIPPED SAME DAY RECEIVED

Holes	Play	Description	Ex. Thick	Def.	Profit	Price
400	5¢	Dollar Game, Ex. Thick	Def.	\$ 9.00	\$.60	
1000	25¢	J.P. Charlie, Thick	Def.	51.95	1.20	
1000	25¢	J.P. Charlie, Thin	Avg.	51.95	1.00	
1000	25¢	Charlie, Thick	Def.	50.00	1.00	
1000	1¢	Cigarette Boards, 30 P.O.	Def.	4.80	.65	
1200	25¢	Texas Charlie, Thick	Avg.	102.98	1.85	
800	3¢	Cigarette Bd, 15 Nos. to Ticket	Def.	8.00	.65	
800	5¢	Silver-Mt. Coin Bds.	Def.	14.50	1.15	
2170	5¢	R. W. B. Tickets	Def.	36.50	1.10	
1000for25¢		PAD Ticket Deals	Avg.	23.50	1.25	

1000-1300 Girlie Boards, Jack-Pot and Def. From \$27 to \$25 2.20
25% WITH ORDER; BALANCE C. O. D.

U. S. MERCHANDISE CO. 10216 Superior Ave., Cleveland, Ohio

GIANT-HOLES
15 Asst. Nos.
6 for 25¢
and
3 for 10¢
SPECIAL \$2.50 each

A Winner . . .

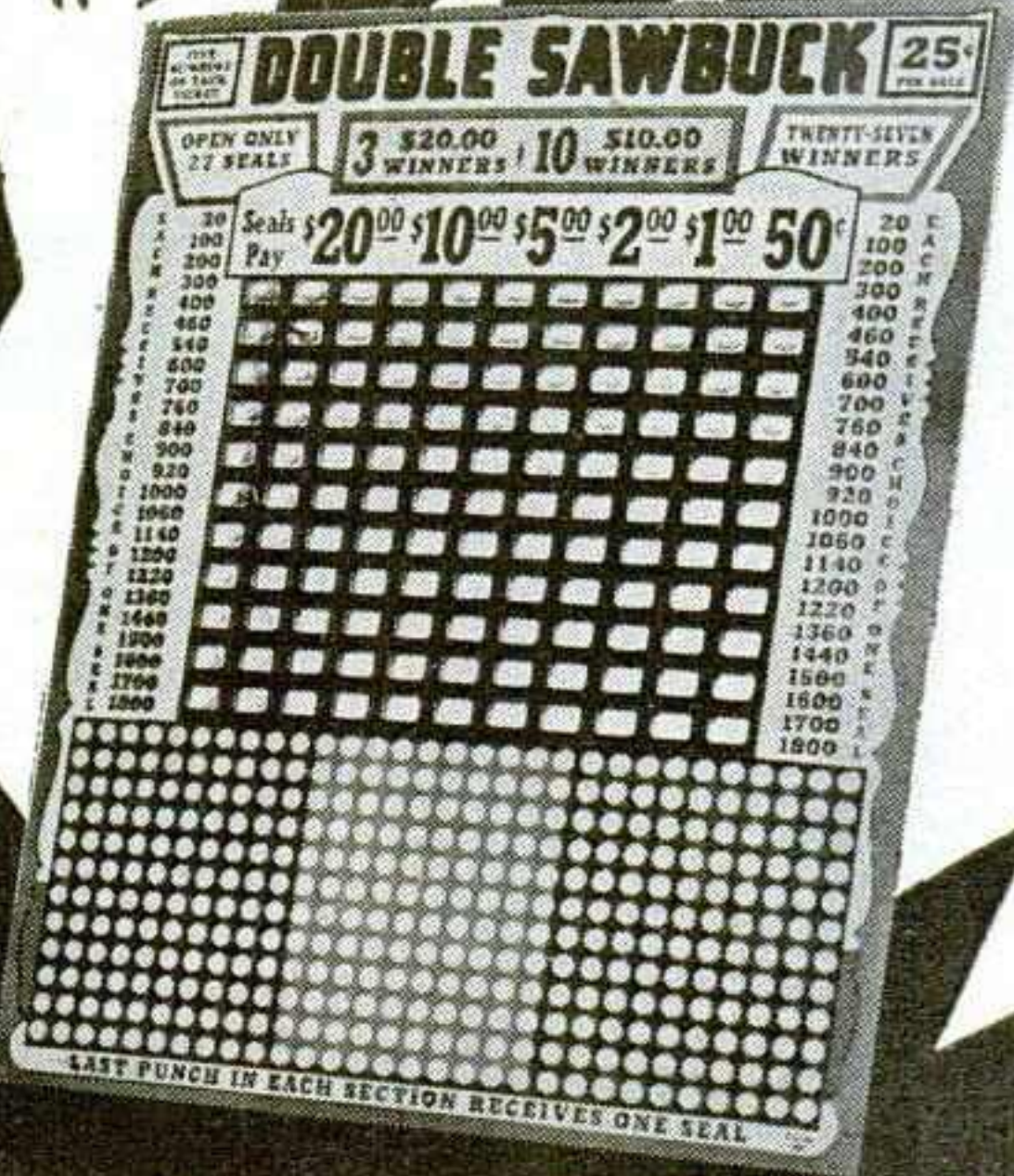
"FANCY FIGURES"
220 MGL HOLES
Six Tickets for 25c Punch
TWO JACKPOTS OF 72 AND 30 SEALS
PLENTY OF ACTION!
Takes In \$55.00
Av. P.O. . . . 25.78
PROFIT \$29.22
FORM No. 210 MGL

HARLICH MFG. CO.
1200 NORTH HOMAN AVENUE
CHICAGO 51, ILLINOIS



from Mercury Industries . . .
the originators of the "Fin
and Sawbuck" board!

**BRAND
NEW!
IMMEDIATE
DELIVERY!**



"DOUBLE SAWBUCK" BOARD

CASH OR
CIGARETTES

360 holes
(5 numbers on each ticket)
... 121 seals ... 27 will go

TAKES IN . . . \$90.00
Average payout . 49.14
Average profit . . \$40.86
(maximum profit . . \$76.50)



**A PROVEN SUCCESS!
"FIN & SAWBUCK"
BOARD** 300 holes
(5 numbers on each ticket)
72 seals . . . 27 will go

TAKES IN . . . \$75.00
Average payout . 41.85
Average profit . . \$33.15
(maximum profit . . \$61.50)

Jobbers, Distributors, **WRITE! WIRE! PHONE!**

BECKMAN & GROHS

Western Distributor
for
MERCURY SALES BOARDS

1308 S.W. Alder Street
Portland, Oregon
Phone BEacon 1427

MPLS. SHRINE SET (Continued from page 51)

Johnson. Reason is that Ste. Marie is Shrine potentate this year.

Edna D. Curtis again will be equestrian director; Leo Hamilton, her assistant; Bob Merrick, announcer; Frank Cervone, circus band director; Eva Lanquay & Co., Chicago, costumes.

Bill signed by Van Tilburg includes Hubert Dyer and Company, comedy rings; Dick and Pauline, comedy bars; Aerial Gibsons; June Cristiani, lady principal; Davisos, high perch; R. L. Heerdink and Gretonas, rollo-bollo; Sonny Moore and Company, dogs and ponies; Buddy & Jean Peterson and Pierott & Pirouette, roller skating; Albert Fleet, monkeys; Lee Brach and Bernice, unicycle; Winifred Colleano, Lalousa Cristiani, Ethel Marine, June, Marian and Corky Cristiani and Sunny Miller, aerial ballet; Hubert Castle, tight wire; Three Leonards, acro; the Ortons, teeterboard; the Cyres (3), acro; Billy Bushman's Liberty horses; Gretonas, high wire, and Zack Terrell's elephants.

Pacted for clown alley are Joe Coyle, Whitey Harris, George G. LaSalle, Sherman brothers, Hubert Dyer, Earl Shipley, Freddie Freeman, Paul Cristiani, Bagongi, Roy Barrett, Bozo Carey and Russell Jieree.

Show sked calls for two stints daily, 1:30 and 8 p.m., with a Saturday morning show contemplated.

CLEVELAND UNDER '47 (Continued from page 51)

the bill was a definite improvement over last year.

Only casualty of the stay was the attack by a tiger of Samuel Fisher, 37, one of Clyde Beatty's assistants, who was clawed as he attempted to guide the animal into its cage.

Fisher and another employee, were herding the lions and tigers back into their cages after the evening performance Sunday night (15) when Rajah, eight-year-old tiger, grabbed Fisher's foot with its claws and hung on until he was doused with water. Fisher, whose home is in Shreveport, La., was hospitalized at Polyclinic Emergency Hospital, where he still is under observation.

The show disbands after Sunday's matinee with most acts returning to their home shows in winter quarters.

H-M MEMPHIS BOW (Continued from page 51)

the promotion, garnered plenty of space in the newspapers and time over the radios. Both the *Memphis Commercial Appeal* and *Memphis Press Scimitar* gave with plenty of stories and pictures, including an editorial cartoon and the lead editorial in *The Commercial Appeal*. Station WMPS furnished the show with a remote control line where programs emanated from the building at both afternoon and night shows. Stations WDIA and WHHM made recordings during the show for later broadcasts. Stations WHBQ, WMC and WREC co-operated in every way, giving much time for interviews with performers.

UNDER THE MARQUEE (Continued from page 53)

Vernon L. Reaver, Tom Heney and Curtis E. Little.

Fred W. Schlotzhauer, brother of Justus Edwards, press agent for Po-

lack Bros.' Western Unit, is a patient in Mercy Hospital, Burlington, Ia., following a heart attack.

In the interest of exactitude, somebody might tell us if anyone ever saw a 10-ton elephant, 10 hands taller than the famed Jumbo. If so, who was the man?

NIPPY THE PUP

**BOARD USERS!
PUSH CARD OPERATORS!**
Here is the
HOTTEST PREMIUM ITEM
in the Country
**"The Dog With the
Magnetic Bone"**
The Premium With "ACTION"



Hold the Bone close to Nippy's Mouth, and Watch him Grab It!
IT'S NEW! IT'S DIFFERENT!
It's the Only Toy with a
"MAGNETIC PERSONALITY!"
Real Lambskin, Washable. Size: 10"x10".
Furnished with a 35-Hole Push Card, at 1 to 49¢, that takes in \$15.75.
EVERYONE WANTS "NIPPY".
\$4.00 EA. \$3.75 EA. IN DOZ. LOTS.
F. O. B. St. Louis, Mo.
25% Deposit, Balance C. O. D.

STANDARD SCALE CO.
4333 Duncan
St. Louis 10, Missouri

MAKE UP TO \$5.00 AN HOUR In Your Own YEAR ROUND Business!

**OPERATE YOUR OWN
PUSH CARDS**



Place these Push Cards in Factories, Restaurants, Taverns and with Friends.

**GENUINE
SWISS WATCHES**
Sweep Second Hand, Precision Built, Water Protected, Unbreakable Crystal, complete with matching stainless steel Expansion Band. **LOOKS EXPENSIVE.** Hundreds of these cards

can be placed every week. **QUICK TURNOVER.** 25% deposit with every order, balance C.O.D., F.O.B. Chicago. Extra Cards, 10¢.

HARVEY SALES CO.
4916 N. Albany Ave.
Chicago, Illinois

**\$11.00
PROFIT**
1 watch to the seller and 1 watch to the winning seal. Take in \$21.00 Your Cost 10.00 Profit ..\$11.00

HERE IT IS It's now — It's Different — It's Terrific PUNCH-A-BALL GUM

2¢ and 5¢ Play
Ball gum filled with colored and wrapped ball gum. Ball gum every play. Can be refilled when empty.
2¢ Play. Takes in \$24. P. O. \$6. Profit \$18.
5¢ Play. Takes in \$60. P. O. \$20. Profit \$40.
SAMPLE DEAL, 2¢ Play, \$9.75 Each. SAMPLE DEAL, 5¢ Play, \$12. Each
Each board with 1200 Ball Gum, Winners included. Instructions, ready to operate. Save extra shipping cost, \$3.60 for 1200 Ball Gum Mixed with Winners. Rush for Sample Orders. No C. O. D. Write for Confidential Lot Prices.

JAMES CANTE
809 Montgomery St. Jersey City 6, N. J.

**PUSH
CARDS**

Straight numbers 10 to 200-Holes Girl Names. Also 1-29 to 1-99¢ in 12 to 66-Holes Girl Names, or All Winners. Others from 10 to 600 Holes. In Stock.

FREE Order Guide. Write
W. H. BRADY CO., MFRS.
CHIPPEWA FALLS, WISC.

Four-State Convention in April

Northern Op Associations Sponsoring 2-Day Meeting

Minnesota, Wisconsin, North and South Dakota Operators will gather in Minneapolis to study common problems—all types of coin-operated equipment to be shown

MINNEAPOLIS, Feb. 21.—A four-State convention and exhibition of all types of coin-operated equipment will be held here April 26-27 at the Radisson Hotel. Sponsors of the exhibition and convention are the State operators' associations in Minnesota, Wisconsin, North and South Dakota. The convention and exhibition grows out of a meeting, which representatives of the four associations attended November 10, 1947, at Stillwater, Minn. (*The Billboard*, November 22).

Tom Crosby, of Faribault, Minn., has been appointed general chairman of the exhibition, and Ken Ferguson, of Stillwater, was named publicity chairman. Both Crosby and Ferguson are handling contracts for exhibit space. Ferguson said the exhibits would be set up on the hotel's mezzanine floor and that he expected approximately 30 booth spaces would be made available there.

List Schedule

Plans now call for the exhibits to be opened at 10 a.m. April 26. A luncheon and general business meeting will be held at 1 p.m., April 26, in the Radisson's Gold Room. This meeting, Ferguson said, will be open to all operators and distributors, and speakers are now being contacted.

Convention and exhibition will close April 27 with a banquet. At the banquet the four associations plan to present a featured speaker who will outline the year's highlights. Following this major address door prizes—donated by exhibitors and manufacturers—will be awarded. A floorshow, to which the associations expect to attract recording talent in addition to acts already booked, will conclude the two-day meeting.

The four State associations likewise

Providence Pin Ops Prepare To Renew Free Play Debates

PROVIDENCE, R. I., Feb. 21.—Operators of pin games here are expected to take their arguments over free-play pin games back into court, possibly to the State's Supreme Court, to over-ride a verdict handed down here last week that free plays are prohibited by Rhode Island statute.

Case arose when officials seized four pinballs here last fall, charging that because they gave free plays they were not operable under the State's law. The State won its contention in Superior Court where a jury decided that, under Rhode Island law, free plays constitute a thing of value.

Counsel for the pinball operators had pointed out to the court that the federal government has recognized that free play pin games are not gaming devices by putting only a \$10 instead of a \$100 tax on free plays.

intend to print a 1948 souvenir book and convention program which will be passed out during the show.

Ferguson, reached at Stillwater, told *The Billboard* that the purpose of the convention and show is to bind closer together the operators in the four States covered. He pointed out that the problems common to any one of the States are common to the rest. Ferguson said he believed the four associations represent nearly 70 per cent of the operators in the States covered.

A number of rooms have been set aside in the Radisson Hotel, but the committee in charge of the show will be unable to make reservations for coinmen expecting to attend. Operators, distributors and manufacturers who plan to be present should contact the hotel direct for sleeping accommodations, Ferguson said.

The four-State meeting, Ferguson predicted, would be the second biggest State association conference this year, since Cleveland, which will stage its annual convention sometime this spring, could be expected to draw a larger crowd.

The two-day convention will mark the second post-war exhibition of equipment tied in with State association conventions. First such post-war exhibition was held last year in Milwaukee when the Wisconsin State Phonograph Operators held their 1947 convention.

Decision to hold the four-State show came last November, when operators and State trade association officials met at the Hilltop Inn outside Stillwater, Minn. At that time all officers and directors of the associations concerned voted unanimously for the Minneapolis meeting and named Crosby and Ferguson to handle arrangements.

In addition, each State association will appoint two members to serve on a convention committee and an additional minimum of three operators in the Twin Cities will handle local arrangements.

Poll Shows Denver Solons Favor Legalizing of Bells

DENVER, Feb. 21.—In Colorado, where the State Legislature last year seriously considered a measure which would have legalized the operation of bell machines, a poll conducted by *The Rocky Mountain News* shows Denver legislators favor legalizing bell machines two to one.

The daily newspaper polled the lawmakers after publishing a story that the federal government had collected \$100 from 1,503 bell machines in the State, and the State officials showed that their opinions about bells were strongly influenced by the possibility of additional State revenue.

7 Cities to Hear Moloney Program On Cancer Drive

CHICAGO, Feb. 21.—Recent *On the Century* radio interview of Ray Moloney, chairman of Coin Machine Industries (CMI) Cancer Fund Drive, will be aired in seven principal cities during the week of February 23-28, it was disclosed here this week.

Moloney was interviewed by Bob Elson, well-known sports announcer, prior to boarding the 20th Century Limited, the crack New York-Chicago train, on which he traveled to New York to turn over to Walter Winchell a check for \$250,000 contributed by coinmen thruout the nation.

The seven cities and the station that will carry the program follow: Chicago, WENR, February 23, 10:30 p.m.; New York, WOR, February 25, 6:15 p.m.; Los Angeles, KNX, February 25, 10:15 p.m.; Minneapolis and St. Paul, KSTP, February 25, 6:30 p.m.; St. Louis, KWK, February 25, 8:15 p.m.; Philadelphia, KYW, February 25, 6:30 p.m., and Detroit WJR, February 28, 6:30 p.m.

Illinois Ops Meet, Elect New Officers

CHICAGO, Feb. 21.—Illinois Phonograph Owners, Inc. (IPO), held its annual officers' and board of directors' election Monday (16) at the Sherman Hotel here.

Walter L. Miller, elected IPO president for 1948, held the post of vice-president last year. New vice-president is Paul M. Brown, Western Automatic Music, Inc., while Jerry Frazin, Acme Automatic Music Company, was named secretary-treasurer. Mike Spagnola, Automatic Distributing Company, was re-elected executive secretary. New members of the board of directors are Jacob Nomden, N. Nomden & Sons, and Dominic Mingarelli, Archer Music Company.

Ray Cunliffe, Brown Music Company, who held the IPO presidency during the last five years, declined the nomination for a sixth term.

Organize To Ease Ban on Minn. Games

Legionnaires Form Unit

ST. PAUL, Feb. 21.—Easing of Minnesota's laws governing coin-operated games and liquor in private clubs was seen as the goal of a new State-wide unit, tentatively called the Law Enforcement Advisory Committee, organized by a group of State American legionnaires.

The group was formed after George Kaisersatt, State Legion commander, called a two-day meeting last week at the Lowry Hotel, St. Paul, to discuss law enforcement. Present were some 200 representatives from 100 Legion posts thruout the State.

Frank J. Collins, active legionnaire, important Minnesota Republican and candidate in last year's Minneapolis mayoralty race, was named president of the new group. Collins is one of the State's most able lawyers.

Question Legality Of Penny Pitch in New York Arcade

NEW YORK, Feb. 21.—Whether or not the penny pitch, operated as a concession in the Million-Dollar Arcade on Seventh Avenue, can be considered a gambling game is up for a decision by Magistrate Morris Rothenberg here.

The game, installed recently (*The Billboard*, February 21), has hyped attendance at the arcade. But it also drew the attention of patrolman Joseph L. Jove, who testified in gambler's court that he had tossed 368 pennies before he was able to get four wins, entitling him to two packs of cigarettes. After this experiment the patrolman served Irving Shapiro, the concessionaire, with a summons charging that he maintained a place of gambling.

In court Thursday (19), Shapiro's lawyer contended that the penny pitch was a game of skill. "Anyone that ever pitched pennies knows that," he argued.

The assistant district attorney disagreed. Unwilling to reach a hasty decision, Magistrate Rothenberg requested that briefs be submitted and indicated he would announce his decision March 4.

Newly Formed Ops' Group in Baltimore Has Official Title

BALTIMORE, Feb. 21.—Recently formed association of coin machine operators in the Baltimore area has taken the name Operators' Association of Baltimore City, it was announced this week by Irvin Rosenthal, association president.

Other officers of the Baltimore Association include Kyle C. Smith, vice-president; Harry Rosenberg, treasurer, and Louis Wilner, secretary.

Scientific Firm Begins Output At B'klyn Plant

NEW YORK, Feb. 21.—Scientific Machine Corporation completed this week, without a break in production, the move to its newly acquired plant in Brooklyn. With offices in the factory largely unfurnished and the plant interior still undergoing alterations, Scientific's new coin-operated amusement game, Pitch 'Em and Bat 'Em, is already in quantity production.

The plant, formerly the manufacturing facilities of Fanny Farmer Candy Shops, Inc., is being organized for game production under the direction of Max Levine, president, and Fred Hailpam, firm co-owner in charge of production. One of the largest in the East engaged in coin machine manufacture, the plant is located at 79 Clifton Place.

Three Buildings Adjoin

Three adjoining buildings, ranging from three to six stories, compose Scientific's new headquarters. On the ground floor, large drive-in facilities permit the loading of trucks within the building. Offices and show-rooms, unfinished as yet, will also occupy the ground floor, Levine said.

The upper floors contain a fully equipped machine shop and electrical, woodworking and storage areas. Under the supervision of Marcel Zeien, the woodworking department will take care of all of Scientific's cabinet requirements. This department, staffed by 40 new employees, is made possible by the increased space now at Scientific's disposal. In all, the new plant has 60,000 square feet of floor space.

While the company will continue production of its widely used arcade game, Pokerino, it will devote much of its facilities to the manufacture of Pitch 'Em and Bat 'Em. Promotion of the new baseball game, introduced to the trade at the Coin Machine Industries show in Chicago last month, will be directed at game route operators in addition to arcade owners.

For Route Ops

Compact in size, the baseball device is designed to meet the requirements of route operators. Scientific has had several units on test in tavern locations, Levine said, with excellent results. It is his contention that the player appeal of Pitch 'Em and Bat 'Em can keep the game a profitable operation for a longer period than many standard type amusement games.

Scientific also manufactures group games for amusement park use.

O. D. Jennings Names Neise Sales Manager

CHICAGO, Feb. 21.—John Neise has been promoted to sales manager of O. D. Jennings, it was announced this week by J. R. Bacon, firm vice-president and general manager.

With the company for almost three years, first as a member of the Jennings sales staff and later as sales manager in the western half of the United States, Neise is well known to coinmen throughout the nation.

Jennings is currently stressing the "tic tac toe" feature in its production of bell equipment.

Would Tax Coin Radios

RICHMOND, Va., Feb. 21.—A bill was introduced in the Virginia Senate this week by Sen. M. Hillard, Portsmouth, to impose a \$1-a-year license tax on coin-operated radios in hotels, restaurants and other public places throughout the State.



AL BLENDOW

Al Blendow Eastern Rep for Commodity

CHICAGO, Feb. 21.—Al Blendow, who recently resigned as sales manager of International Mutoscope, has been appointed Eastern representative of Commodity Vendors, Inc. Announcement of the appointment came this week from Ken Wilson, president of Commodity.

Wilson said that Blendow would make his headquarters in New York and would handle Commodity's complete line. Announcement of the definite address for the Eastern office will be made in the near future.

Games Prove Big Draw at New York Sports Conclave

NEW YORK, Feb. 21.—Coin-operated amusement games, on exhibition at the National Sportsmen's Show this week, are proving a popular draw to thousands of sports lovers who are crowding Grand Central Palace to see the latest in hunting, fishing and other outdoor sports equipment. Show, which opened last Saturday (14), runs thru Monday (23).

Occupying three display areas on the third floor, the National Photomatic Corporation is featuring a wide variety of amusement games. Included among the devices in the company's display are Skyfighters, Silver Gloves, Photomatics, Voice-o-Graphs, Atomic Bombers and a number of roll-downs.

A new arcade piece, International Mutoscope's double Drivemobile, is receiving its first player-reaction test at National Photomatic's exhibit. In the game, two drivers compete for best driving skill. The unit, still in the development stage, will not be unveiled to trade view for a month or more.

Mrs. J. H. LaBeau Dies

ST. PAUL, Feb. 21.—Mrs. Joseph H. LaBeau, wife of Archie LaBeau, head of LaBeau Novelty Sales Company, died in St. Mary's Hospital, Rochester, Minn., following a short illness. She was 49 years old. Services were in Church of the Nativity, with interment in Resurrection Cemetery.

Life-long resident of St. Paul, Mrs. LaBeau is survived by her husband, six children, five brothers and a sister.

Eye Army PX Locations As Recruiting Program Increases Enlistments

Service Regulations on Machines Undergo Revisions

NEW YORK, Feb. 21.—With current army enlistments reported at a higher rate than they have been for several months and the possibility that Congress will pass a compulsory military training program during the session now in progress, coinmen throughout the country are already girding for an anticipated increase in coin machine locations on army installations.

As operators are well aware, locations on army and air force installations are noted for their high rate of patronage, due to the fact that servicemen spend most of their time on fields and also that their amusement budgets are limited.

Highly Regarded

Altho army regulations have been altered but slightly since the war, high-ranking army officials have indicated that they realize the value of coin machines to service installations even more now than they did during the war. They say that in addition to juke boxes and amusement games providing diversion, the coin equipment provides on-the-spot service. Vendors, for instance, are especially valuable in making available snacks and beverages for soldiers whose assignments on posts keep them at a considerable distance from post exchanges and service clubs for several hours at a time between regular meal hours. Vendors in barracks also do a thriving business during off hours, especially when other field establishments are closed.

One change that has taken place in the coin machine program as far as army regulations are concerned is the fact that all contracts entered into by the army and coin operators are now signed and reviewed in a regional office of the Army Exchange Service, whereas formerly the contracts were certified by service command heads. In the last year and a half the army has shifted from a setup of nine service commands (later nine corps areas) to six regional areas, with each area having a regional service exchange office. These offices are located in New York, Baltimore, Atlanta, Dallas, Chicago and San Francisco. The change in regulations has been extended to all areas over the past 18 months except the San Francisco area, which will make this changeover February 23.

Contract Procedure

The method in which an operator acquires the right to have locations on an army installation is relatively simple. Since all the coin operated machine locations on a field, except those in officers' clubs, non-commissioned officers' clubs and other voluntary associations of military or civilian personnel, are under the authority of the field PX officer, the operator must first submit a contract to this officer. Following the approval of the PX officer, the contract is sent to the field's commanding officer for concurrence. Finally, the contract is submitted to the officer in charge of the area's service exchange regional office, where the contract is given final approval. All contracts must be signed in a regional office and are valid for a maximum of one year and are renewable.

Only coin machines operated by PX's banned by army regulations are "machines which award the player with anything except free games."

About half of all coin machines operated by PX's are PX owned, while the remainder are owned by operator

firms which pay location commissions to the exchange. A contributing reason is the low cost of cigarettes on army fields, 14 cents, which virtually eliminates all profit for the cigarette operator.

Games and juke boxes on army fields are largely owned by operator firms. This, a high exchange service officer explains, is because of the comparatively complicated maintenance requirements of both types of equipment. For this type of operation the operator furnishes full service and pays the PX, on the field where he operates, a location commission.

Begin Delivery On New 5-Ball By Williams Co.

CHICAGO, Feb. 21.—Williams Manufacturing Company has started making deliveries on its new five-ball game, Stormy, Fulton Moore, firm sales manager, announced this week.

Game accents player controlled features, embodies use of six flipper type bumpers and a high score of 7,000,000 points. Other unusual scoring highlights of the game include bumpers of changeable point value and the fact that up to 2,000,000 points can be collected from its "premium" or scoreboard.

Sequence Scoring

At the top of the playfield are five bumpers, numbered one thru five and placed in inverted "v" fashion. Just under the center or No. 1 bumper is a 50,000 point bumper. If the player succeeds in putting out the one thru five bumper sequence, the 50,000 point bumper becomes a 250,000 point bumper. Each time this high score bumper is hit the points are tallied on the premium scoreboard and can only be transferred to the main scoreboard by getting a ball in one of two kick-out pockets labeled "premium score." This pair of kick-out pockets is located just above the game's out-hole, as are the lights and markers that make up the premium scoreboard.

In the middle of Stormy's playfield, placed from left to right, are two separate channels each with a roll-over switch, one pair of flippers and another pair of channels with roll-over switches. In between the two sets of alleys are three bumpers numbered six thru eight, placed in the manner of a wide angle triangle. (See Williams Starts on page 114)

Texas Distributor Named by Exhibit

CHICAGO, Feb. 21.—Exhibit Supply Company has appointed Rutherford Enterprises as distributor in Texas and New Mexico, John Chrest, Exhibit's vice-president in charge of sales, announced Wednesday (18).

Headed by M. M. Rutherford, who is widely known to Texas coinmen, Rutherford Enterprises has headquarters in Amarillo, Tex.

Appointment marks the first time that Exhibit has had a distributor for Texas with offices in the Lone Star State, Chrest stated.

NAMA SETS REGIONAL MEETS

Six Sessions Scheduled in Three Months

Elections on All Agendas

CHICAGO, Feb. 21.—Six regional meetings, in which seven regions will participate, have been scheduled by the National Automatic Merchandising Association (NAMA) during March, April and May. These six meetings are the first regional gatherings scheduled for 1948, and will be followed later in the year by meetings of NAMA's six additional regions.

Altho programs have not been definitely set for the meetings, election of regional chairmen for the year, discussions of regional legislative problems and round tables on operating topics are expected to highlight the six gatherings.

Elections

Terms of all regional chairmen will expire with these meetings. For that reason, present regional chairmen will be charged with appointing nominating committees, and the committees in turn will recommend a man for the regional post. Following the nominating committee's report, however, regional membership may propose additional nominations from the floor before casting their ballots.

The newly elected regional chairman then appoints a regional vice-chairman and chairmen for the region's legislative, membership and public relations committees. Each committee is usually composed of from seven to 12 members, and most regional chairmen name additional committee members at large.

Round table discussions similar to those conducted at the Dallas, Kansas City and the national NAMA convention in December are expected to be features of all six regional meetings. Tom Hungerford, NAMA's director of public relations, said this week that in all likelihood more time would be devoted to the round table discussions than was allowed at the Dallas and Kansas City meetings last year, thus giving operators more time to discuss problems and exchange experiences.

Explain Round Table

Round tables conducted at the regional meetings are not panel discussions. Instead, each table is marked to designate a particular phase of automatic merchandising—such as cigarettes, candy and soft drinks. A discussion leader sits at each table, and reports to the entire group at the end of the round table session, outlining topics discussed at his table and the conclusions reached. In this way, operators interested in a particular kind of vending are able to talk informally with manufacturers' and suppliers' representatives.

Hungerford likewise said that, whenever possible, regional programs would present a speaker capable of discussing the financial situation, since automatic merchandising—like every other business these days—is affected by what happens in the financial world.

Complete details of regional meeting programs will be announced in the near future.

NAMA Regional Meetings

Region I (the six New England States) meets Tuesday, March 16, Copley Plaza Hotel, Boston. Samuel Feinson, chairman.

Region II (New York) meets Friday, March 19, Hotel Commodore, New York. Frank J. Bradley, chairman.

Regions III and A (Virginia, Maryland, Delaware, New Jersey and Pennsylvania) meets Friday and Saturday, May 7-8, Mayflower Hotel, Washington. Neill Mitchell, chairman Region A; Aaron Goldman, chairman Region III.

Region IV (North Carolina, South Carolina, Tennessee, Mississippi, Alabama, Georgia and Florida) meets Friday and Saturday, April 23-24, Grove Park Inn, Asheville, N. C. J. Herman Saxon, chairman.

Region VIII (Kansas, Nebraska, Iowa, Missouri and Colorado) meets Friday and Saturday, April 1-2. Meeting will be held in Kansas City. Hotel undecided. Ralph A. Dahl, chairman.

Region IX (Oklahoma, Arkansas, Louisiana and Texas) meets in April in New Orleans. Date and hotel undecided.

Denver Firm in Production On Hot Frankfurter Vender

CHICAGO, Feb. 21. — Dog In a Kennel, Inc., is now in limited production on a hot sandwich vender, V. H. Holt, firm vice-president, disclosed here this week. New vending machine manufacturer has headquarters in Denver, and will be in full production starting July 1.

Designed and improved over a period of 18 months, the new hot sandwich vender utilizes a cooking principle based on heat and humidity, each of which is controlled by the new vender's electrical mechanism.

Dimensions of the hot sandwich vender are 24 by 34 by 59 inches, while its capacity is 100 packaged sandwiches. The machine is constructed of entirely non-corrosive metals. Altho the first hot sandwiches to be sold thru the vender consist of a specially prepared frankfurter made by one of the nation's leading meat packers and a frankfurter bun made by a nationally known bakery firm, Dog in a Kennel vendors will later sell a choice of four hot meat sandwiches all of which will be in the shape of a frankfurter and roll.

Sold Thru Distribs

Holt said that the new vender will be marketed thru State distributors, who will have the choice of selling the machines to franchised operators or operating the machines themselves. Thus far the firm has already appointed 16 State distributors, most of whom have been in the restaurant business prior to this time.

As the contracts with distributors are set up, the machines must sell the

New Shoeshine Mach. Planned

SACRAMENTO, Feb. 21.—A coin-operated shoeshining machine to be known as Shine-a-Matic is expected to go into production here within the next 90 days, *The Billboard* has learned. New device was designed by Carl Danielson, head of Capital Tractor & Equipment Company here.

The machine is still in the model stage and the fourth is now being built. Device will use cake polish and handle both black and brown on the same machine. After applying polish and brushing it, patron moves to another level to have his shoes buffed with a sheepskin gadget.

roll and frankfurter produced by the two national food manufacturers. However, the operator will do his own buying from the two specified food producers. Holt explained the rigid food specifications are incorporated in all contracts to insure that only the highest quality merchandise is vended thru Dog in a Kennel machines. The carton that encloses the frankfurter and roll is made of a fiber that reacts favorably to the heat and humidity processes of the vender.

Four Columns

Hot sandwich vender has four columns, each of which has a capacity of 15 packaged frankfurters and rolls for a total of 60 in all. Added to this is the 40 packaged hot sandwiches that are in the pre-warming chamber which gives the machine a maximum capacity of 100 sandwiches. There is a ¾-inch glass, placed high on the metal cabinet's front over each column that contains a red light which goes on when a column is empty of merchandise.

Holt said that the vender has already passed State sanitary and food laws in each of the 16 States where a distributor has been appointed and is confident that the new vender will meet local requirements in the remaining 32 States.

One of the sanitary features of the sandwich vender firm's policy is that all sandwiches are to be dated and that the distributor must periodically check with operators to see that they are using only fresh merchandise. Any operator who does not live up to the sanitary codes outlined in his contract will lose his franchise, with the same penalty for the distributor who refuses to enforce the sanitary code by not policing his operators.

Price Variable

Coin mechanism of the new vender is made by A. B. T. Corporation, accepts nickels, dimes and quarters. Thus far the price established for merchandise to be vended will be 15, 20 or 25 cents depending on the locality, tho Holt believes most operators will set a 20-cent price.

President of Dog in a Kennel is W. B. Carroll, a native of Seneca, Kan., who is well known in Colorado and Kansas as an industrial manufacturer. Holt, a graduate of Kansas State, was born in McPherson, Kan. He is a graduate engineer and prior to entering the automatic merchandising trade was in the construction engineering field.

Cocoa Import May Indicate Lower Prices

Heavy Increases in December

WASHINGTON, Feb. 21.—With December imports of cocoa and cacao beans showing one of the highest monthly totals since the war, Commerce Department officials are voicing the hope that the sky-rocketing wholesale price will soon show a downward trend.

Imports of 71,338,000 pounds during the last month of 1947 were nearly triple November imports and some 50 per cent higher than for December, 1946, according to Commerce statistics.

December total is also will above the monthly average of 55,315,000 pounds imported during 1939, which Commerce terms the last normal year.

Bottle Output Strong in 1947

WASHINGTON, Feb. 21.—There is little danger of a bottle shortage for beverage dispensers despite a 27 per cent drop in December production, Commerce officials stated this week. It is pointed out that total 1947 production of more than 11,000,000 gross of soft drink bottles is nearly double the production during the years of bottle shortages.

Seasonal declines in soft drink consumption enabled bottle makers to increase their stocks on hand by 4 per cent, even tho December production was only 625,248 gross as compared with November figures of 856,401 gross.

Rowe Co. Names Joe Eppler as West Coast Sales Chief

WHIPPANY, N. J., Feb. 21.—Rowe Manufacturing Company here, thru President Robert Z. Greene, has announced the appointment of Joseph R. Eppler as firm's West Coast representative. He replaces Jack Gordon, who has joined Glenn-Rowe Vending Machine Company, Inc., San Francisco, as general manager.

Eppler, who was appointed by John S. Hill, Rowe sales manager, has a broad background in the tobacco trade. This includes 13 years with General Cigar Company, managing that firm's San Francisco branch; sales manager for American Tobacco Company for 12 Western States; general manager of Faber, Coe & Gregg, Chicago; general manager of B. Mirsky & Son in San Francisco, and general manager of the Glenn-Rowe Vending Machine Company, same city, for the last two years.

George Seedman, secretary of the Rowe Corporation, is currently in San Francisco and will accompany Eppler on visits to Western operators.

BOSTON, Feb. 21.—Gum Products, Inc., here has declared a regular dividend on common stock of 7½ cents and an annual dividend of 15 cents. Both are payable March 15, to stockholders of record March 1.

Hearing Set To Consider Bill Fixing Commissions On Mass. Cig Operations

Unique Measure Proposes 3.5 Per Cent Top Commission

BOSTON, Feb. 21.—The Mercantile Affairs Committee of the Massachusetts House will hold a hearing here Tuesday (24) on a unique proposal to set a maximum location commission rate payable on cigarette vending machine operations. The bill, H. 1476, is being sponsored by the Cigarette Merchandisers' Association of Massachusetts (*The Billboard*, February 7).

Effect of the proposed act would be to fix cigarette vending commissions at 3.5 per cent of the minimum retail selling price of cigarettes sold thru machines. Cigarettes are currently selling thru machines in this State at an average of 20 cents, which would make the maximum commission 7/10 of a cent per pack. Currently, operators say the average commission is a cent a pack.

No Loss-Leaders

The measure would also prohibit loss-leaders at both the retail and wholesale level and would make it unlawful "for any vending machine operator, with intent to injure competitors, destroy substantially or lessen competition, to offer to pay or pay for the sale of cigarettes thru vending machines a commission rate, rental fee, bonus, concession or other inducement of any kind which, or a combination of which, exceeds a sum equal to 3.5 per cent of the minimum retail selling price per package of cigarettes sold thru the machine. Any retailer, wholesaler or vending machine operator violating this subsection shall be punished by a fine of not more than \$500."

In a letter made public this week, L. F. Foster, associate director of the cigarette association, wrote the Commissioner of Corporation and Taxation outlining the reasons why the association is sponsoring the commission measure. Foster's letter likewise indicated the size and scope of the cigarette vending picture in the State.

Vending Figures

The letter said that approximately 14 per cent of the cigarettes sold in Massachusetts are sold thru vending machines. The association official said that "altho the actual figures are not available yet, we estimate that the volume of sales thru cigarette vending machines in 1947 reached a figure of \$15,500,000 in Massachusetts and brought the Commonwealth more than \$3,000,000 in cigarette tax revenue alone."

Foster's letter went on to point out that there are 10,146 cigarette machines in the State, owned by 93 operating firms. The letter said that altho commissions paid locations represent only 5 per cent of the fixed cost of vending cigarettes by machines, commissions paid locations are actually almost seven times greater than operators' gross profits. Basing his statistics on a 700 pack per month average, which he pointed out was higher than average, Foster broke down operating expenses per month in this fashion:

Cigarettes (including federal and State taxes) ..	\$120.40
Matches	1.82
Service	3.50
Commissions	7.00
Depreciation	3.75
Fixed overhead (absolute minimum)	2.50

TOTAL.....\$138.97

Income at 20 cents per pack would bring total receipts to \$140. Subtracting expenses would leave the op-

erator a gross profit of \$1.03 for the month.

Commissions

Based on this rate, Foster estimated that the cigarette vending industry in Massachusetts is now paying more

than \$850,000 in commissions alone, pointed out that commissions are second only to the cost of merchandise itself as major expense item.

Summing up the group's arguments in favor of establishing a maximum commission rate under the State's fair trade laws, Foster wrote, "The payment of excessive commission rates can and does injure competitors and lessen competition. For example, there were 137 operators of cigarette vending machines in 1941. In 1947 there were only 93 operators. During that period the rate of commission paid has nearly doubled. Some operators have been destroyed in the process while others have sold their businesses to financially stronger operators. A few have deliberately paid excessive commission rates so as to

Elect Brandenburg, Escher As Nutrine Vice-Presidents

CHICAGO, Feb. 21.—Neal V. Diller, executive vice-president and secretary of Nutrine Candy Company here, announced the recent election of C. S. Brandenburg, plant superintendent, and Edwin L. Escher, assistant secretary, to firm vice-presidencies.

increase their 'nuisance value.'"

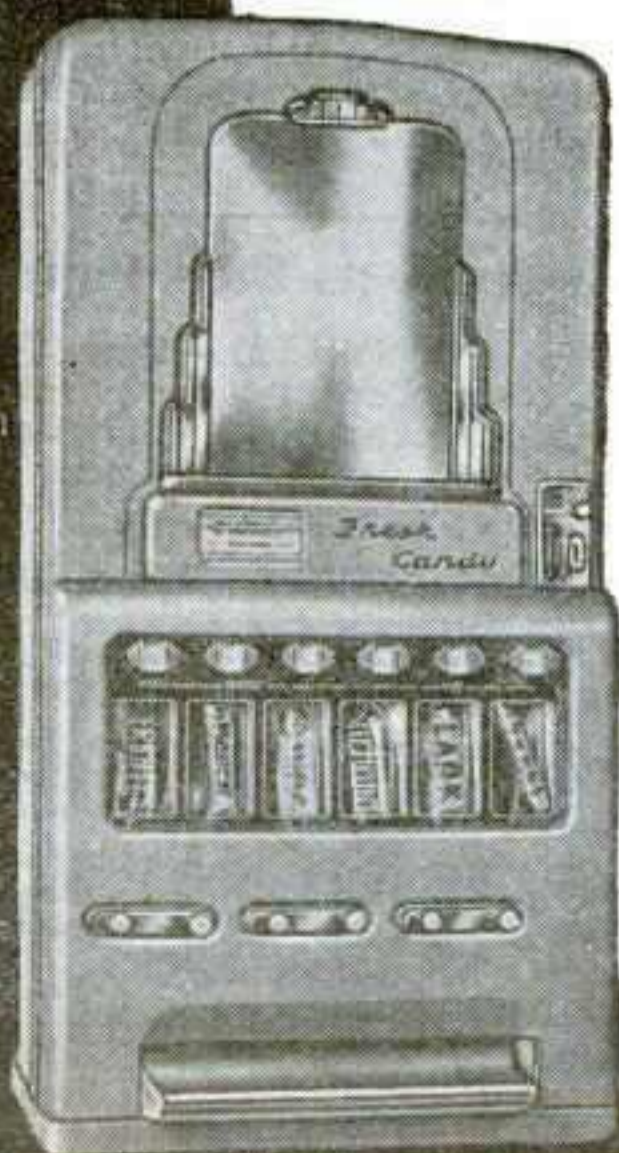
Foster's letter to the commissioner concluded by saying that the industry in Massachusetts is threatened by the commission rate structure, and as a result a substantial amount of Commonwealth revenue is periled.



The New UNIVENDOR "120"

120 Shelf Capacity - 6 Column
Vends Candy and Assorted Merchandise in Any Three Combinations of 5c, 10c, 15c, 20c

Here's more for your investment! The new "120" incorporates all the features that have made UNIVENDOR first choice with the experienced operator. "MERCHANDISE SELECTIVITY"—the feature that permits adjustment of columns to vend assorted merchandise in any three combinations of 5c, 10c, 15c, and 20c. Handsome styling with baked lacquer finish and sparkling chromium trim. Operating performance proved on thousands of locations.



UNIVENDOR "120" FLOOR MODEL . . . 6 column—120 shelf capacity. Has all popular UNIVENDOR features, including "Merchandise Selectivity." Size: 71 5/8" high, 22-15/16" wide, 12" deep at base, 9 1/2" deep at top. Base available in two styles: (1) Enclosed with door and lock in front; (2) Open in back, closed front.

UNIVENDOR "120" WALL MODEL . . . 6 Column—120 shelf capacity. Incorporates all UNIVENDOR features, including "Merchandise Selectivity." Size: 43 5/8" high, 22-15/16" wide, 12" deep at base, 9 1/2" deep at top. Wall bracket also available.

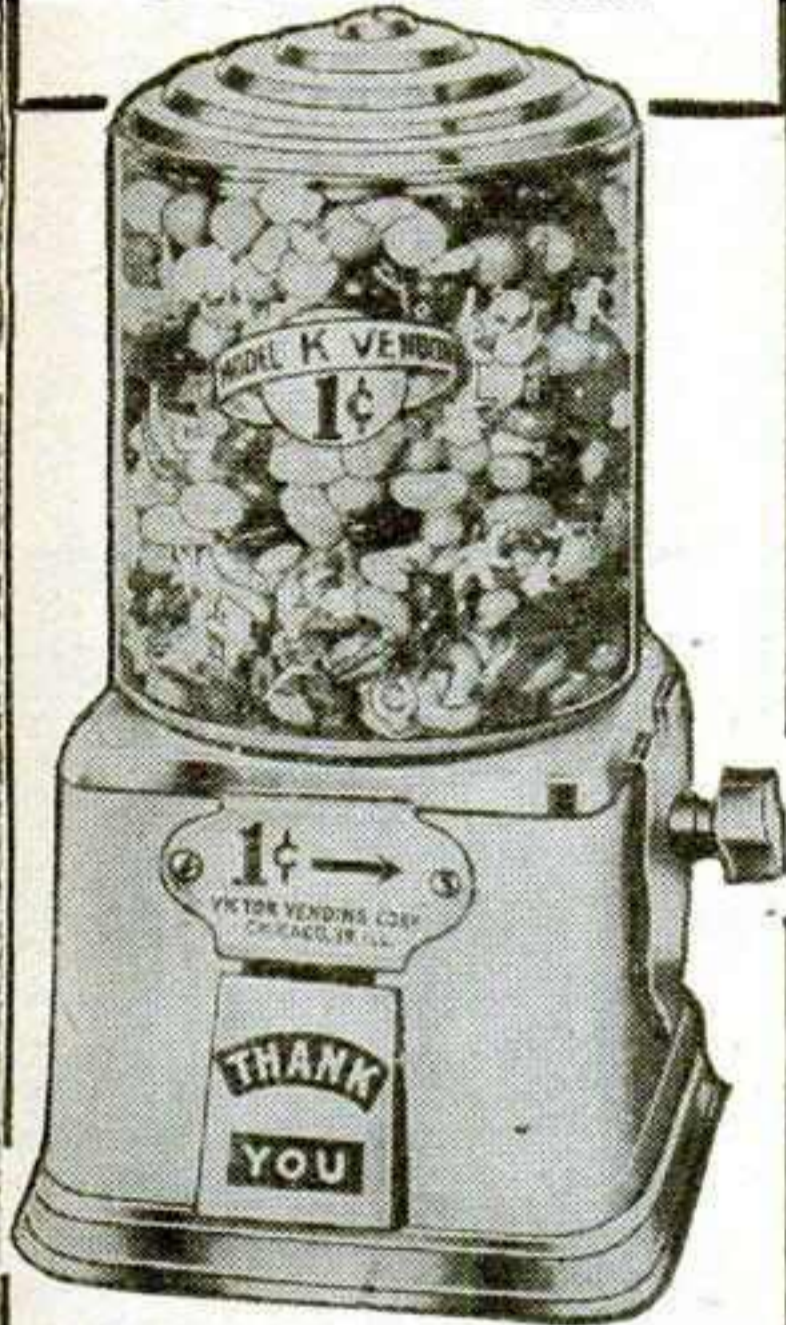
Both the UNIVENDOR "120" Floor and Wall Models are available in White, Tan, Green or Gray. Extra charge for Grained Walnut.

All model UNIVENDORS now available with optional quarter mechanism (at slight additional cost) to vend any three combinations of 25c, 50c, 75c or \$1.00.



Stoner Mfg. Corp. Aurora, Illinois

**VICTOR'S
New MODEL K
With PORCELAIN
ENAMEL FINISH**

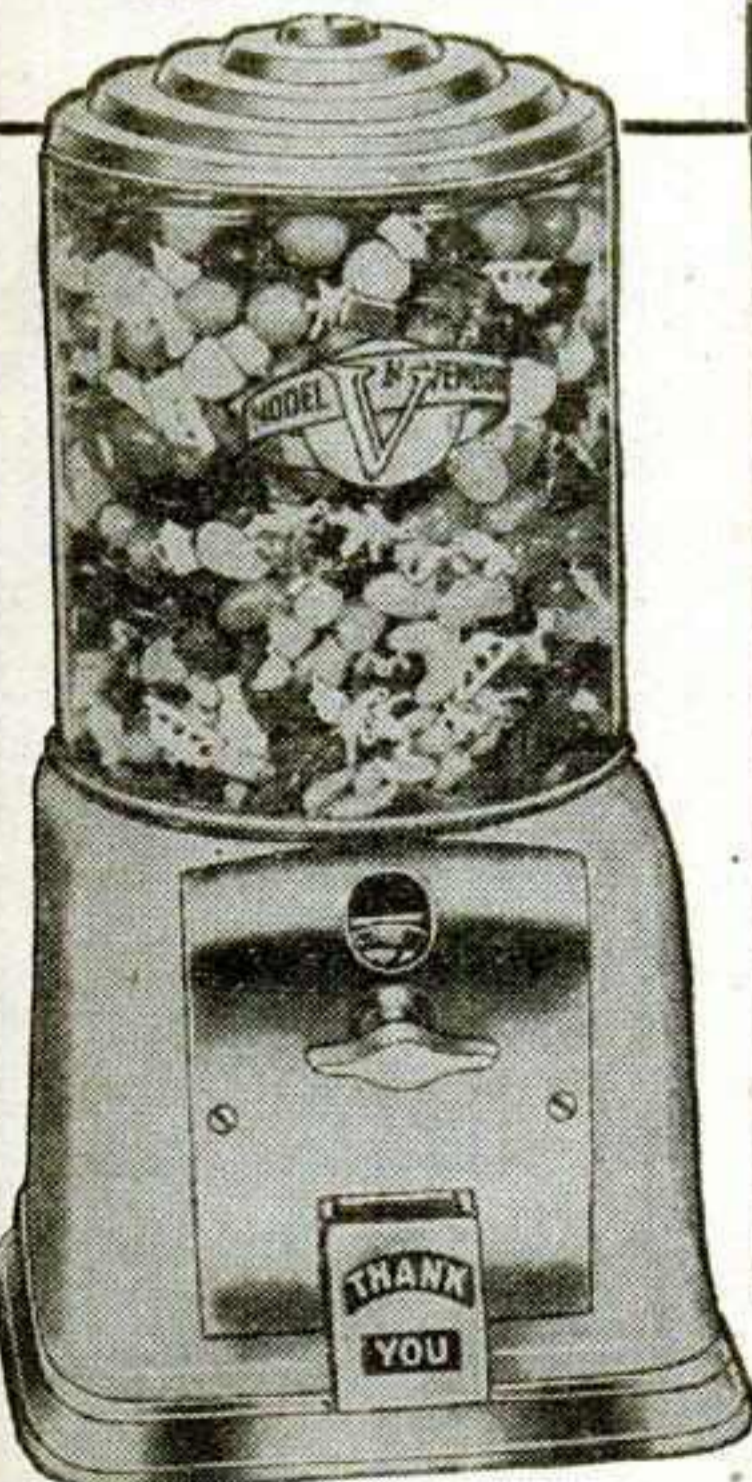


Featuring...
**PLASTIC MERCHANDISE
WHEEL**

Guaranteed Non-Corrosive Regardless of
Climate or Merchandise Vended.

- Porcelain Enamel Body
- Porcelain Enamel Delivery Chute
- Porcelain Enamel Coin Mechanism
- Quick, Easy Servicing
- Capacity: 5 to 6 Lbs. Bulk Merchandise or 1000-1200 Balls of Gum, 1/2", 5/8" and 3/4".

**VICTOR'S
New MODEL V
Mechanically Perfect—Unfailing Operation**
Still the Choice of Thousands
of Successful Operators



Globe Type or DeLuxe Cabinet Type for
Vending All Types of Bulk Merchandise.
Capacity: 5 to 6 Lbs. or 1000-1200 Balls
of Gum. Cabinet Type 25% Greater.

WRITE FOR COMPLETE DETAILS
AND PRICES

VICTOR VENDING CORP.
5711 Grand Avenue Chicago 39, Illinois
Tel.: NATIONAL 0220

**Mass. Cigarette Ops Continue
Free Matches Despite Increase**

BOSTON, Feb. 21.—While controversy over the recent 13 per cent price hike in matches still goes on here (*The Billboard*, February 14), members of the Cigarette Merchandising Association of Massachusetts (CMAM) definitely decided at a meeting here last week not to stop free matches.

Some operators said they believed customer reaction would not be severe if free matches were stopped, but the majority were of the opinion that the service, which is established here, should be continued. It was also pointed out that as long as other retail outlets continue the free match practice, cigarette vending operators will have to do the same.

Newly elected officers of CMAM are Samuel Goran, Metro Automatic Sales, Boston, president; Sam Baxter, American Automatic Sales Company, Dorchester, vice-president; Louis Risman, Mystic Automatic Sales Company, Medford, secretary.

Other members of the executive committee are A. I. Sharenow, Cigarette Service Company, Medford;

Frank Fendell, Fendell Bros., Chestnut Hill; and Barney Krasnow, Stoneham Candy & Tobacco Company, Stoneham.

L. F. Foster, associate director of CMAM, reported to the membership on legislation, and discussed two bills—an act to prohibit payment of excessive commission rates on cigarette operations and an act which would amend the cigarette excise tax. The commissions bill is being sponsored by the operators' group, while the excise bill is sponsored by the Associated Greater Boston Retailers' Association. (For a complete story on the proposed measure to regulate commissions see separate story elsewhere in the Vending Machine Section.)

Better Chance

Operators generally conceded that if one or both of the bills were passed they would have a better chance to absorb the 13 per cent match price hike without suffering losses.

The retailers' bill asks that the 6 per cent mark-up over cost to retailers be increased to 10 per cent. This would mean that in figuring the maximum cost at retail, the price of cigarettes would be 21 cents. It was further stated that in the event counter sales of cigarettes went to 21 cents, vending machines would probably go to 22 cents.

Foster reported that the chain stores are putting up some opposition to the retailers' measure.

The association set no date for its March meeting because of the weather and uncertain traveling conditions.

**Stoner Plans
Low Price Cig
Vender in '48**

AURORA, Ill., Feb. 21.—A standard-size cigarette vending machine will be in production at the Stoner Manufacturing Corporation here before the end of the year. Clarence Adelberg, vice-president of the firm, said this week. The vender, Adelberg said, will be in the low-price bracket.

Stoner is now completing an addition to the plant's manufacturing facilities which will be used for producing the new cigarette vender. Building, 130 by 90, is now complete except for the concrete flooring.

Adelberg said that the first model of the cigarette vender would be a manual machine, added that the firm intended to follow with an electric machine for operators who wanted electric units. He said the cigarette vender would be standard size, flexible in capacity. At the outset, Stoner will probably make the cigarette vender available in seven and nine-column units.

**Blevins Popcorn Co.
Opens Atlanta Plant**

NASHVILLE, Feb. 21.—Blevins Popcorn Company here has opened a direct factory branch in Atlanta, firm officials announced this week. New branch is under the management of W. B. Jones.

Blevins, one of the largest processors of popcorn in the South, opened the new branch to facilitate delivery to customers in the Atlanta area.

**New York Operators
Get First Look at
Tooth Brush Vender**

NEW YORK, Feb. 21.—Paul Berkeley, of Vendex, Inc., was host to more than 200 potential operators of the one-use toothbrush machine, during a two-day showing of the vender at the Hotel Commodore here, ending Tuesday (17).

Vendex, located in Hillside, N. J., is East Coast Sales representative for the one-use toothbrush corporation, California manufacturer of the dental kit vender. The machines are available for immediate delivery, Berkeley stated.

In addition to its distributing interests, Vendex is expanding its vending machine operation, Berkeley disclosed. A recent addition to its line of venders on location is the Lehigh Foundries' nylon machine. Vendex has the exclusive operating franchise for the stocking vender in New Jersey.

Corn Products Buys Land

CHICAGO, Feb. 21.—Corn Products Refining Company has purchased a vacant tract of land, consisting of 8 1/2 acres, for future expansion. Land adjoins its present Argo, Ill., plant.

**WANT TO BUY
SEVERAL LARGE CIGARETTE MACHINE
ROUTES ANYWHERE IN UNITED STATES**

(200 machines route minimum)
All replies confidential.

HERALD VENDING CORP.

373 Grand Street

Brooklyn, N. Y.



ADVANCE BALL GUM VENDERS

Sample	\$13.75
2 thru 11	11.90
12 thru 19	11.40
50 and up	11.00

**"TOT" BRAND AND
RAIN-BLO BUBBLE GUM**

from
40c to 32c Per Pound

Write

YES, WE HAVE—

- Boston Baked Beans
- Cinnamon Peanuts
- Spanish Peanuts
- Pistachios

Terms: 1/3 Deposit, Balance C. O. D.

T. O. THOMAS CO.

1572 Jefferson Paducah, Ky. Phone 2131

**GREATEST TIME-SAVING
PENNY WEIGHING
SCALE**

CAPACITY \$10.00
SPRINGS ARE PRE-
CISION CALIBRATED
HEAVY SHEET METAL
BASE
TIN SCOOP
DIAL IS GLASS COV-
ERED WHICH PRO-
TECTS POINTER
WHEN IN USE



Skilled hand work-
manship is employed
in building this
scale to assure reli-
ability and accuracy.

There is a sturdiness of
construction more durable
than is generally found in
scales. Finish is black
crinkle. Carrying case is
made of string black fibre
to meet the hard and
constant use that it is subjected to.

\$18.50

ORDER TODAY

1/3 Dep., Bal. C.O.D., F.O.B. N. Y.
DISTRIBUTORS, WRITE FOR PRICES
J. SCHOENBACH

Distributor of Advance Vending
Machines
1647 Bedford Ave. Brooklyn 25, N. Y.

**NEW! SILVER-KING
HOT NUT VENDOR**

WITH THE GUARANTEED
HEATING UNIT



BIGGER PROFITS
from loca-
tions are a
natural
with the
all-new Sil-
ver - King
Hot Nut
Vender.
Completely
redesigned
for sales-
compelling
eye appeal.
Flashing
ruby red
jewelled
top Vender
only

\$29.95

Cup Dis-
penser ex-
tra.
See Your
Dealer

SILVER-KING CORP.

622 Diversey Parkway, Chicago 14, Ill.

The POSTMASTER
TRIPLE-UNIT STAMP VENDOR



Vends direct from THREE Gov't rolls... no folder expense. Easiest to operate!

Guaranteed! Outstanding!

ASK YOUR JOBBER OR WRITE

DAVAL PRODUCTS CORP.
1512 N. FREMONT ST., CHICAGO 22, ILL.

Kansas Ice Group Hears Predictions On Vending Units

WICHITA, Kan., Feb. 21.—Delegates to the 13th annual convention of the Kansas Association of Ice Industries meeting at the Allis Hotel here this week were told that vending machines that merchandise ice in block sizes and in cartons of cubes soon will be on the market here.

C. P. Austin, research and engineering director of the National Association of Ice Industries, Washington, said only a few "silent" ice dispensers have found their way onto the nation's ice docks and into drug-stores or apartment-house lobbies.

George W. Hinds, of Hutchinson, Kan., is reported to have refrigerated ice vending machines already in use.

Tobacco Biz Hit All-Time High in 1947

Figures Up 4% Over 1946

WASHINGTON, Feb. 21.—Business of tobacco wholesalers hit an all-time high of \$2,266,000,000 last year—some 4 per cent above 1946, the previous high year, the Commerce Department estimated this week. Estimate does not include tobacco sales of drug, grocery, and other wholesalers not engaged primarily in the tobacco business.

Only sections of the county to show a decline in tobacco sales were the Mountain States, which lost 2 per cent, and the South Atlantic regions, which reported sales were 1 per cent under 1946. The Texas-Oklahoma-Louisiana region showed an increase of 14 per cent; the Middle Atlantic States climbed 6 per cent; and the North Central section was up 5 per cent; while New England and the Pacific Coast reported no change from 1946 sales.

December estimated sales hit \$210,000,000 for the highest December on record, Commerce reported. During 1947, December was topped only by the \$211,000,000 in October.

Bubble Gum Aids Charity

ATLANTA, Feb. 21.—Bubble gum is to be used here to balloon the Atlanta Junior Chamber of Commerce's charity fund. Organization will place gum venders about the city, stocking them with the bubble ball gum. Officials hope to realize \$800 a month in revenue from the vender sales.

CIGARETTE MACHINES

ROWE—Lafest Crusaders—8 & 10 Columns
ROWE—Presidents—8 & 10 Columns
(With Crusader Pinion Bar)
\$50 Capacity Nickel Changers)

THESE WON'T LAST LONG
Write • Wire • Phone

KELNER VENDERS
Ph.: SPAulding 1481
3728 W. Division St. CHICAGO 5, ILL.

Clark Gum Cuts Per Box Prices

PITTSBURGH, Feb. 21.—Clark Bros.' Chewing Gum Company announced a straight 5-cent per box reduction on its gum last week, lowering the price to 55 cents per box.

Alan F. Clark, president, disclosed the price cut to the trade in an open letter, stating the 55-cent price was effective immediately.

Clark, in his letter, stated: "... we have decided to disregard our present high production costs... ignore the fact that we are still oversold, even with a continuous 24-hour-a-day production... leave out consideration of the fact that a lower wholesale price will not make the public want it any more... and turn a deaf ear to the plea that we can continue to sell all we can produce at 60 cents a box."

P. Lorillard V-P Retires

NEW YORK, Feb. 21.—P. Lorillard Company announced last week that Edgar S. Bowling has retired as firm vice-president, a post he has held since 1935. Bowling will continue to serve as a member of the Lorillard board of directors. Prior to joining Lorillard, Bowling was a director of the British-American Tobacco Company, English manufacturer.

WHY COUNT 'EM BY HAND!
Save time, avoid mistakes by counting your coins by machine. Counts pennies, nickels, dimes or quarters with just one adjustment. Complete with 4 aluminum stacking tubes, reserve tray, and bagging attachment. ONE YEAR GUARANTEE!

Model DE (motor driven) \$300.00
Model D (hand operated) \$185.00

R. H. ADAIR CO.
6924-26 W. Roosevelt Rd. Oak Park, Ill.

5c GUM AND 5c HARD CANDY AND MINT VENDORS

for Charms, Lifesavers, Gum and similar sized products.

ALKUNO & CO.

408 Concord Ave., New York 54, N.Y.
MEIrose 5-7757
Mechanical Manufacturing Laboratories

FEBRUARY SALE!

NEW

5¢ Cash Tray Vendors	5.00
5¢ Advance Nut Vendors	11.00
1¢ Advance Ball Gum	24.50
1¢ Kicker and Catchers	29.50
1¢ Gottlieb Grippers	12.50
1¢ Pop-Ups	10.50
Silver Kings, Nut or Ball Gum.	19.95
Lots of 25 or More	
Groetchen Camera Chief	

USED

5¢ U-Need-a-Pak Candy Vendors	75.00
9-Col. National Cigarette Vendors	15.00
1¢ Kicker and Catchers	32.50
1¢ A. B. T. Challengers (1947 Model)	Write
Pin Balls—Juke Boxes	Write
1/3 Deposit with order, bal. C. O. D.	

CAMEO VENDING SERVICE

432 W. 42nd St., New York 18, N. Y.
Phone: Medallion 3-1334

OPERATORS' SPECIAL

Expand Your Route the Economical DANCO Way!

Brand New Atlas Vendors	\$12.50
A.B.T. Challenger	24.95
Imps, 1c or 5c Models	12.50
Advance Stamp Machines	12.50
1/3 Deposit, Bal. C. O. D.	

WE CARRY A COMPLETE LINE OF NEW AND EXPERTLY RECONDITIONED MACHINES. WRITE FOR PRICE LIST.

Danco Coin Machine Co.

1304 E. Baltimore St., Baltimore 31, Md.

CIGARETTE MACHINES

REAL LOW PRICES
READY FOR LOCATION

National 9-30	\$47.50
Rowe 7-Col. Mint & Gum. Ea.	10.00
DuGrenier W's, 9 Col.	40.00
DuGrenier 7-Col. Mod. S. Ea.	27.50
DuGrenier Champs, 9 & 11 Col.	55.00
National 9-A	85.00
National 9-50	75.00
UNEEDA MODEL 500, 9	80.00
UNEEDA MODEL A, 8	50.00
Rowe Aristocrat, 6 Col., operates on all combinations of 20 or 25 cents	22.50
Penny Inserting Mach., foot model	47.50

Half Deposit. Phone: BA 9-0606

HARRIS VENDING
2717 N. Park Ave. Philadelphia, Pa.

ATTENTION, DISTRIBUTORS!

Territory Available for the Following States on the New

Kayem Aspirin Vendor

Alabama	Maine	Tennessee
Arizona	Mississippi	Texas
Arkansas	Montana	Utah
Florida	Nebraska	Virginia
Kansas	North Carolina	Vermont
Louisiana	Oklahoma	West Virginia

Contact us immediately and be first in your territory with this attractive money maker.

McCLURE DISTRIBUTING CORP.

703 N. Vandeventer St. St. Louis, Mo. 3423 Main St. Kansas City, Mo.

WRITE FOR PRICES

Roasted and Salted Nuts of all types. Confectionery Items.

SPECIALISTS TO THE VENDING TRADE

San Filippo and Company
Nut and Confectionery Importers and Wholesalers.
104-14 37th Ave., Corona, L. I., N. Y.
Telephone: Havemeyer 9-8946

Puts you YEARS AHEAD of your competitors...

THE *Keeney* ELECTRIC CIGARETTE VENDOR



- ★ SENSATIONAL
- ★ EASY TO SERVICE
- ★ STREAMLINED BEAUTY
- ★ YEARS AHEAD OF ALL OTHERS

If you missed it at show-time—write for details

J. H. Keeney & CO., INC.

"THE HOUSE THAT JACK BUILT"
2600 WEST FIFTEENTH STREET, CHICAGO 32, ILLINOIS

PIONEER DEAL SPECIALS!



VICTOR MODEL V

DEAL #1 5 Globe-Type Victor Model V, \$62.50, plus 45 lbs. 5/8" Bubble Ball Gum, all for \$74.90

DEAL #2 5 Globe-Type Victor Model V, \$62.50, plus 40 lbs. of Boston Baked Beans or Rainbow Peanuts, all for \$70.90

DEAL #3 5 Globe-Type Victor Model V, \$62.50, plus 60 lbs. Spanish Peanuts, all for \$74.50

Prices quoted on above merchandise are subject to change without notice and hold only for complete deals.

IMPORTANT!

We will create Victor deals with merchandise to fit your needs. Write us your requirements.

FOR BIG PENNY PLAY, ORDER TODAY!

Groetchen's New CAMERA CHIEF

On insertion of penny child sees 9 three dimensional pictures of famous comic strip characters, such as Flash Gordon, Captain Marvel, etc. Camera Chief is small counter size, 8" wide, 12" deep, 9" high, and will take the pennies quickly.



\$19.95 Ea. Including 3 Sets of 9 Pictures Each.

Virginia Peanuts, 30-lb. ctns. 28¢ lb. Spanish Peanuts, 30-lb. ctns. 22¢ lb. Licorice Lozenges, 38-lb. ctns. 30¢ lb. M & M's, 25-lb. ctns. 42¢ lb.

BUBBLE BALL GUM

5/8", 45-lb. ctns. 32¢ Full Cash With Order

Rainbow Peanuts, 40-lb. ctns. 25¢ lb. Boston Baked Beans, 40-lb. ctns. 25¢ lb. Write for quantity prices on Rainbow Peanuts, 5/8" Bubble Ball Gum, Boston Baked Beans and Burnt Peanuts.

FREIGHT PREPAID ON THE FOLLOWING:

Orders for 3 or more cartons of Rainbow Peanuts or Boston Baked Beans or 5/8" Bubble Ball Gum.

USED EQUIPMENT!

Victor Model V (Rebuilt Like New) \$ 8.95 5 Victor Model V's, Plus 60 Lbs. Virginia Peanuts 60.00

1/3 Deposit, F. O. B. Brooklyn, N. Y.; Balance C. O. D. Send Money in Full and Save C.O.D. Charges.

PIONEER VENDING SERVICE

Exclusive Victor Distributor in N. Y. 461 SACKMAN ST., BROOKLYN 12, N. Y. Phone: Dickens 2-7992

BUILT for OPERATORS



WORLD'S BEST BULK VENDERS

Designed and built to meet the demands of experienced operators, Northwestern bulk vendors are generally recognized as the world's best! Famous for dependable performance, long life, and trouble-free service, these rugged machines are real money makers from the start. Make sure of your investment

—insist upon Northwestern. Write for the name of your nearest distributor.

THE NORTHWESTERN CORPORATION 85 EAST ARMSTRONG ST.—MORRIS, ILLINOIS

THE "CHALLENGER"

THREE MACHINES IN ONE The Most Attractive Three Unit Hot Nut Machine Produced.

TROPICAL TRADING CO. 718 W. Madison St. Chicago 6, Illinois

Book Publishers Eyeing Venders as Sales Decline

CHICAGO, Feb. 21.—With retail sales in the book industry showing a sharp decline during the past 12-month period, major publishing firms are displaying marked interest in the pocket book field, and in the early production of a book vending machine. In the latter instance, publishers are awaiting an announcement of the production plans of Book-O-Mat, the vender developed by the Goldstein brothers in New York more than a year ago, and designed to vend pocket-book size volumes.

Executives of such publishing houses as Harper & Bros., Doubleday, Duell, Sloan & Pearce and other major firms, reported the downward trend that developed in retail sales last year, coupled with steadily increasing production costs that have raised the average price from \$2.50 per volume to as much as \$3.75, and a tight paper situation, have forced retrenchments thruout the industry, except in the pocket book field. Here the industry has maintained its 25-cent retail sales price, and the three major producers—Pocket Books, Dell and Avalon—are selling millions of copies of their books each year.

Potential Far Greater

While these figures are impressive, publishers feel they are barely scratching the surface of their sales

potential in the 25-cent field. Pointing out that hundreds of thousands of men and women who served in the armed forces during the war were educated to read books via the armed forces editions of best-sellers and thru service-operated libraries, the publishers feel that many of these potential customers, especially those residing in smaller communities, are not now being reached. In this regard, most communities of less than 25,000 population do not have a retail book store, and book readers are now forced to order thru the mail, or join book clubs where their selections are often limited. It is in these areas especially that the publishing industry feels book vendors would be the answer—that they would be able to increase over-all sales in the industry tremendously, and offer a good source of revenue for the operators.

With the inception of book vendors, publishers feel they could produce their regular editions, retailing in the \$3 to \$4 range with a much smaller risk. By arranging for the pocket book editions with those specialized publishers handling that type of product, they could offer many more titles to the public at the 25-cent figure. While the royalties on these sales would be lower, the greater volume of sales in the 25-cent field would more than make up the difference. Going back still farther in the production chain, this would mean the major publishers, instead of producing an average of 50 books each a year for the general public, could double that figure, and thereby offer greater inducement to writers. New printing methods and presses, developed during the war but still unproduced because of tooling and material costs, would follow and cut production costs, thus assuring the continued 25-cent price level for the vending machines, and the operator and location an equitable margin of profit.

Other types of locations, until now totally unexploited by the publishing industry, would include apartment houses, industrial plants and large office buildings, gasoline stations, many stationery stores now handling only newspapers and/or magazines, community centers, clubs, etc. Vendors would also offer competitors a chance to break into locations now controlled by one distributor thru newsstand sales, a major point in larger cities where railroad and bus terminals now offer only one pocket-size book publisher's product.

Production Indefinite

Meanwhile, Book-O-Mat production plans are still unannounced, and according to all indications production may be several months off. The model vender, which has been displayed several times recently in the New York area, will probably be the one to eventually be produced in quantity. This machine (the Goldstein's have an arrangement with Pocket Books, Inc. to vend their publications) offers several dozen titles, and is compact enough to fit into the type of locations the publishers desire to enter.

There is some indication that if Book-O-Mat does not start production shortly, representatives of the publishing industry, thru a central body similar to the one organized during the war to handle industry problems, will attempt to either develop a machine of their own, to be handled thru independent operators, or enter into negotiations with coin machine manufacturers to have them produce the equipment. In any event, a break in this field is expected by spring, and plans are expected to reach the production stage during the slow summer months, so that distribution can get under way by fall.

Minn. To Give Part Of Cig, Liquor Tax To Local Gov't

ST. PAUL, Feb. 21.—Local government units in Minnesota got a break this week with the announcement by State Auditor Stafford King that \$4,495,603—representing a portion of tax collections on liquor and cigarettes—would be distributed to counties and communities on a per capita basis.

During the last six months of 1947 State liquor sales have produced \$10,331,510 in taxes, 30 per cent of which will be distributed to local governments. During the same period \$4,188,450 was collected thru the new 3-cent per pack cigarette tax. One third of the cigarette collections will go to local units.

Counties Split

Thru the division of taxes, each of the 87 counties and 771 incorporated communities will receive \$1.61 for each resident recorded in the 1940 census.

Operators of cigarette vending machines report that the new cigarette tax has helped vender sales, instead of harming them as was first feared. Since with the new tax nearly all cigarette sales are 20 cents per pack, there is seldom a difference between counter sales price and vender price. Before sales had varied from 15 to 20 cents per pack, often being lower than the price thru vendors in the same locality. Now, since the prices are the same thru both channels, Minnesota smokers seem to favor vendors and sales have picked up in several areas.

Altho liquor taxes were increased from \$1.00 to \$2.50 per gallon during the past year, tax collections indicated that sales were up in the State, with taverns and other good coin machine locations doing a healthy business.

General increase in business is attributed to an excellent harvest on Minnesota farms last year which drew premium prices in American markets.

NOW-A POPCORN VENDOR Priced to Make Money IN ANY LOCATION



FLOOR MODEL \$154.50 F. O. B. PEORIA

- Operators Want These Profitable Features: ● Big capacity! 106 bags per filling. ● Manually operated — no motors, no rheostats to get out of order. ● Adjustable vend — 0 to 2 1/2 ounces. ● Beautiful baked enamel finish of light ivory. ● 10c or 5c coin chute optional at same price. ● Chutes for foreign coins available at no extra charge. 68 3/4" high, 16 3/4" square, weighs 82 lbs. Immediate Delivery Also lower-priced counter models.

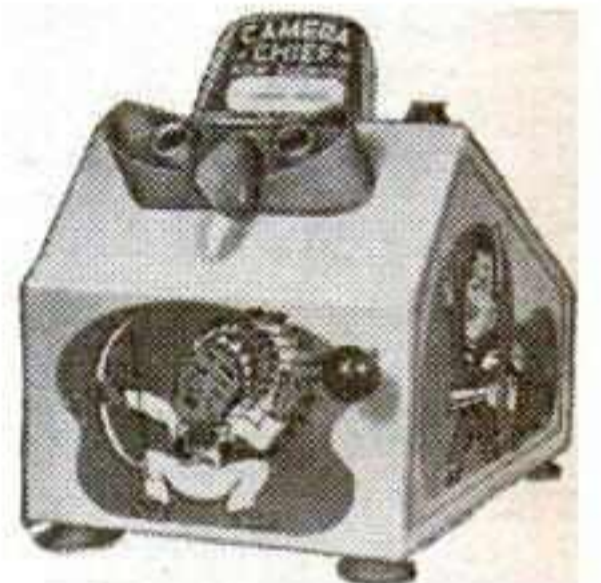
WRITE FOR FREE BOOKLET

Electro-Serv

SINCE 1936

... PEORIA, ILLINOIS

NEW GROETCHEN PENNY WINNER! CAMERA CHIEF



Customer inserts penny and sees 9 three-dimensional pictures of famous comic strip characters, such as Flash Gordon, Captain Marvel, etc. Camera Chief is small counter size, 8" wide, 12" deep, 9" high, and will take the pennies quickly.

\$19.95 Ea. Including 3 sets of 9 pictures each.

ORDER TODAY!

T. O. THOMAS CO.

Phone 2131 1572 Jefferson Paducah, Ky.



Reconditioned 5c SILVER KINGS Late Model \$9.95 EA.

- 5¢ ASCO HOT NUT VENDERS (reconditioned) \$19.95 BUBBLE BALL GUM, any size, any quantity 35¢ Lb. BOSTON BAKED BEANS and RAINBOW PEANUTS, 42 Lbs. to Ctn. 23¢ Lb. 1/3 With Order Balance C. O. D., F. O. B. Newark.

ASCO VENDING MACHINE EXCHANGE

55-57-59 BRANFORD STREET, NEWARK 5, N. J. BIGELOW 3-7744-5

NEW PENNY MASTER VENDING MACHINES

\$12.10 Each; Lots of 50, \$11.85.

NORTHERN DISTRIBUTING CO.

410 E. 35th St. Minneapolis 8, Minn.

SPECIAL DEAL!

VICTOR MODEL V

10 GLOBE TYPE and 200 pounds 5/8th Bubble Gum, 28,000 balls, all for

\$185.00

Full cash with order. Additional machines then can be bought on the Torr Time Payment Plan.

BALL BUBBLE GUM or RAIN-BLO BUBBLE GUM

140, 170 or 210 Count
 25 to 75 Lb. 34¢ Per Lb.
 100 to 475 Lb. 33¢ Per Lb.
 500 to 975 Lb. 32¢ Per Lb.
 1000 Lb. or Over 31¢ Per Lb.
 Full cash with order.
 Freight paid to your door on orders 100 lb. or over.

ROY TORR LANSDOWNE PENNA.

Silver-King's New 2 for 1c BALL GUM VENDOR



Sensational new 2 for 1¢ ball gum vendor. Bigger play and bigger profits for all types of locations. The most sensational ball gum vendor ever developed!

(Patent Pending)

AT ALL BEST DEALERS OR WRITE **SILVER-KING CORP.** 622 DIVERSEY PARKWAY, CHICAGO 14, ILL.

ALL SILVER KINGS

Can be bought on **TORR TIME PAYMENT PLAN** 16 weekly payments. Write for details. **ROY TORR** Lansdowne, Pa.

WHY TAKE A CHANCE USE '48 "SILVER KING" BALL GUM VENDOR



Mechanically perfect. Never misses.

Handles 140, 170, 210 count gum—no breakage and positive delivery.

If you want the best trouble-free ball gum vendor, try the new improved '48 "Silver King."

Nut and Ball Gum Vendors, 1¢-5¢.

Write or Wire.

T. O. THOMAS CO. Phone 2131 1572 Jefferson Paducah, Ky.

Mandel Bros. Continues Policy Of Coin Machines for Staff

CHICAGO, Feb. 21.—Mandel Bros.' State Street department store here, carrying out its policy of furnishing employee-conveniences and benefits, is continuing to back installation of vending and service machines, Florence Coleman, assistant director of training and employees services, stated this week.

Store's year-old "employees' floor," occupying one entire floor of the building and covering 20,000 square feet of space, is the popular meeting place for store workers during rest and lunch periods. Grouped conveniently in battery formation in one central section of the floor are 10 coin-operated machines ranging from cup venders to coin changers and stamp venders. Major portion of these units was installed shortly after the special floor was opened last year. Latest addition includes stamp venders.

Favorable Report

Miss Coleman reports that employee reaction to this equipment is highly favorable, and the presence of such machines materially aids employee moral and "job satisfaction."

Altho store management has set up lunch counter and soda fountain service on the employees' floor, steady patronage of four candy bar and two soft drink cup venders proves machines' value. Store management stands definitely in back of such units, and will add additional coin equipment in the future if the need

Glenn-Rowe Names Gordon General Mgr.

SAN FRANCISCO, Feb. 21.—Jack Glenn, heading the Glenn-Rowe Vending Machine Company here, announced a change of interest in the company this week. Firm is now known as Glenn-Rowe Vending Machine Company, Inc., with Jack Gordon, who formerly represented Rowe Corporation on the West Coast, as general manager.

Gordon, who worked with Rowe Corporation in New York for many years, and was general manager of the New Orleans Cigarette Service Company in that city until 1946, will be instrumental in expanding the operations of Glenn-Rowe, Glenn stated.

and demand for same is found to exist.

At the present time, management is considering setting up of a system whereby all profits from in-store coin machines will be channeled back to employee benefit programs and purchase of items such as books for the special workers' library.

Drink-o-Mat Names Nashville Firm as Tennessee Operator

NEW YORK, Feb. 21.—Drink-o-Mat Industries, Inc., has appointed the Tennessee Drink-o-Mat Company as franchise operator in Tennessee, Richard Cole, vice-president of the parent company, announced this week. New firm is headed by Edwin Young, president, and is located in Nashville.

To introduce the cup vender to the trade, the Tennessee Drink-o-Mat Company held a public showing at Nashville's Noel Hotel February 11-12. Parent company executives present at the two-day showing included Albert Cole, president; Richard Cole, vice-president; Sam Kresberg, executive vice-president; Fred M. Cogan, factory representative, and M. M. Lasser, of the franchise division.

Souvenir Cartons By Diamond Match

NEW YORK, Feb. 21.—Diamond Match Company's sales department has inaugurated a "souvenir" promotion of book matches. Slanted for hotels, resorts, restaurants and night clubs, the promotion encourages patrons to mail a carton of 50 match books to friends in other cities. The matches are mailed in a patented foil-lined mailing carton approved by the Post Office Department.

Offer is explained by means of a counter card, which contains a sample match book. Diamond Match is offering the counter cards free and supplies the mailing cartons at a nominal cost.



199% PROFIT

Not a Novelty But an Investment

200 FORTUNE TELLING NO SPRINGS SCALE

The only coin-controlled Fortune Telling No Spring Scale in the World.

Invented and Made Only by

WATLING

Manufacturing Company

4650 W. Fulton St. Chicago 44, Ill. Est. 1889—Telephone: Columbus 2770. Cable Address: WATLINGITE, Chicago.

FOR VENDING MACHINES and SUPPLIES write RUSS THOMAS CO.

2189 Central Ave., Memphis 4, Tenn. Telephone: 2-6410



FOR BEST RESULTS USE BRAND NEW 1948 SILVER KINGS

1¢ Ball Gum—1¢ Peanuts—5¢ Almond Candy—5¢ Hot Nut, etc. Write for special quantity prices.

Bubble Ball Gum—Any Size, Any Quantity. Stands, Cement Filled.

35c PER LB. \$3.50 EACH

DEVICES NOVELTY SALES CO.

467 N. Milwaukee Ave. CHICAGO 10, ILL. Exclusive Silver-King Distributors Chicago and Suburbs

PROVEN Money Makers!



WHY PAY MORE???

BUY DIRECT—SAVE 40%

TOM THUMB Venders are time tested. Thousands in operation. Die cast, precision built—2 sizes, 1 1/2", 3" interchangeable mechanism.

You should be able to earn \$5.00 to \$6.00 a week net per machine.

ORDER FROM STOCK—immediate delivery (money-back guarantee on sample).

WRITE FOR PRICES AND BULLETINS. (We distribute Victor Vending Machines.)

FIELDING MFG. CO., INC.

258 W. Pearl St. Jackson, Mich. Department BB-28

CIGARETTE MACHINES

- Uneda Model 500, 15 Cols., 425 Pack Cap. ... \$100.00
- Uneda Model E, 15 Cols., 350 Pack Cap. 62.50
- Uneda Model E, 12 Cols., 300 Pack Cap. 60.00
- Uneda Model E, 8 Cols., 240 Pack Cap. 57.50
- Rowe President, 10 Cols., 475 Pack Cap. 125.00
- Rowe Royal, 10 Cols., 400 Pack Cap. 100.00
- Rowe, 6 Cols., 150 Pack Capacity 32.50
- National 9-50, 350 Pack Capacity 100.00
- National 9-30, 270 Pack Capacity 75.00
- National 6-30, 6 Cols., 180 Pack Cap. 32.50
- Stewart-McGuire, 8 Cols. 35.00
- DuGrenier, 4 Cols., 100 Pack Capacity 25.00

SPECIAL, \$55.00

DuGrenier Model W, 9 Columns, 300 Pack Cap. "WD" — Extra Capacity 388 Packs — \$60.00.

CANDY MACHINES

- DuGrenier Candyman \$ 67.50
- National 9-18, 9 Columns 110.00
- Rowe Candy, 8 Columns 100.00

10c CIGAR MACHINES

- 7 Column, Capacity 175 \$32.50 | Single Column, Capacity 50 \$22.50

TOP EQUIPMENT—UNCONDITIONALLY GUARANTEED

One-Third Deposit With Orders—Balance C. O. D.

Parts and Mirrors available, including the 25c vending changeover parts for all makes and models.

UNEDA VENDING SERVICE

"THE NATION'S LEADING DISTRIBUTOR OF VENDING MACHINES"

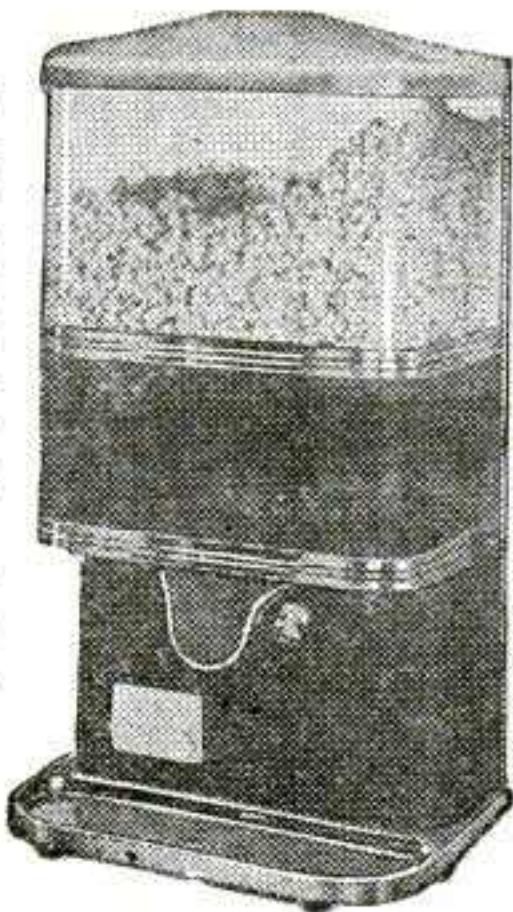
166 CLYMER STREET Evergreen 7-4568 BROOKLYN 11, NEW YORK



SPECIAL, \$75.00
 DuGrenier Champion, 9 Columns, 420 Pack Capacity.

The "Little Giant" HOT POPCORN DISPENSER

8 gal. capacity. Size: 15" by 12" by 29". Portions controlled by size of bag or bowl. Bagging companies and vending operators will find servicemen can handle these dispensers in addition to present routes. It is more profitable to operate dispensers without a coin chute. Write for information.



TRIAL OFFER

ON PURCHASE OF FIVE DISPENSERS \$57.50 Each

If the purchaser is dissatisfied for any reason within a period of 30 days, a full refund will be made upon the return of the dispensers in good condition.

Manufactured by **ABC POPCORN CO.**

Wholesale and Supplies
3441 W. North Ave., Chicago 47
Dickens 3375

Also Suppliers of

- Raw Corn
- Seasoning
- Boxes
- Bags
- Pre-Popped Corn

Philly Ops Eye Sales Trend in Cig. Price War

PHILADELPHIA, Feb. 21.—Cigarette venter operators here are keeping close watch on sales trends in the new price war precipitated by a local drug chain's recent announcement of a \$1.77 per carton price. Several other drug chains have followed the first firm, Sun Ray Drug Company, in lowering cigarette prices. A number of others, and most independents, are maintaining the regular carton price of \$1.80 and \$1.90 for popular brands.

The \$1.77 price, leaving only a one-cent per carton profit for the retailer, is felt by many business men to prohibit continued sale by independent retailers.

Ray Stotter, Sun Ray tobacco buyer, states that the new price will be a regular policy "as part of Sun Ray's effort to keep prices down. It's not a fly-by-night gesture," he maintains.

Guardian Electric Readies Output on Cup Vender Control

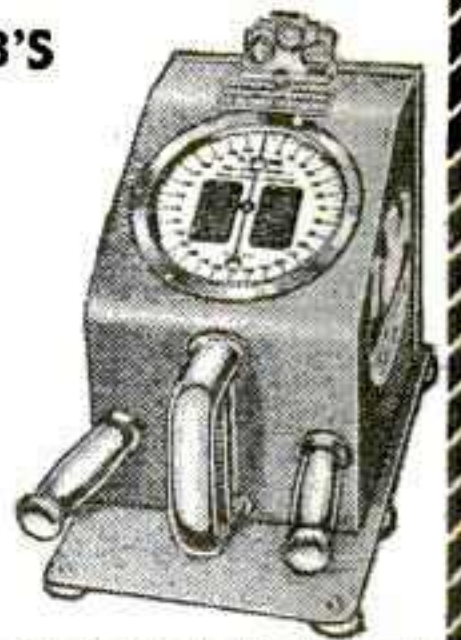
CHICAGO, Feb. 21.—Guardian Electric Manufacturing Company here, makers of relays, solenoids, the Computit, and other electrical control units, has announced the addition of a liquid level control unit, designed for cup venders, to their line. New item is used principally in carbonated beverage venders to maintain the level of water in refrigerated storage tanks.

The liquid level control unit is described as a long and a short electrode, inserted thru the top of the water storage tank, to control the water level. When this level drops below the long electrode the relay releases or when the water rises to the short electrode, the relay closes, stopping the pump motor.

To reduce current required by the relay, and also to isolate the electrode circuits from the power line, a transformer is used to raise the voltage to 200 volts.

GOTTLIEB'S GRIP SCALES

BRAND NEW!
Orig. Price - \$39.50
\$24.50 EA.



NEW A. B. T. STRIK-A-LITE IN STOCK

NEW CARD VENDOR

MONEY MAKER
A route of these Card vendors will earn a steady income for you. Tax free.
List Price, \$29.50
While They Last
\$7.50 EA.
Cards at \$4.25 Per M



COLUMBIA BELLS

Twin Jackpot 1948 Models
List Price, \$145.00
\$99.50 EA.
While They Last.
Changeable to 1¢, 5¢, 10¢, 25¢ Play



LARGE DE LUXE MODEL \$159.50

BRAND NEW IMPS

EITHER 1¢ OR 5¢ PLAY
Cig. or Fruit Reels
\$12.95 ea.
LOTS OF 12 OR MORE
5 or More, Ea. \$13.75
Sample 14.50



QUANTITY PRICES TO WHOLESALE BUYERS

MILLS VEST BELL

SIZE 8"x8"x8", 5¢
OPERATOR'S PRICE
\$65.00

Rebuilt, \$49.50.
A pocket-size slot with automatic payout system. Awards from 3 to 20 nickels.



WRITE FOR COMPLETE LIST!
1/3 Deposit Must Accompany All Orders.

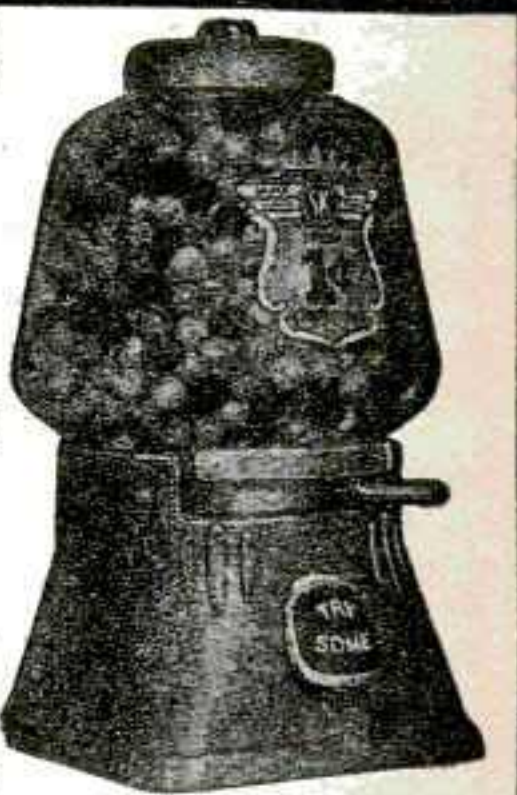
RAKE COIN MACHINE EXCHANGE

609 SPRING GARDEN ST., PHILA. 23, PA.
LOmbard 3-2676

SILVER KING

Bulk Vendors, 1¢ or 5¢
Ball Cum Vendors, 2 for 1¢ or Straight 1¢.
Sample

\$13.95
2 to 5, Ea. \$12.50.
6 to 11, Ea. \$11.55.
12 to 49, Ea. \$11.05.
50 or More, Ea. \$10.55.



IMMEDIATE DELIVERY FROM STOCK ON ALL MODELS
Send for Free Catalog and Quantity Prices on All Machines.
1/3 Deposit Required With Orders.

FRANK DISTRIBUTING CO.

605 SPRING GARDEN ST., PHILA. 23, PA.
(Market 7-5193)



1948 IMPS

1¢ or 5¢ Cigarette or Fruit
\$12.95
Lots of 12

\$12.75, Lots of 5. Sample, \$14.50. Here's the tiniest Bell in the world. A brand new Three Reel Counter Game that is worth its weight in gold. Finished in brilliant colors.

SHIPMAN TRIPLEX STAMP MACHINE

STAMP FOLDERS For Shipman, Schermack, Victory.
10,000 ... \$ 5.75
25,000 ... 13.95

Distributors interested in selling our advertised machines, write for details.

Brand new! Vends 1¢, 3¢ and 5¢ Air-mail Postage Stamps.

Slugproof, compact, foolproof.

Immediate Delivery.

Operator's Price
\$39.50



1/3 Deposit on All Orders. Write for Catalog on Bulk Vendors, Games, etc.
PARKWAY MACHINE CORPORATION
623 W. NORTH AVE., DEPT. B Phone: Madison 1447 BALTIMORE 17, MD.

ATTENTION, OPERATORS

Opportunity to secure several hundred display gum venders of proven quality for operation in the following cities on a liberal lease arrangement:

SCRANTON, BUFFALO, ALBANY, BALTIMORE;
WASHINGTON, D. C.; CINCINNATI, LOUISVILLE,
INDIANAPOLIS, ST. LOUIS, HOUSTON AND MILWAUKEE

Lease includes franchise agreement covering both equipment and nationally advertised brands of gum. Address all inquiries to:
BOX D-209, % THE BILLBOARD CINCINNATI 22, O.

EXPERIENCED COIN MACHINE SALESMAN

We need (a) high-caliber, ethical man to round out our National Organization. If \$20,000-\$25,000 a year interests you and you're tired pounding the pavements looking for locations, better contact us at once. Our Machine is unique—Nothing else like it in America—No locations to secure—Easy to sell—Moderately priced—Immediate delivery—Mechanically supreme (only 3 moving parts)—Swell looking job—Entire U. S. practically virgin territory, with little or no competition—Backed by a financially responsible Company with years and years of experience—\$275. smallest commission—100% co-operation, and we mean it. Will fit in nicely with most any Machine you are now selling. To conserve time give us brief of your Vending Machine Experience. Yes, you guessed it—It's a nice little Candy Machine made especially for the thousands upon thousands of smaller type locations where it would be impractical to place a high-priced Multiple-Column Machine—So what are you waiting for?

Box A-60, The Billboard
6000 SUNSET BLVD. HOLLYWOOD 28, CALIF.

WOLVERINE SILVER TRAY



1¢ Nut or Candy Vendor. More Returns Per Invested Dollar. Jobbers' Delight—Merchants' Friend. Most Popular Vendor on the Market. Popular Priced. High Profits. Write for folder of other models.
DAVIS METAL FIXTURE COMPANY
BOX 213-B LANSING, MICHIGAN

NEW .. 104 ASSORTED CHARMS .. NEW METAL PLATED CHARMS

In bright gold and silver finish
Metal Plated Charms, Series #1 ... Per M \$8.00
Metal Plated Charms, Series #2 ... 7.50
Plastic Charms, Famous Series #1 ... 3.50
Plastic Charms, Big Series #2 ... 4.50

SAMUEL EPPY & CO., INC.
WORLD'S LARGEST CHARM MANUFACTURER
113-08 101st Ave. RICHMOND HILL 19, L. I., N. Y.

Cleve Ops Combine Hit Tune Party-Disk Jockey Contest

CLEVELAND, Feb. 21.—With promotion of juke box play becoming more widespread (New York and New Jersey associations are scheduled to act within the week on adoption of a Hit Parade poster for all equipment) the Cleveland Phonograph Merchants Association (CPMA) will combine its Hit Tune Party with the Collegiate Disk Jockey Contest starting Sunday (22) over Station WJMO, under the direction of Howie Lund.

In the new set-up, contestants selected from four colleges will vie for cash prizes by acting as disk jockeys, playing newly released records. From these records the Hit Tune of the Month for March will be selected by the audience.

Appearing on the two-hour radio show, an outgrowth of the one-hour radio series with a CPMA tie-in which started in September, 1947, will be four winners of pre-contests held at Western Reserve University, Case Institute of Technology, Fenn Col-

lege, and John Carroll University.

Each will be allowed 20 minutes of air time during which they will act as disk jockeys, presenting the new releases submitted by local distributors. Lyon Tailors, sponsoring the program, will pay a first prize of \$150, second prize of \$50, and two runner-up prizes of \$25 each. Winner appears the following Sunday on Lund's *Cleveland Top Ten* show over the same station.

Record Stores Tie-In Ads of Ops' Hit Tune

PHILADELPHIA, Feb. 21.—First commercial exploitation by record stores of the Click Tune of the Month, a promotional program backed by the local phonograph operators' association was noted here this week. Weymann's, center-city retail record shop, is the first to tie in the click tune selection in its newspaper advertising. Ads carry a picture of Jack Shepard, president of the local association, whose testimonial stresses the fact that the click tune, which was selected by the teen-agers at the monthly party at Frank Palumbo's Click nitery, "will be placed upon 4,000 phonographs in this area by members of his association." Click tune selected for this month is Louis Prima's recording of *Tutti Tutti Pizicato*.

According to Harry Bortnick, advertising manager of Raymond Rosen Company, local Victor record distributors, other dealers are also planning similar tie-ins.

Gould Leaves for Honolulu To Name Filben Distributor

CHICAGO, Feb. 21.—Joseph N. Gould, head of the Filben Corporation's foreign department, left for Honolulu Thursday (19), where he will set up a distributorship organization which will handle business for the Hawaiian Islands, William Rabin, firm president, announced.

Rabin disclosed that the firm had received several inquiries from concerns in the Islands who were interested in becoming Filben representatives in that territory. Gould, who will be away for at least three weeks, will confer with the Island firms and select a distributor for the area.

Last week (*The Billboard*, February 21), Rabin announced that Sam A. Drucker had been appointed vice-president of the National Filben Corporation and that Rabin had become sales manager for National Filben following the resignation of Bert Davidson from that post.

Relationship between the two firms is as follows: National Filben is a sales organization while the Filben Corporation makes the products sold by National Filben.

Permo Inaugurating News Letter Service

CHICAGO, Feb. 21.—E. C. Steffens, vice-president and general sales manager of Permo, Inc., this week sent out a letter and the first copy of the semi-monthly national news letter which Permo is inaugurating as a free service to the executive and sales personnel of its distributing organizations. The news letters, particularly designed for the salesman's point of view, will be prepared by the National Research Bureau, Inc., and will contain condensed news and statistical items gathered by experienced news analysts from national sources.

The news letters will in no way mention or promote Permo products but are designed to keep salesmen well informed on national affairs, business and trends. The letters will be mailed on the first and fifteenth of each month.

HASTINGS, Neb., Feb. 21.—City council here this week failed to override the veto of Mayor Roy Carter on an occupation tax measure which proposed a \$20 levy on all juke boxes and other fees on dance halls, circuses, taverns and taxi cabs.

Ala. ABC Board Broadens Juke Box Okay To Include More Potential Locations

Affidavits Required Before Installation Can Be Made

MONTGOMERY, Ala., Feb. 21.—Broadening the scope to include places outside of police jurisdiction, the Alabama Alcoholic Beverage Control Board (ABC), Wednesday (18), issued regulations governing the return of juke boxes or live music to beer parlors.

Before any permits will be issued, beer dealers will be required to submit sworn statements that they will abide by the board's music policy. When these affidavits have been acknowledged by the board, the beer licensees are authorized to put juke boxes or live music into operation immediately.

Local Government Laws

Applicants will be required to certify that a music permit would not violate any municipal law or ordinance. An act of the 1947 Legislature vests authority in local government to decide which establishments in their jurisdiction can have music machines.

(Many of the larger cities, including Birmingham, have such ordinances. See separate story in this section.)

In cases where the beer place is outside police jurisdiction of a municipality, the licensee must file an additional statement from a law enforcement officer authorized to police the area, certifying that the establishment has been run in a lawful and orderly manner, and that the officer will co-operate in seeing that orderliness prevails in the establishment.

At the conclusion of a two-day hearing a week ago (*The Billboard*, February 21), the ABC board indicated that it would not license beer places outside of police jurisdictions.

Regulations regarding hotels and clubs were amended to include all establishments employing an orchestra, but the board said no further change will be made in this category for at least 90 days. All interested parties will be given an opportunity to be heard before any changes are made.

Previously, board members had indicated that hotels and clubs would be treated the same as beer places and would not be allowed to have music if they serve liquor.

The ABC board, member Gould Beech emphasized, has no authority to control music in any way other than thru issuance of licenses. If establishments which hold liquor and wine permits in addition to beer wish to install juke boxes they will be permitted to do so by surrendering their liquor license.

Nine Points

Three of the nine points embraced in the statement which beer licensees will be asked to sign apply to the music machine industry, giving the board a definite check on rentals and sales.

They are as follows:

"I understand I am free to rent or buy a music machine of any make or model from anyone I choose if I have one in my establishment.

"While I understand that I am free to deal with any music machine operator, it is my present plan, if this certificate is acceptable to establish a business relationship with (blank for operator's name), who is licensed by the State of Alabama to carry on such business. In the event I change this business relationship, I will notify the ABC board of such change.

"I will not knowingly engage in any business practice which would encourage monopolistic practices, unfair competition or racketeering in the music machine business."

Licensees also will certify that they will not allow any obscene music to be played.

Included in the board's policy statement was a provision recommending, but not requiring, that licensees give top priority to square dancing one night a week should there be sufficient public demand.

Packard Announces Field Sales Staff Personnel Changes

INDIANAPOLIS, Feb. 21.—Packard Manufacturing Company this week announced several changes in its sales representatives in various parts of the country.

Earl Hess succeeds Harry Payne, recently retired, as representative in Southern Ohio and part of West Virginia.

Furey Ross has been appointed regional sales manager for Western Pennsylvania. He will make his headquarters in Pittsburgh.

William Brase will handle sales in Southern Illinois, in addition to remaining as sales representative in Indiana.

John Mangone has been named regional manager for sales in Florida. O. J. Mulliniux is the new Georgia regional manager.

Juke Box Roundtable

The juke box roundtable is intended to offer the automatic phonograph trade an opportunity to exchange ideas on the problems currently facing the industry. The roundtable's purpose is to focus attention on these problems in an attempt to find practical answers. Letters intended for publication in this column should be addressed to Coin Machine Editor, *The Billboard*, 155 North Clark Street, Chicago 1. Only letters including name and address of the writer will be considered for publication. Signature will be withheld upon the writer's request.

Push Sales

The one play for a dime, three for a quarter play is definitely out as far as we are concerned. The public has a definite resentment against this.

We have always given our location owners 50 per cent of the take and to try to change this to 60-40 or put it on a sliding scale would probably cost us some locations, either by the location putting in its own music system or by having some other operator offer the location a 50-50 deal after we inform him of the change.

The problems still remain problems. The most important thing right now is to educate location owners into pushing the sales a little more. A lot can be done about this if handled correctly.

Two-Year Model

Jack L. Bohler, Inglewood, Calif.—Front money is, of course, a must, and is a common practice here and around Los Angeles. However, for manufacturers and distributors to sell new phonos to the operators on a large enough scale to lift them out of their dilemma so they will not have to compete in our operating field, it would seem that a lower price and a two-year model will be a basic necessity.

The increased cost of operation, exclusive of the cost of new equipment today, but including higher cost of records with shorter life, higher wages and even the added cost of telephones in service cars (which I

(See *Juke Box Roundtable* page 108)

See Music Dept. for This Info

Among the stories of interest to the coin machine industry to be found in the Music Department of this issue of *The Billboard* are:

RCA VICTOR RAISES POP PRICE TO 75 CENTS. Longhair prices also upped beginning March 1.

VITACOUSTIC GOES INTO REARRANGEMENT. Firm joins Signature and Majestic in filing under Chapter 11 of the Chandler Act.

AFM STRENGTH TESTS MOUNT. A legal test may be inherent in Capitol Records' order for artists to wax.

CASH FOR USED RECORDS
 8¢ EA., F. O. B. PHILA.
 SHIP THEM COLLECT TO:
MELODY RECORD EXCHANGE
 5 S. 52d St. Philadelphia 31, Pa.
 Phone: CR. 2-1683

WE BUY USED PHONO RECORDS



MERVIS TRUCKING COMPANY
 7026 LEXINGTON AVENUE
 CLEVELAND 3, OHIO

OPERATORS, ATTENTION!
 TOP PRICES PAID FOR USED RECORDS
 Sell to Chicago's Largest Distributor of Used Records.
 WE PAY THE FREIGHT
 WRITE, CALL OR SHIP TO



USED RECORD EXCHANGE
 DICKens 7060
 4142 W. Armitage Chicago 39, Ill.

Operate **NATIONALLY** ADVERTISED
WURLITZER PHONOGRAPHS
 ★
 Get more locations—make more money!

SPECIAL BARGAINS
 UNCONDITIONALLY GUARANTEED

The following low prices are for machines complete and in working order but not rebuilt.

Wurlitzer 500	\$ 70.00
Wurlitzer 600	70.00
Wurlitzer 780	195.00
Wurlitzer 850	195.00
Seeburg Hifone	125.00
Seeburg Rex	35.00
Seeburg Envoy	125.00
Seeburg Classic	70.00
Seeburg Colonel	85.00
Seeburg Regal	70.00
Seeburg Gem	70.00
Seeburg Mayfair	50.00
Rock-Ola Spectravox and Playmaster Comb.	60.00
Rock-Ola Standard, '39	75.00
Rock-Ola Commando	70.00

If you want these phonographs professionally rebuilt add \$25 per machine.
 Terms: 1/3 Deposit With Order, Balance C. O. D.

STEPHEN AMUSEMENT CO.
 14 Kinsey Ave. Kenmore 17, N. Y.
 Phone: DE. 0656

AMERICAN FOLK TUNES
 Cowboy and Hillbilly Tunes and Tunesters

Texas Bill
 Texas Bill Boyd guested on the *East Texas Barn Dance* out of Greenville, Tex., February 7, with the show airing over the East Texas Network. This was Boyd's second appearance in four weeks. . . . Bob Atcher is out of the hospital, back at WBBM, Chicago, after dodging the surgeon's knife.

Carl Storey's *Hillbilly Jamboree* is currently working at the New Liberty, Fort Worth downtown nitery. . . . Jimmie Osborne, the King platter-maker and disk jockey over WLEX, Lexington, Ky., has signed a contract with Hillard-Curry Publishing, Chicago, to publish seven new ballads and one hymn which he wrote.

Bobby Gregory, leader of the Cactus Cowboys, Gotham Western outfit, has just had his 14th song folio published by American Music. . . . Luther Higginbotham and Smiley Smith, of WPDQ, Jacksonville, Fla., are now on Manor label and their first release is *The Same Old Rut and Goodbye, Little Girl*.

The Georgia Crackers—of WHKC, Columbus, O., got their first record release out on Victor last week, with *Look Before You Leap* coupled with *Yo Lady Pre Do Pu*. Bob Newman, of the Crackers, just got out of the hospital after treatment for sinus, with Jackie Lee subbing for him during his confinement. The Crackers pulled 574 patrons to the Club Gloria, local dancery, recently despite sub-zero weather.

Ink Folk Stars
 Donnett Hit platters inked several top folk stars before the ban, with Al Rogers doing *Pitchin' Woo With Annie Lou*, *Cowboy's Trustin' Heart* and others. Other record artists now in the D-H folk fold include Tommy Thomason and Tex White, Cliff Rodgers and Dallas Turner.

Big Slim, of WWVA, Wheeling, W. Va., was ill for two weeks with the flu, but is now back on the air. . . . George Morgan and Ray Marsh are doing solo vocals, together with Dale Goudy and his Blue Sky Buckaroos on WWST, Wooster, O.

Jim Sivy, of Fort Worth, reports that Tex Ritter and his gang, including Spud Goodale and Dan Davis, guitar; Bill Callahan, bass; Paul Buskirk, mandolin; Cleo Lando, accordion, and Slim Andrews, comedian, played the Palace in that city two weeks ago. Mrs. Ritter, the former Dorothy Fay of the movies, accompanied her hubby on the tour.

Slim Still Mending
 Slim Henry, of WISR, Butler, Pa., is still nursing a broken wrist. Ralph Weimer, of the same station, has a three-piece combo working in a local nitery with emphasis on Western swing. . . . Dean Turner and Little Dean are now at KCNC, Fort Worth. . . . Bill Elliott, the movie star, will open in Baton Rouge March 28 with his Bar A Ranch troupe. Elliott intends to put a rodeo production together.

Lars Birkliid, WDAY, Fargo, N. D., is working a noon sponsored show plus a three-a-day sustaining spot. Hank and Thelma and Linda Lu are station vocalists, working with backing from the Dinnerbell Band, fronted by Don Aumann. Personnel includes Billy Olsen, Glenn Flint, Paul Cornforth, Carroll Samby, Lester Estenson, Reuben Stanness, Orville Nellermoe and Harry Jennings.

At KVOX, Moorhead, Minn., Bernard Ostrom, the Minnesota Wood-chopper, and the Lumberjax band, headed by Arv Johnson, do the folk music shots. Working with Johnson are Vic Barbender, Bob Wolfe, Chuck

Dittus, Pat Caldwell and Earl Cunningham.

Kernels Encore
 Harry Ranch and his Kernels of Korn are doing a return engagement at Ciro's, Philadelphia class nitery. . . . Jesse Rogers currently in Philadelphia making personal appearances in record stores to autograph his *Saddle Serenade* album on Sonora.

Jolly Joyce, Philadelphia agent, in conjunction with Tom Parker, Tampa, personal manager, is routing Eddy Arnold thru the East. Sol Gold, Washington promoter, will work Arnold in the Philadelphia Arena March 24; Norfolk Armory, 29; Richmond, Va., Armory, 30; Baltimore Coliseum, 31, and the Roanoke, Va., Armory, April 1. In addition, Arnold will work the Rajah Theater, Reading, Pa., March 25-27; and the Jaffa Temple, Altoona, Pa., March 23, with Joyce and Gene Johnson, who handles all WWVA, Wheeling, W. Va., folk talent acting as co-promoters. Arnold's Western troupe, which will work well into the summer, includes Roy Wiggins, the Oklahoma Wranglers and Annie Lou and Danny.

Joyce will also book Merle Travis and his combo, starting May 15 for from six to eight weeks, with present plans calling for a later summer tour by the Sons of the Pioneers. . . . Eddie Dolan, folk artist rep for Victor, reports that Eddy Arnold topped sales for that branch of the label in 1947, peddling 2,700,000 disks, with the Sons of the Pioneers in second spot.

Wurlitzer Appoints Harvey Distributing For North Carolina

NORTH TONAWANDA, N. Y., Feb. 21.—The Rudolph Wurlitzer Company here has appointed the Harvey Distributing Company to handle Wurlitzer phonographs and auxiliary equipment in the North Carolina territory. The new outlet has retained the established Wurlitzer headquarters at 620 West Morehead Street in Charlotte. Harvey Friedman, president of the distributing firm, also holds the Wurlitzer franchise in Washington, Maryland and Virginia.

Announcing the appointment, E. R. Wurgler, Wurlitzer general sales manager, said: "Harvey Friedman brings to the North Carolina territory valuable experience and knowledge gained thru many years in the commercial phonograph business. His advice and assistance will be material aids in helping Wurlitzer music merchants in this territory toward better and more profitable operation."

The manager of the Charlotte office of the Harvey Distributing Company is J. H. Wilburn.

Jensen Industries Names Midwest Dist.

CHICAGO, Feb. 21.—Oden F. Jester, general sales manager of Jensen Industries, manufacturers of phonograph needles, has announced the appointment of R. M. Karet Associates, Inc., to represent the firm in Michigan, Illinois, Indiana, Missouri, Kansas, Nebraska, Iowa and Southern Wisconsin.

Karet was formerly sales manager of the Radiart-Thordarson-Meissner divisions of Maguire Industries, and prior to that, jobber sales manager of the Utah Radio Products Company. Branch offices are maintained in Detroit, under the direction of James Frye II, and in St. Louis under Theo. B. Lowell. Headquarters are in Chicago.

Set Cleveland, Detroit Shows Of Aireon Juke

CHICAGO, Feb. 21.—With showings concluded in Chicago, Milwaukee and Cincinnati, Fred Mann, Aireon regional sales manager, announced show dates in Detroit and Cleveland and said dates for the Pittsburgh showing will be announced soon.

In Detroit, the new Aireon Coronet phonograph will be shown at the Wolverine Sales Company's showrooms February 27-29. Cleveland show is set for March 6-7 at headquarters of the newly formed Erb-Wert Distributing Company.

Commenting on the Cleveland showing, Mann said the new Erb-Wert firm has taken on distribution of Aireon in the Cleveland area. The phonograph line was formerly handled there by Triangle Distributing Company, headed by Leo Dixon. Myron Erb, partner with Barney Wert in the new distributing firm, was sales manager with Triangle. The firm has not as yet opened showrooms, but will announce an opening soon.

Philly Op Assn. Annual Banquet

PHILADELPHIA, Feb. 21.—The annual banquet of the Phonograph Operators' Association Sunday night (15) at Frank Palumbo's cabaret-restaurant was easily the most successful in the history of the local association both as a social and entertaining event. Louis Prima and his band staged the floorshow, with many other recording stars on hand, including Frankie Laine, Dick Thomas and Ann Cornell.

In addition to industry members, the assembly included a host of music world celebrities. The dinner-dance also witnessed the formal installation of Jack Sheppard as the new president of the local association.

Milwaukee Sees New Aireon Juke Models In Two-Day Showing

MILWAUKEE, Jan. 21.—First Milwaukee showing of the new Aireon phonograph line was held here last Saturday and Sunday (14-15) at the new showrooms of Hastings Distributing Company, 6100 Blue Mound Road. Hastings will handle the Aireon line thruout Wisconsin.

Featured at the show was Aireon's Coronet, as well as the Fiesta and Blond Bombshell models.

On hand with Sam Hastings were Rudy Greenbaum, general sales manager for Aireon, and Fred A. Mann, regional sales manager. Johnny Bennett represented the factory's engineering and service department. Ray Jordan, formerly with Sam London in Wisconsin, took up his new duties with Hastings during the show and was on hand to greet visiting operators.

Over 500 people attended the two-day showing. Prominent out-of-town operators present included A. Isetts, Kenosha; L. A. Rank and George Brixius Jr., Manitowoc; Mr. McBrair, Plainfield; Walter Grady, Pewaukee; Patric Jerrold and Eugene Stockdyk, Port Washington; Andy Waterman, Wisconsin Dells; Otto Hadrian; Frank Davidson, Spooner; Chet Meissner, Pewaukee, and R. Feltes, Arcadia.

TUSCALOOSA, Ala., Feb. 21.—V. C. Parker opened the Southside Self Service Laundry at 1717 24th Street last week. The shop is equipped with Bendix automatic home washers and dryers.

Record Reviews

(Continued from page 34)

RATINGS
(100 Point
Maximum)

90-100 TOPS • 80-89 EXCELLENT • 70-79 GOOD
40-69 SATISFACTORY • 0-39 POOR

ARTIST TUNES LABEL AND NO. COMMENT	RATINGS			
	OVER-ALL	DISK JOCKEY	DEALER	OPERATOR

ARTIST TUNES LABEL AND NO. COMMENT	RATINGS			
	OVER-ALL	DISK JOCKEY	DEALER	OPERATOR

POPULAR				
RALPH MARTIERE ORK (Universal U-20) <i>I Love You</i> (Don Moreland) Conventional waxing of the old show tune. Ork paces pleasant, quiet vocal.	72	72	70	74
<i>On Green Dolphin Street</i> Instrumental hit to pio theme.	65	66	63	65
KENMORE KARAVAN (Falds 1001) <i>Rhapsody in Blue</i> Inferior waxing of Gershwin standard.	32	32	32	32
<i>Juke Box Jenny</i> Weak vocal on disk that's a hodge-podge of pseudo-take-offs on well-known bands.	33	33	23	43
LEN McCALL ORK (Percy Rodgers) (20th Century 20-55) <i>Philadelphia Boogie</i> Spirited boogie. Ork backing good.	70	70	67	72
<i>Goodbye Sweetheart</i> Stale arrangement of not too melodic ballad.	51	58	45	50
MINDY CARSON (Glenn Osser Ork) (Musicraft 541) <i>The Feathery Feelin'</i> Mindy clear and full on pub-push item.	73	75	72	74
<i>I Hate To Lose You</i> Crisp phrasing, deft vocal on lovely ballad.	72	73	70	72
JAN AUGUST (Mercury 5106) <i>Oye Negre</i> August's famed, hoky arpeggio technique on L-A standard.	87	86	84	91
<i>Intermezzo</i> Graceful styling of delicate classic.	84	84	82	87
VIC DAMONE (Camarata Ork) (Mercury 5104) <i>Love Is So Terrific</i> Rhythm vocal on pop ditty.	81	85	75	82
<i>Thoughtless</i> "Da Moan" sells with charm and appeal. Camarata supplements appeal.	80	84	75	80
COUNT BASIE (Victor 20-2677) <i>Robbin's Nest</i> Most effective in slow tempo; best Basie in ages for lightness and relaxed attack.	83	84	80	86
<i>Your Red Wagon</i> (Jimmy Rushing) Good rendition of a weak pseudo-blues picture.	65	68	63	63
CHARLEY DREW (Gala 2606) <i>She Got Them Caught in the Ringer</i> Frisque is what they call this sort of thing. Drew's hardly a singer on this double entendre material.	59	NS	59	NS
<i>Morris</i> No double entendre. Just a series of puns on "Morris."	40	36	41	43
VIC DAMONE (Mercury Chorale-Mitchell Miller, Dir.) (Mercury 15002) <i>Panis Angelicus</i> Chorale lends cathedral atmosphere for sincere Damone offering of religious number. For Easter retail trade.	80	NS	80	NS
<i>Crown Without a Thorn</i> Same vocal formula used here as flip for religious lyric set to Rubinstein classic, "Kamenoi Ostrow."	80	NS	80	NS

POPULAR				
STAGG McMANN TRIO (Diamond 2004) <i>Listen</i> Harmonica trio dreamily styles fair tune.	71	73	71	69
<i>Dance of the Hours</i> Classic brightly rendered by trio. This is getting to be the year of the harmonica harvest.	85	88	82	86
JOAN BROOKS (Jerry Bittick-CBS Ork) (Musicraft 544) <i>If You Were the Only Girl in the World</i> Gal romantically chirps sentimental oldie, swinging into faster second chorus.	74	77	74	72
<i>Seven Days a Week</i> Straight thrush styling of pleasant ballad. Fiddle-led orking competent.	76	79	74	74
BUDDY MORENO ORK (Victor 20-2676) <i>I Love</i> (Buddy Moreno-Perry Mitchell)	77	79	73	78
Moreno's disk debut for the Victor label. Orkster and thrush cut musical romantic capers.				
<i>Carolyn</i> (Buddy Moreno) Tenor's smooth styling of rhythmic girl-ditty over ork's even, dancy backing.	78	79	75	79
THE THREE SUNS (Victor 20-2675) <i>Worry, Worry, Worry</i> (The Sun Maids-Artie Dunn)	82	84	79	83
Tasty treatment of gay new love ditty. Vocal blend pert and peppy.				
<i>That's a Plenty</i> Oldie dressed brightly by group instrumental maneuvers.	72	76	71	70
LORRY RAINE (Russ Garcia Ork) (Publicity TG-16) <i>I Cover the Waterfront</i> Gal chirps oldie prettily the Garcia orking hinders more than helps.	61	66	62	57
<i>I'll Remember April</i> Another oldie finds thrush adding effective sob touch to her piping. Ork improved here.	70	74	69	67
LEE MONTI'S TU TONES (Aristocrat 508) <i>Pin Up Polka</i> (Mario Lozer)	79	79	75	84
New peppy polka with above average polka lyric. Group ably swings and sings way thru ditty.				
<i>What Do You Want To Make Those Eyes at Me For?</i> Straight rendition of oldie that brightens briefly in up-tempo second chorus.	59	64	57	57
RAY BLOCH ORK (Signature 15180) <i>Minuet in G</i> Bloch swingopates Paderevski classic. Sounds a little mediocre for a maestro with more finesse normally.	57	67	53	50
<i>Sabre Dance</i> More rattling of the Sabre and Bloch's is as good as most versions already out.	81	83	78	81
JOHNNY LONG (The Ensemble) (Signature 15182) <i>Easter Parade</i> Standard Berlin-clefed holiday fave in a new dancy dressing, and plush group piping.	78	81	80	76
<i>Just Like That</i> Choppy chorus delivery a la Shanty Town and some added finger snapping for pert novelty.	80	84	77	79

(Continued on page 116)



It's Obsolete

IF IT ISN'T 40 SELECTIONS

AMI Incorporated

127 NORTH DEARBORN, CHICAGO 2, ILL.

Makers of the AMI 40 Selection Phonograph

SHAFER GUARANTEED USED PHONOGRAPHS

- CABINET COMPLETELY REFINISHED
- MECHANISMS CLEANED AND DECREASED
- ALL PARTS CHECKED AND TESTED
- DEFECTIVE AND WORN PARTS REPLACED
- MACHINE REASSEMBLED AND TESTED
- MACHINE CAREFULLY CRATED FOR SHIPPING

WURLITZER "1015" \$525.00
ROCK-OLA "1422" \$359.50

PHONOGRAPHS

- Seeburg Colonel.....\$235.00
- Seeburg Cadet, R. C..... 215.00
- Seeburg Commander, R. C..... 215.00
- Wurlitzer "750"..... 274.50
- Wurlitzer "61" or "71"..... 89.50
- Rock-Ola Super, '40..... 159.50
- Rock-Ola, '39, Stand..... 109.50
- Rock-Ola Monarch..... 89.50

HIDEAWAYS

- Seeburg.....\$189.50
- Rock-Ola (Metal Cabinet)..... 89.50
- Wurlitzer (Metal Cabinet)..... 89.50

WALL BOXES

- Seeburg WS-2Z 5c W. O. M.....\$28.50
- Seeburg WB-1Z 5-10-25c Bar-O-Matic..... 35.00
- Wurlitzer 30-20 Wall Boxes..... 52.50
- Wurlitzer 320 Wall Boxes..... 7.50
- Rock-Ola Dial-O-Tone..... 5.00

TERMS: 50% CERTIFIED CHECK, BALANCE C. O. D.

SHAFER MUSIC CO.

606 S. HIGH ST., COLUMBUS 15, OHIO

SEEBURG LO-TONE
R. C.
\$279.50

**WANTED
PHONOGRAPH
DISTRIBUTOR**

**Metropolitan New York
By Well-Known Established
Phonograph Manufacturer**

Address Replies to
BOX 158, c/o Billboard, 155 N. Clark St.,
Chicago 1, Illinois

**Many Cities in Birmingham
Area To Keep Ban on Jukes**

BIRMINGHAM, Feb. 21.—Most municipalities in the Birmingham area are expected to retain their ban on juke boxes despite the recent action of the Alabama Beverage Control (ABC) board returning them to State beer parlors inside police jurisdictions.

Spokesmen for the Alabama League of Municipalities have expressed opinions that regulation of juke boxes inside city limits and police jurisdictions is purely a matter for the municipalities themselves to determine.

The ABC board has announced that it will not license juke boxes immediately outside of police jurisdictions.

Birmingham Ban Stays

All three Birmingham city commissioners were emphatic in saying the ban would remain in effect. Public Safety Commissioner Eugene Connor said the police department would enforce an ordinance against juke boxes in places where beer or alcoholic beverage is sold as long as it remains on the books.

Felix E. Erwin, mayor of Tarrant, said that municipality had no ordinance against juke boxes and that they will be permitted in retail beer outlets there. The city does, however, have an ordinance against dancing in such places.

Mayor Claude Gilley, of Fairfield,

said he thought that municipality's ordinance against both live and juke box music in beer and liquor places would remain unchanged. In fact, Mayor Gilley said, the ordinance was adopted in anticipation of the ABC board removing restrictions.

Homewood Ordinance

Homewood also was expected to continue its ban, according to Roy Chapman, president of the city council. An ordinance against juke boxes there was adopted by a 10-1 vote.

Bessemer is expected to take action later on the question. Present ordinances against juke boxes make no mention of places selling beer, but purportedly prohibit the phonographs in any business establishment. The city, however, licenses juke boxes.

Associate Commissioner Wallace Reynolds said he would favor operation of juke boxes in locations which have beer "if operated with decency." Associate Commissioner Herman Thompson, on the other hand, asserted he was in favor of keeping the ban.

Fairfield and Tarrant city councils met this week to look into the possibility of returning juke to beer places. The Fairfield council declined to amend its ordinance which prohibits both live and mechanical music. A Fairfield attorney has asked the council to allow live music in such a move. At the same time Tarrant unanimously passed an ordinance prohibiting both live and mechanical music in retail beer places.

**Italian Fighter
Says Juke Music
Aid to Training**

CHICAGO, Feb. 21.—Foreign visitors of the United States frequently point out our tall buildings, subways or high standards of living as a most memorable impression, but Enrico Bertola, Italian heavyweight champion, says that the juke box was the one thing that caught his eye and ear right from the start.

While in Chicago to fight Jimmy Bell, Washington, Bertola insisted on having the juke box playing while he was going thru his training paces in the gym. Thru his interpreter, Bertola said that the music machine was a big aid to his timing and he also liked to hear music from records after finishing a workout because it helped him to relax.

Altho Bertola finished off Bell in the first minute of the fifth round, local ring experts generally agreed that the 24-year-old Italian had a long way to go if he were to become a leading contender for Joe Louis's world's heavyweight crown.

But who can say what Bertola will do after he gets a few more good juke box tunes in his system.

**Seacoast Closes N. Y.
Showrooms; To Move
Equipm't to Newark**

NEW YORK, Feb. 21.—Seacoast Distributors, local outlet for the Rock-Ola Manufacturing Corporation, is giving up its New York showrooms and offices at 629 10th Avenue, according to Harry Pearl. Music machines and parts now stocked in the New York store are being transferred to the firm's Newark, N. J., headquarters. The move will be completed by March 1.

Seacoast will maintain its Rock-Ola distributorship in the city, but no longer finds it necessary to maintain separate offices here. However, the firm will assign five salesmen to service operators and to open new accounts in the city's five boroughs. Decision to close the local outlet was reached with factory approval, Pearl stated. Seacoast had occupied its New York office for the past three years.

**Aireon Names New
Distrib in Texas**

HOUSTON, Feb. 21.—Crowe Martin Distributing Company, with offices both in Houston and San Antonio, was appointed Aireon distributor for San Antonio and surrounding territory, Aireon Manufacturing Corporation's regional sales manager, W. F. (Bill) Roberts, announced here this week.

Roberts stated that the new Aireon machines would be shown in Houston early in March at Standard Music Distributors, firm's distributors for Houston and South Texas.

Juke Box Roundtable

(Continued from page 105)

have in order to give that better service mentioned in your magazine)—all these things combine to give a shorter profit. I believe the depreciation and operating costs make it impossible to operate profitably when combined with the yearly model.

Educate Locations

Don Savage, Beloit, Wis.—Location owners are under the impression that our gross share is all profit. They must be educated to the fact that we pay a big price in records, service and repair calls. And above all, we must bring home to the location owner how our depreciation each week per machine cuts into the receipts. Location owners must be educated that our business, like every other business, has an overhead.

Revise Commissions

Ulmer Ezell, Okeechobee, Fla.—I feel that the operator and the location owner will be compelled to work out a plan satisfactory to both, whereby the percentages paid the location could vary in relation to the total take—the operator having the larger percentage on a small take and allowing the location owner up to 40 per cent on a larger total take.

This should allow the operator to furnish better equipment in order to please customers and thereby possibly increase play appeal. Such a plan should benefit both the operator and location owner and thereby strengthen the industry.

Sound Equipment

Arrow Distributing Company, Rice Lake, Wis.—Operators are compelled to pay less commissions to locations in order to stay in business. At the same time, the operator must promote more and better service.

The manufacturer who can put out a good, sound, substantial phonograph, backed up with service and parts to the operator, will do a good business in 1948. Too many machines have come off the assembly line with defective parts, causing both the distributor and the operator too much grief.

**WIRED TELEPHONE MUSIC STUDIO
FOR SALE**

70 Turn Tables in studio with complete outside equipment for same. Grossed \$90,000.00 last year. Make me an offer. Centrally located in California. BOX D-231, The Billboard, Cincinnati 22, O.

PHONOGRAPHS
ALL A-1 RECONDITIONED
WURLITZER 950\$295.00
WURLITZER 780, COLONIAL... 219.50
WURLITZER 500 165.00
1/3 Deposit, Balance C. O. D.
WE BUY, SELL AND EXCHANGE
Phone: Jefferson 1844
3147 Locust St.
St. Louis 3, Mo. **CALL NOVELTY CO.**

FOR SALE
Wurlitzer Model 100 Wall Boxes. Ea. ...\$ 5.00
Wurlitzer Model 120 Wall Boxes. Ea. ... 5.00
Wurlitzer Model 320 Wall Boxes. Ea. ... 10.00
MUSIC SERVICE CO.
2860 Southwest Blvd. Kansas City 8, Mo.

CARL TRIPPE'S
Price Plus Guaranteed Satisfaction
**10 DAY FREE TRIAL OFFER ON
ROCK-OLA PHONOGRAPH, MODEL 1428**
This Offer Good in Our Territory Only
MISSOURI AND SOUTHERN ILLINOIS
★ PRICE IS RIGHT
★ SIZE IS RIGHT
★ UPKEEP IS RIGHT
★ PERFORMANCE IS RIGHT
★ EVERYTHING IS RIGHT
All I'm asking is that you let me prove to you that I sell the best Phonograph that is on the Market today — ROCK-OLA MODEL 1428.
Fill Out the Following and Mail To Us Today
Name of Business
Street Address
Town State
Ship by Motor Freight or Railroad
Signed




IDEAL NOVELTY CO.
Phone: Franklin 5544
2823 Locust St.
St. Louis 3, Mo.

TYPICAL COMMENTS ON PACKARD'S NEW "DIRECT" SALES PLAN:
"Hit of CMI Show"
"Policy Trend of Industry"
"Boon to Ops"
"Capehart Scores Again"
"A Homer" "Sparker to Profits"
"Best News in 15 Years"
"Only Deal Today for Ops"
WRITE TODAY
PACKARD MANUFACTURING CORP.
Indianapolis 7, Indiana
The **Manhattan** BY PACKARD



New York:

With the long-awaited break in entry weather here at last, coin row resuming some of its time-honored practices. Coinmen, quick to adjust themselves to circumstances, once again are closing those deals in the dewalk markets. Amusement games, packed in crowded stores during the winter months, are left out front a little longer each day.

Ben Meltzer's son, Daniel, has bought a music route in Brooklyn. Dan will operate under his own name. . . . Bernie Friedenber, Atlantic City wire music operator, became engaged last week. . . . F. McKim Smith, president of the National Association of Automatic Machine Owners (NAAMO), is in Miami for a short vacation.

Victor Trad, president of Tradio, Inc., and Nat Helman, engineer, left last week for Los Angeles to be on hand for the premier West Coast showing of the firm's new television unit, Tradio-Vision. Several sets have been air-expressed to the Coast for this demonstration of Tradio's new large-screen television package.

Sam Sacks, of Acme Sales, is not too concerned about the burglar who smashed his store window last week and ran off with a few radios. "Let the insurance company worry about it," is his attitude. Meanwhile, Sacks is anxiously awaiting the delivery of his first Ace shoeshine machine, expected any day now. Acme Sales is metropolitan area distributor for the new device.

Dave Gilbert, public relations director of the Association of Self-Service Laundry Operators (ASLO), reports that the association's first annual banquet will be held at the Hotel New Yorker April 18. ASLO entertainment committee members, who are devoting much of their time to working out the details of the affair, (See NEW YORK on page 110)

Detroit:

Henry C. Lemke, of the Lemke Coin Machine Company, made a tour of his operations in the Ann Arbor territory last week. . . . Victor J. De Schryver, William C. Restrick Jr., and Thomas A. Kinsworth are forming the Food Products Vending Company on Woodward Avenue.

Darrel B. Chadwick and Allen M. Kilka are forming the Automatic Television Company. . . . Nick Forest, amusement machine operator, has sold out his half interest in the Art Theater here to devote his time to his other activities — including managing the Time Theater and running his route.

David Goldberg, of Peerless Automatic Sales, operating an extensive route of peanut, gum and candy venders, is going into the recording field as well with the newly-established Peerless Recording Studio. . . . Al Hunter, of Gay-Coin Distributors, who has been ill several months, is on the job for a few hours daily now picking up new locations. . . . Robert Robertson, of Master Music, is making regular daily rounds of his route.

Frank C. Kaminski is establishing the Lincoln Park Launderette in the suburb of Lincoln Park. . . . Kathleen Shay is forming the Ironmatic Corporation in the National Bank Building to operate coin-controlled laundry equipment. Capitalization is \$50,000 for this Michigan corporation.

San Francisco:

George M. Seedman, secretary of the Rowe Corporation, Whippany, N. J., is visiting here and working with Jack Gordon and Joseph Eppler, contacting operators. Seedman is traveling thruout the West, but expects to return to New York during March in time for the New York regional meetings of the National Automatic Merchandising Association (NAMA).

COINMEN YOU KNOW

Twin Cities:

Bud Harrison, of Howard Sales, Minneapolis is under the care of his physician because of a back injury. . . . George Harrison, of the same firm, and his wife, who recently moved into their new home, are expecting a family addition before too long. Their kinsman, Harry Harrison, of Minneapolis, operating a route out of Sebeka, Minn., is recuperating from an attack of double pneumonia.

Phil Moses, of Phillips Sales, Minneapolis, has taken over complete route management of Atlas Novelty Company from his brother, Max, who is concentrating all his efforts in operation of Nelson's Cafe. . . . Smoke from a fire in an adjoining building seeped into Hy-G Music Company, Seeburg distributors, and Hy Greenstein will have place redecorated. . . . Walter Schmidt, of Red Wing Novelty, Red Wing, Minn., was in Twin Cities this week buying music remote equipment. . . . Bill (Sphinx) Cohen, of Silent Sales, Minneapolis, is vacationing in Arizona.

Jim Karusis, of JAK Sales Company, Minneapolis operating firm, has opened a new record and appliance shop on busy Lake Street under name of Karusis Records & Appliance. . . . Mrs. Alvin (Elaine Greenstein) Lieberman, whose pop owns Hy-G Music Company, made a hit at Beth El Synagogue's father-daughter banquet when she responded for the daughters. . . . The Harmonicats quartet, playing Hotel Nicolet here, did a personal appearance at Don Leary's rec- (See TWIN CITIES on page 112)

St. Louis:

Ben Axelrod, of Olive Novelty Company, advises that the last two weeks saw the biggest rush on new pin game sales for a long time. Al Haneklau, of the same firm, sold his farm at Manchester, Mo., last week, and this week auctioned off his pure-bred cattle, which indicates he is retiring from the farm industry.

Carl Tripps, of Ideal Novelty Company, states that the new Rock-Ola phonographs are moving out of his headquarters as fast as shipments are received from the factory, on the new "10-day free trial plan."

Dale Rymer, manager of the Missouri Tavern Supply Company, Springfield, Mo., a subsidiary of Ideal Novelty Company, is making delivery to locations in two new flashily painted trucks in his territory. . . . Mrs. James Carmody is now heading the Carmody Cigarette Vending Machine Company of this city, having taken over the presidency of concern since her husband passed away in December.

Cincinnati:

Harry Hester, who operates the B & H Vending Company and who is vice-president of the Cincinnati Automatic Phonograph Owners' Association (CAPOA), left for Chicago Sunday (22). While there he will attend the Golden Gloves Boxing Tournament. Hester is one of the assistant coaches of the Golden Glove Greater Cincinnati championship team. . . . Morris Kleinman and family are planning a three-week motor trip to Mexico and Arizona sometime in March.

DuMont, Philco, Crosley and Telicon television sets were on display at the open house over the week-end sponsored by Bigner, Inc., Ray Bigner, manager. . . . Mr. and Mrs. Saul Ostand are proud parents of a son born February 15. Lad is named Bernard Gerald. Saul Ostand is associated in the phonograph business with his brother, Phil, who operates the K & O Music Company.

Los Angeles:

Leonard Baskfield, general manager of the E. T. Mape Distributing Company, in town with Ray Powers, manager of the Southern California branch. . . . Porter Douglass, president, Douglass automatic shoeshine machine, visiting his father here. . . . Aubrey Stemler has been appointed regional manager of the Aireon Manufacturing Corporation. He will hold the showing of the new Aireon Model 400 Coronet February 26-27. Stemler heads Stemler Distributing here. In addition to the Aireon line the firm has added Stylon Corporation's new hot popcorn machine, the Popmaster.

R. E. Smith, Automatic Enterprises, is still holding down the fort while Bob Bell is on the sick list. . . . Spring weather which Southern Californians have been enjoying lately has found Walter Gerke relaxing on his yacht over the week-ends. . . . Barney Kean, head of Products Merchandising Company, newly appointed distributor for Shine-o-Mat shoeshine machine, due back in town from Colorado Springs, Colo., where he has been looking after other business interests.

President George Wright, of Star Venders of California, manufacturers of the Star candy bar vender, is stepping up production to handle increased business since candy has become available in larger quantities. . . . Bob Fletcher just back in Sacramento from New York on a business trip involving the Ace shoeshine machine interests. Bob is sales manager for the firm which has recently moved to new quarters at 3214 Broadway, Sacramento. . . . George Gott back in his office at Gott Radio Manufacturing Company after a six-week illness.

Jim Giesler looking for larger quarters nearer the factory of the Landis Manufacturing Company, makers of the Landis hot popcorn machine, the Aristocrat. He is national sales agent for the concern. . . . Kwik-Kafe of California is making plans for showing of the Kwik-Kafe hot coffee vender. Event will be held in San Francisco in the near future. . . . Recent visitors at Badger Sales Company were E. E. Peterson and N. P. Craver, San Diego; Niles Smith, Oildale; Howard Hunt, Redlands; P. Romeo, Burbank, and Ben Korte, Glendale.

Halifax, N. S.:

Frank Hanlon, who has been selling and operating various types of coin machines for over the past 25 years thruout the maritime provinces, is planning on devoting special attention to venders this year. He will concentrate on sandwich and coffee venders. Frank intends locating such venders in industrial plants, near railroad stations, steamer wharves, bus terminals, theaters, rinks, etc. He has gone to Boston, New York and Miami to look over the newest in vending equipment, being accompanied as far as Boston by his mother. Return trip will be by air. In addition to his operation of coin machines in permanent locations, Frank has also handled traveling arcades. Hanlon's distribution is thruout Nova Scotia, New Brunswick, Prince Edward Island and Newfoundland.

Sydney, N. S.:

Gordon Carr, who has been active in the distribution and operation of coin-operated photo equipment, has recently sold the Waverly Hotel in Halifax, and is said to be considering sale of his Norfolk Hotel in Sydney. Gordon has spotted his photo machines in both hotels and reports a good business. Gordon's distribution of the photo machines, parts, etc., covers the maritime provinces, with locations in every city and town.

Chicago:

Williams Manufacturing Company's new five ball, Stormy, includes six flipper-type bumpers among its player control features. Two pairs of them are placed at the bottom of the playfield and when not activated form a right angle. Sam Stern, new Williams vice-president, already seems to be at home in his new offices. Both Harry Williams and Fulton Moore have been waiting for a break in weather to do a little consistent flying during their leisure time.

R. L. Budde, ABT's assistant to the president, reports an unusual amount of interest in the firm's packaged coin unit, which is adaptable to suit the particular needs of vending firms. One of the unusual and interesting features of the coin mechanism is that an inserted coin actually becomes a part of the unit and helps to release vended merchandise. C. H. Holt, vice-president of Dog in a Kennel, the Denver firm that is making a hot sandwich vender, was an ABT caller during the week.

John Neise is now sales manager for O. D. Jennings. He formerly was sales manager for the firm's Western division. To celebrate the occasion his wife presented him with a baby boy during the week. Jennings reports that business is going along at an accelerated pace.

Callers at Bell-o-Matic Corporation recently include Max Langer, Davenport, Ia.; Bob Warner, Columbus, O.; Charles Liggett and Earl Wisherd, both in from St. Joseph, Mo. All are good friends of Frank Lorden, who makes regular trips to their respective areas. Editor Grant Shay, Bell-o-Matic's vice-president, is hard at work on some interesting features for his (See CHICAGO on page 111)

Indianapolis:

John A. Craig, operator from Jackson, Miss., visited the Packard Manufacturing plant here during the week and viewed production line of Manhattan phonographs. . . . Peter Stone, of the Indiana Automatic Sales Company, distributor for Rock-Ola phonographs, visited operators in Southern and Eastern Indiana.

Mrs. Cecil Breen is the new office manager and secretary at P. J. Distributing Company, Inc., distributors for AMI phonographs. Other changes at P. J. include Harry Heim, who will be sales representative in Northern Indiana, and Ralph Root, who has been added to the service department. P. J. has been appointed Indiana distributor and franchise holder for the United States Vending Machine Corporation, Chicago, and has received its first shipment of refrigerated candy bar machines. New selection of AMI remote control wall boxes, recently received, are meeting with ready sale, according to Paul Jock.

Changes at the Packard Manufacturing include Earl Hess, who succeeds Harry Payne, retired, as representative in Southern Ohio and part of West Virginia territory; Furey Ross, who has been appointed regional sales manager, with headquarters in Pittsburgh, for Western Pennsylvania; William Brase has taken over Southern Illinois, in addition to Indiana; John Mangone has been appointed regional manager for Florida, and O. J. Mulliniux has been appointed regional manager for Georgia.

Charles Baker, Wabash Distributing Company, Clinton, Ind., was visiting distributors on coin row. . . . Tom Burch, Muncie operator, was in for new equipment. . . . George Morgan, Peru operator, bought new equipment and parts while on coin row last week. . . . C. L. Medsker, also a Muncie operator, bought new equipment while on coin row. . . . Business with operators is improving since temperatures have become somewhat warmer again. Tavern locations are reporting a general rise in play.

Look To The GENERAL For LEADERSHIP

IT'S GENERAL FOR TOP-NOTCH RECONDITIONED EQUIPMENT

AIREON PHONOGRAPHS

Special close-out! 1947 Aireon Super DeLuxe Phonographs, with new Guardian accumulators, latest improved coin chute and coin reject, and all other latest 1947 features and improvements. Do not confuse with new or used 1946 models.

\$395.00 Each

- ONE BALL — FREE PLAY**
- DUSTWHIRLS (Conv.).....\$ 65.00
 - '45 DERBY (Conv.)..... 65.00
 - GOTTLIEB'S DERBY RACES..... 249.50
 - LONGACRES..... 79.50
 - PIMLICO..... 75.00
 - THOROBRED..... 89.50
 - VICTORY SPECIAL..... 189.50
 - WHIRLAWAY (Conv.)..... 65.00

ARCADE EQUIPMENT

- ACE BOMBER\$150.00
- AIR RAIDER 69.50
- ANTI-AIRCRAFT, Brown 69.50
- BANK ROLL, Skee-Roll 250.00
- BASKETBALL CHAMP, Very Clean . 395.00
- IN THE BARREL 89.50
- PANORAM 295.00
- PHOTOMATIC, Late 650.00
- PLAY GOLF 99.50
- SKY FIGHTER 125.00
- TOTAL ROLL 189.50
- UNDERSEA RAIDER 150.00
- WHIZZ, With Base 49.50

PFANSTIEHL

Regular or Special
COIN MACHINE NEEDLES

35c **37c**
In Lots of 1,000 In Lots of 100

39c
Less Than 100

Terms: 1/3 cash
with order, balance
C. O. D. Write for
our regular bul-
letins.



Established 1925

Growing Steadily Ever Since

GENERAL



Vending Sales Corp.

BIDDLE & HOWARD STS. Phone: Vernon 4119 BALTIMORE 1, MD.

OPERATORS WHO KNOW

ADVISE US THAT THE

MERCURY ATHLETIC SCALE

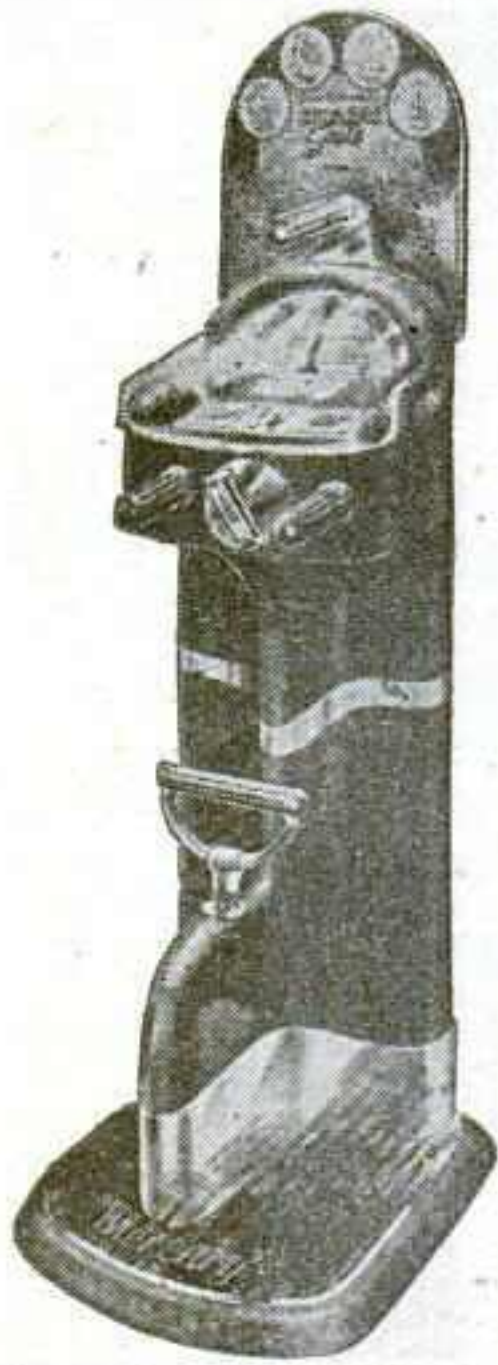
HAS PROVEN TO BE THE BEST MACHINE OF ITS KIND ON THE MARKET



Place Your Orders Now

MERCURY STEEL CORP.

3830 HOLBROOK AVE. DETROIT 12, MICH.



LOOK

FOR SALE—ROUTE; DIFFERENT

It's small, twelve years old, large income. Mild, dry climate; altitude mile high. Some locations old as route. Consists of Music, Five Balls, Pay Outs. Built with care and service, your success assured. Better than \$35,000 to handle. Pending operations make it impossible to continue.

BOX D-237, c/o Billboard, Cincinnati 22, O.

PHONOGRAPH ROUTE FOR SALE

It consists of 53 Phonographs (19 of them are 1015 Wurlitzers, 2 1017 Hideaway), 4 late model Pin Games. Other machines include: 750E, 700, 800, 500, 600, 780E, 750M, down to 16 Records, 35 3020 Wurlitzer Wall Boxes, 26 100 Wurlitzer Wall Boxes, Speakers, Steppers, Receivers, extra Amplifiers, plenty of Records; everything you need to operate a route. This route is located in Southwest Oklahoma. The reason for selling, other business. The price is \$22,500. Less than one-third down will handle. Everything is on location. Write or wire

WARDEN THOMPSON, Box 648, Hollis, Okla.

COINMEN YOU KNOW

New York:

(Continued from page 109)

include Abe Davidowitz, Bernard Sine, Milton Semryck, Louis Altshuler, Sidney Posin and Lou Horowitz.

Manny Sacks, bulk vender operator, is back from a one-month stay in Palm Beach, Fla. . . . Al Lieberman, Asbury Park operator, is off on a six-week cruise to South America. . . . Len Fishner, who operates amusement games in Philadelphia, in Chicago last week on a buying trip.

Disabled servicemen, guests of the volunteer service photographers each Wednesday afternoon at the Museum of Science and Industry during the run of the Photography on Parade show, are making free recordings on the Voice-O-Graph and photographs in the Photomatic machines. Bill Rabkin's National Photomatic Corporation has the machines on display at the museum.

Martin Berger, president of the Cigarette Corporation, reports that his firm has its cigar venders on test location in the metropolitan area. . . . Jimmy Fitzpatrick and Ned Leon, of Bridgeport, Conn., were visitors to coin row last week. . . . Johnny Singer has opened his Atlantic City Boardwalk arcade for the season. . . . Herman Silver, of the Empire Music Company, left last week for a Florida vacation.

Nat Cohn, Modern Music Sales prexy, announced last week the appointment of William Fox as sales manager in charge of Modern's radio, record and phonograph line. Fox and Tony (Rex) Di Renzo, who heads up coin machine sales, divide up the supervision of a sales staff now totaling 21. . . . Al Schwarz, NAAMO publicity director, is in town on association business.

Albert I. Gorner, public relations director of the Coin-Metered Washington Machine Operators' Association (CMWMOA), is hard at work on arrangements for the association's second annual dinner-dance, scheduled for April 10 at the Henry Hudson Hotel. As entertainment chairman, Al promises top-notch talent for the event.

Al Cole, Drink-o-Mat president, and Sam Kresberg, executive vice-president, were on hand at a showing of the firm's cup-vender at the Plaza Hotel in Havana, this Wednesday (25). The showing was run by the Florida Drink-o-Mat Corporation, whose operating franchise includes Cuba.

Frank Doyle, sales manager of Knapway Devices, in town on business last week. . . . Max Levine, president of Scientific Machine Corporation, who has just completed a move to the firm's new Brooklyn plant, is having telephone trouble. With his telephones not fully installed, Max's office staff can be reached only thru a temporary number assigned by the phone company.

Jukelegging is the title of an article by Robert C. Ruark which appeared in his column last week in The New York World-Telegram. With tongue in cheek, Ruark traces the history of Alabama's ban on juke boxes in taverns, climaxed by the recent decision of the State's Alcohol Beverage Control Board to allow them again, but on an experimental basis.

Matty Forbes, of the Cigarette Merchandisers' Association (CMA), was busy last week supervising preparations for the org's 12th annual banquet in the Waldorf-Astoria's Wedgwood Room Saturday night (21). . . . E. S. Loughton, who operates a roller skating rink in York Beach, Me., finds the addition of arcade pieces in his establishment profitable.

Hamilton Hoge, president of United States Television Corporation (UST), has announced the appointment of the Rodney Young Company as Cincinnati distributor. Hoge reports that UST now has television sets in operation in 15 States, as well as Washington and Canada.

John Le Mar, of the Le Mar Distributing Corporation, reports that Al Pasternack, veteran coinman, has joined the firm as general manager in charge of sales and publicity. . . . Sol Wohlman, of Pan Coast, was busy this week rearranging his store interior to make room for more games.

Harry Berger reports that the recent decision of the coin machine distributors and jobbers of New York to send telegrams to Chicago manufacturers requesting that only roll-down games be sent into the city was unanimous. Berger says his was the only dissenting vote. . . . Julius Levy, Eastern representative of Lehigh Foundries, has placed the firm's nylon venders on test location here with the latest Lehigh model. The new unit, featuring an elaborate front panel display, is finished in two tones of blue.

SALE

RECONDITIONED SLOTS & CONSOLES

- 1947 Walling Rol-a-Tops, 5c-10c-25c \$ 85.00
- 1947 Columbia Deluxe Club Bells, large J. P. 100.00
- Columbia, small type 65.00
- Mills Gold Chrome, 5c 65.00
- Mills Silver Chrome, 5c 65.00
- Mills Silver Chrome, 25c 85.00
- Mills QT's, 5c 50.00
- Mills Orig. Black Cherry, 5c 35.00
- Mills Orig. Black Cherry, 10c 150.00
- Mills Orig. Black Cherry, 25c 160.00
- Jennings Standard Chief, 5c 135.00
- Jennings Standard Chief, 10c 150.00
- Keeney 4-Way Super Bell, C. P., 5-5-5-25c 165.00
- Jennings Totalizer, F. P. 50.00
- Bally's Sun Ray, F. P. 50.00
- Keeney Super Bell, C. P. & F. P. 60.00
- Mills Jumbo Parade, C. P. 35.00
- Flipper Kits for 5-Balls, each 12.50

1/3 Deposit — Balance C. O. D.

INTERSTATE COIN MACHINE CO., INC.

314 Locust St., Springfield, Mass. Telephone: 3-9088

WE WILL TRADE

10 LATE PHONOGRAPHS FOR ONE-BALLS OR CONSOLES OR FIVE-BALLS MUST be late One-Balls and Consoles, and also Five-Balls.

Get our Price List on all New Games. We will save you money.

- 15 AIREON PHONOGRAPHS. Each \$200.00
- 5 EVANS TEN STRIKES, 1947 MODELS. Each 149.50
- 50 BALLY DE LUXE DRAW BELLS, LIKE NEW WRITE FOR PRICE
- 10 PACKARD MODEL 7 PHONOGRAPHS, ALL LATE IMPROVEMENTS, LIKE NEW. Each 495.00
- 5 SEEBURGS, 1947 MODELS, LIKE NEW. Each 575.00

FRANK SWARTZ SALES CO.

515-A Fourth Ave., South NASHVILLE 10, TENN.

50 NEW COIN RADIOS

Radlotele, 1 hour 25¢, with slub rejector in boxes. \$30.00 each.

JAMES BRAUDIS

4251 Laclade ST. LOUIS, MO.

Chicago:

(Continued from page 109)

next issue of Spinning Reels. . . . Visitors of Buckley Manufacturing Company included H. Shapiro, of Manila, P. I. Shapiro is a well-known operator thruout the island nation. He was especially glad to renew his friendship with Ray Parchon, purchasing agent for Buckley.

Exhibit Supply officials are happy about the fine reception Build Up, the firm's new game, has already received. M. M. Rutherford, head of Rutherford Enterprises, Amarillo, Tex., and M. Y. Blum, of United Distributors, Wichita, Kan., were in to make a call on John Chrest, Exhibit Supply vice-president. Rutherford firm was appointed Exhibit's Texas and New Mexico distributor this week. Charles Needelman and Sam Nudelman are brothers despite the differences in the spelling of their family name. It seems that Charles uses the anglicized spelling while Sam goes along with the original. Both gentlemen are Chicago operators of Exhibit card venders. Charles Needelman uses the trade name, Variety Sales, for his firm.

Ted Rubenstein and D. A. Wallach, president and sales manager, respectively, of Marvel Manufacturing Company, report that Gold Mine production is being increased in an effort to catch up with back orders. Coinman Bannister, of Bannister & Bannister Distributing Company, Indianapolis, was a Marvel caller during the week. Marvel is getting ready to spring a new game that both Rubenstein and Wallach see as a hit right from the start.

George Ponser, head of George Ponser Company, is in Michigan on a business tour. Ed Levander, Ponser's right hand man, is holding the fort while George is away. Joe Abraham, Cleveland, and Bert Lane, New York, were Ponser callers during the week. Ponser has plans for a new five-ball, which should be in production soon. . . . Harry Brown reports that he has changed the firm name of American Amusement Company to Amusement Sales Corporation. Brown will continue to do business from the same address at 158-64 E. Grand Avenue.

Charley Schlicht, manager of Mills Industries phonograph division, left Monday (16) for a business trip to Toledo and Cleveland. He will be back at the office Monday (23), Lester Bieck reports. Mills music visitors this week included Chester Ullman, of the Ullman Automatic Music Company, Dayton, O.

Amusematic Corporation's Ted Kruse states that Rio Rita, the firm's new rolldown with flippers, is in full production. Deliveries, which began following the CMI show, are going along at an accelerated pace and all firm distributors currently have the game in their showrooms.

Monarch Coin Machine Company's bell division is working out very satisfactorily. Clayton Nemeroff states. Division head Carl Huppert chimes in with the word that the department is a triple plum deal. Clayton adds that over-all business at Monarch is running along well; about 50-50 on the

movement of new and used equipment these days. Visitors here during the week were R. Sarber, Herron, Ill., and Elmer Larson, Indianapolis.

James H. Martin & Company is receiving many disks via air freight these days to facilitate delivery, Jimmy Martin reports. Disk business has about doubled since last year, he says. Addition of a new mailing department, with increased staff, own stamping machine, etc., serves to roll out the platters to the trade at an increased tempo.

Globe Distributing headquarters is acquiring a new office, boss Jimmy Johnson says. It will be in the present display room section of the building, next door to the present offices. Jimmy states he is painstakingly eyeing the progress of his own new inner sanctum, which will occupy a portion of the new layout. . . . Harold Schwartz, Atlas Novelty Company, reports that many local music operators have been telling him: Juke play is starting on a gradual upward trend that began about two weeks ago. Firm's Joe Kline is out in Illinois again; left Monday (16); he will be gone about two weeks. Harold says Joe had to take this repeat trip because of bad road conditions that kept him from visiting all his friends a few weeks ago.

Catalina, Chicago Coin Machine Company's new flipper action 5-ball game, is being well received. Edward Levin, sales manager, reports. Ed says all firm distributors will have the game soon; production is being stepped up to expedite delivery. . . . Theodore Griesener, head of Bowman Dairy Company's refrigerated cabinet division (which handles milk venders), remains a confirmed believer in automatic merchandising. Griesener states that the electrical, fully automatic vender is the type Bowman is aiming for in its office, factory, etc., stops.

Ray Raymond, A & M Music head, says he intends to try his P-R idea, designed to hypo juke play, on his own route before detailing same to fellow operators. "If it goes well on my operation I'll know it's a good thing," he states. Ray first hinted at the new idea before leaving for the New Orleans Mardi Gras two weeks back. Should discover its business value in another two weeks or so, he claims.

Joseph Schwartz, National Coin Machine Exchange, returned from his Eastern journey this week. Wasn't long before National's phones were ringing with requests for "let's speak to Joe." . . . Murray Rosenthal, Coinex Corporation, is thinking of the warm weather and sunshine his wife, Ethel, is enjoying in Florida these days while he hustles about in the "smog" hereabouts.

Sol Gottlieb returned Wednesday (18) from a three-week trip to New York where he witnessed the latest developments on the Gotham coin machine picture. Sol states that after hearing and viewing the situation for all this time he knows little more about whether pins will be okayed there in the near future than he did before making the journey. The main confusion is built around the fact that nobody seems to have any definite information on the amusement game regulations there. Sol reports that brother Dave is having a tough time these days—resting under that warm sun in Miami.

The Seeburg Corporation may soon have a new representative in the Oregon-Washington territory. The Jack R. Moore firm, with offices in San Francisco, Seattle, Spokane and Portland, was the former Seeburg distributor for the Northwest area. . . . Arcade firms on coin row are getting ready to do what they hope will be a rush spring business with traveling Arcade firms, who seem to traditional- (See CHICAGO on page 112)

Did You Know...



TRADIO-ette IS PRECISION-BUILT. IT INCORPORATES MANY ENGINEERING FEATURES FOUND ONLY IN EXPENSIVE CONSOLE RECEIVERS.

BASED ON A NATIONWIDE SURVEY OF STATISTICS, TRADIO-ette IS... DOLLAR for DOLLAR... THE MOST PROFITABLE INVESTMENT IN THE MUSIC MACHINE FIELD TODAY.



CURRENT INSTALLATIONS ALL OVER THE COUNTRY INDICATE CONCLUSIVELY THAT YOUR ENTIRE TRADIO-ette INVESTMENT CAN BE REALIZED IN FROM 4 TO 8 MONTHS.



IN BETTER BARS & RESTAURANTS—THE TRENDS TO TRADIO-ette!

ORDER NOW FOR IMMEDIATE DELIVERY. WRITE Dept. A-2

TRADIO, Inc. ASBURY PARK, N.J.
Telephone Asbury Park 2-7447-8-9

You'll have fewer out-of-order calls with a Jennings!

O. D. Jennings & Co. 4309 W. Lake St. Chicago 24, Ill.

PALISADES IS NOW DELIVERING! TROPICANA — MELODY — TREASURE CHEST TRIPLE ACTION

FACTORY BUILT FOR NEW YORK CITY OPERATION
WE HAVE A COMPLETE LIST OF PRE-WAR AND POST-WAR EQUIPMENT READY FOR NEW YORK CITY OPERATORS.
ALSO READY FOR DELIVERY FOR OUR FREE PLAY CUSTOMERS: Keeney—Cover Girl; Chicago Coin—Bermuda; Williams—Sunny; Exhibit—Treasure Chest; United—Tropicana; Gottlieb—Robin Hood; Bally—Eureka.
IN STOCK—EVANS WINTERBOOKS AND EVANS RACES. A COMPLETE LINE OF EVANS EQUIPMENT.
NOTE: WE CAN USE 100 BALLY POST-WAR ONE BALLS. QUOTE US YOUR PRICES.
PALISADE SPECIALTIES COMPANY
408 ANDERSON AVENUE CLIFFSIDE 6-2892 CLIFFSIDE PARK, N. J.
ONLY 20 MINUTES FROM NEW YORK CITY

LOOK . . .

- Mills Brown Fronts, 5¢ \$80.00
- Mills Brown Fronts, 10¢ 85.00
- Mills Brown Fronts, 25¢ 90.00
- 5¢ Mills Blue Fronts 65.00
- Blue & Gold Vest Pockets 30.00
- New Mills Q.T. 115.00
- New Black Cherry Bells Write
- New Jewel Bells Write

Write for Price List on New Pin Games.
Order your Mills Slot Parts from us.
½ Deposit, Balance C. O. D.

COIN-A-MATIC DISTRIBUTORS

3924 W. Chicago Ave. Chicago, Illinois

"GOLD MINE"

FIVE BALL FREE PLAY
 Also Available in **ROLL-DOWN**
SENSATIONAL--EITHER WAY
 FLIPPER BUTTONS, BUILT FOR HEAVY DUTY
 PROGRESSIVE BONUS SCORING
 KNOCK OUT POCKETS, OUT-HOLE SCORING
 NEW TYPE BALL TRAY, LIVE ACTION
 PROGRESSIVE AND ACCUMULATIVE
 5,000 TO 250,000 ON ONE BALL
 FOOLPROOF BALL LIFT

Write for Prices



Mid-State Co. 2369 MILWAUKEE AVE., CHICAGO 47, ILL.
 Phone: Dickens 3444

COINMEN YOU KNOW

Chicago:

(Continued from page 111)

ly wait until the last minute to line up their equipment for the summer season.

Edward W. Mehren, president of the Squirrt Company, was in the Windy City this week and gave the local columnists something to write about. He is the man that introduced the theme on the 7½-cent coin that he thinks would be a big help to the vending business in particular and coin business as a whole. Only thing that has not been made clear by Mehren is what he would do with the present 5-cent piece.

United Manufacturing Company's new plant is beginning to take shape, Ray Riehel reports. Walls of the new structure began to go up this week and with the coming of warmer weather, it won't be long until the job is finished. Frank Bannister, of Bannister & Bannister, Indianapolis, was a visitor this week.

Gill Kitt, Empire Coin Machine Exchange, was feeling chipper this week, what with domestic business on the climb and foreign shipments also hitting the upgrade. An order from South Africa led off the week, while a shipment of counter games to the Philippines, via air express, had this unusual touch: Freight charges cost the buyer double the amount of the actual equipment. Gill says a letter just received from an old customer in Brighton, England, comments on the 12 ounces of confections, fruit, allowed an individual per month. Letter requested Gill to "send along some flashy neckties." Seems those available in England now require ration coupons, same as clothing, and are drab affairs. Firm's Eddie Wykoss will cover Illinois this coming week. Dorothy Wickstrum is the new switchboard operator at Empire.

Twin Cities:

(Continued from page 109)

ord shop. . . Charles Potter, Fairmount, Minn., operator, is recuperating at his home from a recent illness.

Fritz Eichinger, St. Paul operator, and his wife are heading south and southwest by automobile for a 30-day vacation. . . Bob Cross has moved from Fairmount, Minn., to Jackson, Minn., where he directs operation of his route as well as his newly opened record shop. . . Marty Kantar, of Harmony Music Company, Minneapolis, recently purchased the K & B Corporation route, to add more music to his business. . . Brothers Martin and Paul Kallsen, ex-G.I.'s, of Worthington, Minn., have expanded their routes to become the top coin operators in their territory. . . Phil Moses, of Phillips Sales, Minneapolis, who operates Phillips Baker Company, electric soldering iron manufacturers, came up with a new product, electric motor heaters, which have been extremely well received during this area's recent sub-zero cold spell.

The proposed coin machine show this month, planned by Minnesota Coin Machine Operators' Association, has been postponed, probably until April, when it will be held in the Twin Cities. . . Hy Greenstein, of Hy-G Music Company, is completely remodeling adjoining store to house another branch of the company's business. In this connection, Al Lieberman, Greenstein's son-in-law, and Wyman Deeg, will go to Chicago for a two-week training course at the Seeburg factory. . . Sam Sigel, Hy-G bookkeeper, recently moved into his new home. . . Jerry Gorel, former coin machine serviceman, is concentrating on the jobbing of electric motors at his Gorel Machinery Company, Minneapolis.

FOR SALE — A REAL BUY! MAKE US AN OFFER!

A. M. I. TELEPHONE MUSIC (AUTOMATIC HOSTESS) Studio Equipment

- 10 5-Station Consoles complete with pre-amplifiers and turntable
- 2 Monitor Cabinets with amplifiers and speakers
- 3 A.C. Duplex Switchboards
- 6 Metal Record Cabinets
- 5000 Records
- Location Equipment
- 30 Cabinets with amplifiers, loud speakers and coin mechanism
- 52 Wall Boxes
- 3 Chandelier Speakers

MAKE US AN OFFER FOR ALL OR ANY PART OF THIS EQUIPMENT
SOUTHERN AUTOMATIC MUSIC COMPANY
 624 Third St., Louisville 2, Ky.
 Phone: Wabash 5094

METAL TYPER DISCS

FOR GROETCHEN TYPERS

\$7.00 PER 1,000

Manufactured from Precision Dies from Finest Quality Aluminum. Standard Thickness. Satin Finish.

SAMPLE ON REQUEST

MONEY BACK GUARANTEE

1/3 With Order, Balance C. O. D.

MAX GLASS DISTRIBUTING COMPANY

914 DIVERSEY • CHICAGO 14, ILL.

MONEY MAKERS!

BANK BALLS, 8 Ft. \$179.50
 BANK BALLS, 12 Ft. 199.50
 STRIKES 'N' SPARES 495.00
 All Reconditioned and Refinished.

NEW BEST HANDS, Special . . . \$ 22.50
 NEW SKILL THRILLER, Special. 27.50

50% OFF ON ALL RECONDITIONED SLOTS!

ALL LATEST PIN TABLES AVAILABLE.

PACKARD PHONOGRAPHS, SPEAKERS, WALLBOXES.

U. S. VENDING REFRIGERATED CANDY MACHINES.

TWIN PORTS SALES CO.

230 Lake Ave., So., Duluth, Minn.
 2029 Washington Ave., So., Minneapolis, Minn.

PHOTO MACHINES

Fully Automatic, IMPROVED Photomaton Machines. Dispenses 4, 5 or 8 picture strips.

— ALSO —

Large quantities of silver plated Ovington Frames (5x7 and 8x10), Easel and Folder Mounts, Copying Cameras and all other necessary equipment and supplies to equip one or more locations.

SACRIFICE ALL TO QUICK BUYER
 Call Circle 6-4879 or write

PHOTOMATON STORES

1575 Broadway, New York 19

Give Your Old Game That NEW LOOK with

FLIPPER BUMPER REVAMP KIT

\$5.95

ORDER IMMEDIATELY

COIN MACHINE SERVICE CO.
 1547 N. Fairfield Ave., Chicago 22, Ill.
 Phone: Humboldt 3476



MAX BROWN GUARANTEES

YOU'LL LIKE THE WAY WE DO BUSINESS!



On Hand For IMMEDIATE DELIVERY

United's TROPICANA
 Genco's TRIPLE ACTION
 Gottlieb's ROBINHOOD
 Keeney's COVER GIRL

Williams' TORMY
 Exhibit's BUILD UP
 Chicago Coin's CATALINA

FOR SENSATIONAL LOW PRICES

Write - Wire - Phone Today

Phila.

COIN MACHINE EXCHANGE

844 N. BROAD ST. Phone: PO. 5-4772 PHILA. 30, PA.

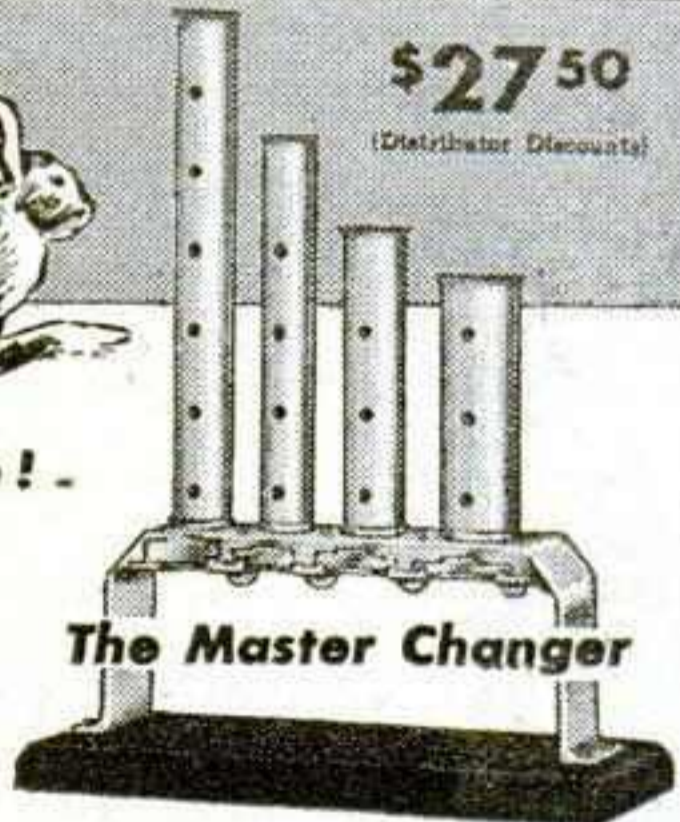
JACKRABBIT SPEED

It's Accurate!



It's Attractive!

The finest coin changer that money can buy. Check these features: All metal, solid die cast, precision machined construction . . . finished in HIGHLY POLISHED CHROME. On heavily weighted non-slip base. Fully tested for absolute accuracy. A flick of the finger automatically dispenses 5 NICKELS, 5 DIMES, 4 QUARTERS or 2 HALVES in the palm of your hand. Protected by patents. Sold on a money-back guarantee.



The Master Changer

\$27.50 (Distributor Discount)



Northwest Sales Co.

EXCLUSIVE NATIONAL DISTRIBUTOR

3144 ELLIOTT AVENUE

SEATTLE 1, WASH.

COME TO HEADQUARTERS FOR THE LATEST MODELS SLOT MACHINES

BOUGHT, SOLD AND EXCHANGED SEND FOR CATALOG

QUICK, EFFICIENT SLOT MACHINE REPAIRS

BAKER NOVELTY CO. 1700 WASHINGTON CHICAGO 12, ILL.

ADVANCE RECORD RELEASES

POPULAR

(Continued from page 35)

Head to Rio Album
B. Crosby . . . Decca A-629
Apalachicola, Fla.—Andrews Sisters
. . . Decca 24282

The First Time I Kissed You
J. Johnston (The Treasure) MGM 10150
The Gypsy Polka
J. Pina Ork (At the) MGM 10149

RACE

All My Dreams (If All of My Dreams
Would Only Come True)
S. Churchill-The Four Tunes (Time Out)
Manor 1116

RELIGIOUS

Daily, Daily, Sing to Mary (2 Versions)
R. B. Kleinschmidt (Ringling Bell) Elec-
tron Bell 201

CHILDREN'S RECORDS

Songs From "When We Were Very Young"
Album (2-10")
G. Kelly-P. Affelder, Dir. . . Colum-
bia MJ-42

INTERNATIONAL

Hamtramck
P. Uryga Polka Band (Minuet) Rego 1038
Minuet
P. Uryga Polka Band (Hamtramck) Rego
1038

FOLK

A Petal From a Faded Rose
E. Kirk (What's Another) Capitol Ameri-
cana 40092
Aha, San Antone
R. Allen-The Black River Riders (If I'd)
Victor 20-2744

CLASSICAL AND SEMI-CLASSICAL

Adamastor, Re Dell' Onde Profonde
("L'Africana"—Meyerbeer) (12")
G. Mario Sammarco (Brindisi: O) Victor
15-1018

HOT JAZZ

Am I Blue
M. Spanier Ork (How Come) Disc 6030
Dancing on the Ceiling
H. Scott (Mary Lou) Columbia 37998

Tradio Large Screen Tele Production Underway in N. J.

NEW YORK, Feb. 21.—The pro-
duction of Tradiovision, the large-
screen television receiver designed
primarily for public locations, is now
under way at the Asbury Park, N. J.,
plant of Tradio, Inc., according to
Victor Trad, president and chief en-
gineer.

may be locked to prevent tampering
on location. An added feature is a
built-in public-address system, in-
cluding a microphone.

Tradio's entry into the television
field dates back to more than a year
ago. At that time the company
demonstrated a coin-operated televi-
sion receiver for use in hotels and
other public locations. However, the
set was soon withdrawn from the
market, according to Trad, since the
company believed that coin-operated
television was not economically feasi-
ble at that time.

Tradio's merchandising plans for
its large-screen unit call for sales
to operators in a package offer which
includes the firm's coin-operated
Tradio-ette, Trad said. In this set-
up the television sound can be heard
only in the immediate vicinity of the
coin radio, a number of which may
be spaced thruout a location.

In addition to sales to operators,
promotion of Tradiovision will be
aimed at theaters, schools and public
institutions, hospitals, social and
athletic clubs and private homes with
large game rooms.

9 by 12-Foot Image

The Tradiovision receiver, which
can project an image up to a maxi-
mum of 9 by 12 feet and still retain
clarity, is the end product of a
two-year development program at the
Asbury Park Laboratories. It comes
in three major components: A spe-
cially designed aluminum screen, a
projection unit mounting including
tube and lens, and a control unit.
This separation of projection and con-
trol permits the use of several pro-
jector units all under the control of
a master control assembly, Trad
stated.

Containing 39 tubes, the receiver
covers the entire 13-channel televi-
sion band. Its three tuning controls

NEW METAL TYPER MACHINES REPAIR SERVICE PARTS AND SUPPLIES

We Rebuild Old Grotchen Typer Ma-
chines to Look and Operate like new.



FINEST ALUMINUM DISCS

Plain or Colored
Write for Samples and Prices

FOR TOPS IN QUALITY BUY DIRECT FROM THE MANUFACTURER

STANDARD SCALE CO.

4333 DUNCAN AVE., ST. LOUIS 10, MO.

Dinner Honors George Miller

OAKLAND, Calif., Feb. 21.—George A. Miller, State president and business manager of California Music Operators' Association (CMOA), was the honored guest at a recent dinner attended by 300 members and friends at the Leamington Hotel's Bowl here recently. The occasion was his return from Chicago, where he had received the Coin Machine Industries' (CMI) award for being the outstanding public relations man of the coin machine industry for 1947. While in Chicago he was elected chairman of a national committee designed to further the cause of the industry in Washington.

Master of ceremonies was George R. Murdock, of San Francisco. Both he and Gordon H. Garland, former director of motor vehicles and speaker of the lower House, delivered complimentary addresses on Miller's behalf. Association members presented Miller with a gift.

Dinner was climaxed by a floor show and dancing.

New Cig Vender Firm Starts Up in Philly

PHILADELPHIA, Feb. 21.—New cigarette vending machine firm has been set up here by Benjamin and Samuel Himmelstein, according to application for a certificate of authority to conduct the business which was filed February 16 in the Courts of Common Pleas as required by the State's fictitious and assumed name business act. The Himmelsteins are operators of the Frank C. Kuhn Cigarette Service Company, with offices and showrooms here.

Also of interest to the vending machine trade is the entrance in this territory by the United States Vending Company, making available exclusive franchises in the entire territory for its refrigerated candy vending machines.

Diamond Match Sales Meet in N. Y. Mar. 2-3

CHICAGO, Feb. 21.—Eastern division sales supervisors and representatives of Diamond Match Company will hold their annual sales meeting March 2-3 at the Waldorf Astoria, New York, Victor Kendall, vice-president and sales director, announced here this week. Eugene Reed, Eastern sales manager, will be host for the meeting.

Principal speakers at the meeting in addition to Kendall will be James B. Dickinson, manager of the reproduction book match department; J. E. Okell, sales assistant; R. F. Good, manager of National Drug Accounts; W. M. Howard, chain grocery accounts; O. E. Lowe, Midwest sales manager, and A. H. Remmel, Western sales manager.

For the Ladies

NEW YORK, Feb. 21.—Operators of automatic washers with machines in locations frequented entirely by the female sex can now offer a new coin-operated convenience to their customers.

William J. Doherty & Company here, suppliers of parts for commercial washing machines, has introduced a coin-operated air dryer. The unit, a national brand dryer fitted with a Robco meter, is being promoted to operators for use in college dormitories, YWCA's, residence clubs and similar locations. A dime operates the dryer for 20 minutes.

Telecoin Launches Promotion To Boost Launderette Incomes

NEW YORK, Feb. 21.—In a move to boost business in Launderette self-service laundries and to provide a new source of income for store operators, Telecoin Corporation this week launched a nation-wide promotion campaign offering, thru Launderette stores, a combined mail order and merchandising service of special monthly values in apparel and household commodities.

Handled thru Telecoin's New York offices, the program, known as the Buy-of-the-Month (BOTM), will enable Launderette users to purchase valuable articles at attractive prices by means of special Telecoin tie-ins with manufacturers. Customers will make their choices from a descriptive brochure at each store, fill out a self-addressed order card, and drop it in a mail box. No postage is required. Orders will be filled by the manufacturer and delivered to the customer C. O. D. Stores will not stock merchandise.

Spring Fashions

The initial BOTM promotion features a tie-in with Broadway Fashions here, and offers Launderette female customers a choice of 27 spring fashions. Succeeding promotions will plug other selections for women, items for men, diapers, kitchen ware, toys, and a variety of other merchandise. Store owners will benefit financially thru a percentage return based on gross sales or by a

Disk Parties Held By Philly Schools

PHILADELPHIA, Feb. 21.—Emphasis on recorded music as healthy entertainment and recreation for school youth is being utilized by Hal Moore, popular disk jockey on WCAU, in staging a series of Junior Canteens Fridays evenings in the junior and senior high schools. In co-operation with the school administrators, teachers and parents, Moore is staging weekly dances at the schools with recorded music. Program takes place in a different school each week with the platters spinning for dancing between 8:30 and 11 p.m.

Moore uses his own turntable where the school does not already have juke box amplification. Apart from giving the youngsters wholesale recreation and social activity in their own neighborhood, and thus creating a real force for good, the platter promotion also goes a long way in stimulating fresh interest in juke box music among the school youth.

Patent Is Granted For Vending Mach.

WASHINGTON, Feb. 21.—The U. S. Patent Office has issued a patent on a new product vending machine to Everett J. Newcomer, Kew Gardens, N. Y., with the assignor to the City Vending Equipment Corporation, Maspeth, N. Y., according to the patent diagram. In the vending machine as described, the product to be handled is moved thru the equipment via a delivery belt from a storage feed belt.

A motor drives the belt, controlled by a switch which can be automatically shut off.

flat rate per item sold, depending on the items featured.

Advertising and promotion by the parent company will dramatize the program thru newspaper campaigns in key cities in the East, Midwest and South. A series of ads in national general-interest magazines will supplement the newspaper campaign, the first of which is to be a full-page display in the March 8 *Life*. Launderette operators will handle local promotion thru poster and display material supplied by Telecoin.

Each Launderette store owner has received a gift of one of the Broadway fashion models featured in the March BOTM to familiarize him with the quality of the merchandise offered. The booklet describing each of the 27 models available for the first month's promotion has been prepared by Roy Elmquist, vice-president and general manager of Broadway Fashions, in co-operation with Norman R. Anderson, Telecoin merchandise manager.

Appoint Directors For Hershey Trust

HERSHEY, Pa., Feb. 21.—P. A. Staples, president of Hershey Trust Company, recently announced the names of directors who had been elected during the annual meeting of firm stockholders.

Those elected were T. R. Banks, O. E. Bordner, William H. Earnest, J. J. Gallagher, Ezra F. Hershey, P. N. Hershey, P. A. Staples, A. R. Whiteman, D. Paul Witmer and Charles Ziegler.

New members of the board are Gallagher, who is general sales manager of Hershey Chocolate Company, and Banks, superintendent of the soap and extraction plant of the Hershey Estates.

Following the stockholders meeting, new board elected the following officers: P. A. Staples, president; D. Paul Witmer, vice-president; A. R. Whiteman, secretary and treasurer, and J. S. Gumphier, assistant secretary.

Hawaii Out After Tourist Business

HONOLULU, Feb. 21.—Coinmen here will experience rising demand for their equipment during the next several years if the long range tourist program advocated by the Honolulu Chamber of Commerce is carried out. According to Lorrin P. Thurston, chamber president and chairman of the Hawaii Visitors Bureau committee, ground work for a \$100,000,000 a year tourist industry was laid during 1947.

Thurston stated that the bureau's most important work is to determine the hotels needed, possible sites and what collateral recreational developments are required. The bureau, for tourist development work this year, will need \$150,000 from local business firms, stores and industries, Mark Egan, bureau executive, claims.

Indication of the high potentialities of tourist business here is the interest shown by the operators of the largest hotel in the world (Stevens Hotel, Chicago) in locating in Hawaii. Henry Crown, executive committee member of the Hilton Hotel chain, said recently that he has every reason to believe that the chain will construct a hotel in the Islands.

IMMEDIATE DELIVERY New and Used Games

NEW PIN GAMES

Robin Hood	Gottlieb
Stormy	Williams
Melody	Bally
Tropicana	United
Bermuda	Chicago Coin
Triple Action	Genco
Cover Girl	Keeney

USED PIN GAMES

Knock-out	\$19.50
Midway	19.50
Canteen	39.50
Rio	89.50
Dynamite	89.50
Playboy	99.50
Big Parade	29.50
Knockout	39.50
School Day	19.50
Stratoliner	19.50
Canteen	39.50
Bolaway	34.50

NEW CONSOLES

Double Up, F.P.	Bally
Wild Lemon, F.P.	Bally
Triple Bell, F.P.	Bally
Evans Races, F.P.	Evans
Bangtails, Winter Book	Evans
Three Bells	Mills
Track Odds	Buckley

USED CONSOLES

2 Bally Hi-Hands	@ \$99.50
Fast Time	27.50
Keeney Super Bell	59.50

NEW SLOTS

Mills Black Gold Bell
Mills Jewel Bell
Mills Golden Falls
Mills Vest Pocket
Buckley Griss Cross
Bally Hi Hand

NEW VENDING MACHINES

Pop Corn Sez
Cash Trays
Peanut Roaster
Candy Bar Vendors

USED MUSIC

Wurlitzer Counter Model	\$79.50
Coin Changers	
Large Selection Salesboards	
1/3 Deposit, balance C. O. D. or Sight Draft.	

CARL E. TEMPLE CO.

Distributors of Coin Operated
Machines and Salesboards
950 S. Main Street, Lewiston, Pa.
Open Sundays by appointment.
Phone: 867 or 5044

COLUMBIA TWIN JACKPOT BELL



Fruit or Cigarette Machine.
Gold Award or Jackpot Model.
Size: Height, 18 3/4"; Width, 14 1/2"; Depth, 12"; Weight, 43 Lbs. **\$129.50**

ALL PRICES F. O. B. CHICAGO, ILL.
1/3 CERTIFIED DEPOSIT WITH ORDER

GROETCHEN TOOL & MFG. CORP.

126 N. Union Ave. Chicago 6, Ill.

LOOK HERE

24 good, clean Arcade Machines; trade even up for 2 good, clean 1947 Photomatics. Write for List.

ASSID

340 Monroe Ave., N. W.
Grand Rapids 2, Mich.

Record Reviews

(Continued from page 107)

RATINGS (100 Point Maximum)

90-100 TOPS • 80-89 EXCELLENT • 70-79 GOOD • 40-69 SATISFACTORY • 0-39 POOR

ARTIST TUNES LABEL AND NO. COMMENT RATINGS OVER-ALL DISK JOCKEY DEALER OPERATOR

POPULAR RAY BORDEN ORK (Crystal-Tone 514) But Beautiful (Ginny Grey) 70 75 60 75

FOLK BOB WILLS AND HIS TEXAS PLAYBOYS (Tommy Duncan) (MGM 10139) Little Cowboy Lullaby 80 79 77 84

EDDY ARNOLD AND HIS TENNESSEE PLOWBOYS (Victor 20-2700) What a Fool I Was 85 85 83 88

RAY SMITH AND HIS PINE TOPPERS (National 5016) When My Day Rolls Around 83 82 80 86

TED DAFFAN'S TEXANS (Curly Voogan) (Columbia 38092) Bury Me Deep 80 80 75 85

BAILES BROTHERS (Columbia 38098) Pretty Flowers 70 70 67 72

THE GEORGIA CRACKERS (Victor 20-2701) Yo-Lady-Pre-Do-Pa (Bob Newman) 79 79 77 80

REX ALLEN-ARIZONA WRANGLERS (Mercury 6095) Teardrops in My Heart 79 81 76 81

ARTIST TUNES LABEL AND NO. COMMENT RATINGS OVER-ALL DISK JOCKEY DEALER OPERATOR

FOLK WALLY FOWLER AND HIS GEORGIA CLODHOOPPERS (Mercury 6093) Empty Arms and a Heart Full of Sorrow 66 69 66 63

RACE SABBY LEWIS ORK (Crystal-Tone 515) Bottoms Up 50 50 50 50

JOHNNY MOORE'S THREE BLAZERS (Exclusive 261) Cold in Here 81 80 78 84

DINAH WASHINGTON (Rudy Martin Trio) (Mercury 8079) Ain't Misbehavin' 80 80 75 85

ROSITA (Chicken) (Lockhart-Andy) Johnson Trio (Radio Artist 219) Be Bop Daddy Blues 34 34 30 37

BIG THREE TRIO (Columbia 38093) 88 Boogie 49 40 50 57

THE CATS AND THE FIDDLE (Manor 1112) Honey, Honey, Honey 75 75 72 77

I'm Afraid of You 69 68 65 73

ARTIST TUNES LABEL AND NO. COMMENT RATINGS OVER-ALL DISK JOCKEY DEALER OPERATOR

RACE MANHATTAN PAUL-PAUL BASCOMB'S COMBO (Manor 1118) Bad Weather Blues 69 70 64 73

THE TRENIER TWINS (Gene Gilbeaux Ork) (Mercury 8071) Ooh, Look-a There, Ain't She Pretty? 79 79 74 84

NETTIE SAUNDERS (Universal U-38) Sleepy Time Gal 70 68 66 75

SYLVIA SIMS (Norman Paris Trio) (De Luxe 1139) Porgy 70 69 68 73

TEX RITTER (Capitol Americana 40090) Dallas Darlin' 77 77 74 79

OAK RIDGE QUARTET (Wally Fowler) (Capitol Americana 40091) This World Has Turned Me Down 63 62 64 64

MEMPHIS MINNIE (Columbia 38099) Shout the Boogie 73 73 69 77

DIRTY RED (Aladdin 207) Hotel Boogie 33 33 38 39

THE CALVARY QUARTET (MGM 10131) Won't There Be a Time 76 76 78 75

ARTIST TUNES LABEL AND NO. COMMENT RATINGS OVER-ALL DISK JOCKEY DEALER OPERATOR

RELIGIOUS SISTER DOROTHY MAE WILLETT (Aladdin 2023) Stand Still 69 68 72 67

RACE AND HOT JAZZ LOUIS ARMSTRONG ORK (Louis Armstrong) (Victor 20-2612) Joseph and His Brothers 63 74 63 51

WYNONIE "Mr. Blues" HARRIS ALL STARS (Aladdin 208) Hard Ridin' Mama 64 68 63 71

HOT JAZZ SARAH VAUGHAN (Musicraft 539) Gentleman Friend (Jimmy Jones Quartet) 67 74 63 65

JIMMIE LUNCEFORD ORK (Columbia 38097) Ain't She Sweet (Sy Oliver - Trummy Young-Lunceford Trio) 66 76 62 60

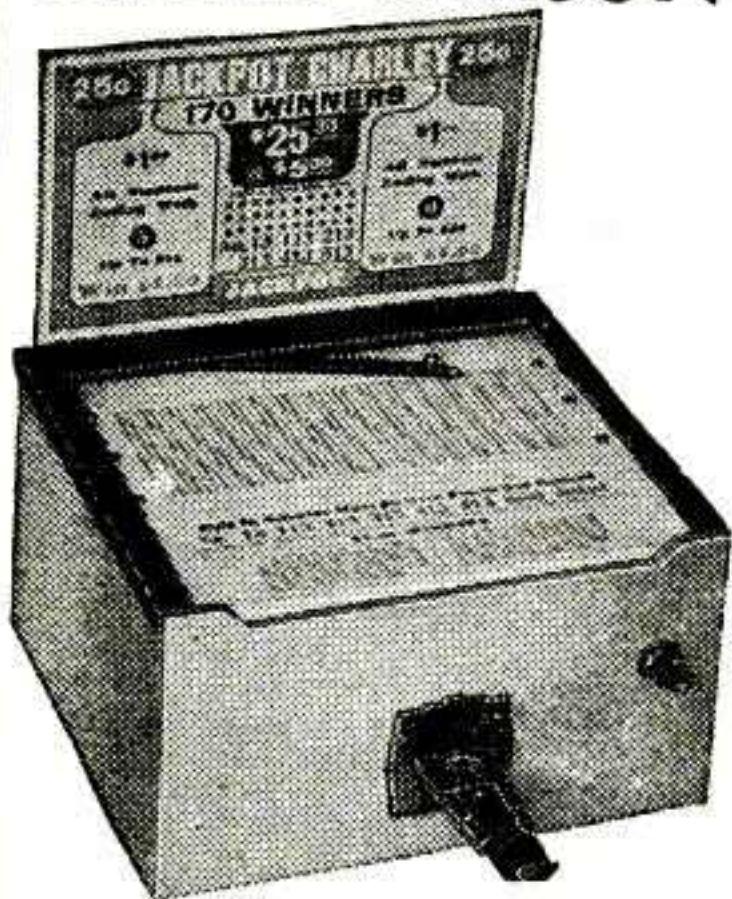
METRONOME ALL STARS (Capitol 15039) Metronome Riff 65 72 72 50

THE FOUR ROCKETS (Aladdin 3007) Travelin' Light 68 68 66 69

MARY OSBORNE (Aladdin 3010) You've Changed 65 71 61 63

KIDDIE BENNY BELL (Comical Kiddie Songs) Simple Simon 49 NS 49 NS

OUR FOURTH GREAT SEASON



COIN-OPERATED AUTOMATIC SALES BOARDS

Deals of all kinds
Write for particulars

R. C. WALTERS MFG. CO.
4201 NORFOLK ST. LOUIS 10, MO.

Dakota Vending Operator Does Grass-Roots Public Relations

FARGO, N. D., Feb. 21.—Food packages and cash donations for suffering Indians on North Dakota Indian reservations are still pouring into the offices of WDAY and the Fargo Chamber of Commerce as the result of a drive initiated by Dick Hall, local vending machine operator, in conjunction with WDAY officials.

WDAY special events announcer, Bill Weaver, and chief news editor, Jack Swenson, revealed the plight of Indians in the Dakotas on an investigation trip to the Fort Totten Reservation, which had been singled out as the worst in the State. There Indians were starving for lack of necessities of life.

Acts Readily

When the story of the Fort Totten Indians was told over the air, Hall, who was listening to the broadcast at his home, decided that something should be done about it right away rather than wait until government aid could be secured.

He approached WDAY officials with an idea for gathering food and cash for the Indians and flying it to the reservation in a C-47 cargo plane belonging to the North Dakota Air National Guard, of which Hall was a member.

While Hall made technical arrangements for the drive and delivery of collections to the Indians, WDAY broadcast appeals for the necessary food and cash, with Hall going on the air in a special appeal.

Donations began flooding drive officials immediately and in a few days over 30 tons of food, clothing and bedding had arrived for delivery to the Indians at Fort Totten, as well as over \$4,000 in cash.

Engine trouble on the cargo plane

made it necessary to haul the supplies to Fort Totten by truck. Hall supervised loading and sorting activities. Enough supplies were received to take care of the needs of the Fort Totten Indians and the cash was used to purchase supplies for people of the Turtle Mountain Reservation. As a result of the drive special arrangements were made to take care of Indians on the Cannonball Reservation as well.

North Dakota Gov. Fred G. Ansdahl, Senator Milton R. Young and other government and civic officials sent special praise for the way the drive was conducted.

Hall reports that this and other public relations activities he has been engaged in have aided his business considerably. "Why, while I was up at WDAY working on the drive, I talked them into installing three of my venders and they do so much business that I have to service them daily," he says.

He points out that public relations work is particularly essential in the Fargo area since it is virgin territory for venders. At present Hall is the only operator of candy bar venders in the area. Hall got his start in the vending machine business while he was attending Fargo High School in 1939. At that time he started up a route of 10 bar venders in his spare time and kept it up after graduating and until he went into the army air forces in 1942.

After being discharged from service in December, 1945, Hall went into the gasoline business, but started up vender operating as a sideline again. It proved so profitable, however, that he decided to devote full time to it and now has a very healthy business of candy bar, stamp and bulk venders in the Fargo area.

"The majority of the people in this area don't know what the vending machine business is all about or how it runs," he reports. "Therefore, when I go to sell a location on one of my venders, I have to first sell the vending machine business. Not having competition helps in many ways, but it is a drawback when you have to sell a community of over 50,000 people on vending almost by yourself."

In all, Hall has over 175 venders located in the Fargo area. He handles the servicing from his home and gets a hand now and then from his wife.

Store Sales, Biz Index Show 7 Per Cent Increase

WASHINGTON, Feb. 21.—Federal Reserve Board reported this week that department store sales, considered a reliable barometer of general business conditions, in the week ending February 7 were up 10 per cent, while sales for the four weeks ending same date were up 6 per cent, compared with corresponding periods in 1947.

In the New York district, department store sales increased 12 per cent for the week, and 8 per cent for the four-week period. In Chicago, sales were up 16 per cent for the week and 12 per cent for the four week period.

Other major cities, for the one-week and four-week period respectively, follow: Boston, no change and down 3 per cent; Philadelphia, up 10 and 6 per cent; Cleveland, up 20 and 8 per cent; Richmond, Va., down 2 per cent for both periods; Atlanta, up 7 and 2 per cent; St. Louis, up 7 and no change; Kansas City, Mo., up 4 and 5 per cent; Dallas, up 6 and 4 per cent, and San Francisco, up 1 and 4 per cent.

Dr. Pepper Appoints Three Key Staffers To Important Posts

DALLAS, Feb. 21.—Dr. Pepper Company here has promoted three key men to new posts, it was recently announced by T. Gordon Mason, vice-president in charge of marketing, who said that the changes were made in line with an established plan to further strengthen the marketing division and help consolidate its 1948 program.

Those elevated under the new set-up are O. J. Garrison Jr., who has been appointed bottler field manager, with headquarters in Dallas; Carl H. Boyle, new sales promotion head for the firm's fountain, vender and bottler divisions, with offices in Dallas, and T. Walter Tyrrell, who becomes the manager of basic advertising.

Long With Firm

Garrison has been with Dr. Pepper since 1931, the year he went to work in Birmingham. He has worked as shipping clerk, laboratory assistant, office clerk, cashier, assistant office manager and office manager, all in Birmingham. In 1944, he became Great Lakes regional manager, later holding the same posts in the Atlantic and Southern regions. Immediately prior to his recent appointment he was Southern regional manager.

Boyle is also a veteran Dr. Pepper staffer. Before becoming a district sales representative six years ago, he was in the employ of the Dr. Pepper Bottling Company of St. Louis, where he had worked for many years. His career in the bottling business encompasses route salesman, route supervisor, assistant sales manager, and finally sales manager. During the 1943-1945 period Boyle served in the army and saw combat duty. Shortly after his return to the Dr. Pepper parent company he became a regional sales manager assigned to the Atlantic territory.

Tyrrell's Career

Formerly a Great Lakes regional sales manager, Tyrrell's new duties include close co-operation with A. H. Caperton, firm advertising manager. Tyrrell is given credit for having developed a number of testing and point-of-sales promotion material. He was at one time with the General Outdoor Advertising Company in various capacities, including space salesman, executive sales contact supervisor and branch manager.

2d Coin Laundry Opens in Honolulu

HONOLULU, Feb. 21.—With the recent opening of the second coin laundry here, Autocoin Machines, Inc., headed by Stanley Davis and Carl Vogelsang, has embarked upon a "keep your clothes clean with coins" campaign that is being well received by the local citizens.

New coin laundry is located in Waikiki to serve residents of the Diamond Head area of the island, and is open seven days a week. Although largest volume of business is done during the day, a steady flow of bachelors and career girls keep the machines running until the 8 o'clock closing time. Taxis bring many women and their wash to the laundry daily; many customers go off for a swim at the near-by beach while their clothes are being coin-washed.

Attendants at the new laundry say the record number of machines used by one family at one time is eight, but that one woman who takes in washing for a livelihood uses all 16 machines at one time. Only complaint voiced by customers who wait in the store for their wash is that they "want a little music."

SEE SPEEDWAY'S TELE-JUKE

Speedway Products, Inc.

502 W. 45 Street New York 19, N. Y.
Longacre 5-0371
Al Bloom, President

HERE AT J. ROSENFELD CO.

OLD GAMES GET THE NEW Look

Certified Reconditioned

5-BALL PIN GAMES equipped with NEW FLIPPER ACTION

- | | | | |
|-------------------|----------|---------------------------|---------|
| *Ballyhoo | \$119.50 | *Sea Breeze | \$79.50 |
| *Big Hit | 59.50 | *Spellbound | 79.50 |
| *Big League | 59.50 | *Stage Door Canteen | 44.50 |
| *Cold Ball | 159.50 | *State Fair | 89.50 |
| *Kilroy | 99.50 | *Step Up | 89.50 |
| *Playboy | 109.50 | *Superliner | 69.50 |
| *Rio | 109.50 | | |

* (If new Flipper Action not desired deduct \$10.00 from above prices)

SUPER BARGAIN

- Rocket, With Flipper Action
- Surf Queen, With Flipper Action
- Stage Door, With Flipper Action

SATISFACTION GUARANTEED OR YOUR MONEY BACK!
MEMBER C. M. I.

SPECIAL! SPECIAL! SPECIAL!
DOUBLE BARRELS, Brand New

Only \$ 59.50

MUGGIES, Slightly Used, Like New

Only 129.50

Terms: 1/3 Certified Deposit . . . Balance Sight Draft.

Use our EZ payment plan . . . small down payment . . . easy weekly installments.
Phone, Wire or Write

J. ROSENFELD CO.
3218 OLIVE ST. ST. LOUIS 3, MO. NEWSTEAD 1582

DIRECT FACTORY DISTRIBUTOR FOR BALLY, JENNINGS, U-NEED-A, VICTOR, DAVAL, MIDGET MOVIES, FRANTZ SCALES.



Wolf Poison!

luxuries. Think of the advantages it will mean for your children as they grow up.

Think. THINK. THINK.

Then start saving right away—today! Start saving *automatically* this sure, convenient way. If you work for wages or salary, enroll in the Payroll Savings Plan—the *only* installment buying plan.

If you're not eligible for this plan—if you're in business but not on a payroll—ask your bank about the equally practical Bond-A-Month Plan.

REMEMBER—U. S. Savings Bonds are poison to wolves!

There's one 100-proof way to guard your door against this fellow's visit.

There's wolf poison in every U. S. Savings Bond you buy. There's sweet security, too—for your home, your family and yourself.

U. S. Savings Bonds are 100% guaranteed by Uncle Sam. They pay you \$4 for every \$3 you put in, after 10 years.

Think of this profitable saving in terms of future comforts and

Automatic saving is sure saving— U.S. Savings Bonds

Contributed by this magazine in co-operation with the Magazine Publishers of America as a public service.



Lunenburg, N. S., Ops Seek Juke Box Fee Reduction

LUNENBURG, N. S., Feb. 21.—Music operators in Lunenburg County have asked the county council to consider a proposal which would reduce the annual license on juke boxes from the present \$50 fee to \$25.

In making their proposal operators pointed out that the exceptionally high rate of play during the war years has slackened off to more normal play. Operators in Lunenburg state that this condition is especially true in their community.

Another fact set forth by county operators is that the \$50 fee was put into effect when the war was in progress and was intended as a temporary measure.

Canada Dry Quarterly Net Reveals \$224,583 Increase

NEW YORK, Feb. 21. — Canada Dry Ginger Ale, Inc., and its subsidiaries this week reported a net income for the first three months of its fiscal year of \$852,252, an increase of \$224,583 over the \$627,699 net reported for the same period last year. The former figure is equivalent after preferred stock dividend requirements to 42 cents per common share, compared to 30 cents last year. Net sales for the quarter which ended December 31 were \$12,939,076 as compared with \$10,497,317 a year ago.

According to R. W. Moore, Canada Dry president, increased sales of carbonated beverages were largely responsible for the rise in total sales.



GET IN THE MONEY WITH THE NEW BAKERS PACERS

The Aristocrat of Consoles
Gallopng Horses • Flashing Odds • 7 Coin Play • Illuminated Track.

GUARANTEED! The Best Money Maker Ever Built or Your Money Back!

SEE YOUR DISTRIBUTOR OR WRITE TODAY!

BAKER NOVELTY CO., Inc.

1700 W. Washington Blvd., Chicago 12, Ill.

AUTOMATIC COIN America's Bell Machine Center

GUARANTEED SLOTS

RECONDITIONED, REFINISHED, REPAINTED

Mills Brown Front, 5¢	\$ 89.50
Mills Brown Front, 10¢	94.50
Mills Brown Front, 25¢	99.50
Mills Bonus Bell, 5¢	119.50
Mills Black Cherry, 5¢, 2/5 or 3/5	155.00
Mills Black Cherry, 10¢, 2/5 or 3/5	160.00
Mills Black Cherry, 25¢, 2/5 or 3/5	165.00
Mills Silver Chrome, 5¢, 2/5 or 3/5	119.50
Mills Silver Chrome, 10¢, 2/5 or 3/5	124.50
Mills Silver Chrome, 25¢, 2/5 or 3/5	129.50
Mills Gold Chrome, 5¢, 2/5 or 3/5	119.50
Mills Gold Chrome, 10¢, 2/5 or 3/5	124.50
Mills Gold Chrome, 25¢, 2/5 or 3/5	129.50
New Stands for All Mills Machines	22.50

CONSOLES

Mills 4-Bells, Late Head	\$139.50
Keeney 3-Way Bonus Super Bell	750.00
Mills Jumbo, Cash Payout	69.50
Pace Twin Reels, 5¢ or 25¢	89.50
Buckley Track Odds (Without Daily Double Feature)	250.00
Mills 3 Bells	179.50
Evans 1947 Bang Tails, Comb. F.P.-P.O.	495.00
Evans 1946 Galloping Dominos, J.P.	299.50

CLOSEOUT SPECIALS—BRAND NEW

Exhibit Starlight	\$179.50
Chicago Coin Baseball	159.50
Treasure Chest	Write
Chicago Coin Roll Down	295.00

MISCELLANEOUS BUYS

9 Col. DuGrenier Cig. Machine	\$ 99.50
11 Col. DuGrenier Cig. Machine	109.50
Rebuilt Seeburg Shoot the Bear	124.50
Bally Rapid Fire	79.50
10 Ft. Bowling Alley	119.50

Exclusive Distributors for MILLS SLOTS

Illinois, Iowa, Nebraska, Northern Indiana



BRAND NEW 1947

MILLS 5¢ Q. T. \$115.00

BRAND NEW MILLS VEST POCKET BELL \$65.00

Reconditioned Post-War Pin Games	
Havana	\$139.50
Kilroy	99.50
Baffle Card	109.50
Super Score	99.50
Exhibit Big Hit	89.50
Superliner	79.50
Surf Queen	49.50
Gold Ball	159.50

Terms: 1/3 Deposit, Balance C. O. D.

WRITE FOR COMPLETE LIST: GAMES, PHONOGRAPHS, PARTS, ETC.

AUTOMATIC COIN MACHINES & SUPPLY CO.

ALL PHONES: CAPITOL 8244

4135-43 ARMITAGE AVE. • CHICAGO 39, ILLINOIS

GIVE TO THE DAMON RUNYON CANCER FUND



M. S. GISSER, Sales Mgr.

OUTSTANDING VALUES

400 BANK BALLS, Skee Ball Alleys, 9-ft., 12-ft. or 14-ft. size, almost new. Singles \$160.00
5 or more 135.00
10 or more 120.00
Lots of 25 or more financed
6 STRIKES AND SPARES, original price, \$1,000.00. Now \$395.00, 3 for 1,100.00
10 WURLITZER SKEE BALLS, cleaned, checked and crated 165.00
4 WURLITZER SKEE BALLS, HIGH SCORE, cleaned, checked and crated 185.00
40 BALLY 200-CUP DRINK VENDORS in excellent operating condition, \$295.00 each in lots of 10. Singles, crated 325.00
75 POP SEZ Pop Corn Vendors, slightly used, at \$165.00 each for the lot, or in Singles 175.00
BRAND NEW KUNKLE HOT POP CORN VENDORS, 5¢ coin operated Write

USED VENDORS

6 15-Col. U-Need-A-Pak Cigarette Vendors \$ 95.00
2 7-Col. S. & M. Cigarette Vendors 65.00
6 10-Col. Rowe Presidents 95.00
30 Du Grenier Champions, Clean Shape, 7, 9 and 11 Col. 75.00
20 Northwestern #33 1¢ Ball Gum Vendors, like new, plastic globes. Ea. 8.50

BRAND NEW SCALES

Watling Tom Thumb Jr. Write
Watling 500 Write
Ideal Lo Boy \$125.00
Marlon Scales 97.50
Subject to quantity discount.

ARCADE EQUIPMENT

2 Lite-o-Leagues \$ 75.00
1 Evans in the Barrel 110.00
2 Rapid Fires 110.00
1 Pitchom & Katchem 85.00
1 Scientific Baseball 95.00
25 Exhibit Iron Claws 69.50
Jafco 9-ft. Barrel Roll 125.00
3 Ten Strikes 69.50
2 Batting Practices 95.00
3 Chicken Sams 95.00
3 Keeney Air Raiders 110.00
3 New Bowl-a-Scores 125.00
3 Heavy Hitters 95.00
Champion Hockey 65.00
Blow Ball 135.00
Keeney Submarine 95.00
8 Scientific Pokerinos, latest, like new 175.00
Evans Super Bomber 195.00
Texas League 39.00
Major League 110.00
1 K.O. Fighter 150.00
2 Rotary Claw Type 169.50
1 Drive Mobile 165.00
2 Sky Fighters 145.00
1 Bally Defender 145.00
2 Western Baseballs 95.00
1 Goatee 175.00
50 Panorams 195.00
125 Exhibit Merchantmen 85.00
10 Total Rolls 125.00
6 Pinch Hitters 75.00
2 Tally Rolls 75.00
5 Advance Rolls 240.00
2 Slightly Used Microscope Voice-o-Graphs 575.00
2 Photomatics, 1947 825.00
8 Boomerang 99.50

MUSIC

Seeburg 8900 \$185.00
Seeburg 9800 185.00
Seeburg 8200 185.00
Seeburgs as above, R.C. 210.00
Wurlitzer 850E 275.00
Wurlitzer 750E 275.00
Wurlitzer 780E 250.00
Wurlitzer 24 110.00
Wurlitzer Victory 100.00
Wurlitzer 616 95.00
Mills Throne 125.00
Mills Empress 125.00
Rock-Ola Commando 125.00

USED CONSOLES

3 Mills 4 Nickel 4 Bells \$125.00
2 Bally Club Bells, Comb. 95.00
3 Keeney 5¢ Super Bells, Comb. 95.00
8 Keeney 5-5-5-25 Super Bells 225.00
3 Keeney 5¢ Super Bonus Bells 300.00
10 Silver Moons, F.P. 89.50
2 Bob Talls, F.P. 89.50
2 Bally Draw Bells 275.00
3 Keeney 3-Way Super Bonus Bells 850.00
2 Keeney 2-Way Super Bonus Bells 550.00
2 Paces Reels, F.P. Comb. 95.00
2 Sun Ray, F.P. 85.00
10 Jumbo Parades, F.P. 39.50
15 Keeney Super Track Time 175.00
15 Keeney Triple Entries 125.00
2 Keeney '38 Track Time 95.00
5 Buckley Track Odds, '48 Model 550.00
2 Evans Casino Bells 598.00
3 Bakers Paces, D.D. 175.00

BUBBLE BALL GUM

Finest Quality, 35¢ per lb. Packed 25 lbs. to a carton.

CHICAGO METAL SAFES, DELUXE LINE

Single "Revoly-a-Round" Safe \$119.50
Double "Revoly-a-Round" Safe 174.25
Triple "Revoly-a-Round" Safe 262.00

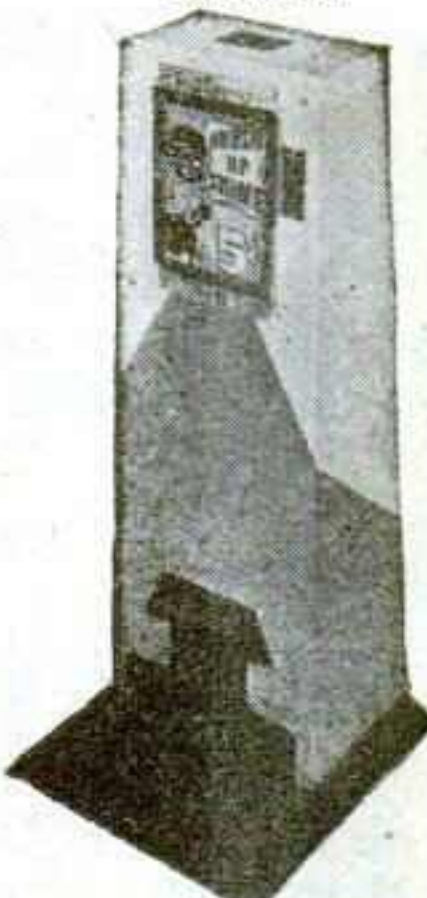
NEW COUNTER GAMES

A.B.T. Challenges \$42.50
A.B.T.'s Newest Challengers with Electric Lights 49.50
A.B.T.'s New Electric Totalizer—Skill Shot Gun 54.50
Kicker & Catcher 35.00
Gushers, 5¢ 25.00
Penny Target Guns and Gum Vendors 49.50
Lots of 10 or more 39.50
Camera Chief 19.95

USED COUNTER GAMES

2 Genco Pee Wees \$25.00
15 Smileys 12.00
2 A.B.T. Red, White & Blues 20.00
Pop Ups 14.95

BRUSH UP



SHOE SHINE MACHINES

The finest, perfect operating machines produced. Immediate delivery. Collects 10¢ or 5¢ for one-minute operation. \$225.00 Each; in Lots of 5 or More, \$189.50 Each.

Reader's Digest Story Outlines Growth of Coffee Vending Firm

NEW YORK, Feb. 21.—Reader's Digest, in its April issue, will carry a story recording the growth of Rudd-Melikian, Inc., Philadelphia manufacturers of Kwik-Kafe coffee vender. Authored by Don Wharton, the story originally appeared in the January 15 issue of *Forbes*, the business magazine, under the title *Million-Dollar Coffee Pot*.

The article, which plugs the theme that there are still profitable business opportunities for those wise and energetic enough to grasp them, traces the history of the Rudd-Melikian company, from its inception as an idea in the heads of two young servicemen, to its present million-dollar status.

Lieutenant and Corporal

The idea for an automatic coffee machine was conceived in 1944, writes Wharton, when Lieut. Lloyd Rudd and Corp. Cy Melikian were stationed at Wright Field, Ohio. Intrigued by the convenience of coin-operated soft drink machines and the simplicity of preparing coffee with

soluble powder, they reasoned that the same principles could be utilized in the automatic preparation and sale of coffee.

Working at home each day after their military duties were over, they tried innumerable experiments, but soon gave up the attempt to use powdered coffee in their early and crude machine models. The powder invariably gummed up in the dispensing channel, because of the steam from the boiling water. They were stymied until they hit on the idea of using coffee sirup. That worked fine.

In 1946, the article continues, as civilians, they set up shop in a corner of a garage and with a pooled capital of \$4,000 started the engineering of a practical coffee machine. They soon ran thru this small sum and had to borrow another \$4,000, with their personal belongings as security. Eventually they were able to attract sufficient capital, without giving up the controlling interest in their enterprise.

New Factory

Now the firm occupies a new factory in Philadelphia, turning out an average of 40 new machines a week. Already, more than 400 Kwik-Kafe venders are in use thruout the nation. And the firm has on hand deposits for 3,000 more. In 1947, Rudd-Melikian grossed more than \$1,000,000.

Reader's Digest has a circulation of over 8,000,000 in the U. S.

Production Hiked By ABT on Vender Packaged Coin Unit

CHICAGO, Feb. 21.—Indicating that new vending developments are on the way is the announcement by ABT Manufacturing Corporation that production schedules on its packaged coin unit has been recently stepped up. Feature of the unit is that it offers manufacturers of coin machines a coin unit that can be adapted to fit the needs of the machine.

R. L. Budde, ABT Corporation's assistant to the president, explained that output on the packaged coin unit is currently being stressed because so many new vending firms have asked ABT to design compact coin units that are easily incorporated into either newly designed venders or equipment that is adaptable for coin operation.

Electrical or Mechanical

At the moment ABT is producing both electrical and mechanical packaged coin units. Either model has the same dimensions—5½ by 12 by 2½ inches—if the vender is to sell an item that requires a single-size coin or multiples of the same. If the item to be vended requires the use of two different size coins (such as a nickel and a penny or a nickel and a dime), the unit includes two coin chutes in the one unit and is therefore ¾-inch deeper making the depth 3¼ inches in all, while the height and width of the unit remain the same. The mechanical unit, which is activated by the customer moving a hand lever after depositing a coin or coins, can be set to vend merchandise sold at 5, 6, 7, 10, 11, 12, 20 and 25 cents, while the electrical model can handle merchandise that sells for from 1 to 33 cents, with the price breaking at every penny point.

The separate units are easily attached to the outside of a vender's cabinet, Budde states, and can be adapted to suit the needs of a particular machine. Thus far the bulk of inquiries concerning the unit are from firms that have recently entered the coin machine field. Altho many requests are for a coin unit for a newly developed product, there are a considerable number of firms that have sought the packaged unit for a vender or service machine that had not previously been on coin operation but was adaptable to this type of operation.

NCWA To Enlarge Exhibit Space at 1948 Convention

WASHINGTON, Feb. 21.—The National Candy Wholesalers' Association (NCWA) will hold its third annual convention at the Hotel Sherman, Chicago, June 13-16, C. W. McMillan, NCWA secretary, announced here recently.

Plans certified by NCWA officials call for the contracting of approximately 50 per cent more exposition space than was used at the 1947 event. Additional space is expected to accommodate the 100 confectionery manufacturers that have made inquiries concerning the June show. To insure the handling of as many firms as possible, NCWA has placed a limit of two booths to any one firm during the confectionery conclave. Manufacturer members of NCWA will be granted first priority on the selection of floor space in the exhibit hall. Tentative floor plans for the exhibit are now in the mails.

The 1947 NCWA convention drew a total of 1,401 registrations, while the coming meet's total attendance is expected to dwarf that impressive figure.

Vendors, Inc., Opens New Offices; Expands Production, Models

ST. LOUIS, Feb. 21.—Vendors, Inc., is set for full operation in its new offices here, J. M. Bryan, company official, announced this week. New quarters, at 520 N. Grand Boulevard, are larger than former headquarters, with large display rooms and offices to accommodate visitors.

Firm's Candyette bar vender, Pearl ball gum machine, hot nut vender and the new 750 capacity Selectabar are moving out to the field in increasing numbers, Bryan stated. Two new sanitary venders will be ready for distribution shortly, he said.

TERMS: 1/2 DEPOSIT REQUIRED WITH ALL ORDERS. BALANCE C. O. D. F. O. B. CLEVELAND. CLEVELAND COIN MACHINE EXCHANGE, INC. 2021-25 PROSPECT AVE. CLEVELAND 15, OHIO. Phone: PProspect 6316-17

BEN RODINS IS DELIVERING NOW

Terrific Selection USED GAMES

GUARANTEED CHECKED • SCRAPED • CLEANED CONTACT US FOR LOWEST PRICES

CONTACT US FOR PRICES

Latest 5-Ball Games

United's Manhattan Exhibit's Build-Up Chicoin's Catalina

FOR SALE: Complete Lead Shooting Gallery

MARLIN AMUSEMENT CORPORATION

District 1625

412 9th Street, N. W. WASHINGTON, D. C.

FLIPPERS NOW AVAILABLE

TO ALL EXHIBIT OPERATORS for EARLIER EXHIBIT GAMES

YOU CAN ADD these popular thrillers yourself to your earlier EXHIBIT games.

Exhibit Supply Company offers this Special Feature in the interest of Exhibit operators to help them build up their location incomes.

Exhibit's "NEW LIFE" Flippers comes to you in a kit consisting of two complete Flippers with installation instructions.

EXHIBIT'S FLIPPER KIT 3.95

Order From Your EXHIBIT Distributor or Write Us

EXHIBIT SUPPLY CO., 4218 30 W. Lake St., Chicago 24, Illinois



MEMBER

the best

IN NEW AND USED EQUIPMENT

In Music It's
ATLANTIC N. Y. CORP.

Exclusive Seeburg Distributors
540-550 West 58th St.
New York City

In Games, It's
SEABOARD NEW YORK CORP.

Exclusive Genco and Gottlieb
Distributors
540-550 West 58th St.
New York City

USED GAME & MUSIC—READY FOR LOCATION

USED FIVE BALLS

1 BIG LEAGUE ... \$ 44.50	2 KILROY ... \$ 94.50	2 STATE FAIR ... \$ 74.50
3 BAFFLE CARD ... 84.50	1 LUCKY STAR ... 144.50	1 SUPER LINER ... 74.50
1 BALLYHOO ... 84.50	1 MIDGET RACER ... 44.50	1 STAGE DOOR ... 54.50
1 BOWLING LEAGUE ... 144.50	1 MYSTERY ... 114.50	CANTEEN ... 54.50
2 CYCLONE ... 84.50	1 MISS AMERICA ... 114.50	1 SUSPENSE ... 54.50
1 DOUBLE BARREL ... 34.50	1 PLAY BOY ... 124.50	1 SMOKY ... 84.50
1 FAST BALL ... 54.50	1 SUPER SCORE ... 54.50	2 TORNADO ... 94.50
1 GOLD BALL ... 124.50	2 SEA BREEZE ... 64.50	2 TORCHY ... 94.50
2 HAVANA ... 124.50		1 VANITIES ... 84.50

CONSOLES

5 BUCKLEY PARLEY (Factory Re-built, Like New) ... \$750.00	17 BUCKLEY DAILY DOUBLE TRACK ODDS (Serial over 13,000) ... \$450.00
2 BUCKLEY PARLEY (Serial over 13,000) ... 500.00	

COUNTER GAMES

22 A. B. T. CHALLENGERS, Ea. ... \$ 24.50

SLOTS

1 5¢ PAGES COMET (New Paint) ... \$ 80.00	2 5¢ MILLS NEW GOLD CHROME (Rebuilt) ... \$115.00
1 5¢ PACE ALL STAR (New Paint) ... 70.00	5 5¢ MILLS (New Buckley Silver and Blue Chrome Cabinet) ... 125.00
1 25¢ PACE DE LUXE (New Paint) ... 115.00	5 25¢ MILLS BONUS ... 150.00
1 25¢ PACE SLUGPROOF (New Paint) ... 125.00	11 5¢ MILLS BONUS ... 125.00
1 25¢ MILLS BLACK CHERRY (Rebuilt) ... 135.00	

NEW JEWEL BELLS—WRITE. All machines are clean and ready for location. Send 1/3 deposit and advise how to ship.

LOUISIANA COIN MACHINE CO.

JACK YOUNG, MANAGER P. O. BOX 861, LAFAYETTE, LOUISIANA



COLUMBIA DOUBLE JACKPOT BELL SPECIAL

\$85.00 Ea.



Factory re-conditioned like new.

Changeable right on location in a few moments' time to 1-5-10-25¢ play. Cabinet rebaked to give new machine appearance. Size: 18 1/2" high, 14 1/2" wide, 12" deep, 50 lbs. wt.

1/3 DEPOSIT, BAL. C.O.D., F.O.B. CHICAGO

WRITE FOR FREE NEW CATALOG!

WE BUY USED SLOTS AND COUNTER MACHINES—WRITE US!

Send for complete list of Coin Operated Equipment and Counter Games. Complete line of Salesboards and Tickets. We Repair Machines.



there is no substitute

for TROPICANA PIN GAME OR ROLL DOWN

WRITE • WIRE • PHONE YOUR ORDERS TODAY!

SIMON SALES, INC.

627 10th Avenue Dave Simon New York 19, N. Y.
Please Note NEW Phones: Plaza 7-5660-5661-5662

NAME YOUR OWN PRICE

ROLL-DOWN

Williams All-Stars Dynamic Rollette
Chicago Coin

Want To Buy

Wurlitzer 1015 AMI Late Model

HERMAN DISTRIBUTING CO.

1505 Coney Island Ave. Brooklyn, N. Y.



WANT 500 VICTORY

SPECIALS & DERBIES

As is. Not necessarily in working condition. All parts must be present. Write or wire best price and quantity.

PUGET SOUND NOVELTY CO.

114 Elliott Ave., W. Seattle 99, Wash.
Phone: Alder 1010

WANTED ERIE DIGGERS

Any number. Pay good price.
LAMAR BYRUM
SHELBYVILLE, MO.

FOR SALE

50 PACE SARATOGA SENIORS, FREE PLAY CONVERTIBLE CONSOLES WITH MINT VENDOR ATTACHMENT, \$44.50 EACH. 1/3 Deposit With Orders, Balance C. O. D.

STANDARD SCALE CO.

4333 DUNCAN AVE. ST. LOUIS 10, MO.

SEND TODAY!

FOR OUR LIST OF

OUTSTANDING EQUIPMENT BUYS!

RUNYON SALES CO.

123 W. Runyon St., Newark 8, N. J.
Tel.: Bigelow 3-8777
593 Tenth Ave., New York 18, N. Y.
Tel.: Longacre 4-1880

FOR SALE PILOT TRAINER

Like new, twenty-five cent slot, \$200.

J. A. JACOBS

R. 4, Box 413 Little Rock, Ark.

1948 PACE DELUXE CHROME BELLS

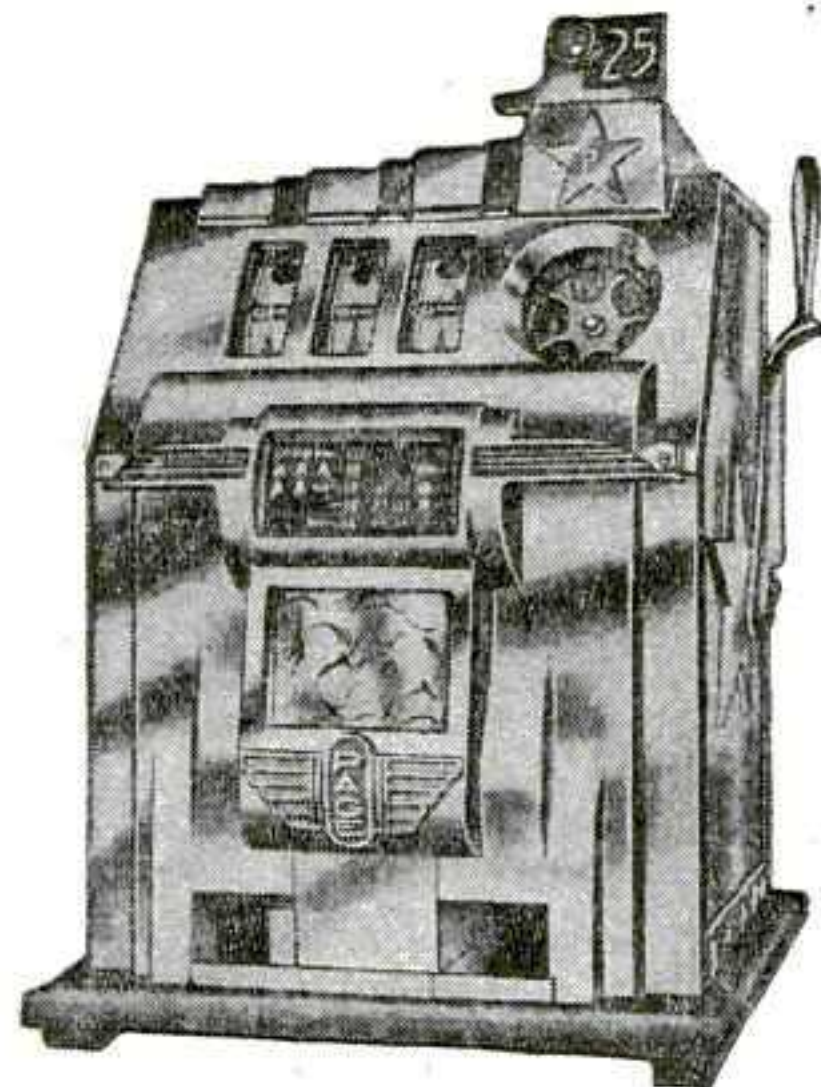
1c 5c 10c 25c 50c \$1.00

ANY REELS DESIRED SUCH AS CRISS-CROSS—TIC-TAC-TOE (not desirable). Subject to change at actual cost in 90 days.

Chrome Fronts—Mirror Finished
Stainless Steel Plates on Cabinet Sides

Huge Giant Jackpot (150 coin adjustable)
Regular Double Jackpot optional

If in Reno visit Harold's Club—World's largest. Over 200 Pace Bells exclusive.



NOTE—Huge Double Jackpot Hand Load Up to 150 Coins. "Adjustable" Automatic Load on Request.

WHEN COMPETITORS SQUAWK "YOU MUST BE GOOD" • ALL PACE BELLS GUARANTEED. • YOUR MONEY REFUNDED IF NOT • SATISFIED AFTER TEN DAY TRIAL

PACE MFG. CO., INC.

2909 INDIANA AVENUE
CHICAGO 16, ILLINOIS

SPECIAL PHONOGRAPHS

Packard Model 7 WRITE
Wur. Model 1015 and 1080....\$495.00

MAKE US YOUR BEST OFFER ON THE FOLLOWING:

All Very Clean Machines
Wur. Models 850, 800, 750, 600, 616, 500 and 24.
Rock-Ola Models, 1946, Standard, Deluxe Commandos.
Seeburg Hitones, Envoys, Majors, Vogues and Classics.

JOHN McILHENNY DISTRIBUTING CO.

910 Beacon St. Boston, Mass.
PHONE: OC 3-0475

AMERICA'S FINEST CONSOLES!

KEENEY ONE BALL FAVORITE
Sensational! Combination F.P. and P.O. 4 Coin Multiple with J.P. Many special features. What Action! What Thrills! What Suspense! Brand new!\$575

For outstanding bargains in the finest
RECONDITIONED PHONOGRAPHS
Wurlitzer 850
Wurlitzer 780
Wurlitzer 500
Seeburg 9800 Lo-Tone
Seeburg 8800 Lo-Tone
Seeburg Plaza
Alrean
Rock-Ola Master

Write for prices!
TERMS: 1/3 deposit.
Balance sight draft.

BRAND NEW
Keeneey's New Twin Bonus Super Bell, 5¢-25¢, combination F.P. and P.O.\$1000
Keeneey's New Sensational Gold Nugget Twin Models, 5¢-25¢.. 800

RECONDITIONED CONSOLES
Buy with confidence! Purchase the finest reconditioned consoles at World Wide! Completely reconditioned and refinished in every respect. Satisfaction Guaranteed! Every machine a terrific value!

BALLY	KEENEY
Draw Bell\$245	Singue Bonus Super Bell\$345
DeLuxe Draw Bell... 305	Twin Bonus Super Bell 575
Triple Bell 550	Three-Way Bonus Super Bell 785
EVANS	PACE
1947 Dominoes, F.P. and P.O.\$395	Twin Reels, 10¢-25¢ . \$100
1947 Winter Book... 495	Saratoga, 10¢ 50
1947 Bangtails, F.P. and P.O. 395	Saratoga, 25¢ 50
MILLS	
Three Bells\$165	

Exclusive for KEENEY in Illinois, Nebraska, Iowa, Kansas, Missouri.



NO WAITING. WE CAN DELIVER NOW.

Gottlieb LADY ROBIN HOOD Exhibit BUILD UP
United TROPICANA Cenco TRIPLE ACTION
Keeneey COVER GIRL Williams STORMY

USED POST WAR GAMES THAT LOOK LIKE NEW

Baffle Card\$ 90.00	Play Boy\$120.00
Ballyhoo 80.00	Rio 90.00
Big Hit 45.00	Rocket 90.00
Big League 40.00	Sea Breeze 65.00
Canteen 50.00	Smarty 80.00
Crossfire 120.00	Smoky 95.00
Ginger (Fl. Sample) 150.00	Spellbound 65.00
Kilroy 85.00	State Fair 65.00
Maisie 135.00	Step Up 80.00
Marjorie 130.00	Superliner 65.00

Each game cleaned and checked. Guaranteed mechanically perfect.



MEMBER

Superscore\$ 80.00
Surf Queens 40.00
Suspense 85.00
Tornado 95.00
Vanties 95.00
Williams All Stars.. 350.00



OLIVE NOVELTY CO.

2625 LUCAS AVE., ST. LOUIS 3, MO.
(Phone: Franklin 3620)



IT'S MIKE MUNVES FOR ALL NEW STEEL BALL ROLL DOWNS WITH FLIPPERS

Including
MARVEL GOLD MINE
KEENEY COVER GIRL
CHICAGO COIN BERMUDA
CENCO BUBBLES
WILLIAMS STORMY
GOTTLIEB LADY ROBIN HOOD
BALLY MELODY
AMUSEMATIC RIO RITA
UNITED TROPICANA

COMPLETE STOCK OF PARTS AND SUPPLIES FOR ALL GAMES LISTED

MIKE MUNVES
510-514 W. 34th St.
N.Y. 1, N.Y. (Bryant 9-6677)

WEEKLY SPECIALS

Famous Gruen Precision Diode Meter \$12.50
Special Rectifiers—32 Junction ... 3.50
Wurlitzer 5¢ Slides (for 81, 816, 600, 500) 1.00

GE LAMPS

51. Per 100 . \$4.95	46. Per 100 . \$4.95
55. Per 100 . 4.95	47. Per 100 . 4.95
63. Per 100 . 4.95	50. Per 100 . 5.45
44. Per 100 . 4.95	81. Per 100 . 5.45
7 1/2 W., Case 120 \$10.50	
15W., Case 120 10.50	
25W., Case 120 10.50	
60W., Case 120 10.50	
18" Lumilines, Frosted, 24 to Case, Ea. 95¢	

Tax included. 1/3 With Order, Bal. C.O.D.

WEST SIDE DISTRIBUTING CORP.
698 Tenth Ave. (49th St.), N. Y. 18, N. Y.
Phone: Circle 6-8484

BALLY DOUBLE UP, WILD LEMON, DRAW BELL
KEENEY SUPER BONUS BELLS
MILLS JENNINGS, COLUMBIA BELLS
PIN GAMES—ALL MAKES
SAVE MONEY—BUY HERE
GENERAL COIN MACHINE CO.

225 N. Ninth St. Philadelphia, Pa. 49 N. Second St. St. Clair, Pa.

K. C. CLOSE-OUTS

TREASURE CHESTS\$175.00
NEW BONANZA 179.50
NEW GOTTLIEB 3-WPY GRIP-PERs, in Lots of Five, Each .. 20.00
NEW GROETOHEN CAMERA CHIEF 19.50
NEW MERCURY ATHLETIC SOALE Write
NEW KEENEY GOLD NUGGET, 5¢-5¢ and 5¢-25¢ Write
NEW CHICAGO COIN BERMUDA Write
NEW UNITED TROPICANA Write
NEW DE LUXE DRAW BELLS, in Orates 375.00
NEW BALLY DOUBLE UPS Write
BALLY HEAVY HITTER 99.50
(Floor Stand, \$12.50 Extra)

TERMS: 1/3 Deposit, Balance C. O. D.

K. C. NOVELTY CO.

419 MARKET ST. PHILA. 6, PA.
Market 7-4641 Market 7-6391

WILL SACRIFICE 6 PANORAMS

NOW ON LOCATION. \$150.00 EACH.
SUNSET DISTRIBUTING CO.
617 SOUTH ST. UTICA, N. Y.

CENTRAL OHIO COIN'S QUALITY BUYS
NEW LOWER PRICES for QUICK SALE

PIN BALLS
\$29.50 Ea.
Air Circus, Big Parade, Bolo-way, Bombardier, Bosco, Bubbles, Catalina, Defense, Eagle Squadron, 5-10-20, Four Aces, Jeep, Hollywood, Home Run '42, Idaho, Invasion, Flat Top, Keep 'Em Flying, Knockout, Marvel Baseball, Top i.c. Streamliner, Sky Chief, Mustang, Venus, Victory, Yankee Doodle, Yanks, American Beauty, Sentry, Kismet, Midway, G.I. Joe Horoscope, Marines at Play.

PIN BALLS
\$19.50 Ea.
A.B.C. Bowler, All American, Argentine, Bandwagon, Belle Hop, Big Chief, Dixie, Dude Ranch, Polo, Gold Star, Jungle, Legionnaire, Monicker, Play Ball, Slugger, School Days, Sport Parade, Spot Pool, Stratoliner, Sunbeam, Ten Spot, Wildfire, Hi Hat, South Paw, Zig Zag, Star Attraction.

PIN BALLS
LATE
Big Hit \$ 89.50
Big League 89.50
Surf Queen 89.50
Step Up 79.50
State Fair 89.50
Smarty 115.00
Suspense 79.50
Dynamite 89.50
Stage Door Canteen 59.50
Spellbound 79.50
Super Score 89.50
Midget Races 89.50
Rio 89.50
Ballyhoo 139.50
Honey 139.50
Havana 119.50
Kilroy 89.50
Lucky Star 129.50
Mangle 149.50
Flamingo 179.50
Miss America 139.50
Play Boy 139.50
Carousel 129.50
Gold Ball 139.50
Rocket 119.50
Double Barrel 89.50

SAFES & STANDS
REVOLVAROUNDS
Single \$ 79.50
Single DeLuxe 119.50
Double 116.50
Double DeLuxe 162.50
Triple DeLuxe 262.50
Heavy Double 265.00
Box Stands 25.00

MUSIC
Rock-Ola Standard \$109.50
Rock-Ola DeLuxe, '39 149.50
Rock-Ola Master, '40 159.50
Rock-Ola Super 179.50
Seeburg Hideaway, RC 249.50
Singing Towers 89.50
Aireon, Like New 295.00
AMI Highboy, 40 Selections 295.00
Wurlitzer 600-R 89.50
Wurlitzer 500, Victory Cabinet 145.00
8 Wurl. #125 Wall Boxes, Ea. 15.00
8 Seeburg Bar Boxes, RC 35.00
616 Wurlitzers 89.50

ARCADE EQUIPMENT
Batting Practice \$ 79.50
Sky Fighter 119.50
Air Raider 79.50
Tommy Gun, Late 79.50
Panorams 259.50
Undersea Raiders 149.50
Lite Leagues 149.50
Voice Recorder 89.50
9-Ft. Skee Roll 79.50
Scientific Baseball 89.50
Jack Rabbit, New 300.00
Buckley Diggers 89.50
Rotary Pushers 265.00
Pop Up, New 25.00
Champ Basketball, New 49.50
Pokerino, Scientific 189.50
Goatee, New 225.00
Wurl. Skee Rolls, 14-Ft. 165.00
10 1/2-Ft. Premier Skee Rolls WRITE

NEW SLOTS

	5¢	10¢	25¢	50¢
Mills Black Cherry	\$248.50	\$253.00	\$258.00	\$338.00
Mills Jewel Bells	248.00	253.00	258.00	350.00
Mills Golden Falls	248.50	253.50	258.50	350.00
Mills Vest Pockets	74.50			
Jennings Std. Chief	269.50	279.50	289.50	399.00
Jennings Club Chief	324.00	334.00	344.00	454.00
Groetchen Columbia				145.00
Watling Rotatop	175.00	200.00	225.00	300.00
Pace DeLuxe Chrome	245.00	255.00	265.00	375.00
\$1.00 Pace DeLuxe				550.00

USED AND FACTORY REBUILT SLOTS

		REBUILT LIKE BRAND NEW
5¢ Blue Fronts	\$ 79.50	5¢ COPPER, GOLD
10¢ Blue Fronts	89.50	AND BLUE, Hammerloid Finish \$149.50
25¢ Blue Fronts	99.50	10¢ COPPER, GOLD
5¢ Brown Fronts	99.50	AND BLUE, Hammerloid Finish 159.50
10¢ Brown Fronts	109.50	25¢ COPPER, GOLD
50¢ Chiefs	249.50	AND BLUE, Hammerloid Finish 179.50
50¢ Blue Fronts	249.50	(Drill Proof and Knee Action)
\$1.00 Chief	475.00	

1/3 DEPOSIT
WITH ORDERS

CONSOLES
Draw Bells, Ea. \$275.00
Deluxe Draw Bells, Ea. 325.00
Wild Lemons, New, Ea. 542.50
Double Ups, New, Ea. 542.50
Keeney Gold Nuggets, 5¢-25¢ 800.00
50 5¢ Jumbo, F.P. Ea. 39.50
25 5¢ Silver Moon, F.P. Ea. 39.50
25¢ Jumbo Parade, C.P. 119.50
5¢ Jumbo Parade, C.P. 89.50
25 5¢ Paces Reels, Comb., F.P. Ea. 49.50
5¢ Paces Reels, C.P. 49.50
5¢ Bobtalls, F.P. 39.50
5¢ Watling Big Games, F.P. 39.50
Bally Triple Bells, 5¢-10¢-25¢ 545.00
Keeney Triple Super Bonus, 5¢-10¢-25 985.00

COUNTER GAMES
1¢ Sparks, Check P.O. \$12.50
1¢ Daval Marvels 19.50
5¢ Gushers, New 29.50
5¢ Davals, Free Play 39.50
1¢ Marvel Pop Up, New 25.00
1¢ Target Skills 22.50
1¢ Gottlieb Grip Scales 32.50
1¢ Daval Buddy-Cigarette 27.50
5¢ Jennings Grandstands 12.50
5¢ Vest Pockets, Late 49.50
1¢ Basket Ball, New 44.50
1¢ Genco PeeWee, New 29.50
1¢ Windmill Jr., New 17.50

WHEN WISE OPERATORS THINK OF VALUES
THEY LOOK FIRST AT LONDON'S BUYS!

EXTRA! Pfanstiehl Needles . . .
REGULARS OR SPECIALS:
35¢ EA. Lots of 1000 37¢ EA. Lots of 100
SPECIAL #18 ZIP CORD 1 1/2¢ PER FOOT

PIN TABLES
CLEANED, CHECKED, READY FOR LOCATION!
SPECIFY 1ST AND 2ND CHOICE WHEN ORDERING.
\$24.50 EACH - 5 FOR \$100.00
Glamour Majors, '41
Vacation
Bomb the Axis
Seven Up
Box Score
Hi Hat
Eig League
Border Town
Jolly
Eagle Squadron
Airport
White Sails
Sport Parade
Play Mate
Barrage
Double Feature
Play Ball
Golden Gate
Roxy
Stop and Go
Big Show
Dixie
Gold Star
Lone Star
Metro
Line Up
Dough Boy
Big Chief
C. I. Joe
School Days
Ten Spot
Limelight
Capt. Kidd
Hold Over
Super Charger
Spot Pool
Boom Town
Entry
Twin Six
Belle Hop
Tops
\$39.50 EACH
4 FOR \$130.00
Jungle
Hi Dive
5-10-20
Exh. Bowling Alley
Kismet
Four Aces
Keep 'Em Flying \$ 89.50
Western Baseball 49.50
Sky Chief 59.50

PHONOGRAPHS Completely Reconditioned and Ready for Immediate Location!
WURLITZERS
412 \$ 49.50
616 64.50
24 and 24A 89.50
600-R 99.50
500K or 600K 125.00
Victory Model, Rotary 79.50
Victory Model, Keyboard 124.50
780-M 229.50
780-E 249.50
1015 (like new) Write for Prices
ROCK-OLA
Imperial 20 \$ 49.50
Standard or DeLuxe. 119.50
Masters or Supers 139.50
1946 Rock-Olas Write for Prices
AMI Top Flite 49.50
Playmaster With Spectravox 149.50
Playmaster 124.50
AIREONS, Used, Like New \$250.00 Write for Quantity Prices
Bury Jobs—Rock-Ola 20 mechanism in metal cab., suitable for any 20-wire boxes. . . . \$99.50

PHONOGRAPH ACCESSORIES
Seeburg Selectomatic, 20-Selection, 24-Wire, Ea. \$ 5.00
W62Z Seeburg Wireless Wallomatics 18.50
3-Wire Seeburg Wired Wallomatic 15.00
W510Z Seeburg Wireless 5-10-25 Wallomatic 39.50
W51Z Seeburg Wireless 5-10-25 Baromatic 44.50
Rock-Ola Dial-a-Tune Wall and Bar Boxes, Ea. \$ 5.00
Wurlitzer Model 125, 5-10-25 Wall Boxes, Ea. 15.00
Buckley 24-Selection Wall Boxes, Ea. 5.00

MISCELLANEOUS
A.B.T. Challengers (New) Write for Price
Genco Advance Roll, like new Write for Price
Chicago Coin All Star Hockey, crating included 49.50
Scientific Batting Practice, crating included 49.50
Keeney Air Raider, crating included 49.50
Tail Gunner, crating included 49.50
Bang-a-Deer, crating included 74.50
Score-a-Barrel (like new) 99.50
Skill Roll (like new) 99.50
Pokerino (like new) \$ 49.50
Bally Rapid Fire, crating included 49.50
Boomerang (like new) 99.50
Roll-a-Ball (Firststone), like new 99.50
Tally Roll (like new) 99.50
Pinch Hitter (like new) 99.50
Chicken Sam, with Rifle Range Conv., crating included 49.50
Champion Hockey, crating included 29.50
Goatee, crating included 99.50
Total Rolls (like new), crating included 99.50

TERMS: 1/3 DEPOSIT, BALANCE C. O. D. PHONE: KILBOURN 7323
Exclusive Distributor for SEEBURG Products in Wisconsin and Upper Michigan.

J. L. London Music Co., Inc.
3130 WEST LISBON AVENUE MILWAUKEE 8, WISCONSIN

PRICES ARE RIGHT
FOR IMMEDIATE DELIVERY
ROBIN HOOD TREASURE CHEST SEA ISLE
TRIPLE ACTION SUNNY STARLITE
TROPICANA COVER GIRL BRONCHO
BERMUDA MELODY BONANZA
Write for complete list of thoroughly reconditioned consoles, arcade equipment, roll-downs and pin games.
BELL PRODUCTS CO. 2000 N. OAKLEY, CHICAGO, ILL.

Terrific ROLL-DOWN Specials
Advance Roll \$199.50 Double-Up (Button) \$129.50
Super Roll (Ticker) 149.50 Tally Roll 79.50
Sportsman Roll 129.50 Genco Play Ball 59.50
and many others
TERMS—1/2 Certified Deposit Write for Price List

WISCONSIN'S LEADING DISTRIBUTOR
United Coin Machine Co., Inc.
6304 W. GREENFIELD SPRING 8446 MILWAUKEE 14, WISC.

CENTRAL OHIO COIN MACHINE EXCHANGE
185 E. TOWN ST. PHONES: AD 7949, AD 7993 COLUMBUS 15, OHIO

FOR SALE
PRICED FOR QUICK SALE
5—Keeney Bonus Super Bells, 5c Play . . . \$295.00
1—Keeney 3-Way Bonus Super Bell, 5c, 10c, 25c . . . 750.00
2—Bally Deluxe Extra Draw Bells, 5c Play. . . 275.00
1—Bally Deluxe Draw Bell, 5c Play . . . 195.00
1—1941 Evans Domino, 5c Play . . . 75.00
1—1947 Evans Domino, 5c Play . . . 295.00
1—1947 Mills 3-Bells, 5c, 10c 25c . . . 300.00
EVERY ONE OF THESE BARGAINS RIGHT OFF LOCATION
EVERY ONE IN PERFECT CONDITION AND GUARANTEED
16—Latehead Cash Pay Jumbos—Perfect . . \$ 35.00
200 Original Mills Slots—Blue Fronts, Brown Fronts, Bonus, Gold Chromes, Black Cherry, Black Hand Load, Golden Falls and others at prices from \$39.50 to \$179.50 WRITE
2—Double Revolv-a-Round Stands. Each \$ 39.50
15—Used Box Stands. Each 12.00
ALL MACHINES SHIPPED ON 10 DAYS' TRIAL
1/3 DEPOSIT, BALANCE C. O. D.
VALLEY SPECIALTY CO., INC.
550 CLINTON AVE., N. ROCHESTER, N. Y.

LAST CALL!

NOW

\$150⁰⁰

5c-10c-25c ROL-A-TOP BELLS

WE CAN FURNISH ALL TYPES OF REEL COMBINATIONS TO MEET YOUR REQUIREMENTS:

- 1 Cherry Pay 2 — 1 Cherry Pay 3 — Mystery 3-5 Payout, Standard
- Mystery 3-5 Payout, Club — No Lemon on First Reel

DON'T WRITE—WIRE!

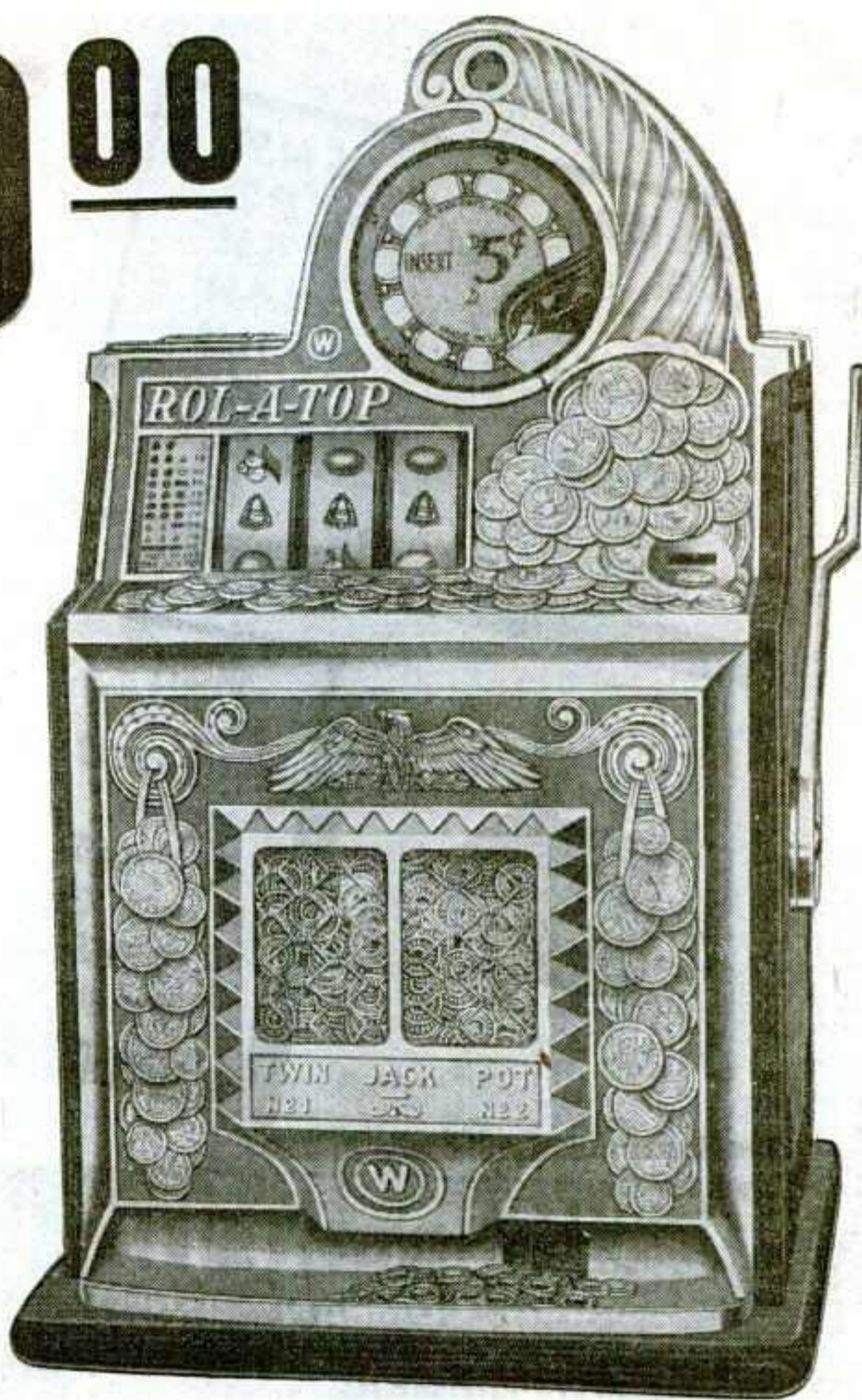
WATLING MFG. CO.

Est. 1889 — Tel.: COL. 2770

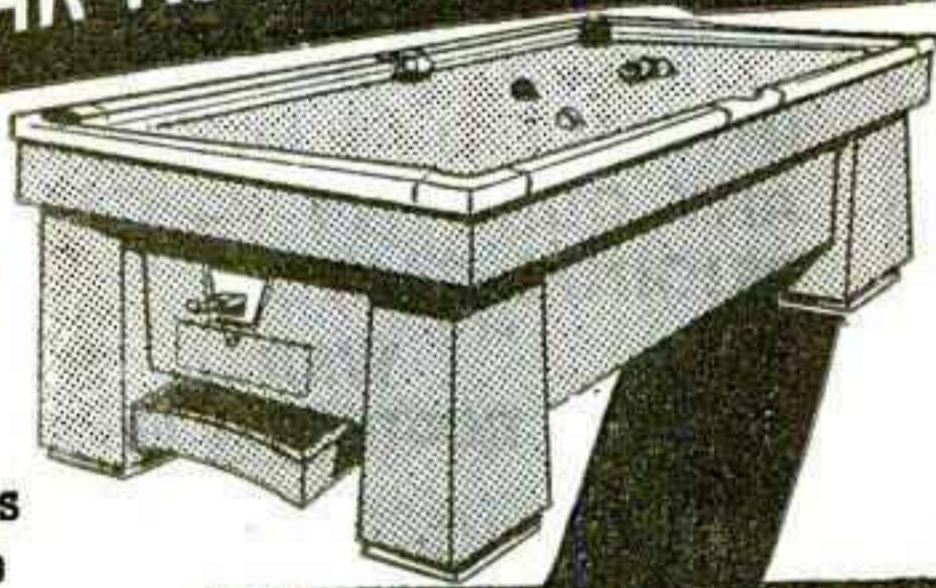
4650 W. FULTON ST.

CHICAGO 44, ILLINOIS

Cable Address: "WATLINGITE," Chicago



YEAR 'ROUND PROFITS!



NEW POOL TABLES

5c or 10c
Coin Operated

AVAILABLE IN FOUR SIZES
3 x 6, 3 1/2 x 7, 4 x 8, 4 1/2 x 9

Now in stock at Fayetteville
Ready for instant shipment

These coin-operated pool tables give
S-T-E-A-D-Y profits year after year!
Write for details and prices

The VENDING MACHINE CO.
FAYETTEVILLE, NORTH CAROLINA
U.S.A.

Operators' Information on Request

RECONDITIONED PIN GAMES—READY FOR IMMEDIATE LOCATION

Bowling League	\$147.50	Miss America	\$ 87.50
Baffle Card	65.50	Moniker	19.00
Big League	36.50	Play Boy	98.50
Baseball (Chico)	117.00	Hi Ride	155.00
Click	130.00	Smarty	59.50
Carousel	78.00	Sun Valley	14.00
Fast Ball	32.50	Smoky	82.50
Ginger	132.50	Show Girl	47.50
Havana	87.50	Sea Breeze	50.00
Lucky Star	92.50	Suspense	52.50
Malala	112.50	Superliner	30.00
Marjorie	132.50	Stage Door Canteen	72.50
		School Days	96.50
		Spellbound	22.50
		Tornado	
		Towers	

Established 1913
ROY MCGINNIS CO.
2011 MARYLAND AVE., BALTIMORE 18, MARYLAND • PHONE: UNIVERSITY 1800

RECONDITIONED—GUARANTEED

Bally-Hoo, \$79.50; Big Hit, \$30.00; Double Barrel, \$35.00; Dynamite, \$59.50; Kilroy, \$74.50; Nuddy, brand new, \$75.00; Rocket, \$49.50; Stage Door Canteen, \$35.00; Step Up, \$50.00; Superliner, \$49.50; Superscore, \$69.50; Surf Queens, \$30.00; Suspense, \$49.50; Victory Derby, \$149.50; Model A, chrome, \$149.50; Victory Special, Model A, chrome, \$159.50; Hi-Hand, \$50.00; Keeney Super Bell, \$195.00; Keeney Super Bell, 5 cents, \$59.50; Mills Four Bells, \$195.00; Super Bell, Four-Way, \$195.00; Keeney Super Bell, 5 cents, \$149.50; Blue Front, 5 cents, \$50.00; Columbia Deluxe, \$50.00; Black Cherry, 5 cents, \$100.00; Q.T., 5 cents, \$32.50; Roman Head, 5 cents, \$47.50; Slot \$60.00; Pace '46, 5 cents, \$100.00; Heavy Hitter, \$69.50; Heavy Hitter Stands, \$9.00; Stands, \$12.50; Daval Free Play, \$22.50; Line-Line-Basket, \$22.50.

"MONEY BACK IF NOT SATISFIED"

Coin Machine Sales Co.
3804 TRAVIS STREET HOUSTON 6, TEXAS

**RENT A MACHINE
KEEP THAT LOCATION HOT**

Established Operators—Save money by renting games and phonographs.
2/3 rental fee may be applied against purchase.

Send Your Name and Address To Receive Our Monthly Newsette.

NATIONAL NOVELTY COMPANY 183 Merrick Road, Merrick, Long Island
Phone: Freeport 8-8320

FOREIGN ORDERS A SPECIALTY!

ROLL-DOWN BARGAINS!

ADVANCE ROLL . . \$144.50 Genco TOTAL ROLL . \$45.00

Esso STARS	\$ 99.50	Dynamic ROULETTE	\$125.00
Square SPORTSMAN	75.00	TOTAL ROLL, With Bumpers	99.50
Premier ROLL-A-SCORE	55.00	SUPER TRIANGLE	49.50
ROLL-A-SCORE	50.00	ONE WORLD	99.50
Pancoast HI SCORE	50.00	SPORTSMAN, Blue Cab.	110.00
Sportsman—Gray Cab.	79.50	TALLY ROLLS	59.50
TOTAL ROLL, With Buttons	99.50	BUCCANEER, Like New	199.50

Send 1/3 Deposit, Balance C. O. D.

HUB DISTRIBUTING CO.
632 Tenth Ave., cor. 45th St.
New York 19, N. Y. Circle 6-9570

TAKE A PEEK AT THE "NEW LOOK" IN OUR PRICES!

BAFFLE CARD	\$ 84.50
BIG HIT	29.50
CAROUSEL	79.50
HI RIDE	169.50
KILROY	79.50
LUCKY STAR	139.50
MYSTERY	89.50
ROCKET	89.50

SMARTY	\$54.50
SPELLBOUND	44.50
STAGE DOOR CANTEEN	24.50
STEP UP	69.50
SUPERLINER	44.50
SUPER SCORE	54.50
SUSPENSE	44.50
SURF QUEEN	34.50

BRAND NEW CLOSEOUTS

DAVAL FREE PLAY, Cigarette	
Reels	\$19.50
GOTTLIEB GRIP SCALE	24.50
BUDDY	14.50
AMERICAN EAGLE	12.50
PEANUT VENDOR	7.50

\$19.50 EACH
FIVE-TEN-TWENTY ...
KEEP 'EM FLYING ...
MONICKER ... GRAND
CANYON ... LIBERTY
... NEW CHAMP ... SUN
VALLEY

WRITE FOR COMPLETE LIST OF ALL TYPES OF NEW AND RECONDITIONED EQUIPMENT, INCLUDING TOP QUALITY, LOW PRICED MUSIC

TERMS: 1/3 DEPOSIT, BALANCE SIGHT DRAFT

- 624 S. THIRD ST., LOUISVILLE 2, KY.
- 242 JEFFERSON ST., LEXINGTON 2, KY.
- 1329 S. CALHOUN ST., FT. WAYNE 2, IND.
- 228 W. 7TH ST., CINCINNATI 2, OHIO
- 603 LINDEN AVE., DAYTON 3, OHIO
- 325 N. ILLINOIS ST., INDIANAPOLIS 4, IND.
- 410 MARKET ST., CHATTANOOGA 2, TENN.



NOW DELIVERING NEW GAMES OF ALL LEADING MANUFACTURERS

"The House that Confidence Built"

SOUTHERN AUTOMATIC

MUSIC COMPANY, INC.

SEEBURG DISTRIBUTORS IN
 CINCINNATI • DAYTON • FT. WAYNE
 INDIANAPOLIS • LEXINGTON



Your *Grandest* Opportunity with
"7-Grand" The Operators' Counter Game

Grand Operator Appeal
Grand Location Appeal
Grand Player Appeal
 it's **"7 Grand"**

ORDER FROM YOUR DISTRIBUTOR
 If he cannot supply you, write direct.
 1/3 Deposit With Order, Balance COD.
 Write for illustrated literature today!

Bradley Industries division
 BRADLEY ASSOCIATES, INC.
 1652 N. Damen Ave., Phone ARMitage 8198, Chicago 47, Ill.

2 Cash Boxes—one for location owner and one for operator.

OPERATORS' PRICE
\$69.95
 F. O. B. Chicago



IN NEW ENGLAND IT'S TRIMOUNT ★ IN NEW ENGLAND IT'S TRIMOUNT ★ IN NEW ENGLAND IT'S TRIMOUNT

DISTRIBUTORS, ATTENTION!!!

TRIMOUNT WANTS YOUR 5 BALLS—WE'RE INTERESTED IN ANY POST-WAR GAMES — ANY QUANTITY — GAMES MUST BE IN ORIGINAL CRATES.

WRITE! WIRE! PHONE!
 QUOTE BEST PRICES AND QUANTITIES
 AVAILABLE

TRIMOUNT

COIN MACHINE CO.
 40 WALTHAM ST., BOSTON 18, MASS. PHONE: LIB. 9480

STEEL BALL ROLL-DOWN USERS!

A SENSATIONAL NEW ROLL-DOWN BY A MAJOR MANUFACTURER
 → PIN GAME SIZE ←

Priced at \$249.50
 Call for Details

Empire Coin
 MACHINE EXCHANGE

1012-14 MILWAUKEE AVE. • PHONE EVerglade 2600 • CHICAGO 22, ILL.

SPECIAL SALE! 50c Black Cherries, Golden Falls

SHOOTING STARS Brand New, in original cases....	\$69.50	NEW PACKARD HIDEAWAY 8 New Pla-Mor Boxes, 100 ft. 30-wire cable. Complete....	\$625.00	MILLS 4-BELL CABINETS Brand New. Re-new your old machines....	\$12.50
---	----------------	---	-----------------	---	----------------

NEW EQUIPMENT	ARCADE EQUIPMENT
IMMEDIATE DELIVERIES	FULLY RECONDITIONED
Tropicana	Ace Bomber
Manhattan	Air Raider
Catalina	Batting Practice
Lady Robin Hood	Baker Sky Pilot
Bull Up	Champion Hockey
	Chicago Hockey
	Genco Whizz
	Sky Fighters
	Undersea Raiders
	Ev. Tommy Gun
	Keeney Submarine
	Seeburg Rifle Guns
	Panoram
	Photomatlo
	Zingo
	Rocket Buster
	Super Bomber
	Red Ball
	Western Baseball
	Groetchen Metal Typewriter

Write for List: Thoroughly reconditioned 1-Balls, 5-Balls, Consoles, Phonos, Scales, etc.
 FOREIGN TRADE: We are prepared to serve you now. Write in your own language for information. We make all coin chute adaptations; are experts in special packing and crating. Send for our illustrated literature. **CABLE: MCOGIN.**
 Terms: 1/3 Deposit, Balance O. O. D. or Sight Draft.

MONARCH COIN MACHINE CO.

1545 N. FAIRFIELD AVE., (PHONE ARMITAGE 1434) CHICAGO 22, ILL.

TERRIFIC ACTION!

7 PLAYER CONTROLLED FLIPPERS!

ADVANCING BONUS SCORES!

SPECIAL SCORING!

NOVELTY AND FREE GAMES

Also Available as a 5-ball straight novelty roll down game with console cabinet

FLIPPER ACTION is from center and bottom, as well as from both sides. It's FAST!

BE FIRST IN YOUR TERRITORY TO CAPTURE CHOICE LOCATIONS WITH THESE KEENEY WINNERS

BIG MONEY IS WAITING FOR You!

★ Sensational FLIPPER and bumper action!
★ Big ADVANCING BONUS SCORES!
★ SPECIAL SCORES of 50,000!
★ TOP HIGH SCORE: 950,000!

Keeneey's "Cover Girl" is a riot of FAST high-scoring action. A BIG MONEY WINNER!

FLIP BUTTON

THE LATEST AND GREATEST OF CONSOLES

NEW! Keeneey's "GOLD NUGGET"

Bell fruit reels! 2 coin play! Multiple Scoring! New High Awards! See it! Play it! Standard models equipped 5c-25c chutes. Any combination of 5c-10c-25c chutes.

Keeneey's 2-Way Bonus Super Bell... a perfect team mate with Gold Nugget

KEENEY GAMES GET AND HOLD YOUR LOCATIONS AGAINST ALL COMPETITION

J. H. Keeneey & CO., INC.
"THE HOUSE THAT JACK BUILT"
2600 WEST FIFTIETH STREET, CHICAGO 32, ILLINOIS

Order from your Keeneey Distributor

ROCK BOTTOM PRICES! REBUILT PHONOGRAPHS!

UNCONDITIONALLY GUARANTEED

THE FOLLOWING LOW PRICES ARE FOR MACHINES COMPLETE AND IN WORKING ORDER BUT NOT REBUILT

WURLITZER	SEEBURG	ROCK-OLA
850-800 \$225.00	Hiltone, RC \$149.50	Commando \$129.50
780E 239.50	Hiltone, ES 139.50	Super & Master 129.50
780 224.50	Commander, Gadet, Envoy, Major, etc. . . 149.50	DeLuxe 119.50
500 119.50	Classic, Vogue 109.50	Standard 109.50
600 99.50	Plaza 89.50	Twin Twelve 89.50
24 Victory 79.50	Casino 89.50	5-Wire Cellar Job 89.50
616, III. 59.50	Royal 89.50	Rock-Ola Spectravox rebuilt and equipped with Seeburg Wireless Wallbox—to be used with Seeburg phonographs as remote console \$99.50
616, Plain 49.50	Rex 30-Wire Cellar Job 59.50	
61 44.50		
50 39.50		

Seeburg Lotone, Professionally Rebuilt and Guaranteed \$269.50

IF YOU WANT THESE PHONOGRAPHS PROFESSIONALLY REBUILT AND UNCONDITIONALLY GUARANTEED, ADD \$35 PER MACHINE

CHECK THESE POINTS

- ✓ PROFESSIONALLY REFINISHED
- ✓ MECHANISM OVERHAULED
- ✓ WORN PARTS REPLACED

- ✓ AMPLIFIER RECONDITIONED
- ✓ TONE HEAD RENEWED
- ✓ TALKING GOLD GRILL

ALL WORK DONE BY SKILLED FACTORY TRAINED TECHNICIANS

POSTWAR PHONOGRAPHS WALL BOXES	LIKE NEW	WURLITZER	ROCK-OLA
		Wurlitzer \$550.00	Rock-Ola 359.50
		Seeburg Write	Seeburg, 1946 Wireless and 3-Wire Wallboxes Write
SEEBURG LOTONE, PROFESSIONALLY REBUILT AND GUARANTEED \$269.50			

WALL BOXES		MISC. EQUIPMENT	
Seeburg Post War (used) Write	WS-2Z Wireless \$19.50	Needles Write	10,000 Title Strips \$3.75
Seeburg 8-24-1Z 3.95	DS-20-1Z 3-Wire 15.00	Talking Gold 75¢ per 100 sq. inches	Solitons Personalized Music System, Mechanism and 10 boxes Write
Seeburg 8-20-1Z 3.95	Wurlitzer 120 5.00		
Seeburg 3-Wire Baromatic 22.50	Rock-Ola Dial-a-Tune .. 3.50		

Tubes and Miniature Bulbs, 40% Disc. Terms: 1/2 Deposit with order, bal. C. O. D.

DAVIS

738 ERIE BLVD. EAST
SYRACUSE, NEW YORK

12 YEARS OF OPERATOR CONFIDENCE

DISTRIBUTING CORPORATION

SEEBURG

FACTORY DISTRIBUTORS

PHONE SYRACUSE 5-5194

BRANCHES BUFFALO ROCHESTER

HEATH'S "Feather Touch"

COIN CHUTES
For Pin Games • Roll Downs • etc.



Exclusive Factory Sales Agents

Sensation of the Coin Machine World. FEATHER TOUCH now available in 2c model, penny on penny style. Same size face plate as 5c chute, fits most pin games, roll-downs or arcade equipment. Specify: Free Play, \$3.95, or Non Free Play, \$3.65.

Install 2c chutes on your old equipment at once. Pick up those sagging collections. Also available in 1c-5c-10c-25c and foreign coin models.

MR. OPERATOR, request your distributor to have all his new games FEATHER TOUCH equipped.

Order FEATHER TOUCH today from America's foremost Parts House.

5c Free Play Model \$3.95

5c Non-Free Play Model \$3.65

Parts and Supplies for all types of coin machines.

HEATH DISTRIBUTING CO.

217 THIRD STREET

Phoness: 2681-2682

MACON, GEORGIA



SENSATIONALLY NEW!

CASINO BELL Sr.

ACCEPTS 5c AND 25c COINS ON SAME PLAY. PAYS OUT NICKELS OR QUARTERS, ACCORDING TO COIN PLAYED

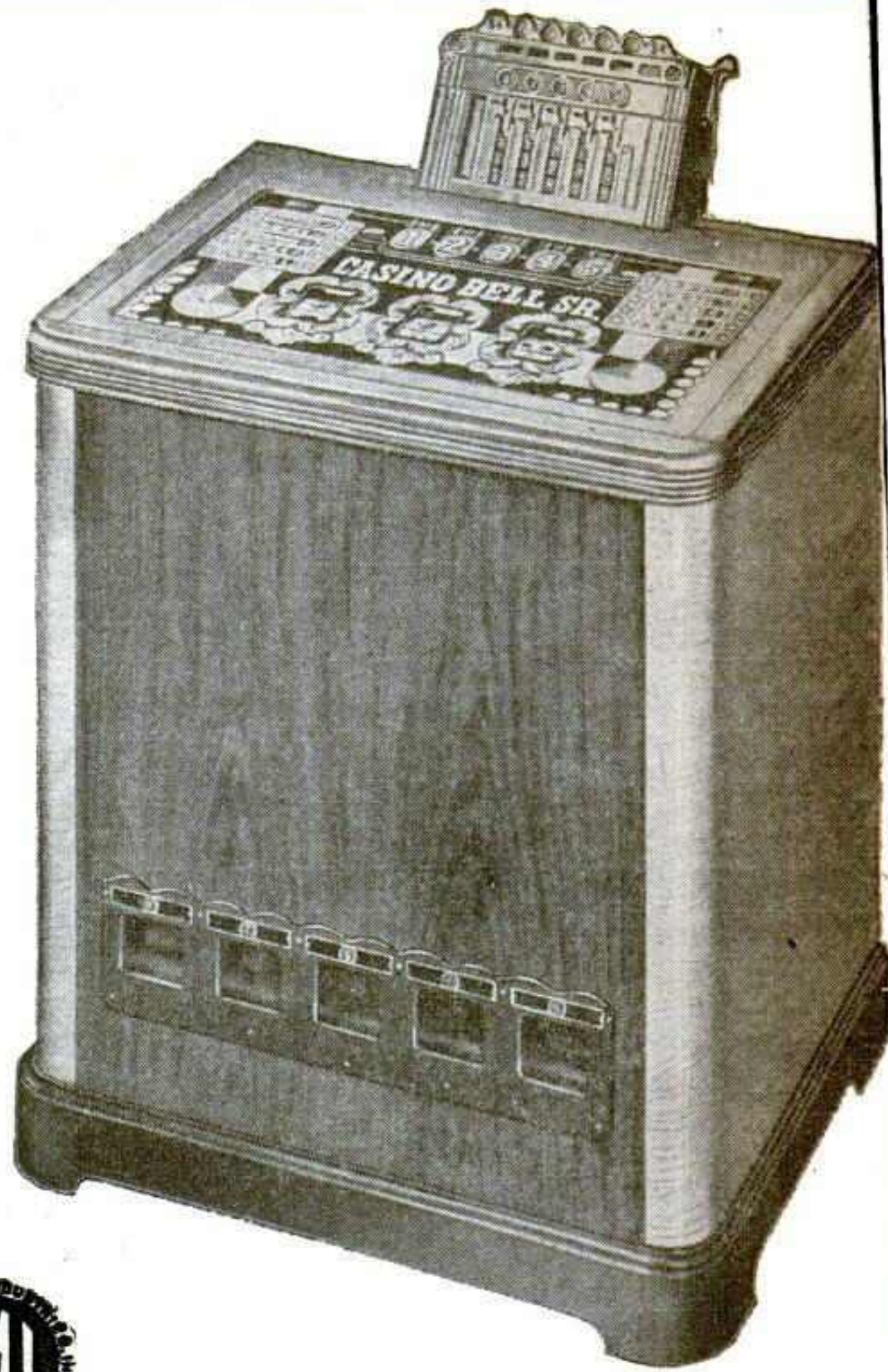
For lasting appeal . . . dependable earnings rely on these peerless EVANS features:

- EVANS' NONPAREIL 5-COIN HEAD! 5 PLAYERS!
Greatest Improvement in the History of the Industry!
- 5 INDIVIDUAL PAYOUT CUPS!
- 5 JACKPOTS WITH RESERVES!
- SINGLE COIN "MACHINE GUN" ACTION PAYOUT!
- EVANS' FAMOUS TROUBLE-FREE MECHANISM!
- LONG-LIFE, ATTRACTIVE EVANS-BUILT CABINET!
- BRILLIANT, COLORFUL TOP DESIGN!
- STANDARD BELL FRUIT REELS!
- MODELS NOW AVAILABLE:
STANDARD 3/5c and 25c; STRAIGHT 5c or 25c FIVE PLAY MODELS and CLUB MODEL WITH ONE-CHERRY PAYOUT

SEE YOUR DISTRIBUTOR TODAY.

H. C. EVANS & CO.

1528 W. ADAMS STREET, CHICAGO 7, ILLINOIS



ATLAS Can Supply Any Bell, Console, Arcade Machine! Write!

GRUNIG TEST QUEST

2-in-1 Counter Game money maker! Questions and Answers plus Grip Scale! Geared for appeal to Adults and Children! 1¢ Play. Top Quality Construction. Extra Question Strips available.

\$39.50 EACH
Lots of 5 **\$34.50**

PHONOGRAPHS

Seeburg Cadet	\$245.00
Wurlitzer 600	195.00
Wurlitzer 616	89.50
Wurlitzer 24	149.50
Seeburg Royal	149.50
Seeburg Classic	225.00
Seeburg Hi-Tone, R.C.	275.00
Seeburg Concert Grand	175.00
Seeburg Crown	175.00
Rock-Ola DeLuxe	175.00
Rock-Ola Master, '40	175.00
Concert Master, '40	245.00
Mills Throne	145.00
Mills Empress	169.50
SEEBURG LO-TONE	295.00

NEW EQUIPMENT.

GENCO TRIPLE ACTION
GOLD MINE
CATALINA
MANHATTAN
EXHIBIT BUILD-UP
MELODY
BING-A-ROLL (Roll Down)
BANG TAILS, COMBINATION
ALL JENNINGS BELLS

SHOOTING STARS
Brand New. Real Money Maker. In Orig. Cartons. **\$74.50 Ea.**
SPECIAL, \$69.50 Lots of 5

All used equipment listed is completely rebuilt and refinished!
Terms: 1/3 Deposit, Balance C. O. D.

ATLAS

NOVELTY COMPANY

FRIENDLY PERSONAL SERVICE

2200 N. WESTERN AVE. · PHONE ARmitage 5005 · CHICAGO 47

Assoc. Offices: ATLAS MUSIC CO., 5743 GRAND RIVER AVE., DETROIT 8
ATLAS MUSIC CO., 2219 FIFTH AVE., PITTSBURGH 19
ATLAS MUSIC CO., 221 NINTH ST., DES MOINES 9

BADGER'S Bargains
"Often a few dollars less - Seldom a penny more"

LOS ANGELES see Bill Happel
MILWAUKEE see Carl Happel

GUARANTEED RECONDITIONED CONSOLES

<p>NEW KEENEY GOLD NUGGET ... WRITE NEW BALLY TRIPLE BELLS ... WRITE</p> <p>BALLY TRIPLE BELLS \$595.00 MILLS 1947 THREE BELLS 495.00 MILLS 1941 THREE BELLS 169.50 MILLS 4 BELLS, 5c, 5c, 5c, 5c 169.50 KEENEY 4-WAY SUPER BELLS 169.50 KEENEY TWINS, 5-25c, F.P., P.O. 89.50 KEENEY SUPER SINGLE, F.P., P.O. 59.50 BALLY CLUB BELLS, F.P., P.O. 49.50 MILLS JUMBO, LATE, F.P., P.O. 49.50 MILLS JUMBO, LATE, P.O. 34.50</p>	<p>BALLY WILD LEMON WRITE BALLY DOUBLE UP WRITE</p> <p>KEENEY BONUS, 3-WAY \$695.00 KEENEY BONUS, 2-WAY 595.00 KEENEY BONUS, 1-WAY 345.00 1947 GALLOPING DOMINOES 395.00 1941 BANGTAILS 395.00 1941 BANGTAILS 149.50 BALLY DE LUXE DRAW BELLS 325.00 BALLY DRAW BELLS 275.00 BALLY HI HANDS, F.P., P.O. 49.50 MILLS JUMBO, F.P. 34.50</p>
--	---

GUARANTEED RECONDITIONED PHONOGRAPHS

<p>WURLITZER, MODEL 1015 \$550.00 WURLITZER, MODEL 1080 575.00 A.M.I., 1946 MODEL M 695.00 PACKARD, 1946 MODEL 7 395.00 AIREON, 1946 DE LUXE (LATE) .. 395.00 WURLITZER MODEL 950 295.00 WURLITZER MODEL 850 295.00</p>	<p>SEEBURG, MODEL 1-47 \$575.00 SEEBURG, MODEL 1-46 495.00 ROCK-OLA, MODEL 1426 (1947) .. 495.00 ROCK-OLA, MODEL 1422 (1946) .. 395.00 ROCK-OLA, 1941 PLAYMASTER .. 149.50 ROCK-OLA COMMANDO 149.50 SEEBURG 8800 NEW ROCK-O-LITE 249.50</p>
---	---

Badger Sales Co., Inc.
2251 WEST PICO BLVD.,
LOS ANGELES 6, CALIF.
ALL PHONE DR. 4326.

Badger Novelty Co.
2546 NORTH 30TH STREET,
MILWAUKEE 10, WIS.
ALL PHONE KIL. 3030.

PIN GAMES READY FOR LOCATION—IN VERY GOOD CONDITION

<p>EXHIBIT</p> <p>Big Hits \$ 30.00 Fiesta 80.00 Ranger 90.00 Mystery 90.00 Vanities 85.00 Mam'selle 135.00 Coed 135.00 Tally Ho 140.00</p>	<p>CHICAGO COIN</p> <p>Superscore \$ 65.00 Kilroy 75.00 Playboy 105.00 Gold Ball 115.00 Baseball 110.00 Sea Isle 160.00</p>	<p>UNITED</p> <p>Rio \$ 80.00 Havana 85.00 Hawaii 160.00 Nevada 175.00 Singapore 190.00</p>
<p>BALLY</p> <p>Surf Queens \$ 35.00 Bally Hoo 100.00 High Hands 45.00</p>	<p>GOTTLIEB</p> <p>Canteens \$ 35.00 Marjorie 110.00 Lucky Star 110.00 Humpty Dumpty 190.00</p>	<p>GENCO</p> <p>Honey \$105.00 Dynamite 65.00 Euspense 40.00 Carousel 90.00</p>

TERMS: One-Third Deposit, Balance C. O. D.

WM. R. GOLDBERG, 656 Madison Ave., York, Pa.

FOR SALE AT A SACRIFICE

MY ENTIRE MUSIC MACHINE BUSINESS

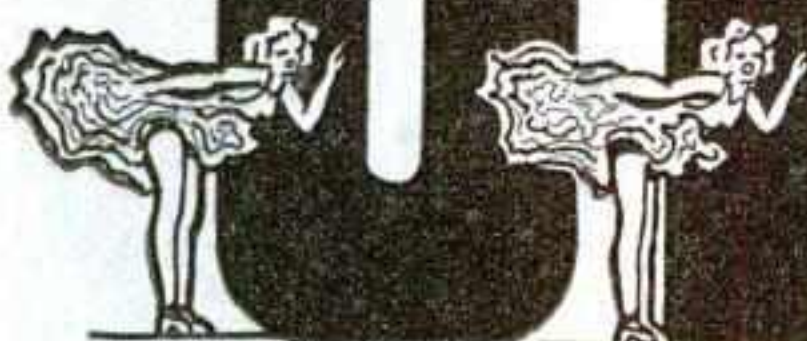
consisting of 40 Wurlitzers and Seeburgs, 75% new; 30 late model pin games, one new Dodge Pick-Up Truck, a complete work shop, records, etc. Operation established in this city many years; locations close in, one man can operate easily. Collections average \$500.00 a week and up. Entire outfit priced for quick sale, \$30,000.00.

MUSIC MACHINE CO.
636 BROAD ST., AUGUSTA, GA.

BUILD UP



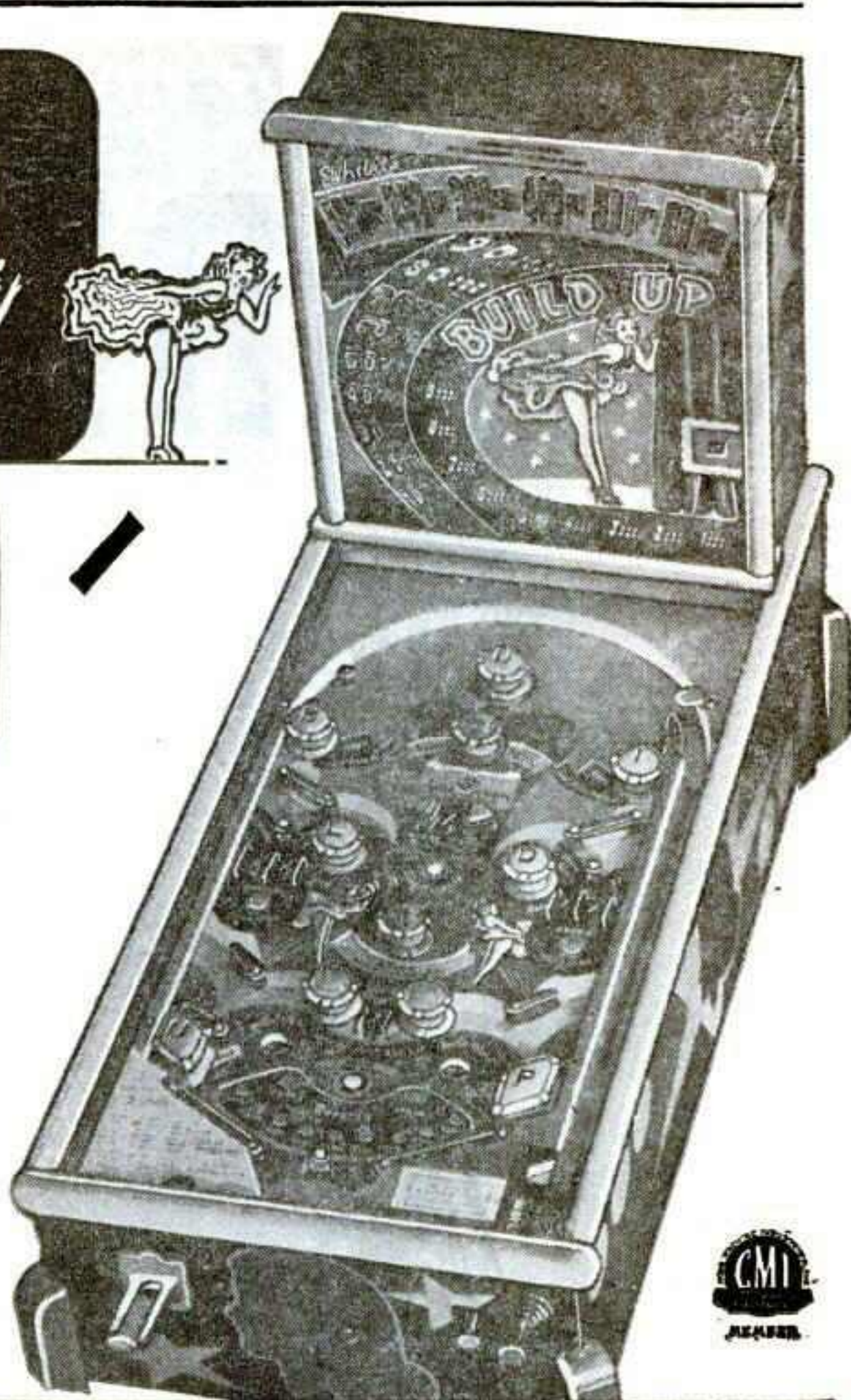
UP



RESERVE and DOUBLE RESERVE BUILD UP

with

50,000 and 25,000 (reserve) SPECIAL and EXTRA SPECIAL LANES—Flipper-Action Too!



GET IT! from your nearest DISTRIBUTOR

EXHIBIT SUPPLY COMPANY

(ESTABLISHED 1901)

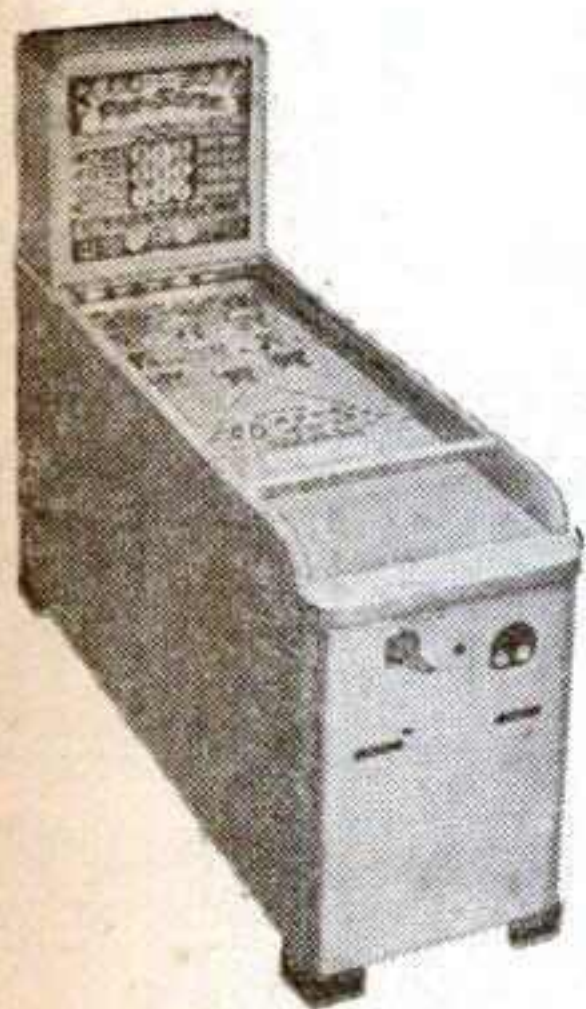
4218-4230 W. LAKE STREET
CHICAGO 24, ILL.

PAY out of PLAY

sensational new finance plan now available to reputable operators throughout the United States

Pro-score

America's Outstanding Roll Down Game



See your local distributor or write us for details, stating number of games desired. Write today. Pay out of profits

GEORGE PONSER CO.

158 East Grand Avenue • Chicago 11, Illinois • Superior 4427

WEBSTER DEFINES . . .

GOLD SOMETHING GENUINE and of VALUE.

GOLD MINE a RICH source of WEALTH

WE AGREE that "GOLD MINE," our NEW 5 Ball Free Play Game, is **SOMETHING GENUINE** and of **VALUE** and a **RICH SOURCE** of **NICKELS** (Wealth) in the cash box.

Why? Because **OPERATORS** have told us so!

"GOLD MINE" FEATURES

- **OUT HOLE SCORING**
5000 to 250,000
- **PROGRESSIVE BONUS SCORING**
- **FLIPPER ACTION**
That can't be beat

ORDERS ARE BEING FILLED IN ROTATION

SEE YOUR DISTRIBUTOR AT ONCE OR WRITE TO

MARVEL MANUFACTURING CO.

2847 W. Fullerton Ave.
Chicago, Ill.
Phone: DICKENS 2424

DISCOVERS OF "GOLD MINE"



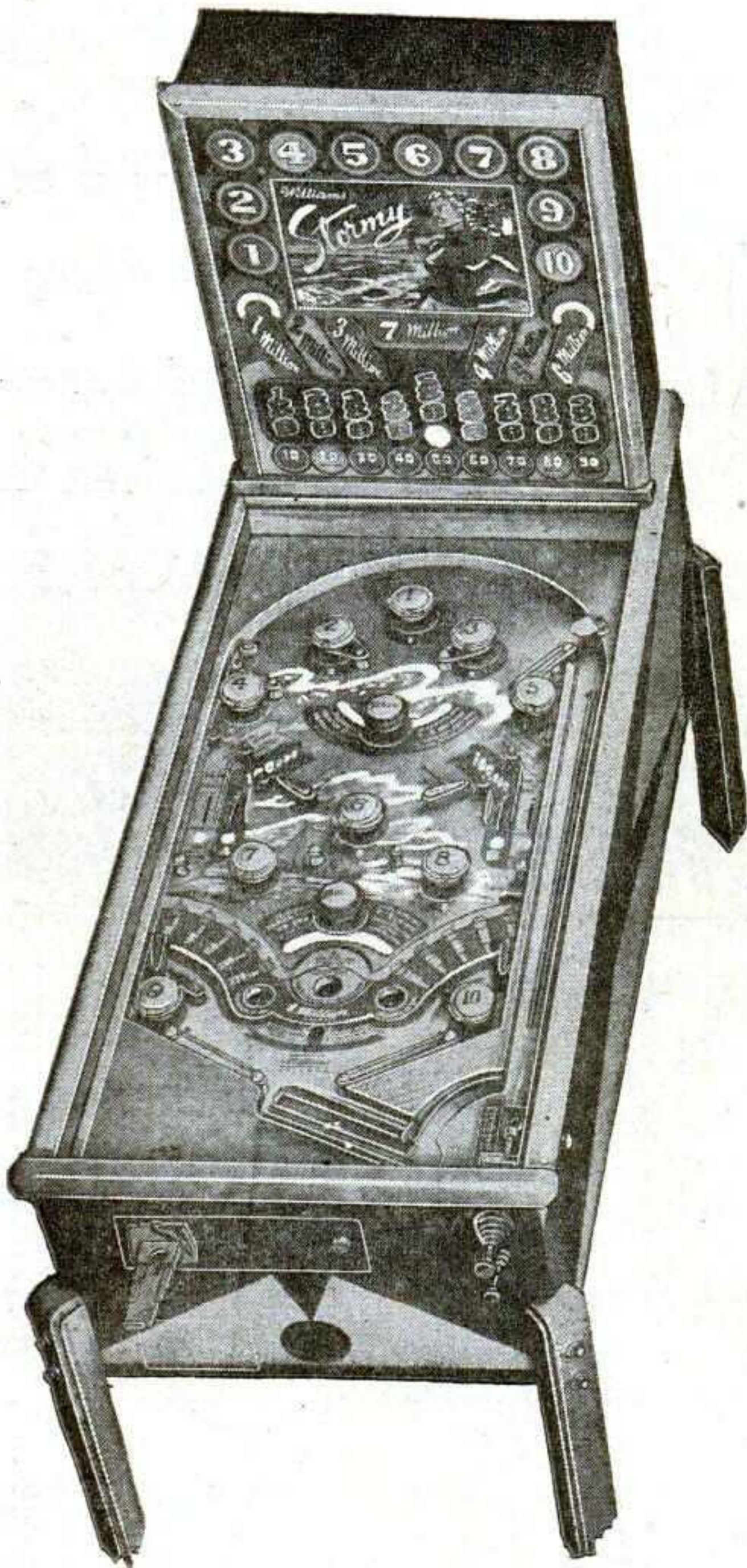
"GOLD MINE" IS FAR AHEAD OF THE FIELD



AKAUSA

Williams

STORMY



STORMY has extra special play incentives PLUS new Flipper Action... sure to pep up any location!

ORDER FROM YOUR DISTRIBUTOR TODAY

Williams
MANUFACTURING
COMPANY

161 W. HURON ST.
CHICAGO 10, ILL.



MILLS LATEST MACHINES

GOLDEN FALLS

You can make MORE MONEY with this New Mills Bell (with Hand-Load Jackpot). It is modern in design and has the "come-on" appeal. Full Jackpot at all times is one of its "Come-On" Features. Write for illustrated circular giving full details on this unusual Bell. Immediate delivery in 5¢, 10¢, 25¢ and 50¢ play. **WRITE FOR PRICES**



JEWEL BELL

If you want to increase your income place the New Mills Jewel Bell on location. It is different than any Bell ever manufactured in the past. Its design is modernistic and has unusual eye appeal. Ready for delivery in 5¢, 10¢ and 25¢ play. **WRITE FOR PRICES**

IMMEDIATE DELIVERY



MILLS Q T

A "Pony-Size" Bell. Weighs only 85 lbs.

The NEW QT is an entirely new design with streamlined front painted Blue and Gold, and made to give Operators unlimited service. It shines out bright and cheerful in any type of location. Any counter anywhere will welcome its presence.

\$115.00 1/3 Deposit.

New Box Stands, Single, Double and Triple Safes

SICKING, INC.



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. Coins can also be instantly covered, automatically removing the reward plate from sight. BLUE & SILVER or GOLD & SILVER.

5¢ Play

\$65.00

1/3 Deposit

Established 1895 1401 CENTRAL PARKWAY CINCINNATI 14, OHIO



JOE ASH

ACTIVE RECONDITIONED GAMES 'NUFF SAID

COMPLETELY RECONDITIONED—READY FOR LOCATION!

- BAFFLE CARD \$69.50
- FAST BALL 49.50
- HAVANA 79.50
- MAISIE 99.50
- STAGE DOOR CANTEEN 39.50
- SUPERLINER 49.50
- STATE FAIR 59.50

1/3 With Order — Balance C. O. D.

ACTIVE AMUSEMENT MACHINES CO.

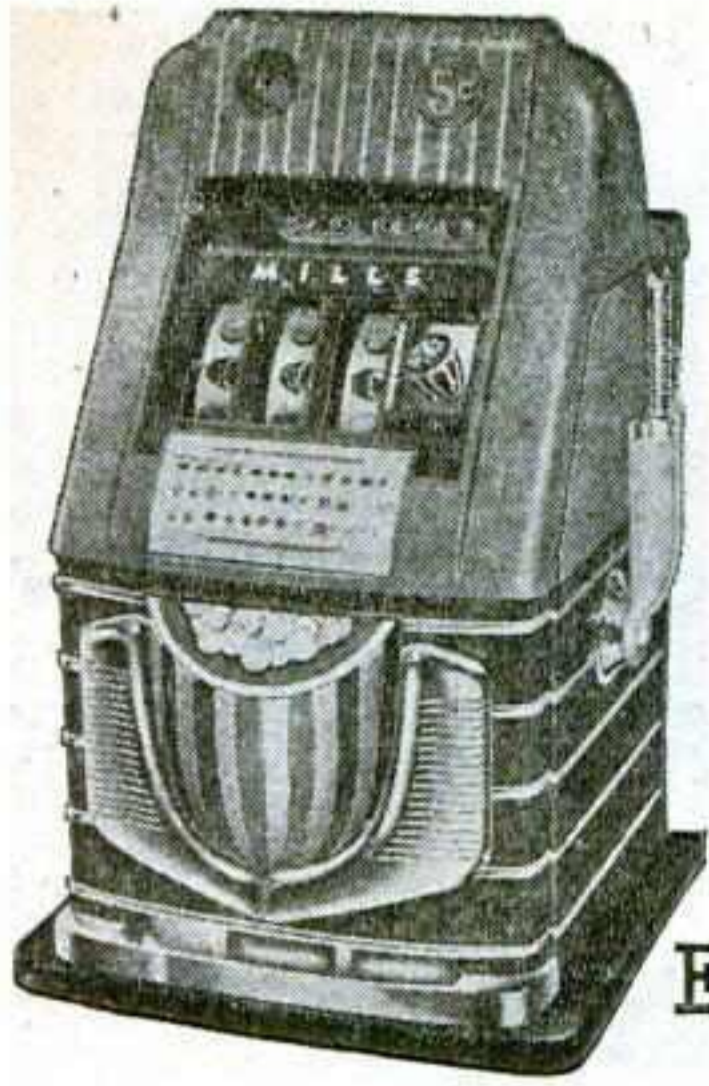
666 N. Broad St. Philadelphia 30, Pa. Fremont 7-4495

98 Clinton Ave. Newark 5, N. J. Mitchell 2-8527

1120 Wyoming Ave. Scranton, Pa. Scranton 4-6176



"YOU CAN ALWAYS DEPEND ON ACTIVE—ALL WAYS"



Earn Sweet Profits with this brand new idea in Bell machines – The Mills MELON! No Jackpot – instead, a glittering, attractive metal token is automatically delivered in money cup when three Melons appear on reels (Melons replace Bars).

Lots of "Sugar" from this Melon!

Regular 2-5 system of awards . . . Prevents misunderstanding in guaranteed or locked Jackpot type of location. Patron merely presents Melon Jackpot token to caretaker for award. Meter in machine registers each Melon Jackpot awarded.

Smashing in color display! Attractive in design! Cut yourself in on a "slice of real sugar"! To assure yourself an early delivery, order your Melons now! The first Melons are on the production line. Be the first to operate them. Write, phone or wire!

Bell-O-Matic Corporation

CHICAGO COIN'S

CATALINA



5 BALL NOVELTY
NEW FLIPPER ACTION Gives
 Player Greater Playing Action!

- ★ **DOUBLE BONUS**
- ★ **HIGH SCORE**
- ★ **SUPER-BONUS**
- BUILD-UP POCKETS**
- ★ **FREE PLAY LANES**



**PLACE
 YOUR
 ORDER
 NOW!**



CHICAGO COIN MACHINE
 COMPANY
 1725 DIVERSEY BOULEVARD, CHICAGO 14, ILLINOIS





ANNOUNCING THE 1948 BUCKLEY EXTRA AWARD CRISS CROSS BELLE

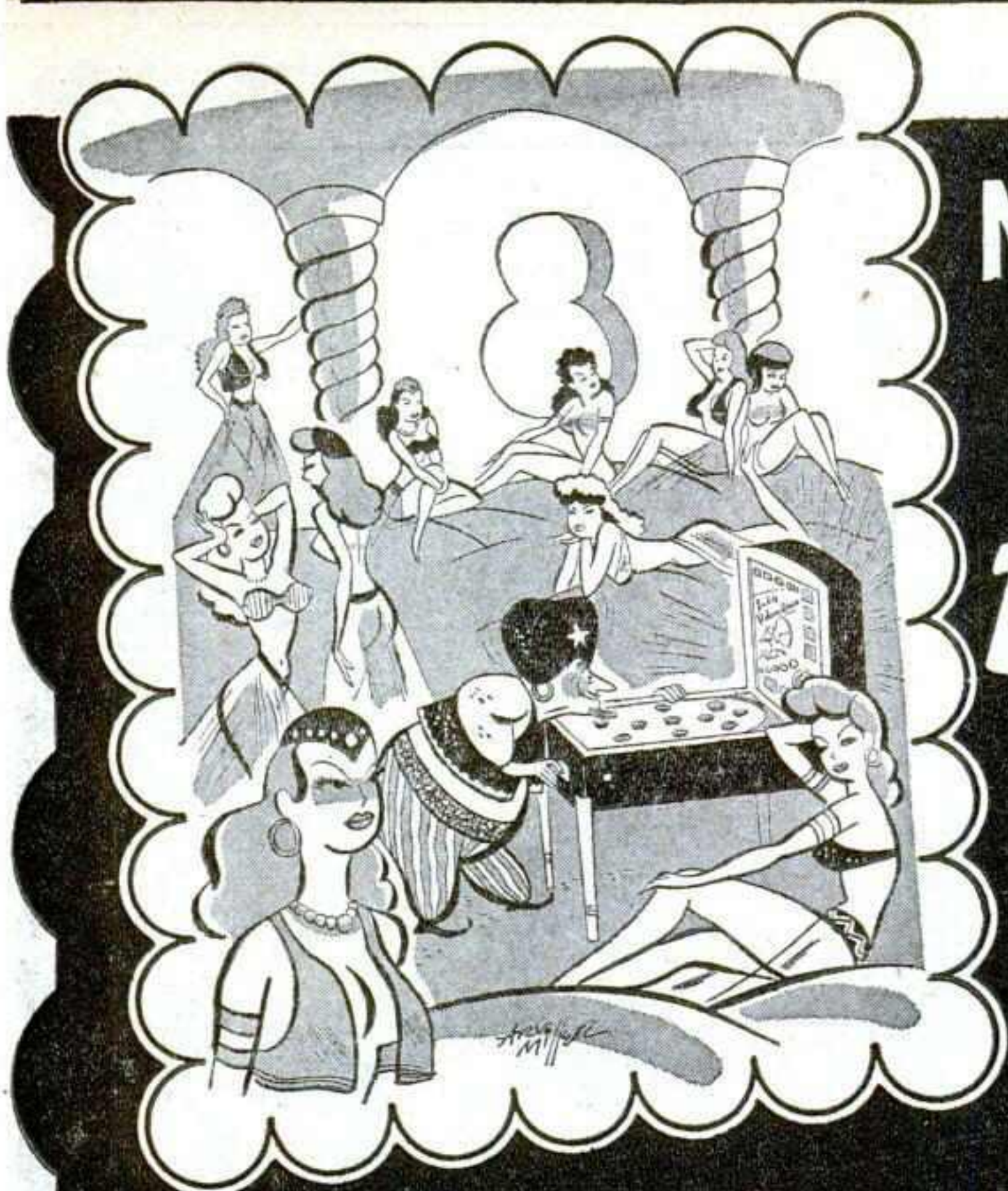
with the "new look," "new mechanism," "new playing features," already conceded by America's largest operators to be the best money maker they have ever operated.

BUCKLEY MANUFACTURING CO.

4223 W. LAKE ST.
 Telephones: Van Buren 6636, 6637, 6638, 6533
 CHICAGO 24, ILLINOIS

SPECIAL OFFER

Try it before you buy it! Pay no money down! Thirty days free trial to established operators! We are making this special offer to prove to you that Criss Cross Belle will give you better mechanical performance and will make more money than any other Bell machine. Let us know the type of location in which Criss Cross will be placed and we will recommend the model Criss Cross for your particular location.



NOBODY CAN RESIST LADY ROBIN HOOD!

The ORIGINAL
FLIPPER BUMPER!

COMPLETE SEQUENCE!

**COMBINATION
HIGH SCORE
AND FREE
PLAY POCKET!**

**FLASHING
STEP-UP
TARGET
BUMPER!**



SUPER-SENSITIVE
CONTROL BUTTONS
ON BOTH SIDES

OPERATORS!

There's nothing like it for tantalizing appeal! It's practically impossible to distract players from Lady Robin Hood's thrilling play, scoring excitement and that Original Gottlieb Flipper Bumper action! If you'd like to see your earnings shape up to a pretty figure, order Lady Robin Hood from your Distributor today!

"There is no substitute
for Quality!"

D. Gottlieb & Co.

1140-50 N. Kostner Ave.
Chicago 51, Illinois



OUTSTANDING

IT'S OUTSTANDING! IT'S TERRIFIC!

IT'S

WORTH WHILE
WAITING FOR!

TRIPLE ACTION

FLIPPER ACTION
TO THE TOP OF THE BOARD

ADVANCING BONUS SCORES
SPECIAL "BONUS FEATURE"
TRIPLE BONUS FEATURE

*Triple Action!
Triple Profit!*



ORDER FROM YOUR NEAREST DISTRIBUTOR

Genco

MANUFACTURING and SALES CO.
2621 NORTH ASHLAND AVE. • CHICAGO 14, ILL.

UNITED'S TROPICANA

Greater Than Singapore!

**FIVE-BALL
NOVELTY
REPLAY**

**Also Built as a Five-Ball
Straight Novelty Roll-Down
Game . . . Console Cabinet**

**SEE
YOUR
DISTRIBUTOR
NOW!**



UNITED MANUFACTURING COMPANY

5737 NORTH BROADWAY



CHICAGO 40, ILLINOIS

Spreading the
GOOD WORD
 about
 Aireon's new

LONG
 on
 PROFITS

Coronet

MODEL "400" AUTOMATIC PHONOGRAPH

LONG ON PROFITS . . . SHORT ON PRICE. Operators have waited a long time for this message. Now Aireon offers the surest, easiest way to big phonograph returns, at a price you can afford to pay.

The CORONET 400 has everything it takes for profitable operation . . . distinctive styling, perfect performance, sensible payment terms, and *the world's lowest price.*

495 is the price, \$4.00 a week the terms. That's your blueprint for profit when you buy Aireon's CORONET. CONTACT AN AIREON FACTORY REPRESENTATIVE OR THE FACTORY DIRECT FOR COMPLETE INFORMATION.

**The World's Finest Phonograph Equipment
 ...at the World's Lowest Prices**



Join The
400 CLUB

20% DOWN PAYMENT on phonographs, wall boxes, speakers, etc. Only \$4.00 WEEKLY PAYMENTS on phonographs, including all finance charges. Up to 110 weeks to pay.

Aireon

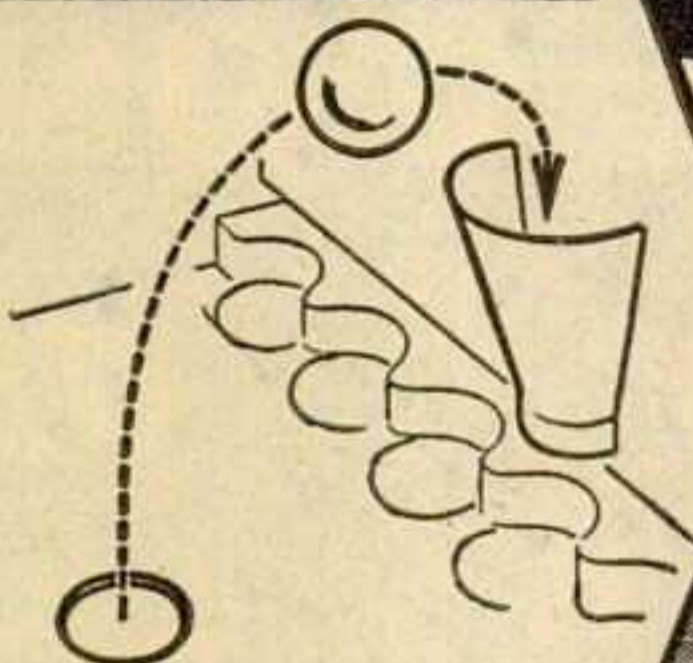
MANUFACTURING CORPORATION

Bally HY-ROLL

THE "ROLL-DOWN" GAME WITH "KICK-UP" ACTION

SENSATIONAL NEW BASKET SHOT

Balls actually jump up off the board . . . plop into basket. Then the Super-Score bell rings a merry tune while the Super-Score is automatically transferred to player's total score.



PLUS New SUPER-SCORE Feature

Player builds up Super-Score by skill, then rolls for a basket-shot to transfer Super-Score to total score. HY-ROLL Super-Score is a tantalizing teaser that keeps players HY-ROLLing by the hour.

ORDER FROM YOUR BALLY DISTRIBUTOR TODAY



Bally BIG INNING

Automatic "pitcher" hurls ball from mound in realistic baseball diamond. Flip finger-lever to swing bat . . . hitting singles, doubles, triples, home-runs or outs. Players "run bases" on back-glass and playfield. Runs and outs register on score-board. Play ends after 3 outs or 4 exciting minutes of play. Order today.



A Bally GAME FOR EVERY SPOT

**JOCKEY SPECIAL • JOCKEY CLUB • EUREKA • HEAVY HITTER
HI-BOY • TRIPLE BELL • WILD LEMON • DOUBLE UP • MELODY**



Bally MANUFACTURING COMPANY

DIVISION OF LION MANUFACTURING CORPORATION
2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

